

# Insights and Recommendations

## Insights:-

- **Order Size Distribution:** The analysis revealed different order size categories—small, medium, and large—based on sales value. This classification helps understand the customer spending habits and the relative distribution of order values.
- **Store Foot Traffic:** The top 3 stores with the highest foot traffic for each week were identified. This information can be used to focus marketing efforts and inventory management on high-traffic stores, ensuring they are well-stocked and efficiently managed.
- **Customer Profiling:** Basic customer profiling, including first and last visits, total spending, and the average spent per visit, helps tailor personalized marketing and customer retention strategies.
- **High-Value Customers:** The highest spenders were identified through a single customer analysis. These customers can be targeted for loyalty programs and exclusive offers to further enhance their engagement and satisfaction.
- **Product Bundling:** Frequently bought together products were identified, offering insights into effective product bundling strategies. This can boost sales by promoting frequently paired items together as discounts or combo deals.
- **Weekly Revenue Fluctuations:** The analysis of revenue per account (RPA) highlighted week-over-week changes, which provides a deeper understanding of customer purchasing patterns and can help optimize promotions or offers during specific periods.
- **Top-Selling Products:** Identifying the top 10 products based on total sales highlights the most popular products, which can inform inventory management and marketing priorities.
- **Demographic Insights:** Insights into which demographic groups (age, income, household size) have the highest average order value offer a clear direction for demographic-specific marketing and product recommendations.
- **Product Category Performance:** Analysis of product categories with the highest total sales highlights which categories drive the most revenue, allowing for better category management and marketing focus.
- **Repeat Purchase Rates:** Understanding which demographic groups have the highest repeat purchase rates can help enhance retention strategies and target campaigns aimed at increasing customer loyalty.
- **Store Basket Size:** Stores with the highest average basket size were identified. This insight helps in understanding which locations encourage larger purchases and how to replicate those strategies across other stores.

- **Discount Usage:** Insights into which products generated the most discount usage can inform future promotions and discount strategies, ensuring that high-demand items are leveraged effectively during sales events.

**Recommendations:**

- **Personalized Marketing:** Utilise customer profiling and demographic insights to create personalised marketing campaigns. Target high-value and high-frequency customers with tailored offers to increase engagement and loyalty.
- **Inventory and Store Management:** Focus inventory replenishment on the top stores with the highest traffic and largest average basket sizes. This will ensure these stores are well-stocked and can continue driving high sales.
- **Product Bundling:** Implement product bundling strategies based on the frequently bought together analysis. Offering discounts or special promotions for these product pairs can drive higher transaction values.
- **Loyalty Programs for High-Spenders:** Introduce or enhance loyalty programs targeting high-value customers, offering exclusive discounts, early access to sales, or other perks to encourage continued engagement.
- **Optimise Promotional Strategies:** Use the analysis of weekly changes in revenue and discount usage to optimise promotional efforts. Target periods of low revenue with special deals or highlight high-discount products in promotional campaigns.
- **Customer Retention Initiatives:** Focus on increasing the repeat purchase rate among key demographic groups. Utilise insights from demographic data to tailor retention strategies like personalised offers or post-purchase follow-ups.
- **Category-Specific Campaigns:** Highlight the product categories that generate the most sales in marketing campaigns, ensuring that they remain well-promoted and continue driving revenue growth.