

ShopSense Weekly Report - 2024-04-10

· Executive Summary

- Weekly sales performance shows a significant decline from the week of April 1st (total sales: 1488.08) to the week of April 8th (total sales: 996.91). Top-performing products and cities continue to drive the majority of revenue, with external factors like weather and discounts influencing sales patterns.

· .. Sales Highlights

- Top-Selling Products: Product 580 led with total sales of 55.2, followed by Product 4 (50.4) and Product 596 (40.7).
- City Performance: City 0 dominated with total sales of 1335.76, far exceeding other cities like City 12 (225.6) and City 16 (206.37).
- Weekly Trend: Sales dropped by 33% from the week of April 1st to April 8th.

· · Consumer Behavior

- Co-Purchase Trends: Products 4 and 580 had the highest co-purchase days (58 and 53, respectively), indicating strong customer preference for these items.
- Product Preferences: Products 580, 4, and 596 are consistently popular, reflecting sustained demand.

· .. External Influences

- Weather Impact: Dry, moderate weather resulted in higher average sales (0.65) compared to rainy, moderate weather (0.62).
- Holiday Sales: Holidays slightly boosted sales, with an average of 0.67 compared to 0.63 on non-holidays.
- Discounts: High discounts contributed to an average sales increase of 0.65.

· · Strategic Recommendations

- 1. Focus on Top Products: Prioritize inventory and marketing efforts for Products 580, 4, and 596 to maintain sales momentum.
- 2. Leverage Discounts Strategically: Use high discounts during low-sales periods to stimulate demand.
- 3. Weather-Based Promotions: Plan promotions during dry, moderate weather to capitalize on higher sales potential.
- 4. City-Specific Strategies: Allocate more resources to City 0, while exploring growth opportunities in underperforming cities like City 5 and City 15.