WHO WEAR WHAT

AFFILIATE CAMPAIGN PERFORMANCE

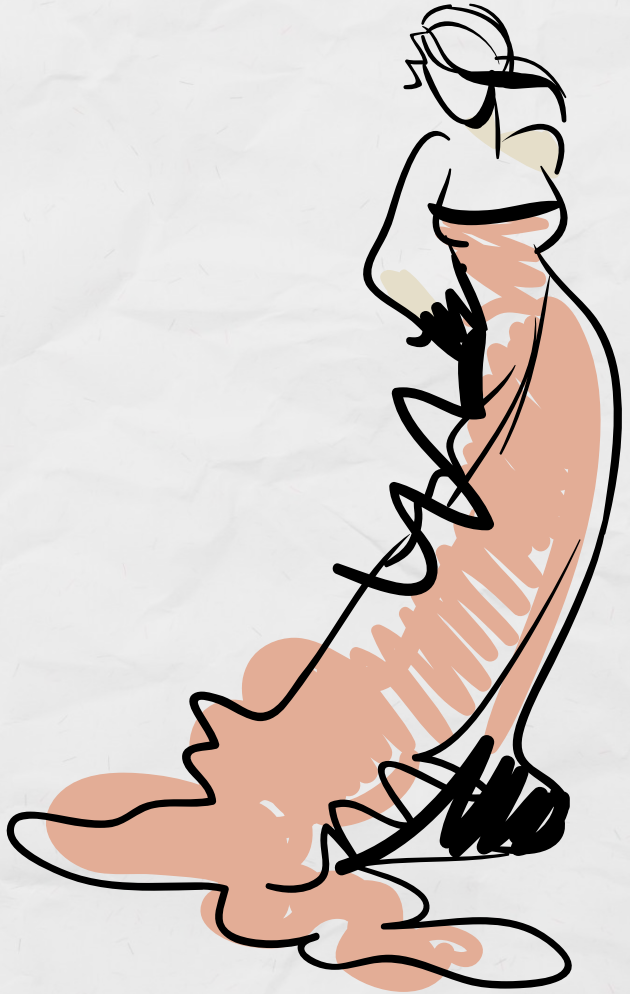
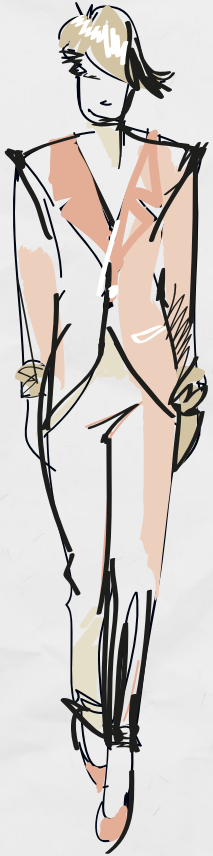


TABLE OF CONTENTS - Deciphering Affiliate Performance and Profitability



WHOA! CAMPAIGN SPOTLIGHTS

- Despite cardigans driving the highest sales at **£3831.47** due to their high promotion frequency, **Sweaters** yield the highest conversions rate of **38.1%**.
- In terms of trending styles, **Pointed-toe and Slingback shoes** are in high demand, resulting in total sales of **£1640**.
- Clothes with **Aesthetic Collar Designs** are highly popular, achieving a **42.86%** conversion rate across promoted articles.
- Articles featuring themes like **"Spring"** ,**"Celebrity"**, and **"Fashion"** generate the highest conversions, exceeding the Avg. conversion rate of 26.54% by approximately **10%.**
- Our leading influencer, **Sierra Mayhew,** achieving the highest Avg.sales per promoted revenue of **£100,** outperformed the average author performance by **195%.**

KEY METRICS DEFINITION

FOR PRODUCT/ARTICLE ANALYSIS

KEY METRICS

- **Conversion Rate**: the occurrence of sales for each unique combination of article, author, and published date.
  - An article is considered converted if it generates **at least 1 sales** across the promoted products.
- **Total/Avg. Sales by Segments:** Aggregate/ Averaging sales categorized by different segments.

FOR CONTRIBUTOR ANALYSIS

- **Conversion Rate:** the percentage of the occurrence of unique articles that generates at least 1 transactions, out of the author's total unique articles
- **Avg.Transaction Per Promoted Product:** No.Transactions /No. Promoted product
- **Avg.Sales Amount Per Transaction:** Total Sales Amount/No. Transactions
- **Avg.Sales Amount Per Promoted Product:** Total Sales Amount/No. Promoted product

WHY

- **Assessing the effectiveness of product and contributor strategy in driving revenues across affiliate portfolio.**
- **Providing insights of trending product attributes that address buyer's need and pain points.**

01

PRODUCT TRENDS ANALYSIS

01.1 RECOGNIZING CONVERSION SPIKE AND DIP AMONG PRODUCT PORTFOLIO

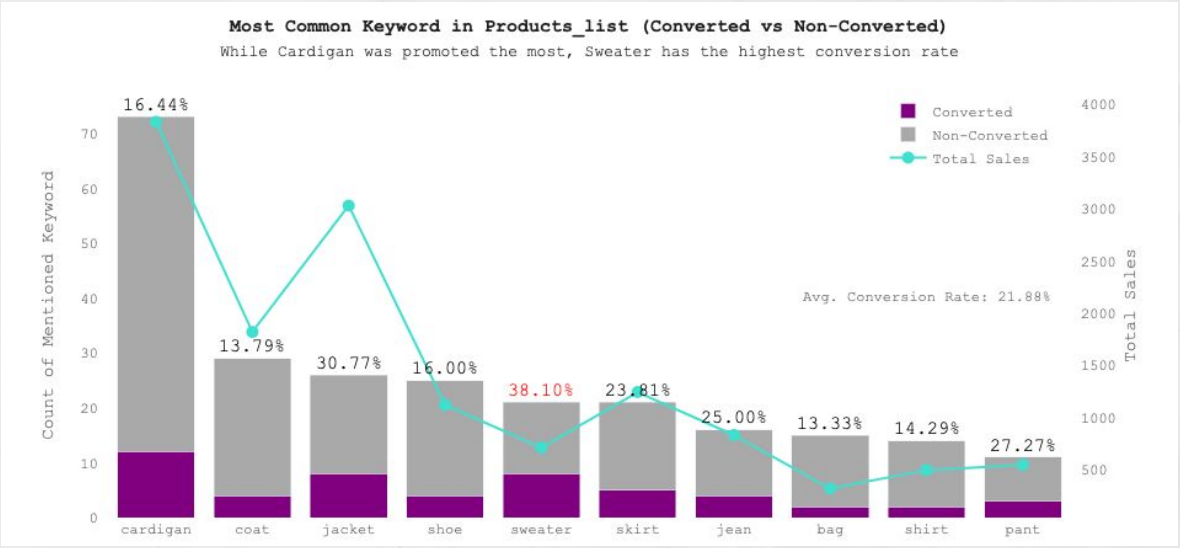
WHAT'S TRENDING

Among the approximately 277 promoted product, contributors frequently promote cardigans, yet sweaters, despite only being promoted 24 times, achieve the highest conversion rate of 38% .

WHY IT'S MATTER

This finding can inform our strategy, ensuring that High-converting products like sweaters and jacket receive more resources in future campaigns. On the other hand, cardigans and coats might need to refine its promotional strategy.

Most Common Words in Promoted Product



01. 2 RECOGNIZING CONVERSION SPIKE AND DIP AMONG PRODUCT ATTRIBUTES

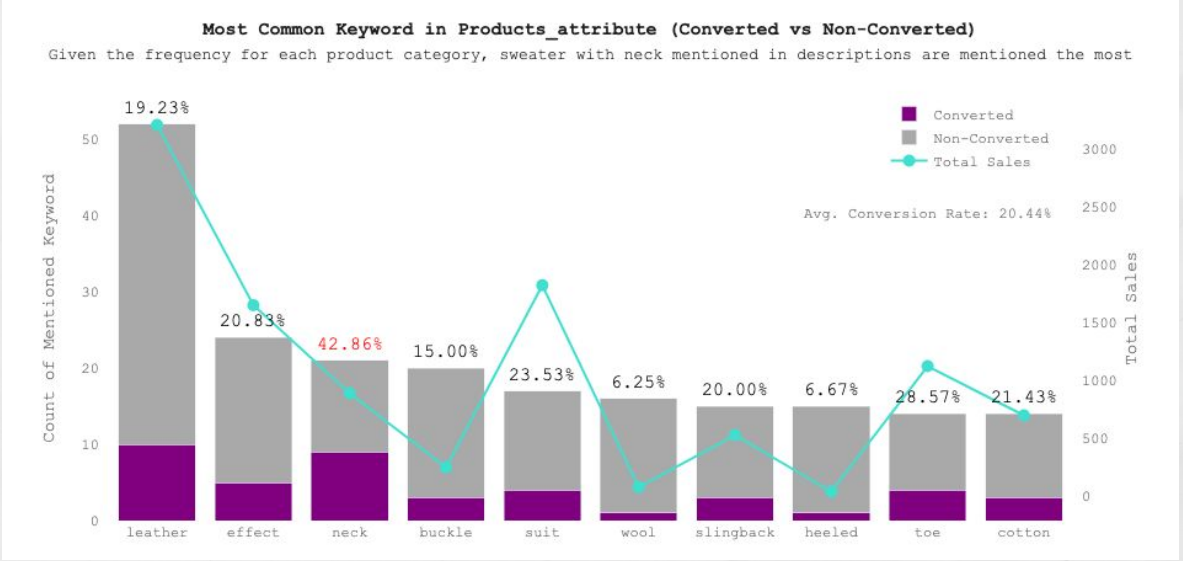
WHAT'S TRENDING

Contributors frequently promote leather-effect products, resulting in total revenue of £3,205 from articles with the product keyword "leather". However, collar details or pointed-toe designs have been more effective in driving conversions.

WHY IT'S MATTER

By focusing promotions on sweater with collar designs and pointed-toe shoes to target users, we can potentially increase conversion rates and overall sales, making marketing efforts more impactful. In addition, Pair leather-effect products with high-performing items or accessories to encourage additional purchases.

Most Common Words in Promoted Product Descriptions



01. 3 RECOGNIZING CONVERSION SPIKE AND DIP AMONG ARTICLE KEYWORDS

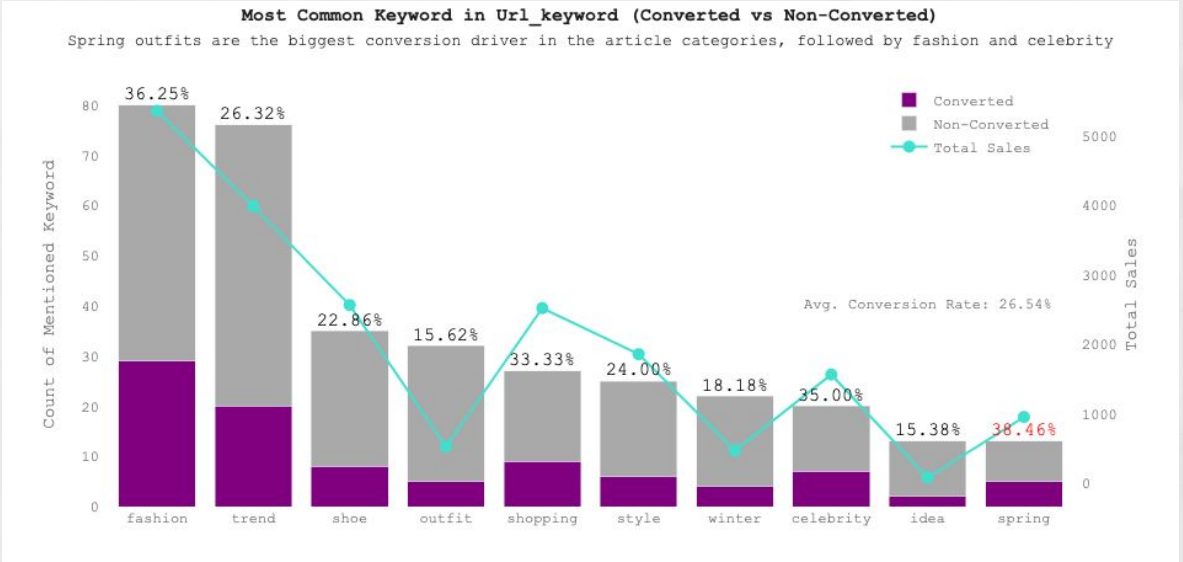
WHAT'S TRENDING

Among the 186 promoted articles, those focusing on fashion-related topics, our high-stake keywords, drove £5,358 in total sales, achieved the second-highest conversion rate of 36.25%. Articles covering topics such as celebrity and spring also performed exceptionally well.

WHY IT'S MATTER

Articles focusing on fashion and celebrity related topics demonstrate strong conversion rates, indicating high audience engagement and purchase intent. Meanwhile, emphasizing topics seasonal trends (e.g., spring,winter) as appropriate could drive higher conversion rates.

Most Common Words in Article URL



02

CONTRIBUTOR PERFORMANCE ANALYSIS

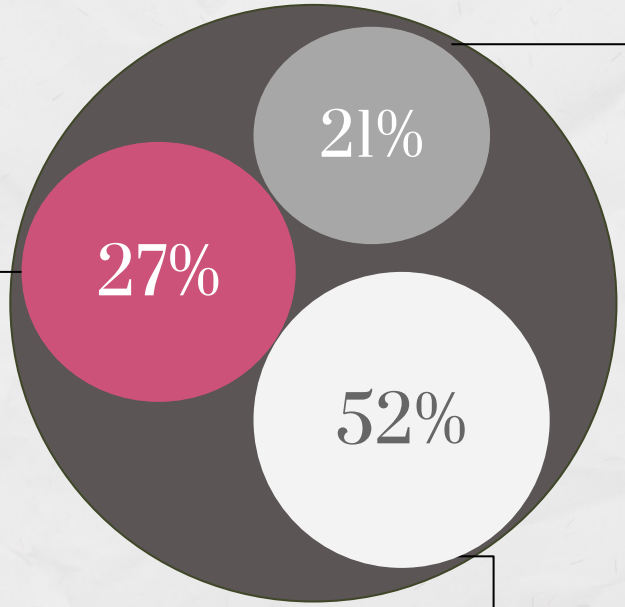
02.1 UNDERSTANDING THE CONTRIBUTORS DYNAMIC IN DRIVING CONVERSION

10 HIGH-PERFORMING AUTHORS

- **Average Transactions per Promoted Product:** Exceeds the overall average of **0.18** transactions per promoted product.

- **Average Sales per Promoted Product:** Exceeds the overall average of **£16** per promoted product.

- **Total Sales:** Cumulatively exceeds the average sales of **£210** among authors.



8 MODERATE-PERFORMING AUTHORS

- **Average Transactions per Promoted Product:** Below the overall average of **0.18.**

- **Average Sales per Promoted Product:** Exceeds the overall average of **£16.**

- **Total Sales:** Cumulatively exceeds the average sales of **£210** among authors.

19 UNDER-PERFORMING AUTHORS

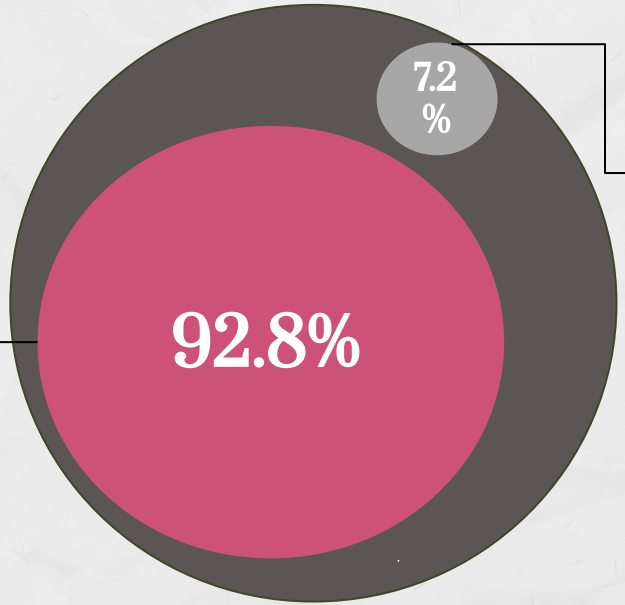
- **Authors who did not generate any conversions or sales from their promoted products.**

02. 2 UNDERSTANDING THE CONTRIBUTORS DYNAMIC IN DRIVING SALES

10 HIGH-PERFORMING AUTHORS

- Generated a total sales amount of £7234, account for 92.8% of entire sales amount during the campaign session.

- Led a total of 65 transactions, account for 89% of the total sales transactions.



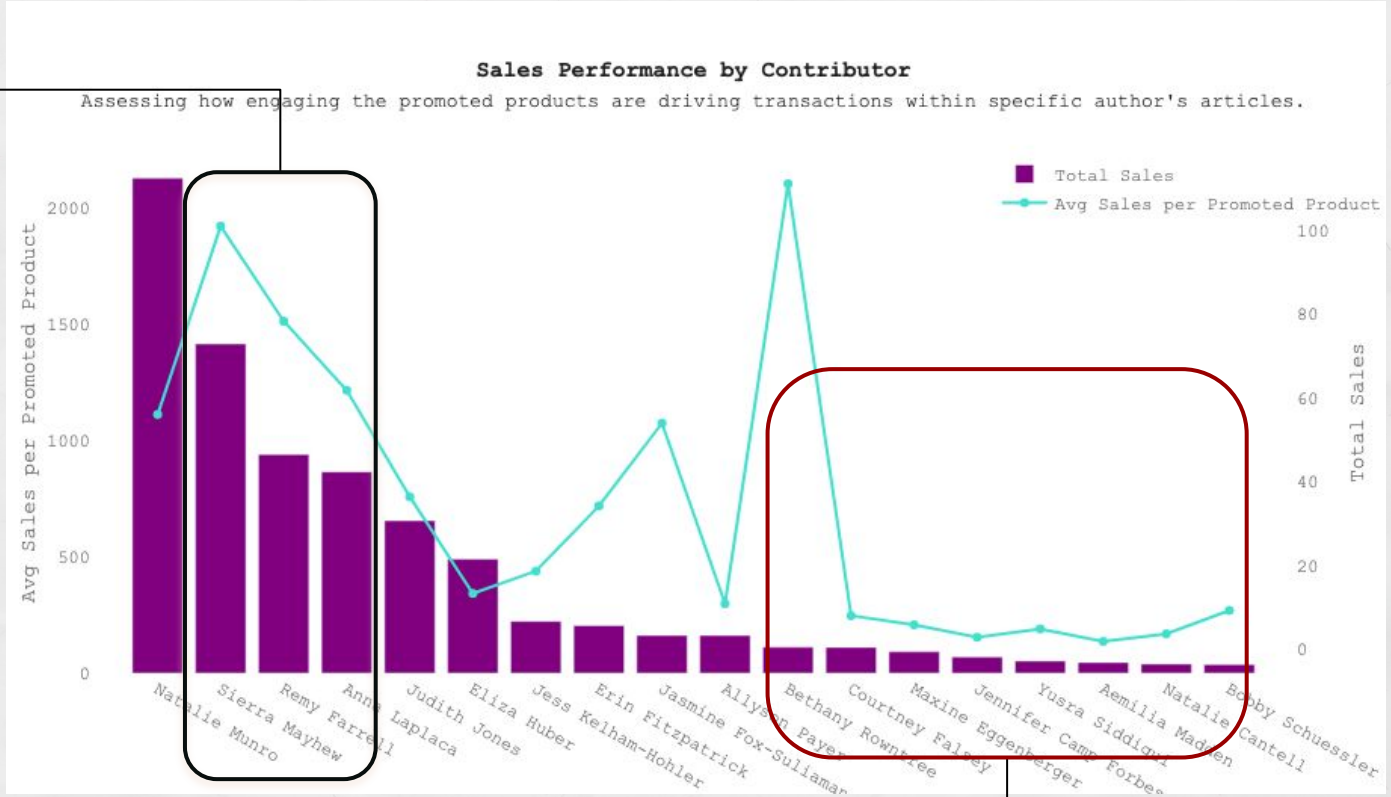
8 MODERATE-PERFORMING AUTHORS

- Generated a total sales amount of £556.7, account for 7.2% of entire sales amount.

- Led a total of 8 transactions, account for 10.96% of the total sales transactions.

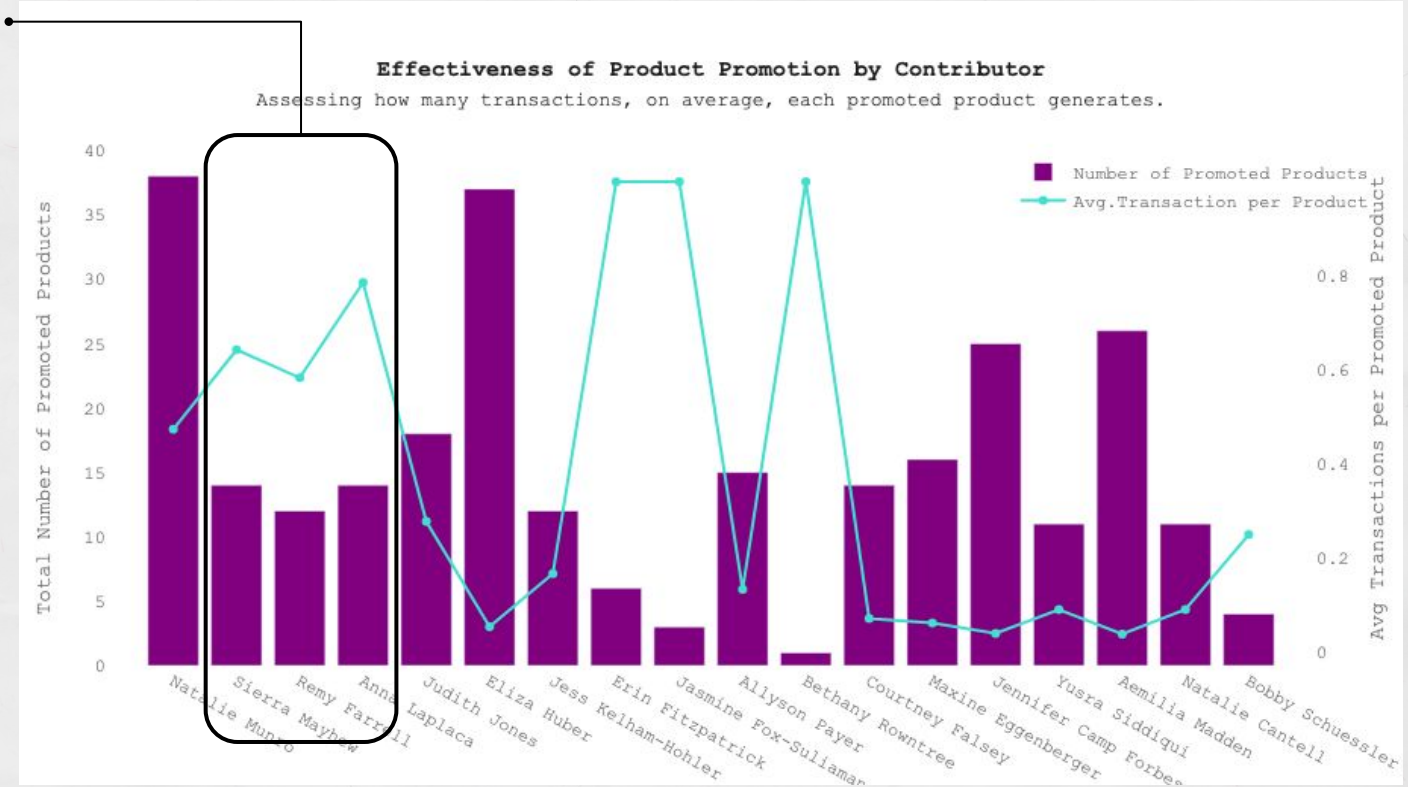
02. 3 UNDERSTANDING THE CONTRIBUTORS PROMOTION EFFECTIVENESS

- **Sierra, Remy, and Anna** stand out for their balanced performance in promoting engaging product and driving sales.
- **Natalie and Judith** are strong performers in driving high sales and conversions, but need to assess product feasibility for their audiences.
- Contributors like **Jennifer, Eliza, and Maxine** need to reassess their strategies to improve their conversion rates and sales performance



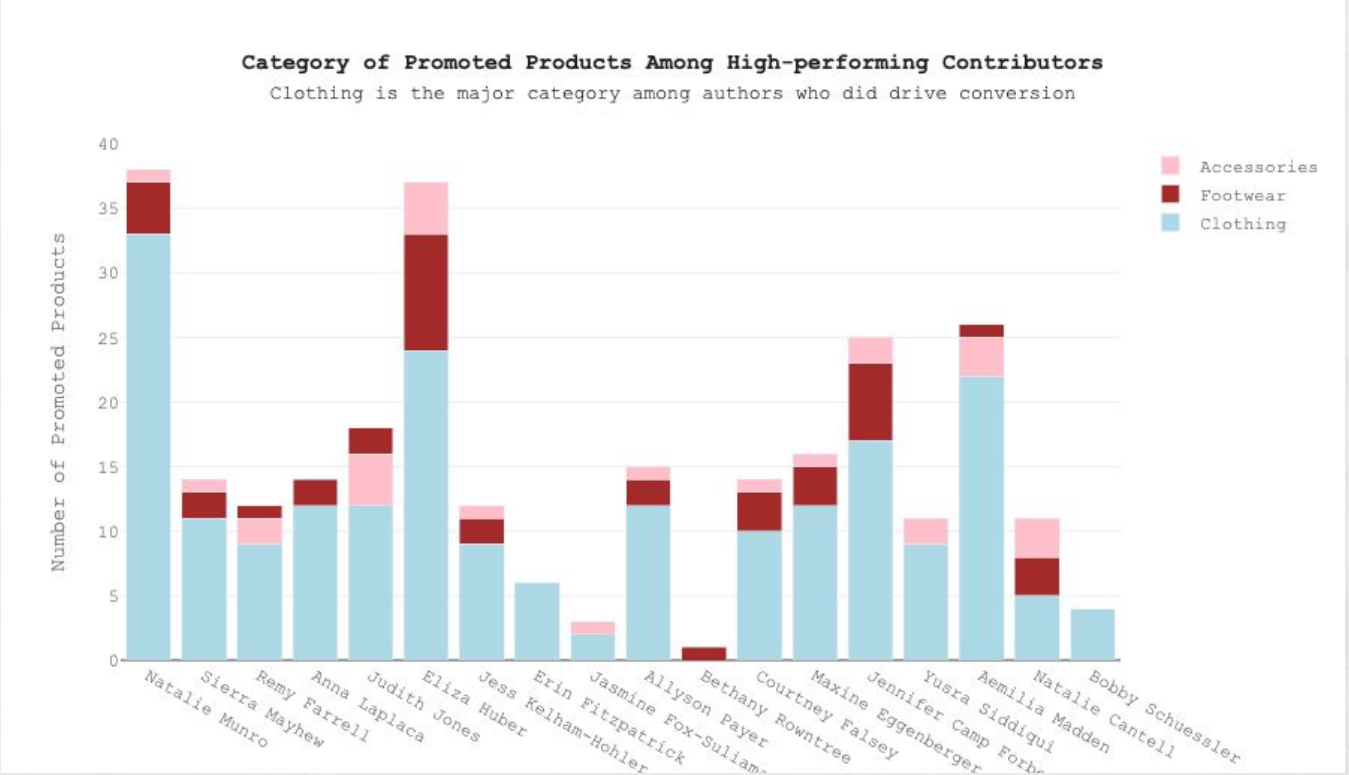
02. 4 UNDERSTANDING THE CONTRIBUTORS PRODUCT SUITABILITY

- **Sierra, Remy, and Anna** maintains a commendable balance between the No. promoted products and conversion efficiency, indicating engaging promotional content.
- **Natalie and Judith** are strong performers in promoting versatile products, but need to improve assess product feasibility for audiences.
- **Erin, Jasmine, and Bethany's** impressive metric score, suggesting to increase promotion frequency.
- Contributors like **Courtney and Jennifer** need to reassess their product selections to improve sales performance.



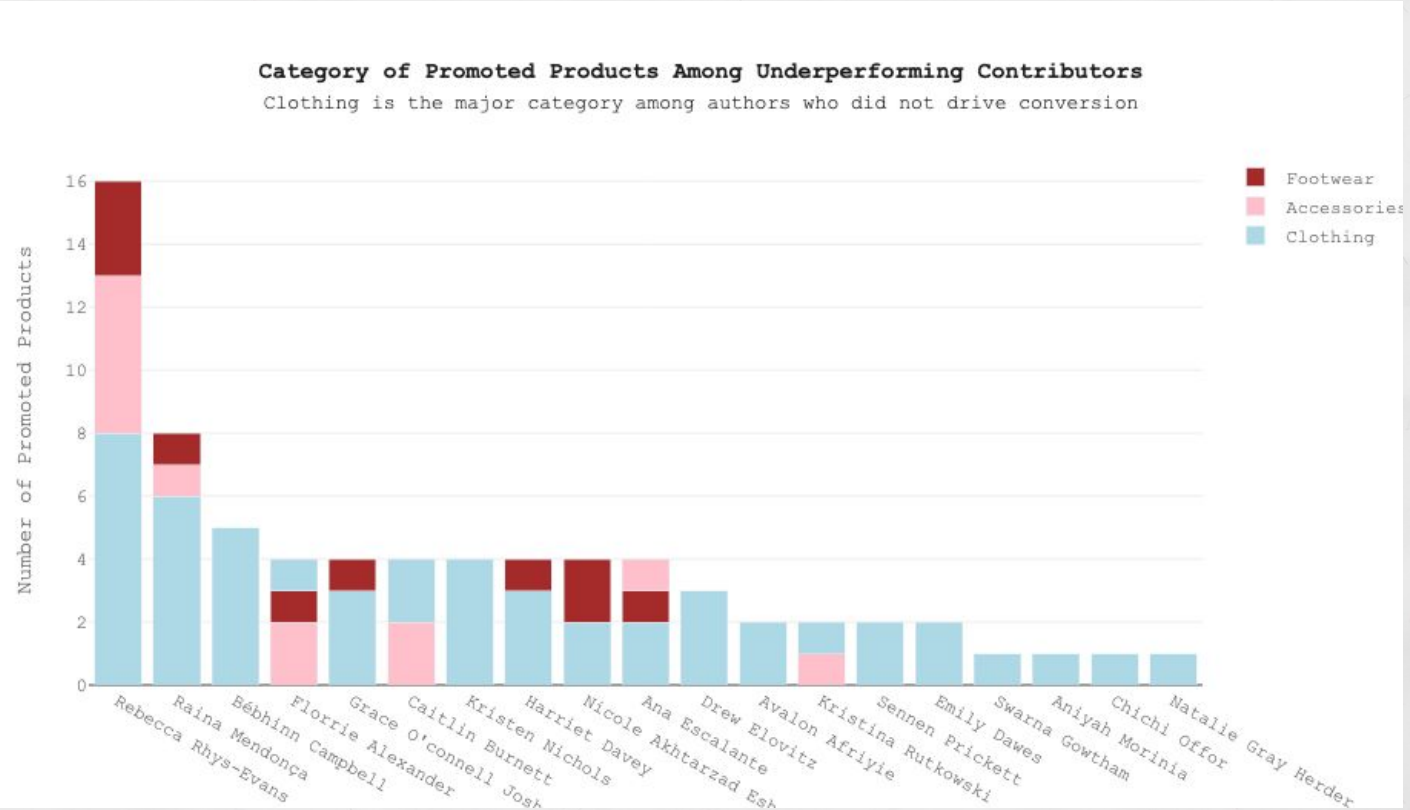
02. 5 UNDERSTANDING THE HIGH-PERFORM CONTRIBUTORS PRODUCT VERTICALS

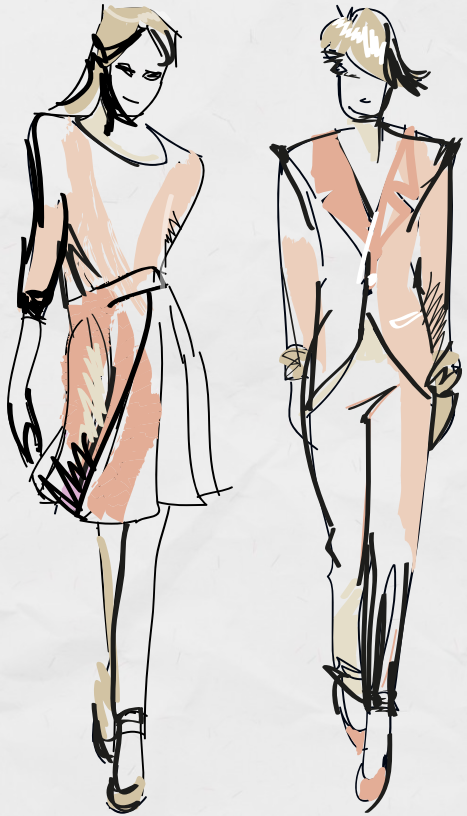
- **Contributor like Sierra, Remy, Erin, and Anna** demonstrate strong promotional effectiveness in the clothing vertical.
- **Natalie, and Judith** are recommended to explore versatile products due to their high promotion frequency and moderate conversion rates.
- **Jennifer, Amelia, and Eliza** are in need to optimize product selection strategy given their low conversion score
- **Bethany's** impressive conversion score, suggesting to increase promotion frequency in footwear vertical.



02. 6 UNDERSTANDING THE UNDER-PERFORM CONTRIBUTORS PRODUCT VERTICALS

- Underperforming authors are defined as **authors who did not generate any conversions** or sales from their promoted products.
- Authors such as **Rebecca and Raina** have shown no sales despite their large amount of promoted products and thus require immediate attention on their affiliate strategy.



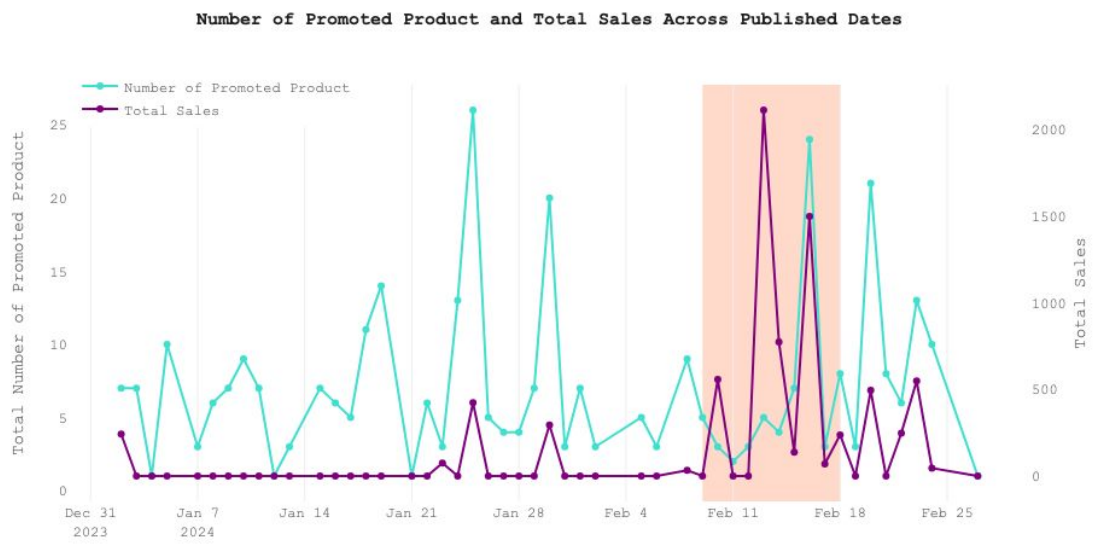


03

TIME-SENSITIVE ANALYSIS

03. UNDERSTANDING SEASONALITY-RELATED CONVERSIONS

WHO'S DRIVING SALES	On Feb 13, Natalie.M's article achieved her most sales amount of £1,792 by promoting 1 product- Cardigan, account for 84.34% of her total sales. On Feb 16, Sierra.M's article achieved her most sale amount of £1,269 by promoting blazer, jacket and coat, account for 89.8% of her total sales.
WHAT PRODUCT'S DRIVING SALES	Products associated with keywords like "cotton," "blend," "ribbed," "leather," "knitted," and "mesh" appear frequently, suggesting a trend towards materials that emphasize comfort and style.
WHAT ARTICLE 'S DRIVING SALES	Articles focusing on seasonal trends, such as spring trends (/spring-shoe-trends-2024/) and Fashion Week trends (/london-fashion-week-street-style-fall-winter-2024/), show higher conversion rates.



Most Common Words in Product Among Highlited Days

04

PRODUCT INCLUSION ANALYSIS

04.1 UNDERSTANDING PRODUCT PORTFOLIO

259

CLOTHING

TOP PRODUCT	NO. PROMOTED	TOTAL SALES
CARDIGAN	73X	£3831.47
COAT	29X	£1817.16
JACKET	26X	£3029.75

INSIGHTS

- **Jackets** demonstrates strong sales per promotion, focus on leveraging attributes like 'collar' designs to enhance conversion.
- **Cardigans**: Popular among contributors due to. Consider bundling with high-impact attributes to stimulate more conversions.

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FOOTWEAR

TOP PRODUCT	NO. PROMOTED	TOTAL SALES
SHOE	25X	£1118.33
BOOTS	11X	£98.5
BALLERINA	7X	£111.07

INSIGHTS

- Continue emphasizing **shoes** in campaigns and explore expanding into additional variations and styles.
- Highlight attributes like **pointed-toe and slingback,** which have shown high performance.

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ACCESSORIES

TOP PRODUCT	NO. PROMOTED	TOTAL SALES
BAG	15X	£315.57
BELT	9X	£560.89
NECKLACE	2X	£98.5

INSIGHTS

- **Belts** are noted for generating the highest sales, suggests a strong affinity among customers.
- Consider optimizing promotion strategies around belts to capitalize on their sales potential.

05

INCLUSION STRATEGY OPTIMIZATION

05.1 CONVERSION-DRIVER

INCLUSION STRATEGY OPTIMIZATION

PRODUCT SELECTION

Prioritize High-Converting Products:

- Focus on promoting high-converting products such as jackets and shoes.
- Consider bundling high-stake products with lower-stake ones to drive conversions.

Emphasize High-Performing Attributes:

- Highlight products with attributes that have shown high performance, such as 'collar,' 'mesh,' and 'leather.', to enhance product appeal and drive higher conversion rates.

SEASONALITY & EVENT

Adapt to Seasonal Trends:

- Begin promoting seasonal items 1-2 months in advance to align with consumer buying patterns.
- Emphasize products that align with current seasonal trends.

Capitalize on Fashion Events:

- Align product promotions with popular event themes.

CONTRIBUTOR

High-Performing Contributors

- Encourage contributors such as Natalie and Judith, who have high promotion frequencies but moderate conversion to explore promoting products in categories like accessories and footwear.
- Assign trending and high-interest topics to contributors with proven track records.

Low-Performing Contributors

- Pair them with trending topics and high-performing products to improve their sales performance.

06

APPENDIX

06.1 HOW PRODUCT DATA IS EXTRACTED

```python
@spacy.Language.component("custom_component")
def custom_component(doc):
    with doc.retokenize() as retokenizer:
        for token in doc:
            if token.text.lower() in color_words:
                # Set the POS tag to ADJ for color words
                token.pos_ = "ADJ"
    return doc
nlp.add_pipe('custom_component', after='tagger')

def extract_product_info(description):
    '''The function iterates through each token in the description
    and keeps track of the last noun encountered.
    All adjectives in the description are collected into a list.'''

    doc = nlp(description)
    nouns,adjectives = [],[]
    consider_as_adj = False
    for token in doc:
        if consider_as_adj or token.pos_ in ['ADJ','VERB']:
            adjectives.append(token.text)
        elif token.pos_ in ['NOUN', 'PROPN','PRON']:
            nouns.append(token.text)
        if token.text.lower() == "with" or token.text.lower() == "in":
            consider_as_adj = True
    adjectives.extend(nouns[:-1])
    return {
        'product_category': nouns[-1] if len(nouns )>1 else nouns,  # Last noun
        'product_description': adjectives
    }
```

06.2 HOW PRODUCT DATA IS CLEANED

```
product_list= inclusion.Product.unique().tolist()
productC= pd.DataFrame(product_list, columns=['Product'])
processed_orgs = [utils.default_process(product) for product in product_list]

for (i, processed_query) in enumerate(processed_orgs):
    processed_orgs[i] = None
    match = process.extractOne(processed_query, processed_orgs, processor=None, score_cutoff=92)
    processed_orgs[i] = processed_query
    if match:
        productC.loc[i, 'fuzzy_match'] = product_list[match[2]]
        productC.loc[i, 'fuzzy_match_score'] = match[1]
productC=productC[productC.fuzzy_match_score>0]
```

```
reciprocal_pairs = set()
to_remove = []
for index, row in productC.iterrows():
    product = row['Product']
    fuzzy_match = row['fuzzy_match']
    # Check if the reciprocal pair exists
    if (fuzzy_match, product) in reciprocal_pairs:
        to_remove.append(index)
    else:
        reciprocal_pairs.add((product, fuzzy_match))

productC_cleaned = productC.drop(to_remove).reset_index(drop=True)
```

```
fuzzy_match_dict = dict(zip(productC_cleaned['Product'], productC_cleaned['fuzzy_match']))
# Function to update product_cleaned based on fuzzy matching
def update_product(product):
    match = fuzzy_match_dict.get(product)
    return match if match else product

# Apply update_product function to product_cleaned column
inclusion['product_cleaned'] = inclusion['Product'].apply(update_product)
inclusion.head()
```

```
inclusion[(inclusion['Product'] == 'pleated miniskirt') |
          (inclusion['Product'] == 'pleated mini-skirt')].iloc[:,[3,4,6]]
```

✓ 0.0s

	Product	product_category	product_cleaned
156	pleated mini-skirt	skirt	pleated miniskirt
302	pleated miniskirt	cardigan	pleated miniskirt
343	pleated mini-skirt	skirt	pleated miniskirt
398	pleated mini-skirt	skirt	pleated miniskirt
422	pleated mini-skirt	skirt	pleated miniskirt

06. 2 HOW METRICS ARE DEFINED IN AUTHOR ANALYSIS

```
total_sales_df = df.groupby(['Author']).agg({
    'total_sales': 'sum',
    'num_promoted_product': 'sum',
    'num_transactions': 'sum',
    'products_list': lambda x: list(([item for sublist in x for item in sublist]))}).reset_index()

def calculate_conversion_rate(group):
    return group['converted'].sum() / len(group)

conversion_rate_df = df.groupby(['Author']).apply(
    calculate_conversion_rate).reset_index(name='article_reach')

author_analysis = pd.merge(total_sales_df, conversion_rate_df, on=['Author'])
author_analysis['avg_transac_per_promoted_product'] = author_analysis['num_transactions'] / author_analysis['num_promoted_p
author_analysis['avg_sales_per_promoted_product'] = author_analysis['total_sales'] / author_analysis['num_promoted_product'
author_analysis['avg_sales_per_transaction'] = author_analysis['total_sales'] / author_analysis['num_transactions']

author_analysis= author_analysis.sort_values(by='total_sales', ascending=False)
```

06. 3 PRODUCT CATEGORY MAPPING

```python
#category mapping
categories = {
    'Clothing': ['cardigan', 'jacket', 'coat', 'sweater', 'jean', 'skirt', 'shirt', 'dress', 'pant', 'trouser', 'top', 'sho
    'Footwear': ['shoe', 'boot', 'ballerina', 'moccasin', 'sneaker', 'sandal', 'loafer'],
    'Accessories': ['bag', 'belt', 'scarf', 'zipper', 'necklace', 'earring', 'sunglass', 'glove', 'pack', 'shopper']
}

def map_product_to_category(product):
    for category, keywords in categories.items():
        if any(re.search(keyword, product, re.IGNORECASE) for keyword in keywords):
            return category
    return 'Other'
```

WHO WEAR WHAT

THANK YOU