Task 6:

Executive Summary and Recommendations (16 Marks) Objective:

Summarize findings and provide actionable recommendations for business strategies.

1. Summary of Key Insights:

Highlight key findings from customer segmentation, transaction analysis, new customer insights, and CLV analysis.

In customer segmentation we have wealth segment, gender, job industry.

The higher the customer lifetime value indicates that the customer will generate more revenue to the business. Has compared to the females the male has high CLV value says that frequent purchase. Property and Entertainment industry have high CLV value indicates that the high revenue and more customers are using our products.

Whereas agriculture and financial sector have low CLV value it means that new strategies should be implemented.

At the month of October there is highest sales are generated. Wear2B brand have the highest customer performance. We notice that new customers are having high increase of the revenue to the business.in NSW state we have more new customers.

The High CLV property segment has the highest segment has the average CLV further emphasizing the long terms.

1. Recommendations:

Provide recommendations for marketing strategies targeting high-value customer segments.

Manufacturing and financial sector have high vale revenue.by giving the offers to the potential customers. And who purchases for the high value and for the long term.

Since customers from these industries show higher lifetime value, tailor your marketing materials to highlight products and services that appeal to their professional and personal needs. Offer exclusive industry-specific deals or collaborations with businesses in these sectors to further increase customer loyalty and engagement.

Suggest potential areas for business expansion based on new customer location analysis.

Focus on the areas where people have high revenue and target on the requirement of the customers. Open offline stores to target the people more easily. Run the advertisement campaigns which are more specific to the audience.

Recommend improvements in product offerings based on transaction analysis.

Promote the top brands to the more often to the people. Promote the other products which have high brand value. Give other product of the top brand for free if there purchase in large quantity. Advertise the quality of the product more by targeting the high CLV customers. Be ready for the seasonal spikes in advance with best offers and combination of offers. Introduce new product in the seasonal spikes for more product reach and sales.

**Video link:-** [**https://drive.google.com/file/d/1oIbV-FyVg1-mRuG2BFHuIZ0Bo65RVxCh/view?usp=sharing**](https://drive.google.com/file/d/1oIbV-FyVg1-mRuG2BFHuIZ0Bo65RVxCh/view?usp=sharing)