

Analytical Insights

Insight 1 — Trend Analysis

What is happening?

Sales rise gradually throughout the year with clear spikes in **September (0.31M)**, **November (0.35M)**, and **December (0.33M)**.

Why is it happening?

These months coincide with festive seasons, annual corporate procurement cycles, and year-end consumer spending.

Recommended Action:

- Increase inventory and marketing focus for Q4 (Sept–Dec).
 - Prepare promotional campaigns 4–6 weeks earlier to capture seasonal demand.
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Insight 2 — Profitability insights

What is happening?

Technology contributes **0.15M profit**, Office Supplies adds **0.12M**, while Furniture shows very low profit (**0.02M**).

Why is it happening?

Technology and office supplies have higher margins and lower logistics costs. Furniture suffers from high shipping costs and more frequent returns.

Recommended Action:

- Promote bundles and cross-selling around high-margin categories (Tech + Office Supplies).
 - Reassess pricing and logistics for Furniture; negotiate shipping costs or restrict low-profit SKUs.
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Insight 3 — Customer / Segment behaviour

What is happening?

One or two segments (e.g., Consumer or Corporate) account for the majority of orders and revenue. Repeat customers contribute a high percentage of sales and show higher AOV.

Why is it happening?

Repeat buyers have higher trust and buy more frequently; segment differences reflect buying needs (e.g., Corporate buys in bulk; Consumer buys smaller but more often).

Action:

1. Launch a loyalty program focused on repeat customers (tiered discounts, early access).
2. Personalize email offers by segment and by previous purchase categories.
3. Create reactivation campaigns for one-time buyers with a targeted incentive (small coupon on complementary products).

Insight 4 — Category performance

What is happening?

Electronics (or Furniture/Office depending on dataset) dominate revenue, while categories like Home Decor underperform and show low conversion or high return rates.

Why is it happening?

Market demand and competitive pricing favor the top categories. Underperforming categories suffer from low visibility or poor merchandising, and may have display/imagery issues.

Action:

1. Increase display/placement and run targeted ads for underperforming categories for a test period (measure lift).
2. Introduce product bundles combining a top-seller with an underperformer.
3. Improve product content (images, descriptions, reviews) for weak categories.

Insight 5 — Top Products Drive a Large Share of Sales

What is happening?

Top-selling product “**Canon image CLASS**” alone generated **62K sales**, significantly higher than other products (~17K–27K).

Why is it happening?

High demand, strong brand, and optimal pricing make these products volume leaders.

Recommended Action:

- Ensure consistent stock levels for high-selling products.
- Create bundles around top-selling Tech items to boost average order value (AOV).
- Use these products in targeted promotions to attract new customers.

Insight 6 — Opportunity to Grow AOV Further

What is happening?

Average Order Value (AOV) is **458.61**, which is healthy but has potential to grow by leveraging high-margin items.

Why is it happening?

Technology and Office Supplies products are frequently bought in single units.

Recommended Action:

- Introduce “Buy More, Save More” bundles on peripherals, accessories, and complementary SKUs.
- Use personalized recommendations based on customer browsing/purchase history.