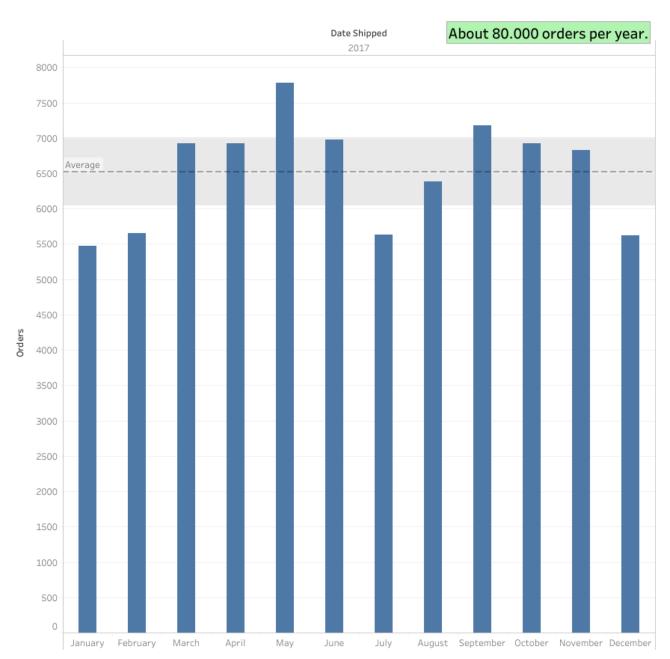
Cloth Case Study

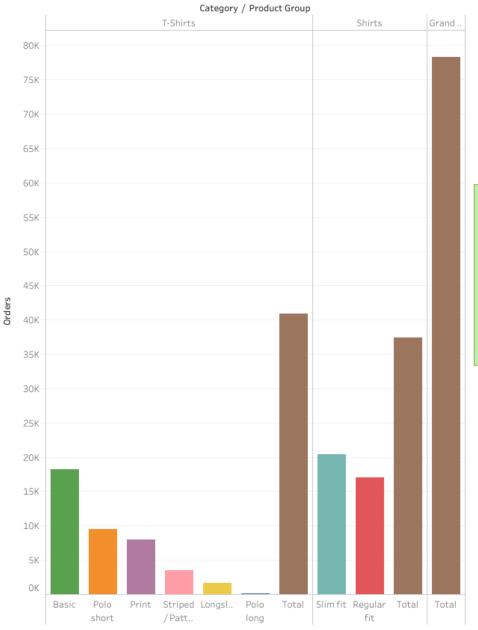
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Overview

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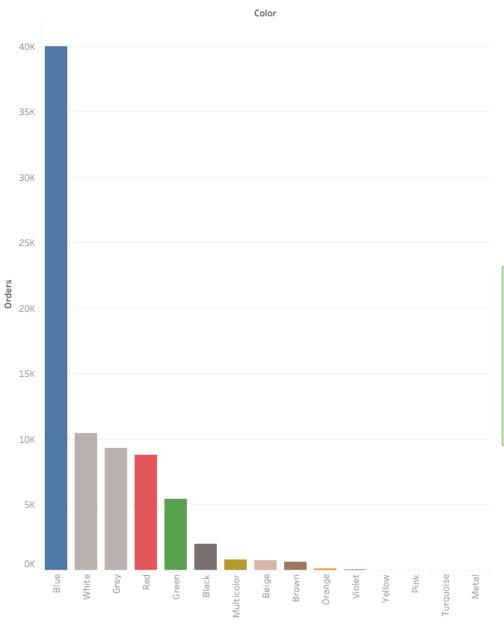


These 80k orders are roughly broken down 50:50 in T-Shirts and Shirts.

Basic T-Shirt are the most popular group, while longsleeve and Polo longsleeve T-Shirts weren't ordered as much.

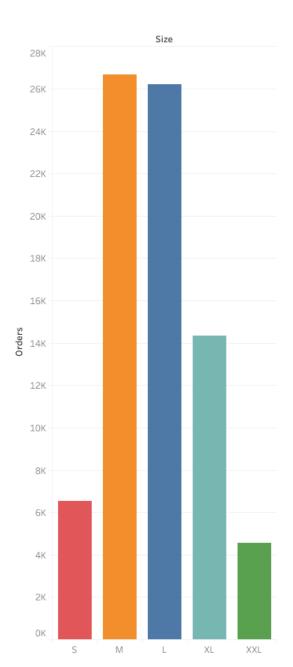
As for Shirts, both options (Slim / Regular fit) are popular.

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Half of the ordered T-Shirts and Shirts are blue. White, grey, red and green are also relevant, while the other colors count up to roughly 5% of the total.

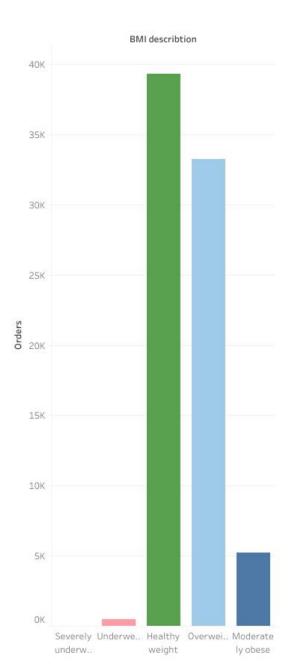


Size
S
M
L
XL

'M' and 'L' make up the majority of sizes ordered.

The orders for 'S' and 'XXL' are reduced by a total of about 1k, since we excluded extrem BMI values. This doesn't change much.

Overview



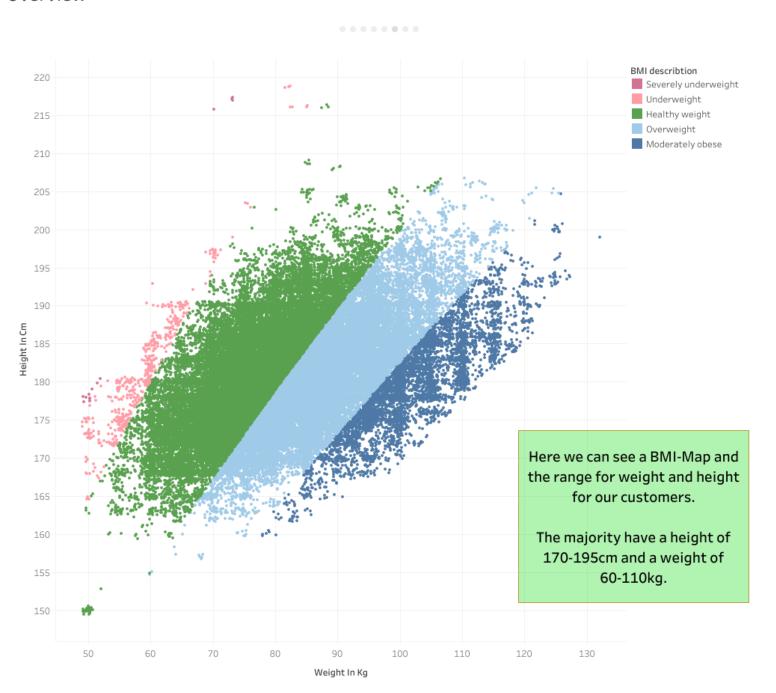
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Only a small group of costumers are either underweighted or obese.

They either have a healty weight or are slightly overweighted for their height.

Remember that this is only for a male only population!



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Here we have an overview for the average customer.

Gender: male

Age: 47 years

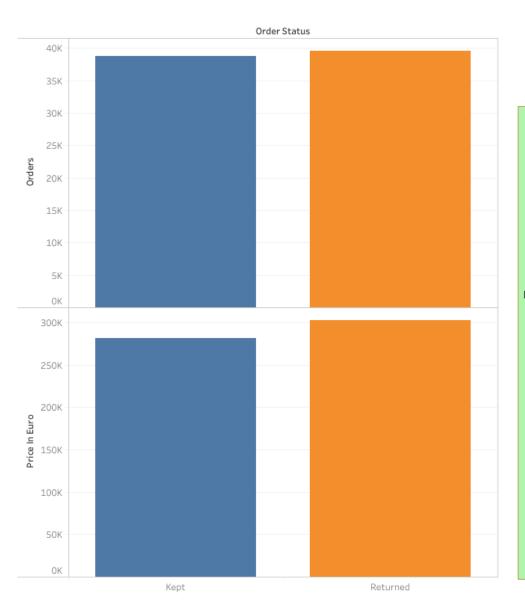
Weight: 87 kg

Height: 183 cm

BMI: 25 kg/m^2

Price of Order: 7,66€





Order Status

Kept

Returned

Half of the orders are returned!

So we should really look into the reason and improve the situation for both us and our customers.

We are losing a potential income of 300k € per year and waste our customers time on top of that.

We can certainly do better than that!