

FINAL PROJECT

MODULE 2

Executive Summary



SUCCESS IS ITS OWN WORST ENEMY.

Why

gaining analytical insights

How

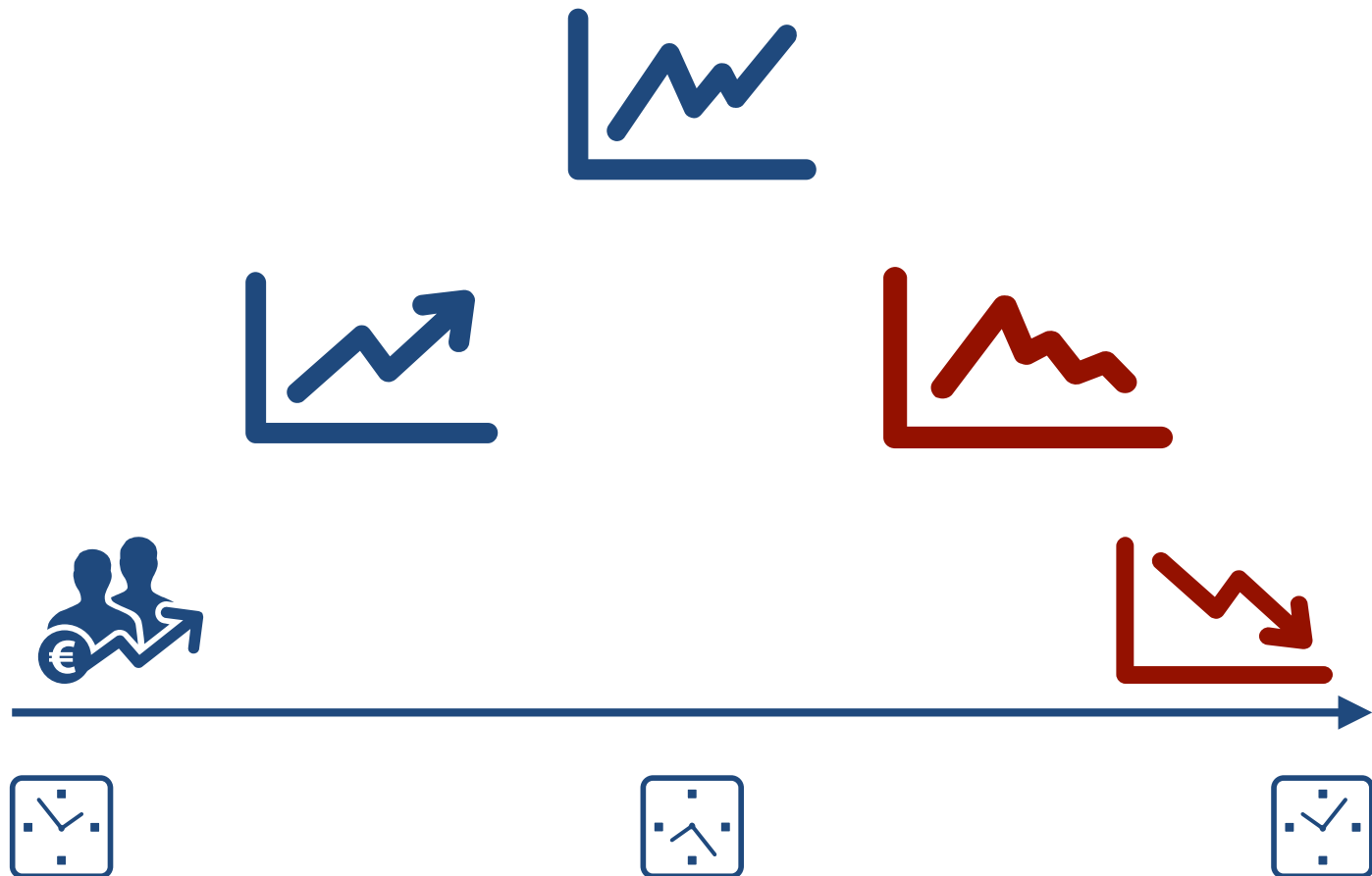
to perform the analysis

What

insights we realized:

1 - 2 - 3 - 4 - 5

Time for action



STATISTICS HELPS BUSINESS.

Why

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How

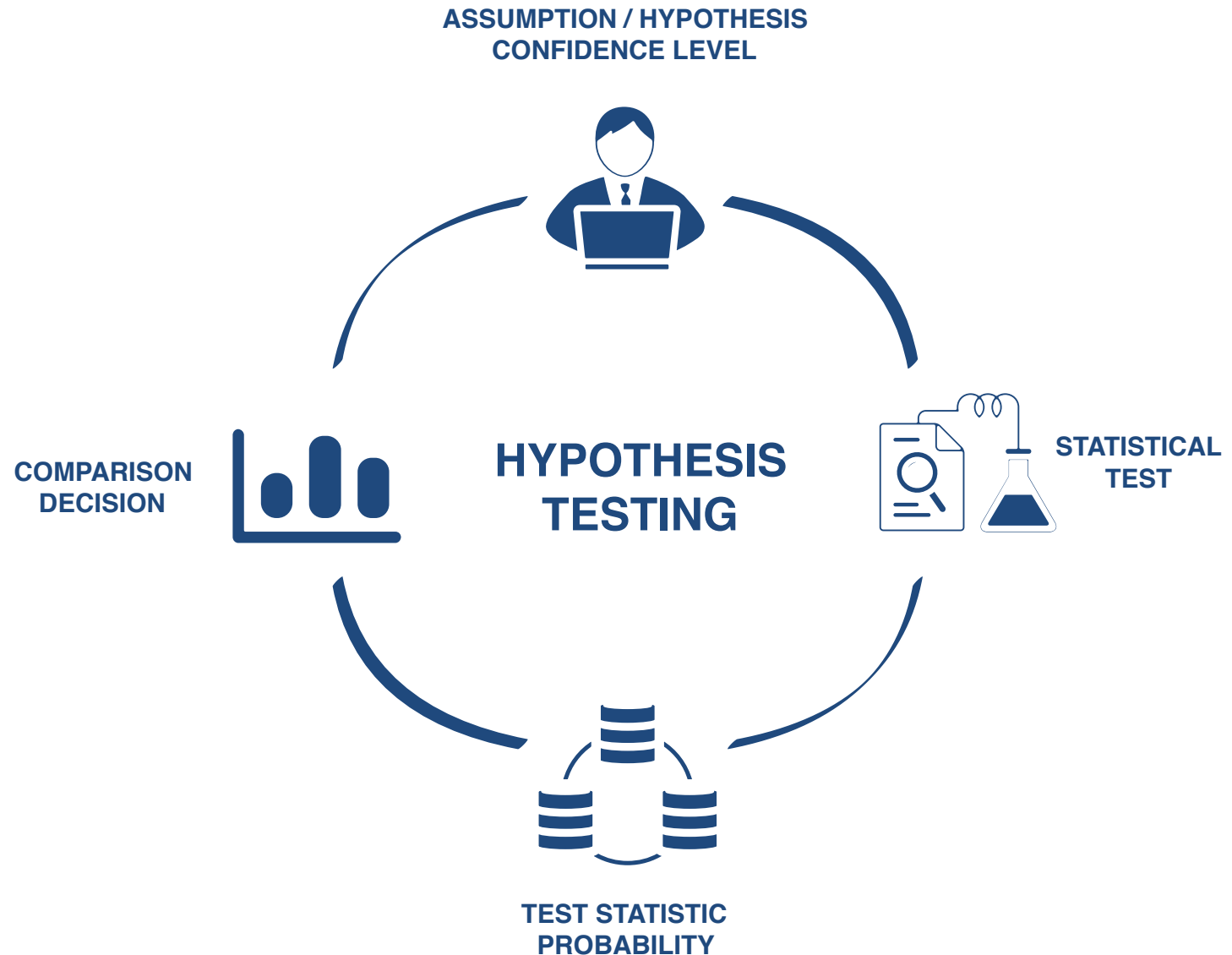
to perform the analysis

What

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Time for Action



> OFFER MORE IMPORTED PRODUCTS.

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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 ^{*}
spent \$ 18,487 on average ^{***}.

What

insights we realized:

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

Time for Action



Customers who bought less often ^{**}
spent \$ 3,361 on average ^{***}.



^{*} More frequent than median frequency

^{**} Less frequent or up to median frequency

^{***} Median value for lifetime spendings

> BE CAREFUL WITH DISCOUNTS.

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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

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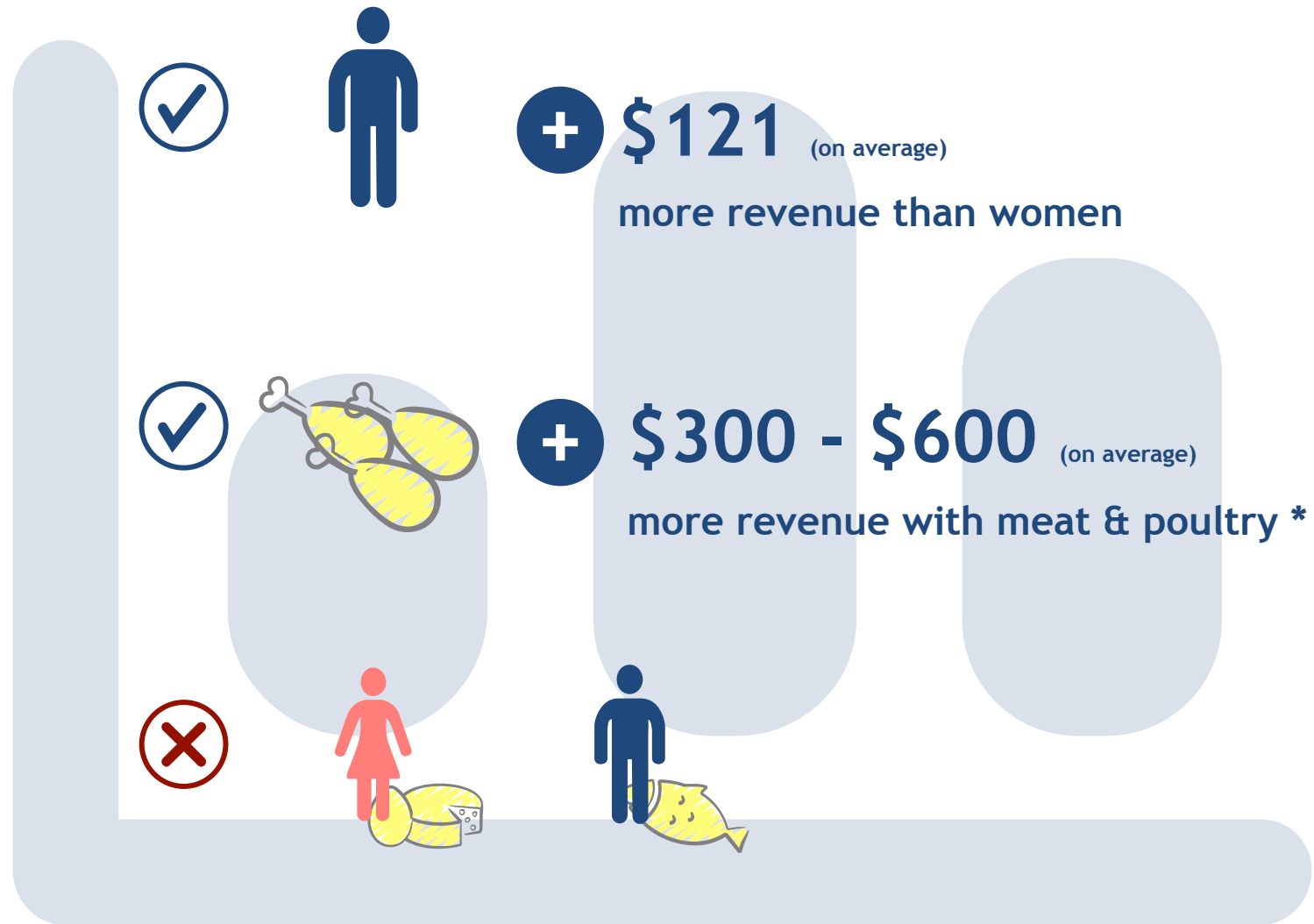
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> (RE-) NEGOTIATE YOUR SHIPPERS.

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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)

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