

# Business Analysis and Key Insights

## 1. Sales & Revenue Trends

- There is a **fluctuating monthly sales trend** with visible peaks in certain months, likely indicating **seasonal demand**.
- **Revenue and order volume move in tandem**, suggesting pricing remains stable without significant discounts or surges.
- There was a **notable dip** in both sales and order volume in one or two months, which may indicate an operational or demand-side disruption.

## 2. Customer Demographics & Behavior

- The **majority of customers are repeat buyers**, showing good retention.
- However, **new customer acquisition appears stagnant** — implying limited market expansion efforts.
- **Mobile users dominate web traffic and conversions**, highlighting the importance of mobile-first optimization.

## 3. Product Performance

- A **few SKUs dominate revenue**, implying a **Pareto Principle (80/20 rule)** pattern in sales distribution.
- Several products with low sales have high inventory or ad spend, pointing to **inefficient product promotion** or **misalignment with market demand**.

## 4. Marketing Insights

- **Social media campaigns** (possibly Instagram or TikTok) drive more traffic than paid search.
- **Conversion rates from paid ads are lower than organic** sources, which suggests **inefficiencies in targeting or creative execution**.

## 5. Geographic Insights

- Certain regions/states contribute disproportionately to total revenue.
- Underserved areas show potential based on traffic but not conversion, possibly due to **logistics gaps or UX barriers**.

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## Recommendations Based on Findings

## A. Customer Acquisition & Retention

- **Boost new customer campaigns** using referral programs or first-time buyer incentives.
- Implement **customer segmentation and personalized offers** to maximize lifetime value from existing users.

## B. Product Strategy

- Focus on **scaling top-performing products** and consider phasing out or repositioning underperforming SKUs.
- Apply **predictive analytics** to forecast demand and optimize inventory.

## C. Marketing Optimization

- Reallocate ad budget from **low-performing paid channels** to higher-ROI organic and social campaigns.
- Use **A/B testing for ad creatives and landing pages** to improve conversion rates.

## D. Mobile Experience

- Ensure the **mobile site/app is fully optimized** (fast load, clear CTAs, easy checkout).
- Consider launching **mobile-exclusive offers** to capitalize on user base behavior.

## E. Geographic Expansion

- Improve **logistics and support in high-traffic but low-conversion regions**.
- Conduct **regional marketing campaigns** targeting these untapped areas.



