1. Are discounts a smart long-term tool, or do they cheapen our brand and attract bad customers? (Q1, Q2, Q3)

2. Where should I spend my marketing budget for the best return? (Q4, Q5, Q6, Q7, Q8, Q9)

3. What makes our customers loyal, and how can I get more of them? (Q2, Q12)

4. What's my roadmap for consistent, year-round growth?" (Q10, Q11)

Based on the answers, here is the **3-Part Strategy** your client is probably crafting:

Part 1: The Growth Engine (Acquisition)

- **Action: Use discounts aggressively and without fear.**

- **Reason:** Data proves discounts bring a **flood of new customers (54.56% sales lift)** who become **just as loyal (86% repeat rate)** as full-price buyers. The small per-sale cost is a worthy investment.

- **Tactic:** Launch targeted discount campaigns for new customer segments, in low-season months, or in specific cities like Ankara/Gaziantep where repeat rates are slightly lower.

Part 2: The Profit Protector (Optimization)

- **Action: Double down on Mobile and fix the "Middle Frustration" zone.**

- **Reason:**

  - **55.92%** of sales are on mobile. A poor mobile experience is a revenue leak.

  - Customers who browse 5-16 minutes give lower ratings. This is the "hesitation zone" where they might be confused or frustrated.

- **Tactic:**

  1. Make the **mobile site and checkout process blazing fast**.

2. Improve product info, filters, and support for users in the **5-16 minute browse window** to convert their hesitation into a confident purchase.

Part 3: The Loyalty Loop (Retention)

- **Action:** Launch a structured "First-Purchase to Fan" program.

- **Reason:** The **golden insight** is that the **first experience** (discount or not) determines loyalty. 86% of customers return.

- **Tactic:**

  1. **Immediately after first purchase**, engage them with a thank-you, request a review (they rate 3.9/5 on average), and offer a smart, **personalized incentive** for their *second* purchase.

  2. Focus special retention efforts on **Beauty & Electronics** buyers, who show the highest repeat rates after a discount.

  3. Use data to re-engage customers before they forget you, especially during predicted low-sales months.

Based on the provided data, I have recommended this strategy and addressed the questions below in depth in my final detailed report to clearly explain why this strategy is appropriate.

◈ **Phase 1:**

1. What is the total revenue generated in the selected period?

2. Which product categories generated the highest sales revenue?

3. Which product categories sold the highest quantity of units?

4. Which customer age groups made the most purchases?

5. Did male or female customers generate more sales?

6. Which devices (mobile or desktop) generated more sales?

7. Which payment methods were used most frequently by customers?

◈ **Phase 2:**

8. How much impact did discounts have on total revenue?

9. Did customers who received discounts make repeat purchases?

10. Did discounted customers provide higher ratings or better reviews?

11. On average, how many pages do buyers view before making a purchase?

12. Did customers who spent more time on the website give better ratings?

13. How did customers with low session duration behave in terms of ratings and purchases?

14. Which platform—mobile or desktop—users spend more time per session prior to completing a purchase?

15. Is there a correlation between session duration and the number of pages viewed or the likelihood of making a purchase?

16. Does higher engagement (time + page views) lead to higher sales and repeat purchases?

◈ **Phase 3:**

17. In which months did sales increase, and what were the main reasons for the increase?

18. In which months did sales decrease or remain low, and what were the main reasons for the decline?

19. Which customers returned for repeat purchases, and what factors influenced their return?