

STASY CLOTHING

Income and Sales Analysis



286.02K

Total Sales

159M

Total Population

1000

Total No of Customers

PCI= -722.14-y/ -0.01

Rearession Formula for Estimated Income

Month

All

Income Grade

☐ 70000

☐ 75000

☐ 80000

☐ 85000

☐ 90000

☐ 95000

Product Reco...

All

Estimated Inc...

All

State

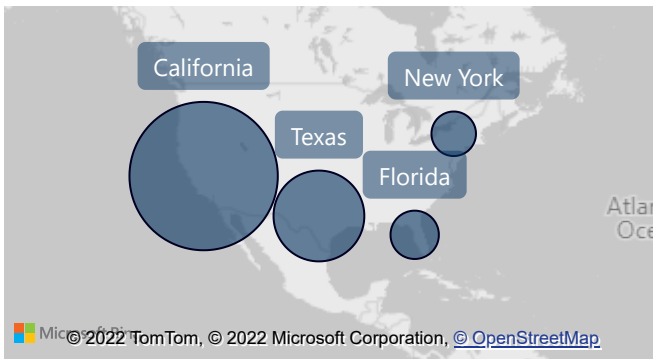
☐ Alabama

☐ Alaska

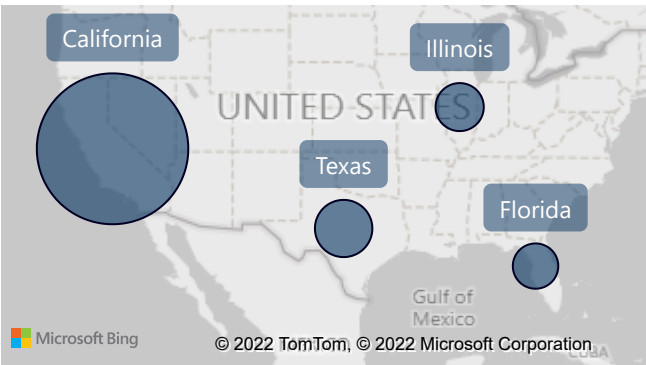
☐ Arizona

☐ Arkansas

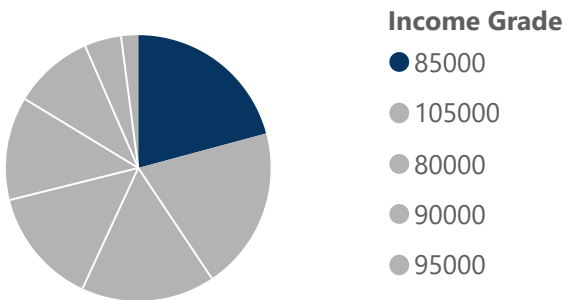
DEMOGRAPHY: TOP 4 MOST POPULATED STATES



TOP 4 STATES WITH MOST SALES

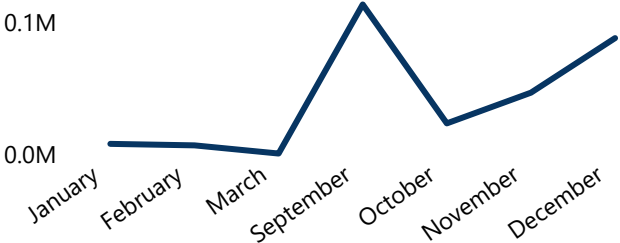


WHAT SIZE OF THE POPULATION BELONG TO EACH INCOME GRADE?

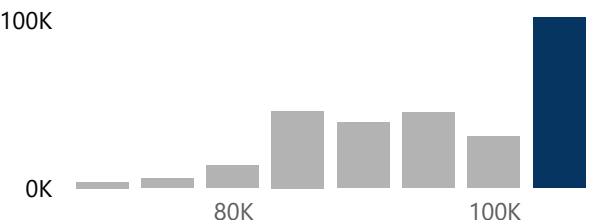


INCOME & SALES:

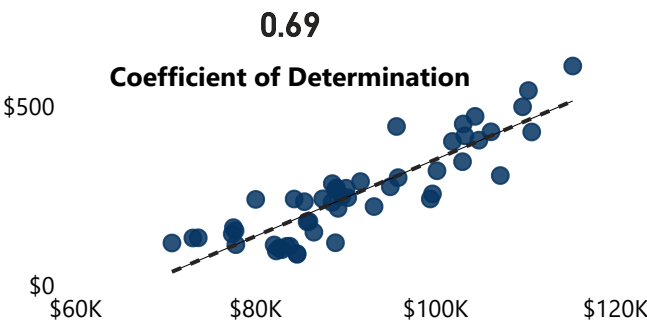
Highest sales was recorded in September, 2020 and has been dropping ever since.



Customers in the income category of \$105,000 accounted for the highest sales of \$101,769



HOW DOES INCOME AFFECT SALES ?



PREDICTED INCOME AND PRODUCT RECOMMENDATION:

Last 6 Months Purchases	Predicted Income
1,250.00	1,354,970.68
750.00	1,281,733.89
225.00	986,620.27
725.00	977,804.26
425.00	682,456.03
5,250.00	476,550.59
160.00	400,876.12

Based on the estimated income , what products should be advertised and to what income earners ?



Estimated Income	Product Recommended
\$510,000	Flip Flops and Spring T-Shirt
\$764,949	Flip Flops and Spring T-Shirt
\$1,274,949	Polo Shirt and Light Sweatshirt
\$1,784,949	Polo Shirt and Light Sweatshirt
\$2,549,949	Pleated Skirt, Wool Scarf and Button Shirt
\$3,824,949	Cotton Blouse and Winter Gloves
\$5,099,949	Leather Sneakers and Leather Wallet

STASY CLOTHING

Rating and Return Analysis



3.79

Average of Customer Rating

0.01

Average of Return Rate

1000

Total No of Customers

$Y_{-} = -0.01X + 0.05$

Return Rate

Month

All

Customer ID

All

Product Name

☐ Select all

☐ Button Shirt

☐ Chronograph Wat...

☐ Cotton Blouse

☐ Cotton Sweater

☐ Flip Flops

☐ Leather Bag

☐ Leather Sneakers

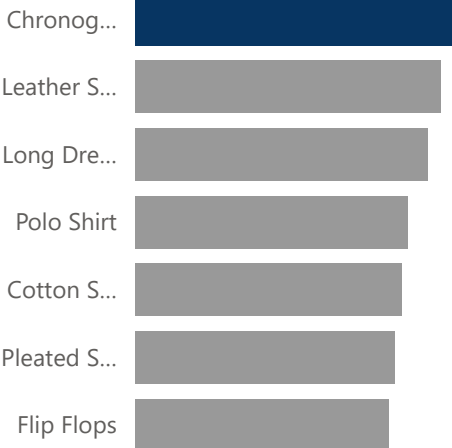
☐ Leather Wallet

☐ Light Sweatshirt

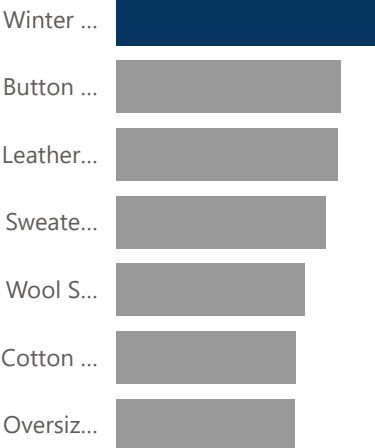
State

All

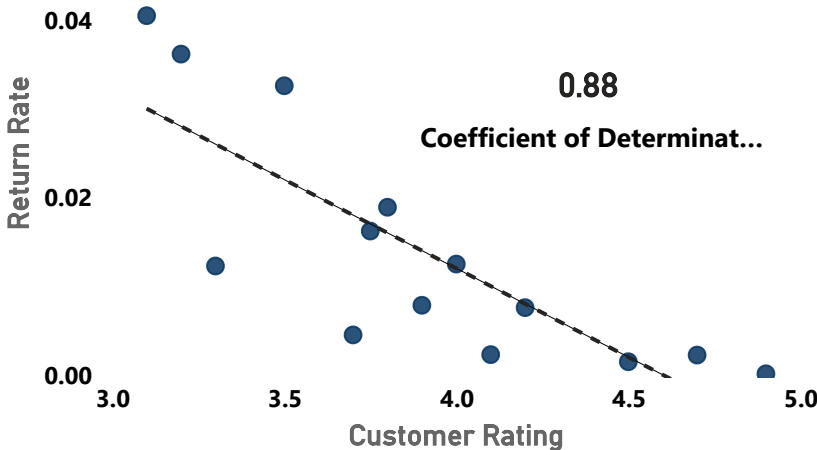
7 MOST RATED PRODUCTS



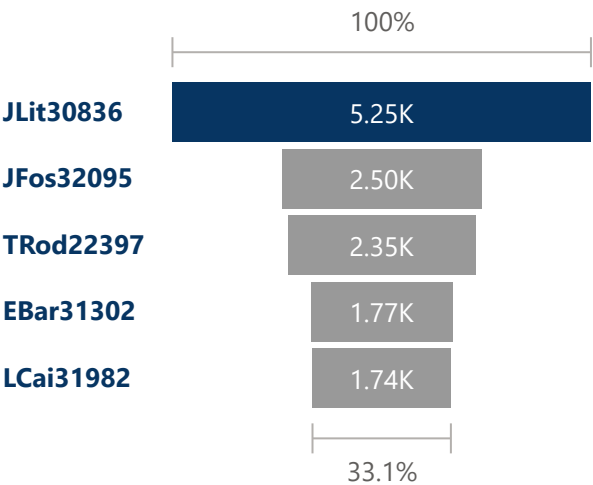
7 MOST RETURNED PRODUCTS



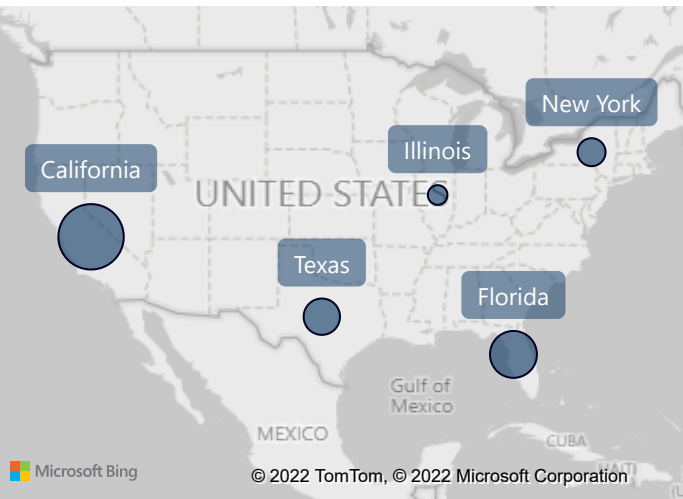
DOES CUSTOMER RATING AFFECT PRODUCT RETURN RATE?



TOP FIVE CUSTOMERS BY PURCHASE



TOP 5 STATES WITH MOST CUSTOMERS



BOTTOM 5 STATES WITH LEAST SALES

