



FASHION-FORWARD MALL

PERFORMANCE ANALYSIS

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COMPANY DESCRIPTION



Fashion Forward Mall is a top shopping spot in the city, offering a variety of fashionable clothing, electronics, and lifestyle products. The mall is designed to give shoppers a great experience, with a focus on style and convenience. They have a wide range of stores, including popular Apparel and Electronics shops, known for their large selections and friendly service.

Fashion Forward Mall aims to attract a lot of visitors and turn them into loyal customers. With modern facilities, plus dining and entertainment options, it's a place where everyone can find something they love.

However, recent reviews show that their marketing and promotions might not be as effective as they'd like. They're dedicated to improving their strategies, making their stores run smoothly, and engaging better with their customers to keep growing and ensuring everyone leaves happy.



PROBLEM STATEMENT

Fashion Forward Mall has observed fluctuating foot traffic and inconsistent sales patterns across its various stores. The mall management wants to understand the factors driving these fluctuations to enhance customer experience and optimize store performance. Key objectives include identifying peak shopping times, understanding customer preferences, and determining the impact of marketing campaigns and store promotions on sales.

Objective:

- Analyze foot traffic patterns to identify peak shopping hours and days.
- Determine customer preferences in terms of store types (e.g., apparel, electronics, food).
- Evaluate the effectiveness of marketing campaigns and promotions on sales.
- Provide actionable insights to improve customer experience and boost overall sales.



PROCESS

- 
- Data Collection
 - Data Description
 - Data Cleaning
 - Data Modelling
 - Data Analysis
 - Data Visualization
 - Insights
 - Recommendations

DASHBOARD (Overview)

SALES PERFORMANCE DASHBOARD

Total AmountSpent

\$5.01M

Avg AmountSpent

\$500.63

Total FootTraffic

50.93M

Avg FootTraffic

5.09K

SalesConversionRate

0.02%

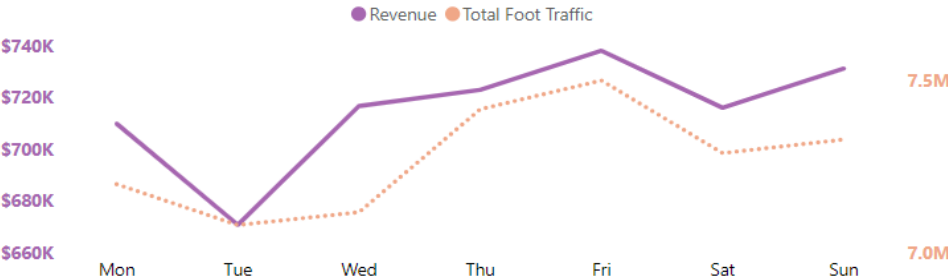
CampaignImpactOn...

-1.99M

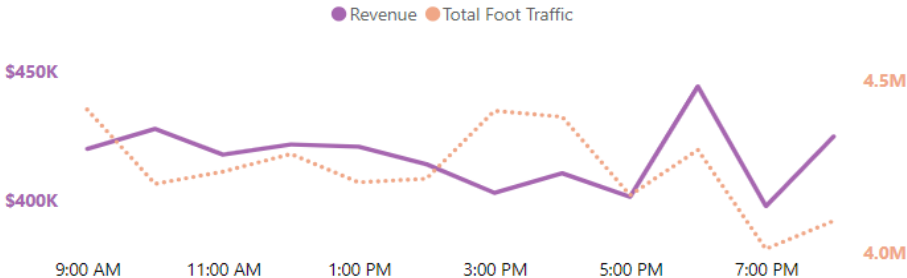
PromotionImpactO...

-3.69

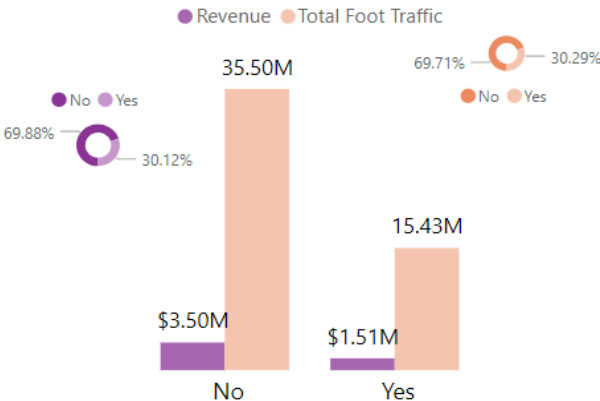
How does revenue vary by day?



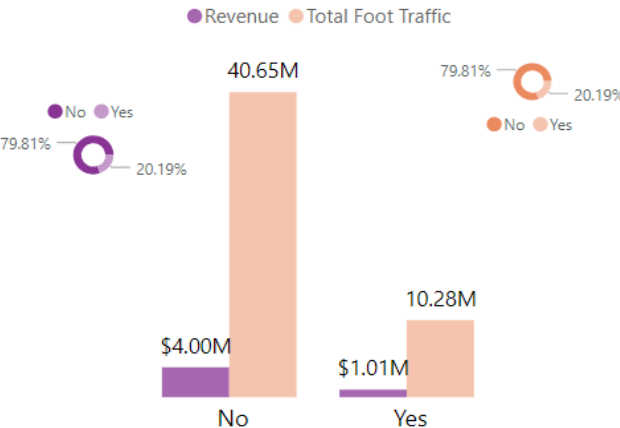
How does revenue vary by hour?



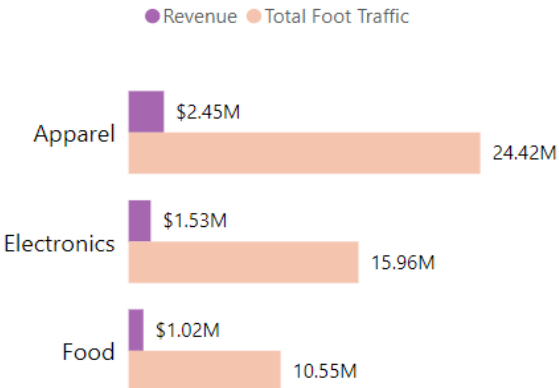
How much revenue is generated through marketing campaign?



How much revenue is generated through promotions?



Which store generates the highest revenue?



DASHBOARD (Customers)

SALES PERFORMANCE DASHBOARD

Count of CustomerID

10000

Customer Satisfaction Rate

3

1  5

Total FootTraffic

50.93M

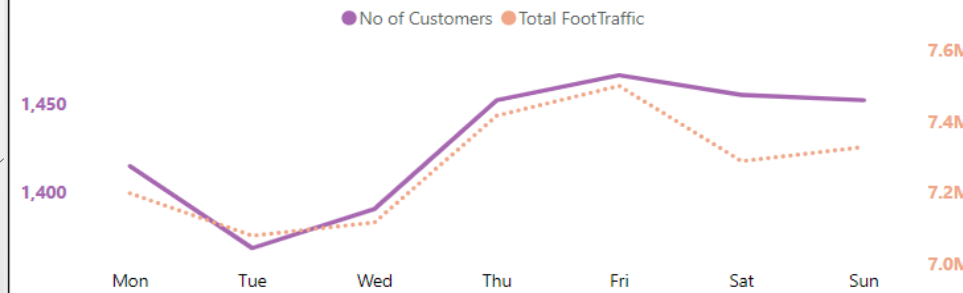
CampaignImpactOnSales

-1.99M

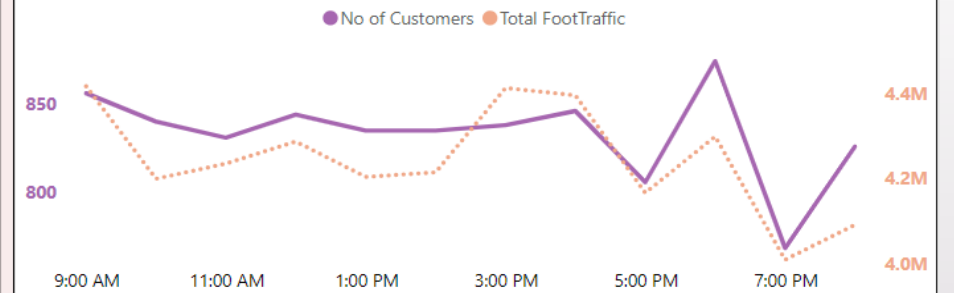
PromotionImpactOnFootTraffic

-3.69

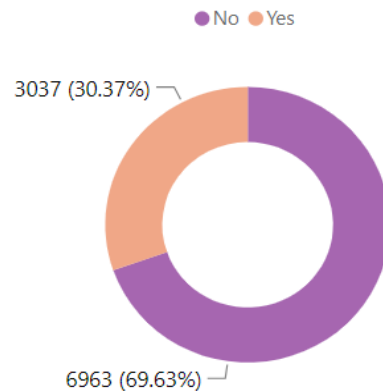
On which days do we have the most customers?



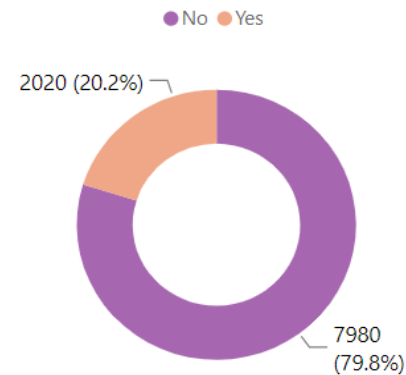
At what hour do we have the most customers?



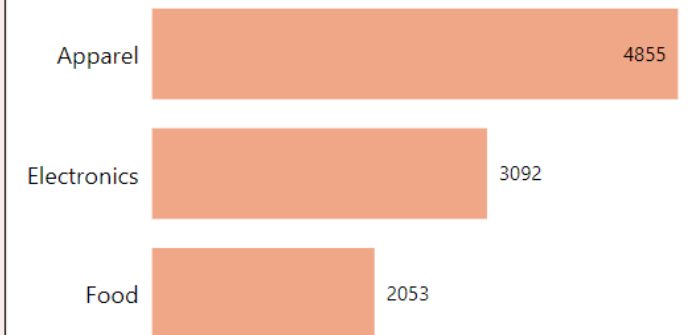
How many customers are gained through marketing campaign?



How many customers are gained through promotions?



Which store do customers prefer to purchase from?



INSIGHTS

1. Relationship Insights:

- **Revenue and Customer Count by Hour:** There is a **strong positive correlation (0.75)** between revenue and the number of customers per hour. This means that as the number of customer's increases, revenue tends to increase significantly.
- **Foot Traffic and Customer Count by Hour:** Foot traffic and the number of customers per hour also show a **strong positive correlation (0.75)**. More foot traffic leads to more customers.
- **Revenue and Foot Traffic by Hour:** There is a **very weak positive correlation (0.16)** between revenue and foot traffic by hour, indicating that foot traffic alone doesn't significantly predict revenue on an hourly basis.
- **Revenue and Customer Count by Day:** A **strong positive correlation (0.84)** indicates that as the number of customers increases daily, so does revenue.
- **Foot Traffic and Revenue by Day:** There is also a **strong positive correlation (0.79)** between foot traffic and revenue by day, showing that more foot traffic leads to higher revenue on a daily basis.

2. Store Performance:

- **Apparel Store:** The apparel store leads in revenue, foot traffic, and the number of customers.
- **Electronics Store:** The electronics store ranks second, with high revenue, foot traffic, and customer count. Although it falls behind the apparel store, it still performs well.
- **Marketing Campaigns and Promotions:** Despite the high foot traffic, revenue, and customer inflow, the data shows that 69.71% of foot traffic, 69.88% of revenue, and 69.63% of customer inflow **occurred without any marketing campaigns**. Similarly, 79.8% of customer inflow and 79.81% of revenue **happened without promotions**.
- This suggests that the current marketing campaigns and promotions might not be effectively driving sales or foot traffic.

3. Temporal Patterns:

- **Daily Trends:** Revenue shows a consistent rise and fall through the week. It peaks on Fridays, drops on Tuesdays, and fluctuates throughout the rest of the week. Specifically:
 - **Monday:** High revenue.
 - **Tuesday:** Lowest revenue, foot traffic, and customer count.
 - **Wednesday and Friday:** Revenue increases.
 - **Thursday and Saturday:** Revenue fluctuates.
 - **Sunday:** Revenue rises again.
 - **Friday:** Highest revenue day.
- **Hourly Trends:** The peak sales time is at **6:00 PM**, with the highest number of customers, even though it doesn't have the highest foot traffic.
 - **7:00 PM** shows the lowest revenue, foot traffic, and customer count, followed by **5:00 PM** with the second-lowest performance.
- **Monthly Trends:**
 - **February and September:** Lowest revenue, foot traffic, and customer count.
 - **May, April, and January:** Highest revenue, foot traffic, and customer count, with **May being the peak month**.



RECOMMENDATIONS



- ▶ **Reevaluate marketing and promotional strategies** or explore alternative methods to boost their effectiveness.
- ▶ Focus on optimizing operations and staffing for peak times (e.g., 6:00 PM) and days (e.g., Friday). Conversely, develop strategies to boost performance on lower-performing days like Tuesday.
- ▶ Since the apparel store outperforms others, **understanding and leveraging its successful strategies could be beneficial**. Replicate its foot traffic-driving techniques across other stores.
- ▶ The strong daily correlation suggests that **increasing foot traffic remains crucial**. Enhance strategies to **attract more customers** throughout the day and week **to maximize revenue**.
- ▶ Leverage high-performing months (e.g., May) to drive sales and optimize inventory and marketing efforts. Address challenges in months with lower performance.



THANK YOU