

# FINAL PROJECT

## MODULE 2

### Executive Summary



# SUCCESS IS ITS OWN WORST ENEMY.

## Why

gaining analytical insights

## How

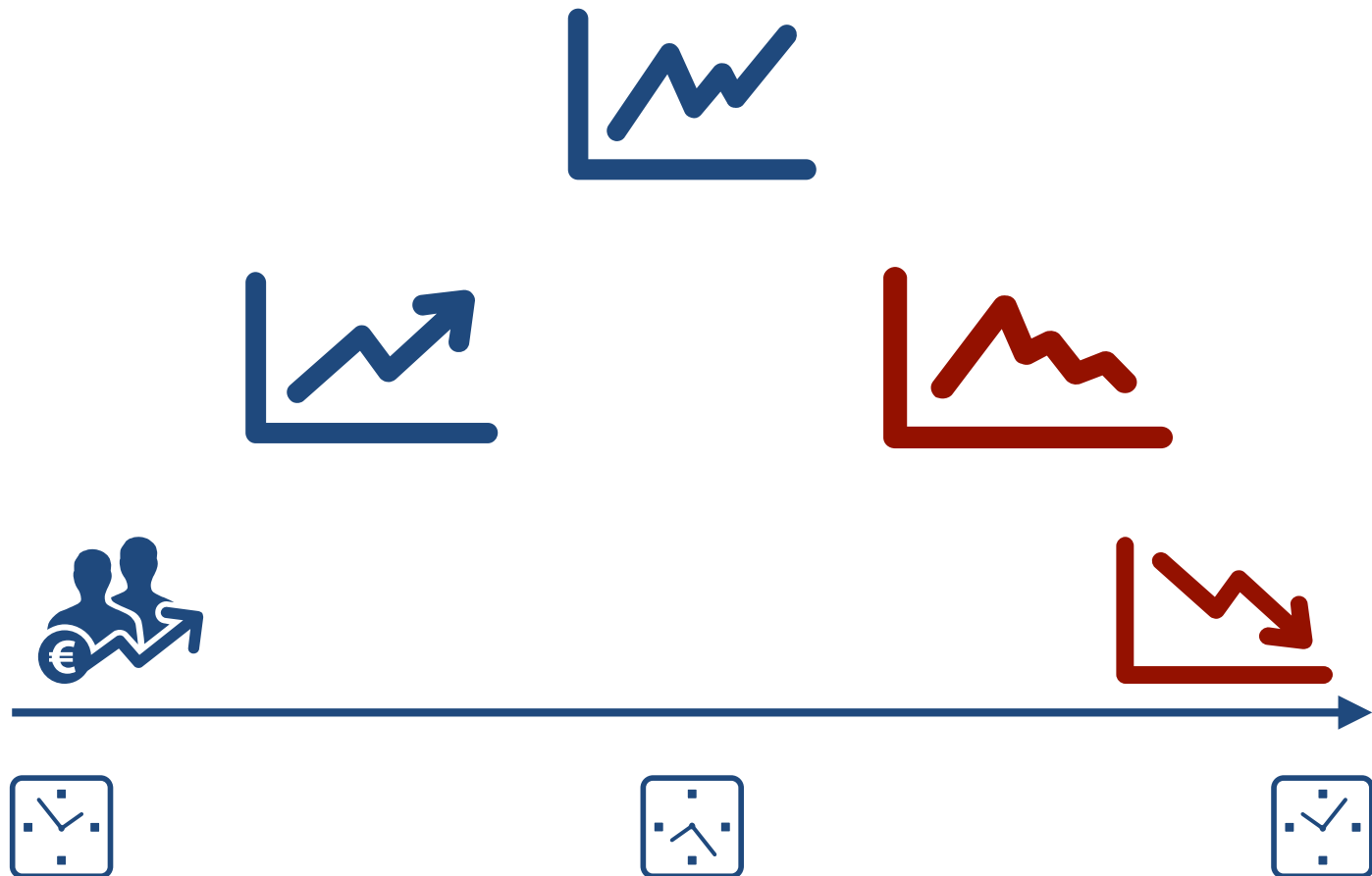
to perform the analysis

## What

insights we realized:

1 - 2 - 3 - 4 - 5

Time for action



# STATISTICS HELPS BUSINESS.

## Why

gaining analytical insights

## How

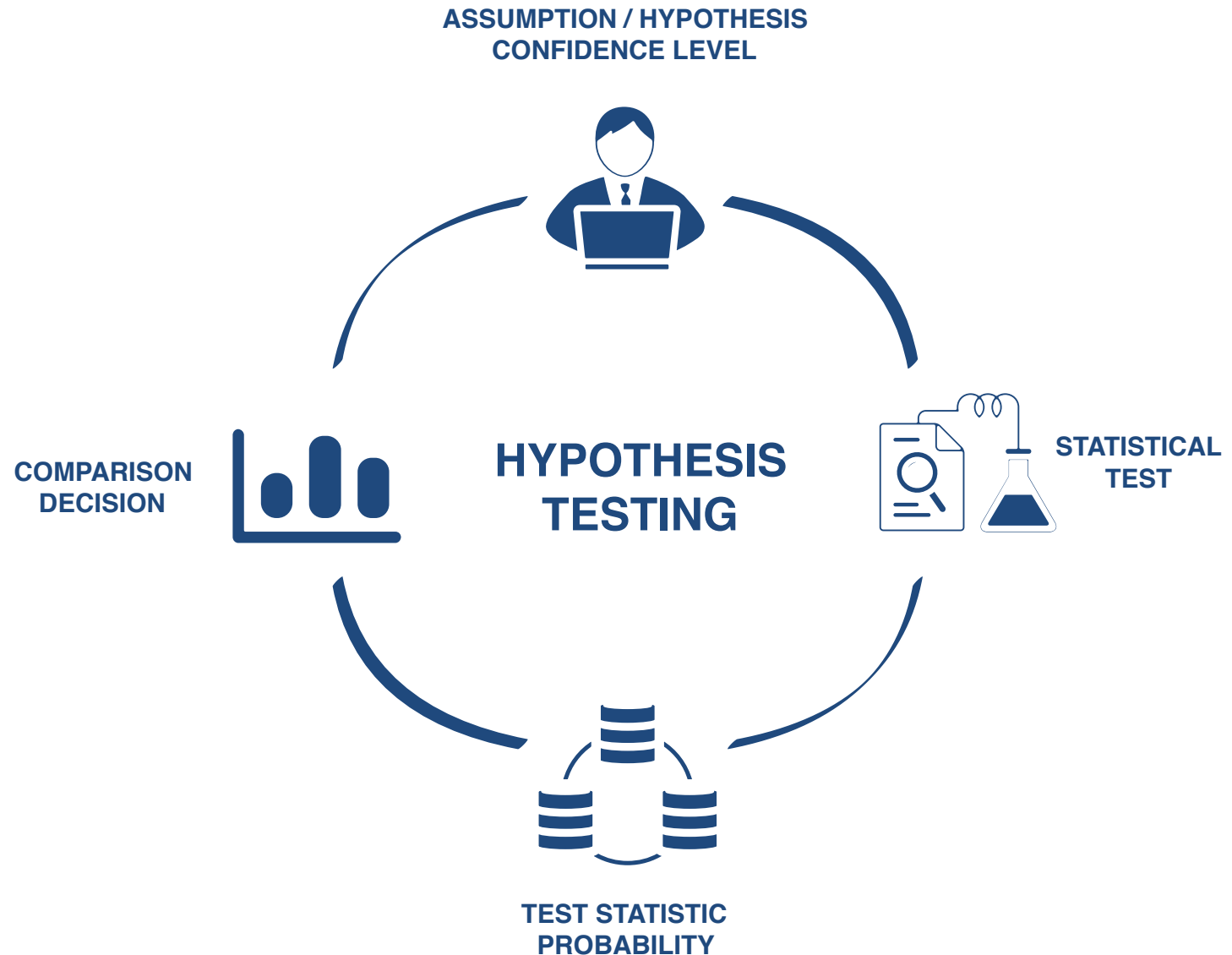
to perform the analysis

## What

insights we realized:

1 - 2 - 3 - 4 - 5

Time for Action



# > OFFER MORE IMPORTED PRODUCTS.

## Why

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to perform the analysis

## What

insights we realized:

1 - 2 - 3 - 4 - 5

Time for Action



**\$ 544 \***

**average spending  
on domestic products**



**\$ 6,974 \***

**average spending  
on imported products**



# > PROMPT CUSTOMERS TO BUY MORE OFTEN.

## Why

gaining analytical insights



## How

to perform the analysis



Customers who bought more often <sup>\*</sup>  
spent \$ 18,487 on average <sup>\*\*\*</sup>.

## What

insights we realized:

1 - **2** - 3 - 4 - 5

Time for Action



Customers who bought less often <sup>\*\*</sup>  
spent \$ 3,361 on average <sup>\*\*\*</sup>.



<sup>\*</sup> More frequent than median frequency

<sup>\*\*</sup> Less frequent or up to median frequency

<sup>\*\*\*</sup> Median value for lifetime spendings

# > BE CAREFUL WITH DISCOUNTS.

## Why

gaining analytical insights

## How

to perform the analysis

## What

insights we realized:

1 - 2 - **3** - 4 - 5

Time for Action



- > In general, discounts are an invitation to buy.
- > But: Some discount levels don't do any good.
- > Stay with 0.05! You won't sell more with more.



# > MALE MEAT LOVERS ARE MOST PROFITABLE.

## Why

gaining analytical insights

## How

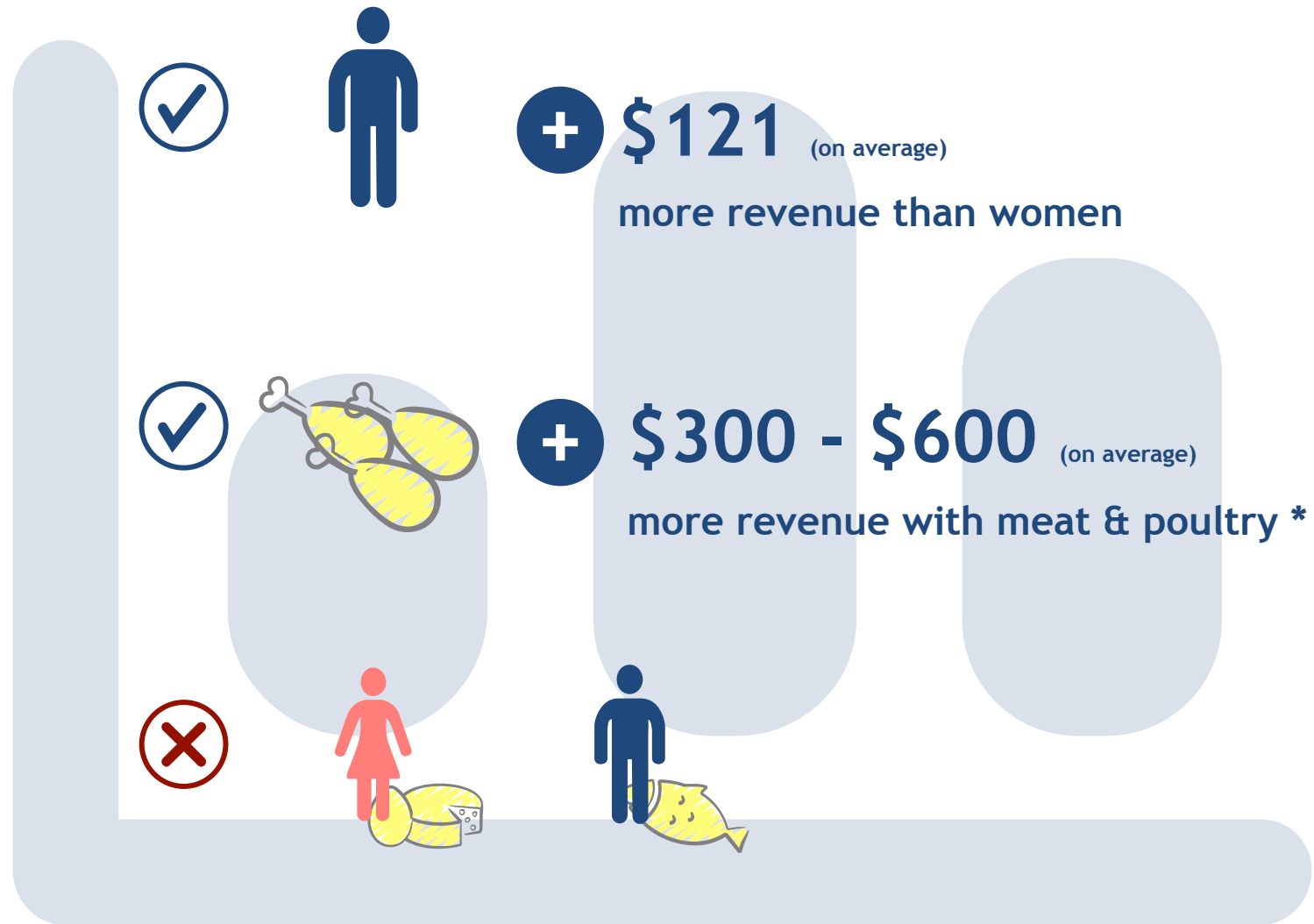
to perform the analysis

## What

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Time for Action



# > (RE-) NEGOTIATE YOUR SHIPPERS.

## Why

gaining analytical insights

## How

to perform the analysis

## What

insights we realized:

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Time for Action



Higher regional shares for them.

Sinking costs for us.





# CHANGE, ADAPT AND STAY SUCCESSFUL!

„When the facts change, I change my mind.

What do you do, Sir?“

(John Maynard Keynes)

## Why

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## How

to perform the analysis

## What

insights we realized:

1 - 2 - 3 - 4 - 5

Time for Action

