

REPORT

Actionable recommendations tailored to enhance

- **Marketing strategies** – ads targeting female and youth customers can increase their proportion as customers
- **Optimize inventory management** – The visuals clearly shows the high demand areas and products, this will help to manage inventory efficiently.
- **Improve sales forecasting** - The visuals show the demand in area and product, the sales trend clearly shows the sales probability of each month. This will definitely help to improve sales forecast.
- **Guide product development** – Providing offers for least popular product or coupling it as combo offer with most popular products will increase sales of those products.
- **Inform store expansion** – The stores above 15 years definitely needs renovation to attract customers
- **Operational decisions** – More youth related products of various colours with special attention to black colour is required.

This analysis will empower Global Electronics to increase customer satisfaction, maximize revenue, and drive overall business growth.