

Retail Sales Data Analysis Project (Report)



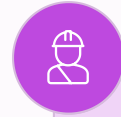
Instructor

Ahmed Ayman EL-Saey



Organization

DEPI – ITC, Ministry



Group

G2



Zekrayat wael

Team leader



Abdul Hamid Muhammad

Team leader



Abdullah Muhammad

Team leader



Amira Al-Banna

Team member



Radwai Adel

Team member

Final Insights Report

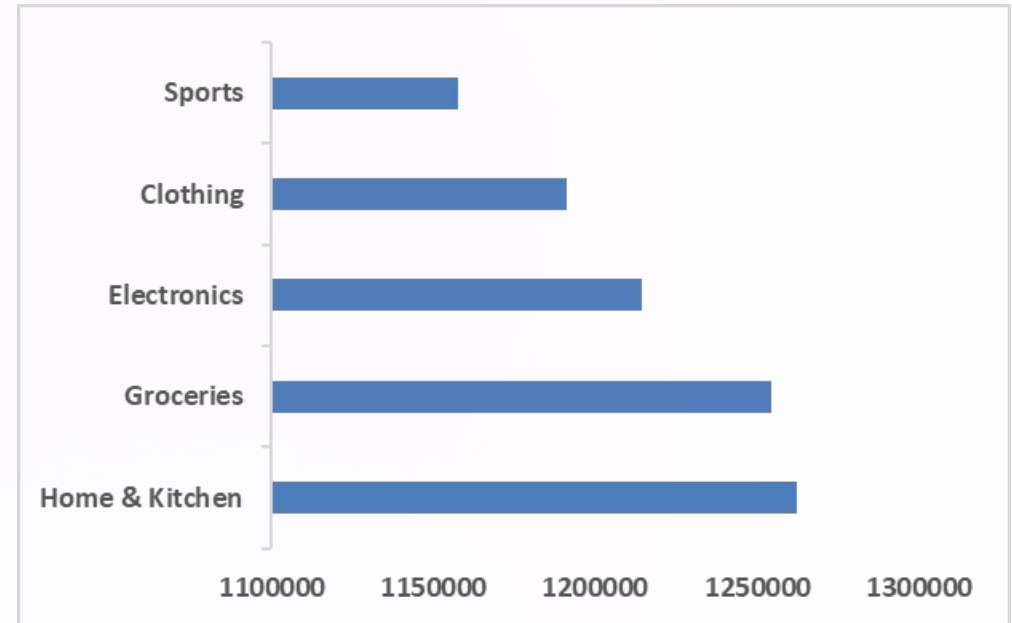
This report summarizes key findings and actionable recommendations derived from comprehensive retail sales data analysis. Our goal is to provide data-driven strategies to optimize performance, enhance profitability, and inform strategic decision-making.

✓ Category that Earns the Most

Insight: The **Home & Kitchen** category generates the highest revenue. This indicates a strong market demand and customer preference for products within this segment.

Recommendation:

- Increasing stock levels for the best-selling products to prevent out-of-stock situations and capitalize on consistent demand.
- Intensifying targeted marketing campaigns, especially through digital channels, to reach the most relevant customer segments and highlight new arrivals or popular items.
- Offering seasonal discounts and promotions to boost customer loyalty and encourage repeat purchases within the category.
- Exploring opportunities to introduce new complementary products within the same category, such as smart kitchen gadgets or home decor accessories, to expand the product offering and increase average transaction value.

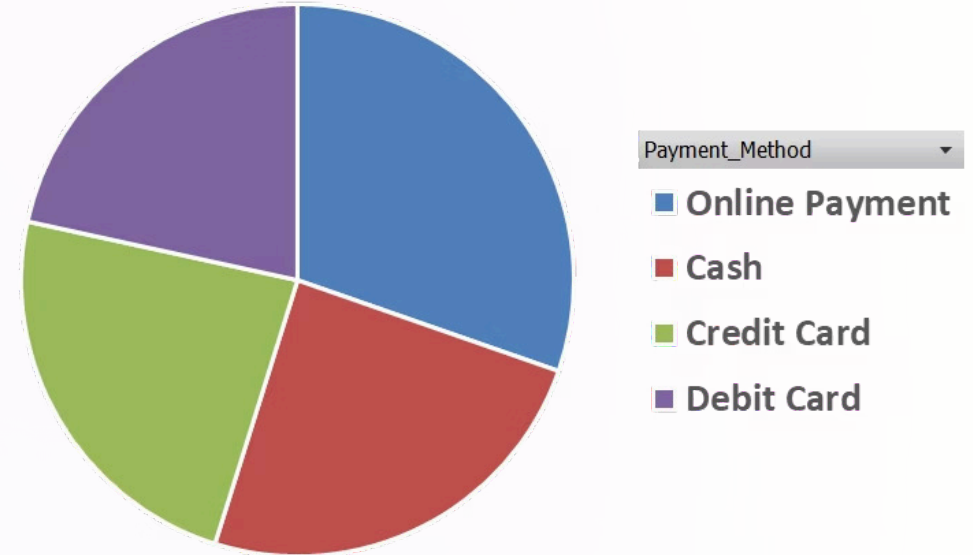


✓ Most Common Payment Method

Insight: Online payment is the most frequently used payment method. This highlights the importance of a seamless digital transaction experience for customers. The convenience and security of online payments are clearly preferred by the majority of our clientele.

Recommendation:

- Ensure secure, fast, and multiple card payment options are readily available and clearly communicated on all platforms. This includes supporting various credit/debit cards, digital wallets, and other popular online payment gateways.
- Consider offering loyalty points or exclusive discounts specifically for online card payments to further incentivize this preferred method and enhance customer retention.
- Regularly review and update payment gateway security protocols to protect customer data and maintain trust.
- Implement a smooth and intuitive checkout process to minimize cart abandonment rates associated with payment friction.

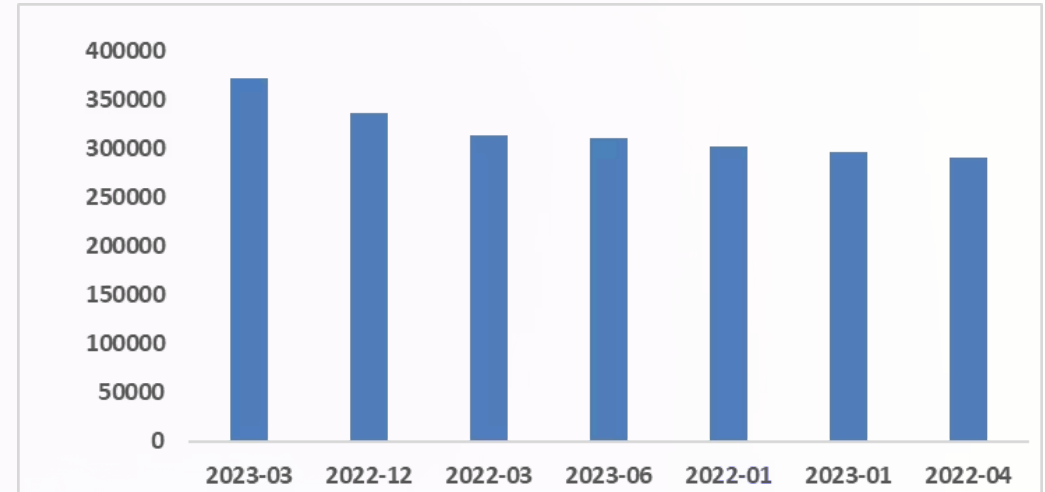


✓ Month with the Highest Revenue

Insight: Sales trends indicate strong seasonality, with **March 2023** and **December 2022** achieving the highest revenues. This suggests predictable peaks in customer purchasing behavior linked to specific events or periods.

Recommendation:

- Allocate more inventory and resources ahead of these peak months to ensure optimal stock levels and operational readiness.
- Launch early promotional campaigns to capture demand before competitors, potentially starting 4-6 weeks prior to the peak.
- Plan workforce scheduling and logistics capacity well in advance to efficiently handle the expected sales surge and maintain high service standards.
- Explore opportunities to introduce exclusive seasonal bundles or limited-time offers during these periods to maximize revenue per customer and create a sense of urgency.
- Leverage historical data from these periods to fine-tune forecasting models for future peak performance.



Top Revenue Months (Sum of RE):

- 2023-03: \$371,142.32
- 2022-12: \$336,027.14
- 2022-03: \$313,010.84
- 2023-06: \$309,968.63
- 2022-01: \$301,802.81

✓ Average Spending on Weekends



Insight: Weekend spending is relatively high, averaging **\$4,871.60** per transaction. This highlights that weekends are a crucial period for sales and customer engagement, indicating customers are more inclined to make larger purchases during their leisure time.

Recommendation:

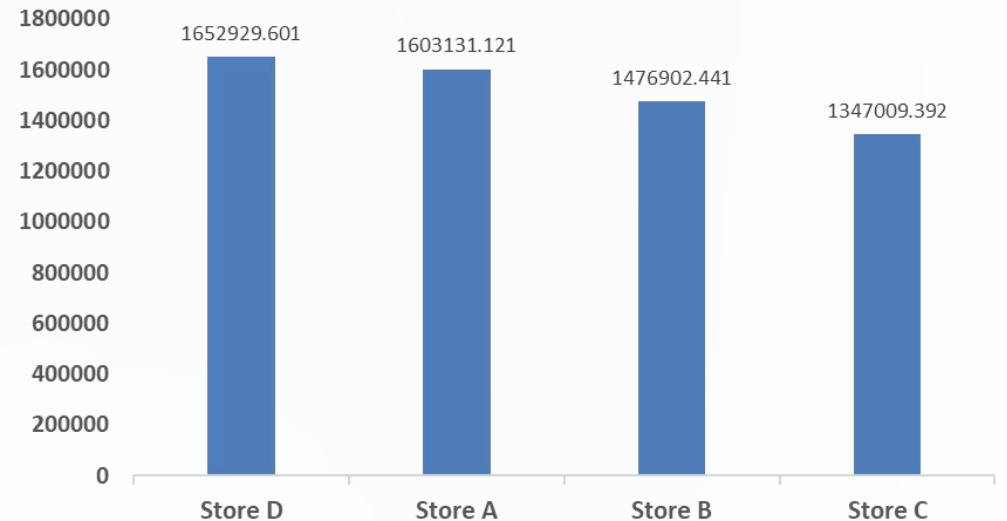
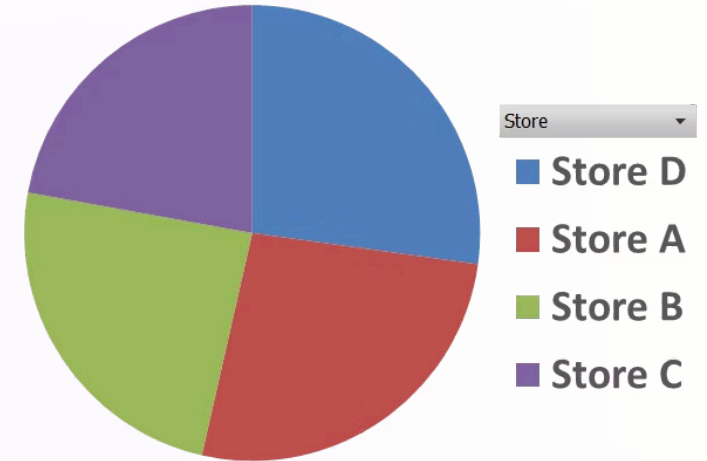
- Launch weekend-exclusive promotions or discounts to further boost sales and attract customers actively seeking weekend deals.
- Align staffing and inventory levels to meet higher weekend demand, ensuring a positive customer experience and preventing lost sales due to stockouts or long wait times.
- Introduce bundled offers (e.g., family packs, “weekend specials”) to maximize average transaction value and encourage customers to purchase more items at once.
- Use targeted digital campaigns, especially via social media and email marketing, to attract more footfall during weekends, promoting the exclusive offers and the relaxed shopping environment.

✓ Best-Performing Store

Insight: Store D and J, WDM are identified as the top-performing locations. These stores consistently achieve higher sales volumes and customer engagement, serving as benchmarks for operational excellence within the network.

Recommendation:

- Strengthen their supply chain and ensure consistent product availability to maintain customer satisfaction and capitalize on their high demand.
- Leverage their strong customer base by introducing loyalty programs and premium services that reward frequent shoppers and enhance the overall shopping experience.
- Use these branches as **benchmark models** to replicate successful practices, operational efficiencies, and customer service strategies across other stores in the network.
- Consider piloting new products, promotions, or technologies at these locations first, as they are more likely to generate reliable feedback and strong sales due to their established customer base and efficient operations.

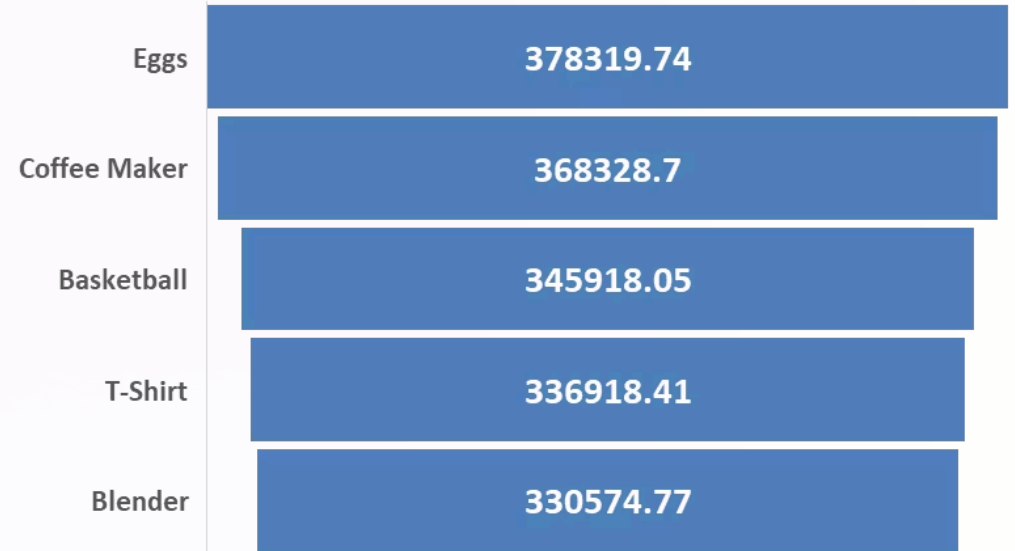


✓ Most Profitable Products

Insight: Profitability analysis highlights **Eggs, Coffee Maker, Basketball, T-Shirt, and Blender** as the most profitable products. These items consistently contribute significantly to the overall profit margin due to their high demand, favorable pricing, or lower production costs.

Recommendation:

- Ensure steady supply and stock availability for these high-margin items to prevent revenue loss due to stockouts. Prioritize their replenishment and inventory management.
- Increase visibility through targeted promotions, premium shelf placement in physical stores, and prominent display on e-commerce platforms to maximize their exposure.
- Bundle them with complementary products (e.g., coffee makers with specialty coffee beans; basketballs with sports apparel) to maximize cross-selling opportunities and increase average order value.



- Monitor customer feedback closely to sustain demand, identify emerging trends, and protect margins by proactively adjusting pricing or product features.

✓ Most Consistent Category in Sales



Sports Category Consistency

The **Sports** category shows the most consistent sales performance across months, indicating a stable and reliable demand.



Stable Inventory Management

Maintain stable inventory levels to match predictable demand and optimize stock-holding costs.



Strategic Focus

Position Sports as a reliable revenue stream while focusing aggressive growth strategies on more volatile categories.



Reference Model

Use its consistent sales pattern as a **reference model** for forecasting and operational planning across other product lines.



Product Variety Expansion

Explore opportunities to expand product variety within Sports to leverage its steady customer base, introducing new items that align with existing demand.

This category provides a solid foundation for overall sales, offering a predictable income stream that can offset fluctuations in other product segments.

✓ Months with the Lowest Sales

Insight: Analysis shows that **February and May** are among the lowest-performing months in terms of sales. These periods represent significant dips in revenue, indicating a need for strategic intervention.

Recommendation:

- Launch targeted marketing campaigns and seasonal promotions during these months to stimulate demand and increase customer traffic.
- Introduce limited-time discounts or exclusive product bundles to attract price-sensitive customers and generate immediate sales.
- Explore partnerships or host special events to create additional traffic and excitement in these traditionally low-sales periods. For example, a "Spring Refresh" event in May or "Winter Warm-up" in February.
- Reallocate part of the marketing budget from peak months to these weaker months to balance overall revenue flow and ensure more consistent performance throughout the year.

Lowest Sales Months:

- 2022-05: \$161,318.21
- 2023-02: \$174,793.13
- 2022-02: \$178,448.74

