

Final Project

ECO 32500

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Introduction

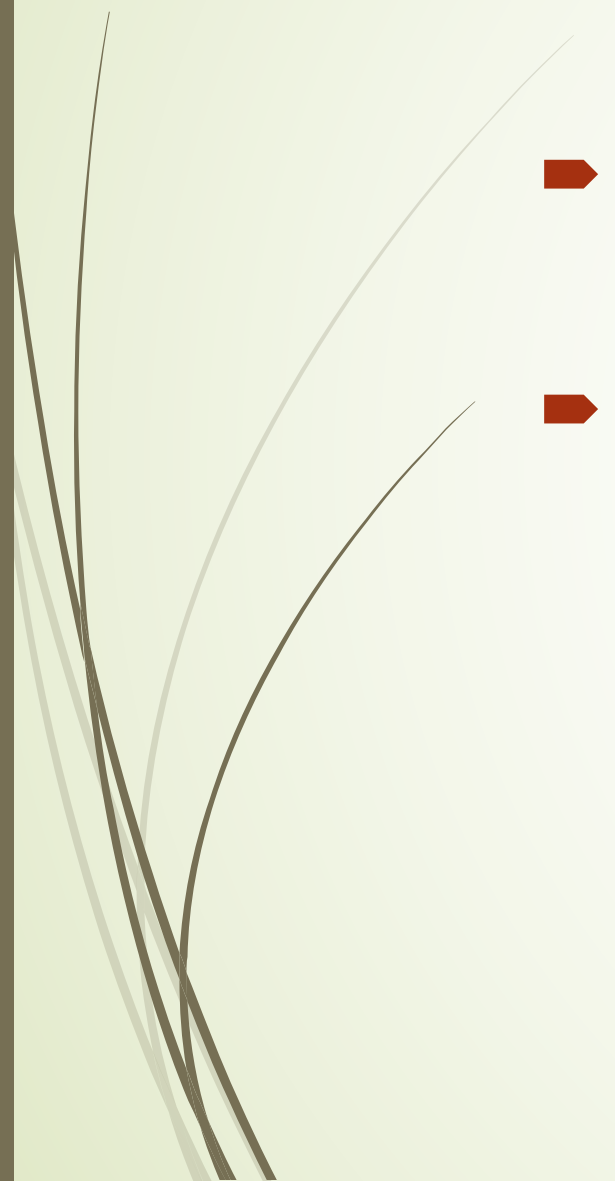
- Our aim is to elevate this year's performance

Maximum Customer Retention

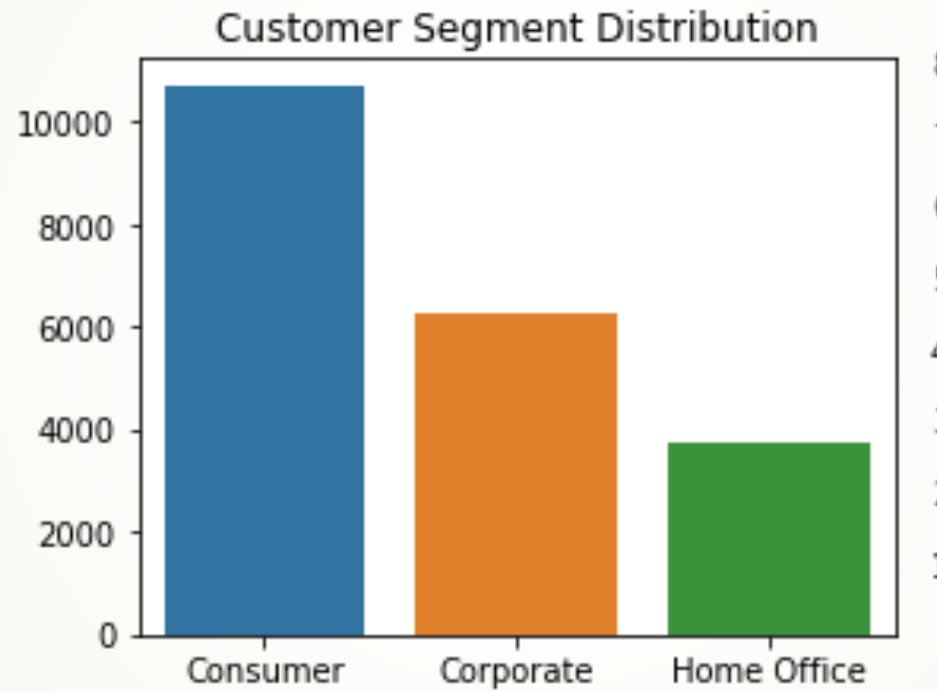
- Maximum Satisfaction to Existing Customers
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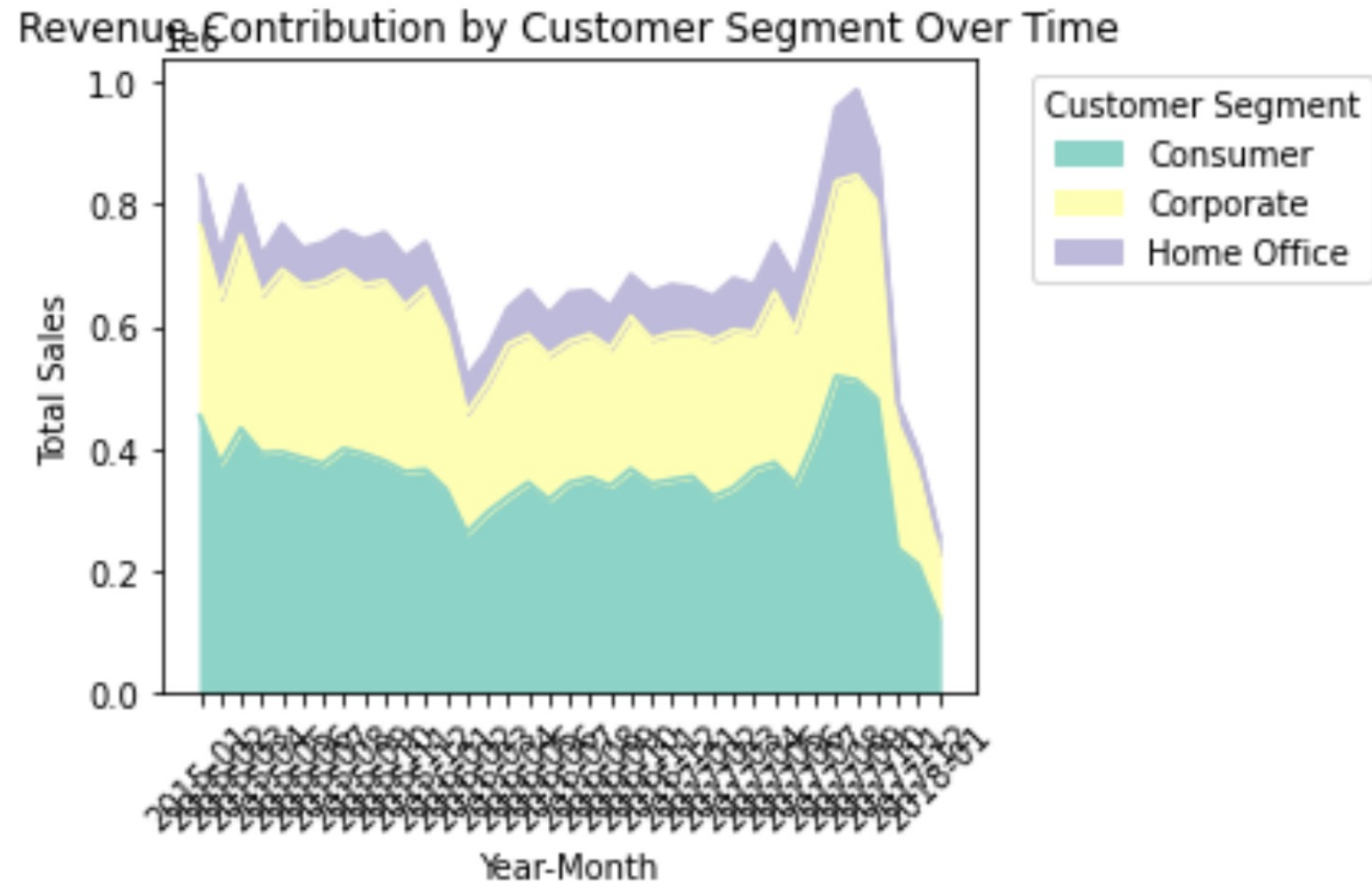
How ?

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- Identify reasons for losing sales & bottlenecks
 - Identify Room for improvements

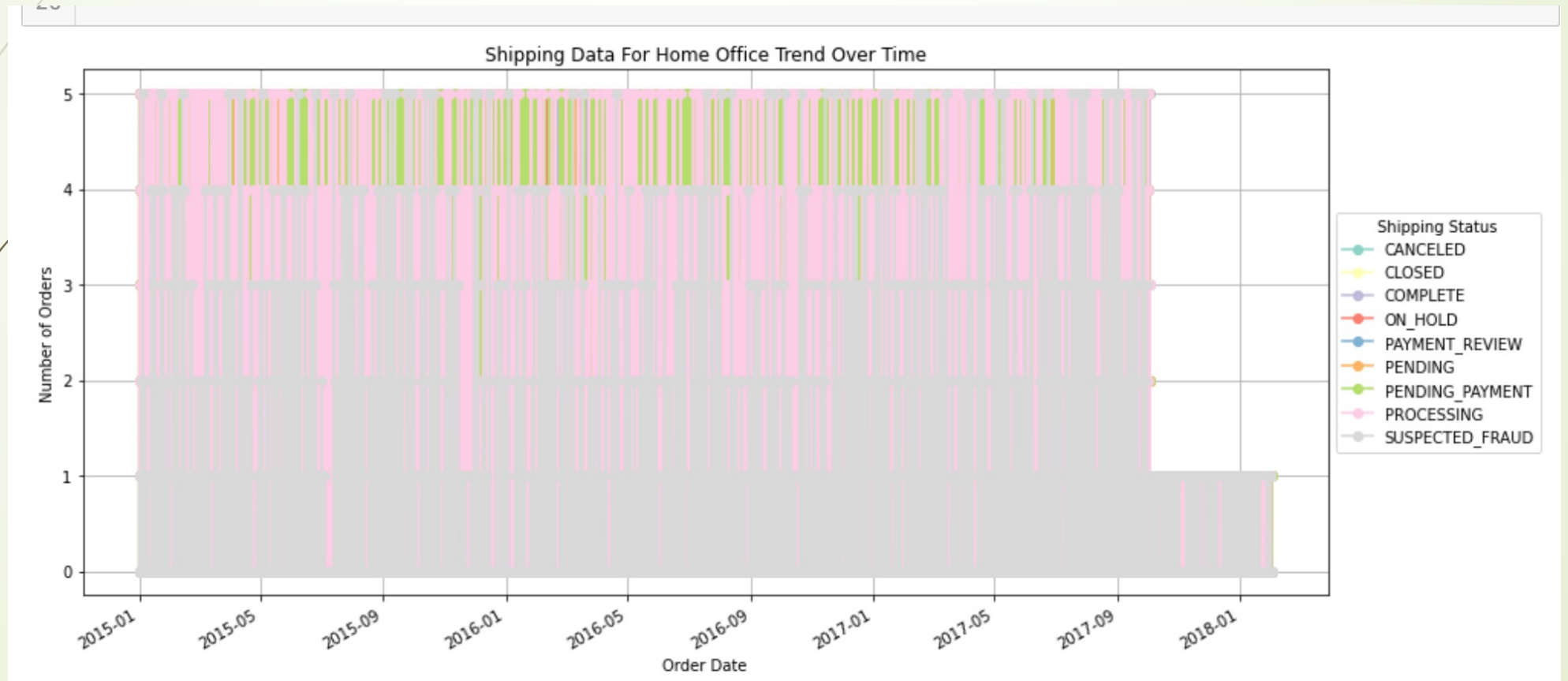
Customer Segments



Customer Performance over time




Issue With Home Office : Shipping Delays

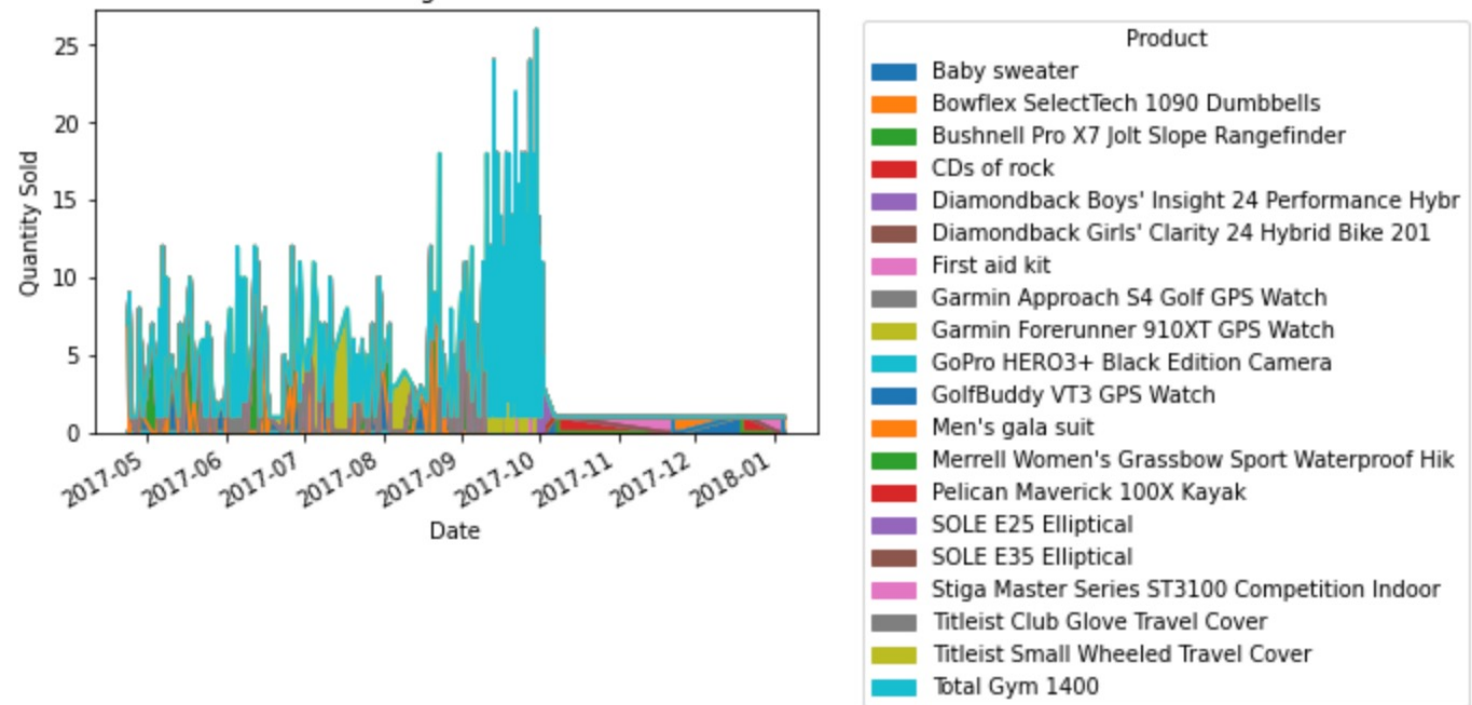




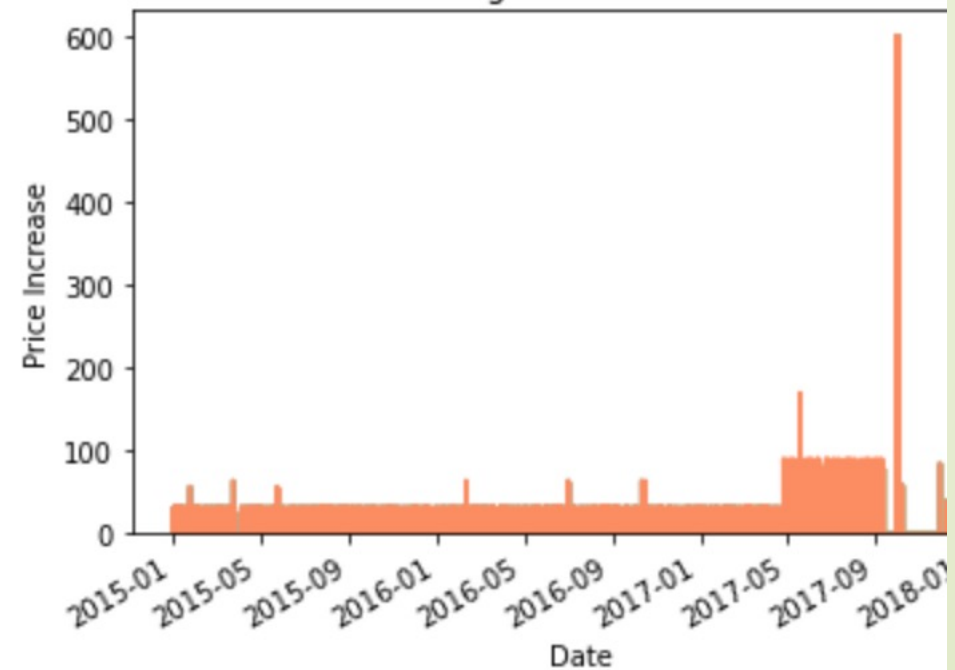
Identify Issue With Corporate & Consumers

- Price Hike
 - Lack Of Personalized Discounts
 - Lack Of Peak Shopping Seasons Sales Discount
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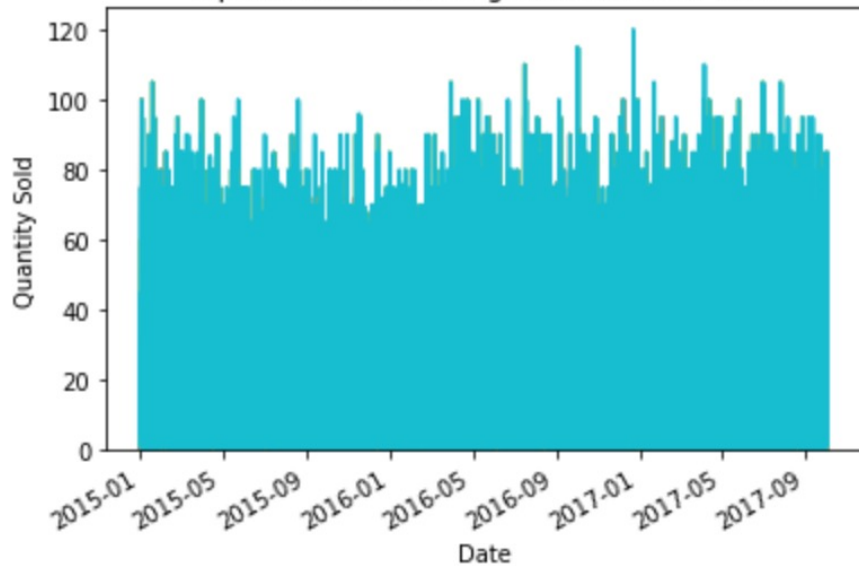
Worst Performing Products Over Time



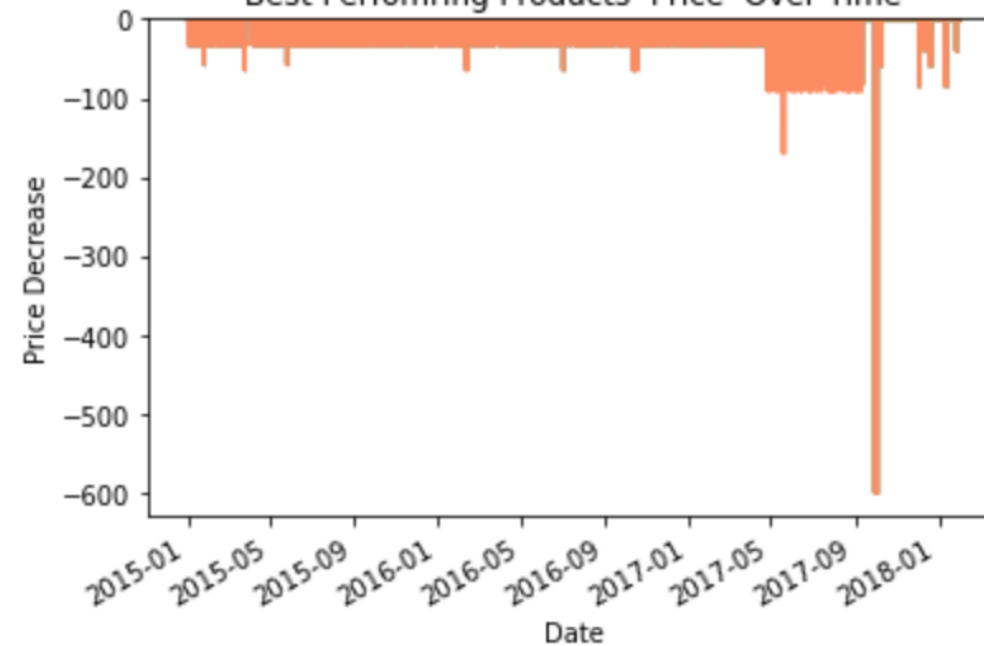
Worse Performring Products Price Over Time



Top 10 Best Performing Products Over Time



Best Perfroming Products Price Over Time

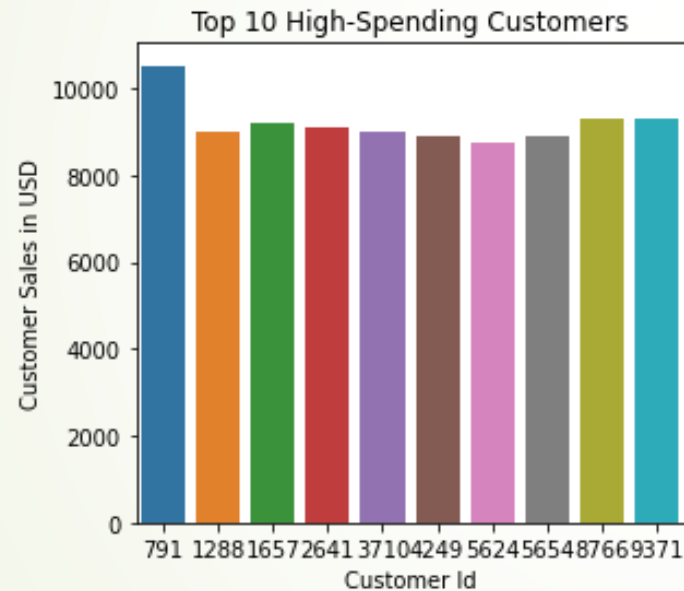




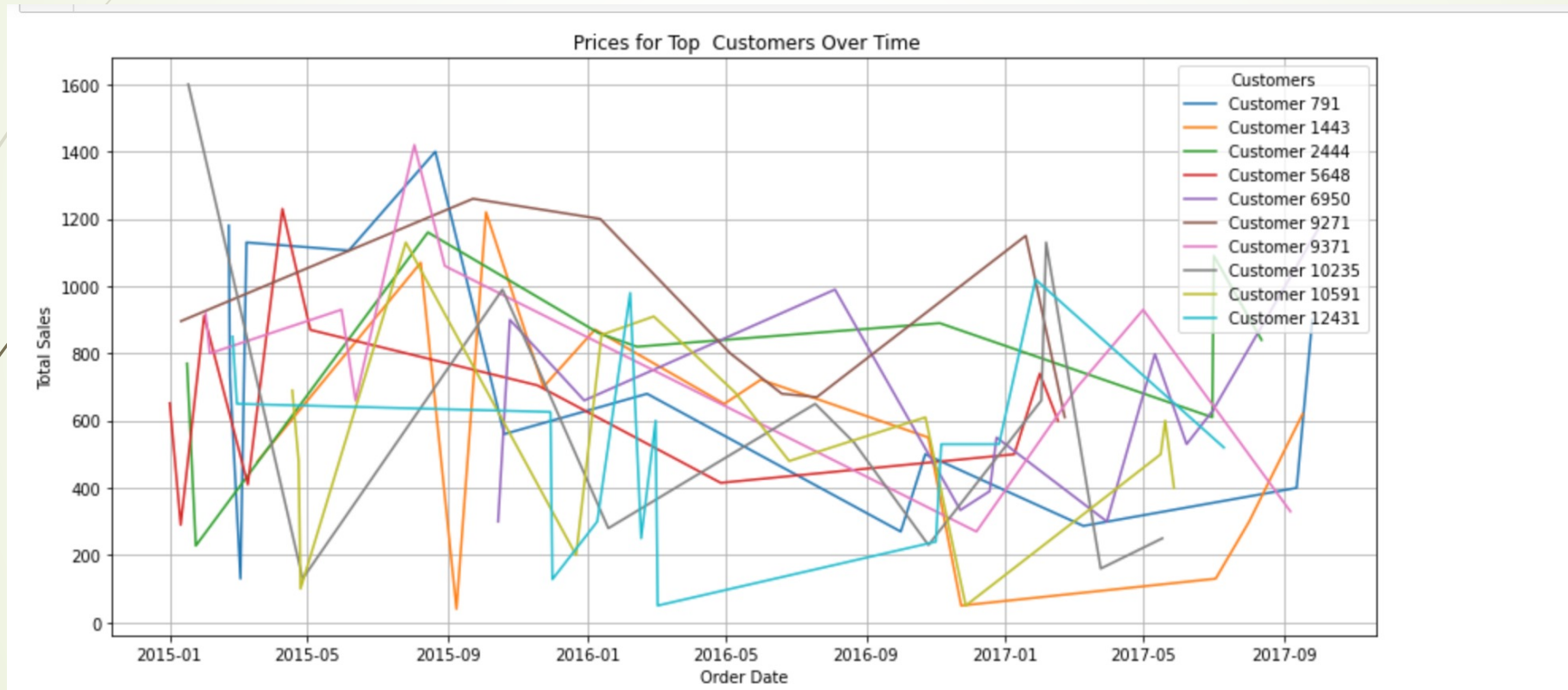
Room For Improvement

- Personalized Marketing
 - Discounts During Peak Sales Season
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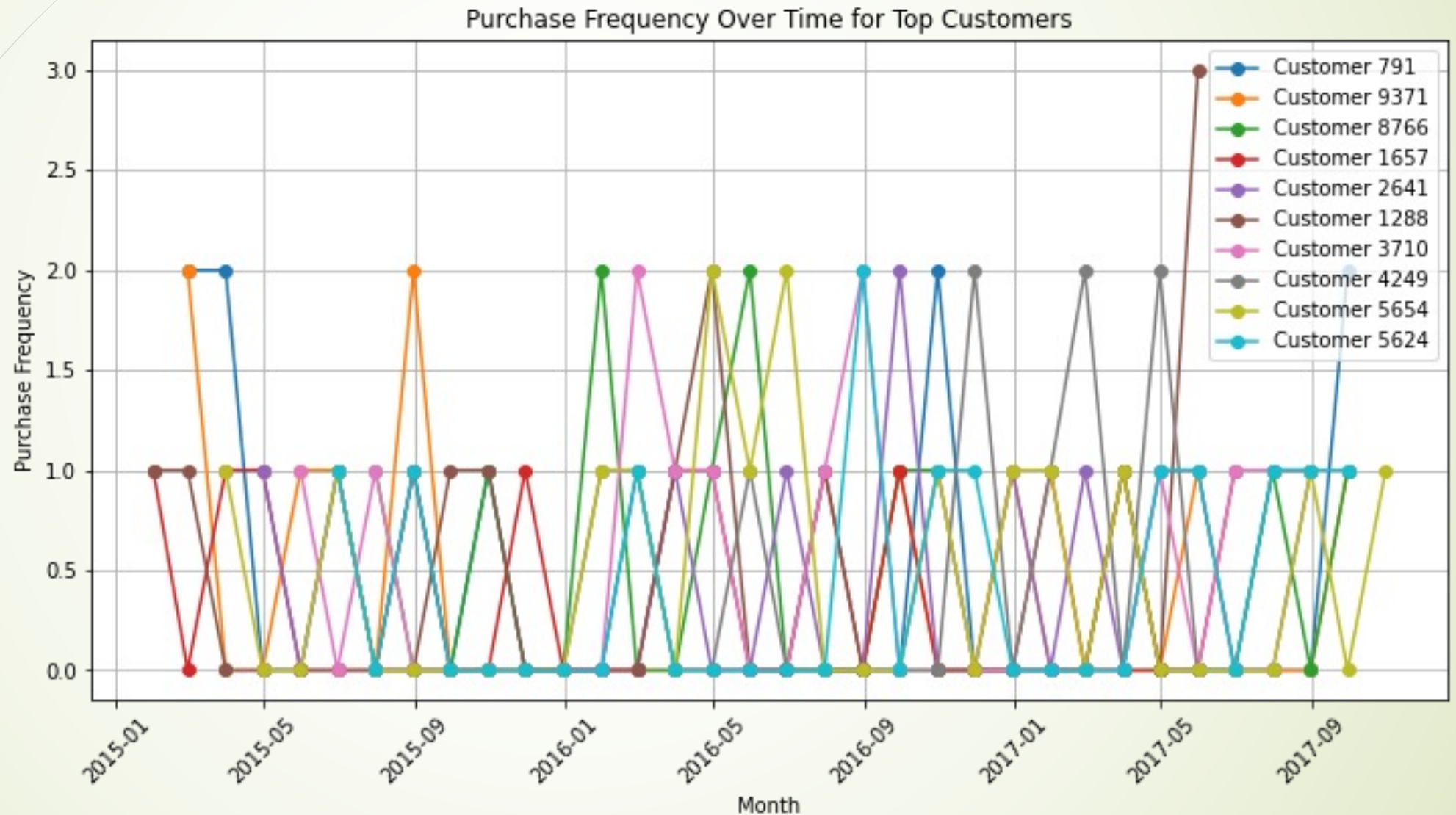
Personalized Marketing



Top Products Pricing For Top Customers Over Time



Peak Sales Seasons





Conclusion

- Improve Shipping Time
 - Identify Advantageous Price Points
 - Identify Sales For Peak Shopping Seasons
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