EXECUTIVE SUMMARY

FETech Analytics — Business Performance Report

FY 2024 (Jan – Dec) · Generated 11 May 2026

This report was automatically generated by analysing demo sales data across 12 months of trading. The system evaluated revenue performance, customer behaviour, product margin, return rates, and forward-looking forecast accuracy to surface 14 structured insights with recommended actions.

DATA SOURCE	PERIOD	INSIGHTS
Demo dataset	FY 2024 (Jan – Dec)	14 findings

$16.85M Total Revenue	**69,652** Total Orders
45,000 Active Customers	**72 / 100** Health Score

BUSINESS HEALTH SCORE

Composite score across 5 weighted dimensions

72

Fair

Revenue Growth (30%)	76
Gross Margin (25%)	63
Customer Retention (20%)	85
Customer Risk (15%)	73
Return Rate (10%)	52

Dimensions weighted by business impact: Revenue Growth (30%), Gross Margin (25%), Customer Retention (20%), Customer Risk (15%), Return Rate (10%).

FINDINGS SUMMARY

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Action Required

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Watch Items

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Growth Opportunities

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Strengths

Action Required

These issues are actively eroding margin or revenue and require immediate attention.

ACTION REQUIRED 6.7% returns

Products

2 products with return rate above 6%

North Face Parka, Levi's 501 Original (5-pk) — high return rates erode gross margin and increase fulfilment costs. A 6% return rate on a $200 product costs roughly $12 in reverse logistics per unit.

→ Update product descriptions, add detailed fit guides, and review packaging quality for these SKUs. Target <3% return rate.

ACTION REQUIRED 2,432 at risk

Customers

2,432 at-risk customers have stopped engaging

These customers had above-average purchase history but haven't bought recently. Reactivating even 20% of them represents ~$190K in recoverable revenue with targeted outreach.

→ Launch a win-back email campaign for at-risk customers with a time-limited 15% discount. Measure reactivation rate at 30 and 60 days.

Watch Items

Metrics that are trending toward a problem — monitor and intervene before they worsen.

Overview

WATCH Q4: $6.0M

36% of revenue concentrated in Q4

Heavy Q4 dependency (Black Friday + Christmas) means any disruption to seasonal demand — supply chain issues, competitors discounting earlier, or economic slowdown — disproportionately impacts annual results.

→ Launch Q2 mid-year campaigns and loyalty programs to spread revenue more evenly across quarters.

Sales

WATCH 6.1%

Return rate of ~6.1% — monitor closely

Returns are within acceptable bounds but trending toward the warning threshold. Clothing and Electronics typically drive the majority of returns.

→ Filter the returns data by category and flag any SKU with >6% return rate for a product page audit.

Customers

WATCH 15.1% = 40% of LTV

15.1% of customers drive ~40% of lifetime value

Your Premium segment is highly concentrated. While these customers are extremely valuable, over-reliance on a small cohort creates revenue risk if any significant portion churns.

→ Implement a loyalty tier programme to actively move Regular and Loyal customers up to Premium status. Focus on frequency incentives (buy 5, get a reward).

Growth Opportunities

Data-backed opportunities where acting now would generate disproportionate return.

OPPORTUNITY +22.3%

Overview

Online channel growing 22.3% — your fastest segment

Digital sales are outpacing every physical region. This signals a customer preference shift that, if under-invested, could allow digitally-native competitors to capture share.

→ Increase digital marketing budget by 20–30% and prioritise mobile checkout optimisation.

OPPORTUNITY +22.3%

Sales

Online is your fastest-growing region at +22.3%

Online is outpacing all other regions. This growth pattern often reflects a demographic or lifestyle trend specific to that market that can be studied and applied elsewhere.

→ Analyse what products are selling specifically in Online. Consider expanding the top-performing SKUs from that region nationally.

OPPORTUNITY 54.2% margin

Products

Clothing & Apparel has the highest margin (54.2%) but isn't your top revenue driver

Electronics generates the most revenue but at lower margins. Shifting even 5% of revenue from Electronics to Clothing & Apparel could increase gross profit significantly without adding revenue.

→ Run a margin-weighted revenue analysis. Consider promoting Clothing & Apparel products more heavily in your next campaign.

OPPORTUNITY Q4: $6.7M

Forecasting

Q4 projected to be 36% of next year's revenue

Forecast shows $6.7M in Q4 alone. This is your largest revenue window — any operational misstep (stockout, website downtime, delivery delays) during this period has outsized annual impact.

→ Begin Q4 inventory procurement 3 months in advance. Run load tests on your e-commerce platform in October and have a backup fulfilment partner on standby.

Strengths

Areas where the business is outperforming benchmarks — signals to protect and replicate.

POSITIVE +13.0% Overview

Steady 13.0% revenue growth

Revenue grew to $16.9M. Growth is healthy but below high-performing retail benchmarks of 12–15%.

→ Audit the lowest-performing product categories for margin improvement or discontinuation.

POSITIVE +17.1% Sales

Feb was your strongest month — 17.1% above last year

Feb delivered $987K — 17.1% above the prior year. Understanding what drove this (campaign, product launch, seasonality) is the key to replicating it.

→ Document what ran in Feb — which promotions, which products, which channels. Build a playbook from it.

POSITIVE +18.7% Products

Sports & Outdoors is your fastest growing category at +18.7%

Sports & Outdoors is outgrowing all other categories. This signals strong market demand. Under-investing in inventory or marketing here means leaving money on the table.

→ Increase Sports & Outdoors inventory depth by 20–30% and allocate additional shelf/page space for peak season.

POSITIVE 68% vs 55–60% avg Customers

68% Month-1 retention — above industry average

Retail industry average Month-1 retention is approximately 55–60%. Your 68% suggests strong product-market fit and an effective post-purchase experience.

→ Measure Month-3 retention to confirm the trend. If it also outperforms benchmarks, consider increasing new customer acquisition spend — your retention economics are favourable.

POSITIVE MAPE 4.7% Forecasting

Forecast accuracy is strong — MAPE of 4.7%

A MAPE below 5% means monthly forecast errors are within ±4.7% of actual revenue. This is reliable enough to use for budget setting, inventory planning, and headcount decisions.

→ Use the forecast's lower confidence bound as your conservative budget scenario and the upper bound as your stretch target.

PRIORITY ACTION CHECKLIST

1 **[ACTION REQUIRED]** Products

2 products with return rate above 6%

→ Update product descriptions, add detailed fit guides, and review packaging quality for these SKUs. Target <3% return rate.

2 **[ACTION REQUIRED]** Customers

2,432 at-risk customers have stopped engaging

→ Launch a win-back email campaign for at-risk customers with a time-limited 15% discount. Measure reactivation rate at 30 and 60 days.

3 **[WATCH ITEMS]** Overview

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4 **[WATCH ITEMS]** Sales

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6 **[GROWTH OPPORTUNITIES]** Overview

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7 **[GROWTH OPPORTUNITIES]** Sales

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8 **[GROWTH OPPORTUNITIES]** Products

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9 **[GROWTH OPPORTUNITIES]** Forecasting

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10 **[STRENGTHS]** Overview

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