

## Presentation Outline: Data-Driven Decision for Purchasing Jeans

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### 1. Introduction to the Problem

- **Problem Statement:**

"I am planning to buy a new pair of jeans and want to make an informed decision based on various factors such as price, comfort, fit, and brand reputation. This project will help me determine the best jeans to buy by analyzing data from multiple brands."

- **Goal:**

"The goal of this analysis is to find the best combination of price, quality, and comfort to make an informed purchasing decision."

- **Key Questions:**

- Which jeans offer the best value for money?
- What are the most comfortable and popular fits?
- How do different brands compare in terms of customer ratings and overall quality?

### 2. Data Collection Methods

- **Sources of Data:**

- Retail Websites (Amazon, Walmart, etc.)
- Brand Websites (Levi's, H&M, Wrangler, etc.)
- Review Platforms (Google Reviews)
- Price Comparison Tools (Google Shopping)

- **Variables Collected:**

- **Price:** Cost of jeans in
- **Material:** Type of fabric (e.g., denim, stretch denim)
- **Fit:** Slim, regular, skinny, bootcut, etc.
- **Size:** Available waist sizes
- **Customer Rating:** Average customer rating (1-5 stars)
- **Comfort Rating:** Customer feedback on comfort (1-5 stars)
- **Brand:** Brand of the jeans (e.g., Levi's, Wrangler)
- **Colour:** Available colour options (e.g., blue, black)
- **Discounts:** Any ongoing sales or promotions

- **Data Preparation:**

Brand	Price (USD)	Material	Fit	Size Available	Customer Rating (1-5)	Comfort Rating (1-5)	Color	Discount (%)
Levi's	49.9	Denim	slim	28,30,32,34	4.5	4.7	Blue	10%
H&M	39.9	Stretch Denim	Regular	30,32,34	4.2	4.3	Black	15%
Wrangler	35.00	Denim	Straight	28,30,32,36	4.3	4.6	Grey	5%
Lee	55.00	Stretch Denim	Skinny	30,32,34	4.7	4.8	Dark Blue	0%
Uniqlo	45.00	Stretch Denim	Boo tcut	30,32,34	4.4	4.5	Light Blue	12%

**Key Findings from the Data Analysis of Jeans Brands**

Based on the provided dataset and analysis, here are the key findings:

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**1. Price Range and Comparison**

- **Most Expensive Jeans:**
  - **Lee** jeans are the most expensive, priced at **\$55.00**.
- **Least Expensive Jeans:**
  - **Wrangler** jeans are the least expensive, priced at **\$35.00**.
- **Average Price:**

The average price of jeans across the 5 brands is approximately **\$45.00**.

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**2. Customer Ratings**

- **Highest Customer Rating:**
  - **Lee** jeans have the highest customer rating at **4.7/5**, indicating strong customer satisfaction.
- **Lowest Customer Rating:**
  - **H&M** jeans have the lowest customer rating at **4.2/5**, but still maintain good overall feedback.
- **Average Customer Rating:**

The average customer rating for all the brands is **4.42/5**, indicating a generally high level of satisfaction with the products.

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### 3. Comfort Ratings

- **Highest Comfort Rating:**
  - **Lee** jeans also lead in comfort with a rating of **4.8/5**, the highest in the dataset.
- **Lowest Comfort Rating:**
  - **H&M** has the lowest comfort rating at **4.3/5**, indicating that customers find them slightly less comfortable compared to the others.
- **Average Comfort Rating:**

The average comfort rating across all brands is approximately **4.58/5**, showing that the jeans are generally perceived as comfortable.

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### 4. Discount Comparison

- **Highest Discount:**
  - **H&M** offers the highest discount at **15%**, which may make it a more attractive option for budget-conscious buyers.
- **Lowest Discount:**
  - **Lee** offers no discount (0%), which makes it the least discounted option.

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### 5. Fit Type

- **Most Popular Fit Type:**

The jeans in the dataset come in various fits: **Slim**, **Regular**, **Straight**, **Skinny**, and **Bootcut**. Among them:

  - **Slim** is a common fit type, offered by brands like **Levi's** and **Wrangler**.
  - **Skinny** (offered by **Lee**) and **Bootcut** (offered by **Uniqlo**) are less common but still available.

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### 6. Brand-Specific Insights

- **Best Quality and Comfort:**
  - **Lee** jeans stand out as the best in both **comfort** (4.8) and **customer ratings** (4.7), though they are also the most expensive.
- **Best Value for Money:**
  - **Wrangler** offers the best value, providing decent quality at the lowest price of **\$35.00**. It has a good customer rating of **4.3** and a comfort rating of **4.6**.
- **Best Budget Option:**

- **H&M** offers an attractive **15% discount**, making it a good choice for buyers looking for savings, despite slightly lower customer and comfort ratings compared to **Lee** and **Wrangler**.
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## Conclusion

- **Summary of Findings:**
  - The analysis revealed that while higher-priced jeans (Levi's) generally offer better quality and comfort, more affordable options (Wrangler and H&M) provide great value for money without sacrificing comfort.
  - Fit preferences such as slim-fit jeans were more highly rated for comfort, with popular sizes being 30 and 32.
- **Final Decision:**
  - Based on the analysis, **Wrangler** jeans are the best option for value and comfort. If the student is willing to spend more for better durability and brand reputation, **Levi's** is a strong contender.
  - **H&M** offers an affordable alternative with good comfort, especially with discounts.
- **Action Steps:**
  - The student should finalize their decision by considering the preferred fit and size and check for any available discounts before purchasing.
  - Visit the selected store (online or physical) to make the final purchase.