

ShopSense Weekly Report - 2024-05-15

Weekly Sales Performance Report

· Executive Summary

- Weekly sales declined from 1704.54 to 1158.47, indicating a significant drop in performance. Top-selling products and city-wise sales remained consistent, but external factors like holiday sales and discounts had minimal impact on overall trends.

· .. Sales Highlights

- Top-Selling Products: Product 580.0 led with 61.4 in sales, followed by 4.0 (49.6) and 834.0 (46.6).
- City-wise Performance: City 0.0 dominated with 1556.41, while cities 12.0 (278.23) and 16.0 (249.19) followed.
- Weekly Trend: Sales dropped by 32% from the week starting 2024-05-06 to 2024-05-13.

· . Consumer Behavior

- Co-purchase Trends: Products 4.0 and 580.0 had the highest co-purchase days at 60 and 58 respectively.
- Product Preferences: Products 580.0, 4.0, and 834.0 consistently ranked high in both sales and co-purchase activity.

· .. External Influences

- Holiday Impact: Holidays had a slightly higher average sales (0.8) compared to non-holidays (0.7).
- Weather Influence: Both Dry and Rainy weather under moderate temperatures resulted in the same average sales (0.73).
- Discount Impact: High discounts maintained an average sales level of 0.73.

· . Strategic Recommendations

- 1. Focus on Top Products: Prioritize marketing and inventory for top-performing products like 580.0, 4.0, and 834.0.
- 2. Leverage Co-Purchase Trends: Bundle products with high co-purchase days (e.g., 4.0 and 580.0) to drive incremental sales.
- 3. Monitor City Performance: Allocate resources to high-performing cities like 0.0 and 12.0 while identifying growth opportunities in lower-performing areas.
- 4. Optimize Discount Strategy: Evaluate the impact of high discounts on