

# OPTIMIZING SALES PERFORMANCE

## A RETAIL APPAREL COMPANY CASE STUDY

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# BUSINESS OBJECTIVES



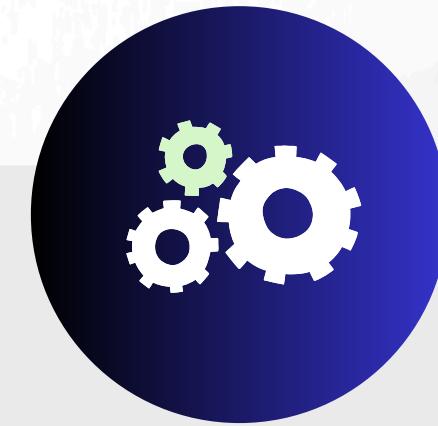
## MARKETING

Expand Market Share  
and Reach New  
Customer Segments



## TARGETING

Increase Revenue and  
Profitability

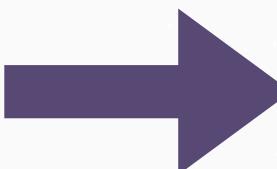


## LOYALTY

Enhance Customer  
Satisfaction and Loyalty

# DATA PRE-PROCESSING STEPS

Remove Duplicates



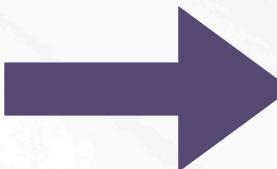
Five Rows

Remove null values



Customer Age Group Column

Remove Outliers



Quantity Column

Correct mis spellings



Sales Channel, Product  
Category Columns

Remove unwanted data



Time of DateTime Column

# KPI'S

## Total Returned Products by Quarter

145✓

Goal: 150 (+3.33%)  
Qtr 4

16891

Total Transactions

4.45%

Returned Products Percentage

\$240

Avg Spending per Invoice

\$4.05M

Sum of Total Sales

4.45%

Returned Products Percentage

16.89K

Count of Invoice Number

## Quarterly Growth Rate

Q1 - Q2

9.85%

- 6.95%

4.02%

4.53%

Q2 - Q3

- 0.85%

2.70%

- 4.31%

- 7.91%

Q3 - Q4

- 33.24%

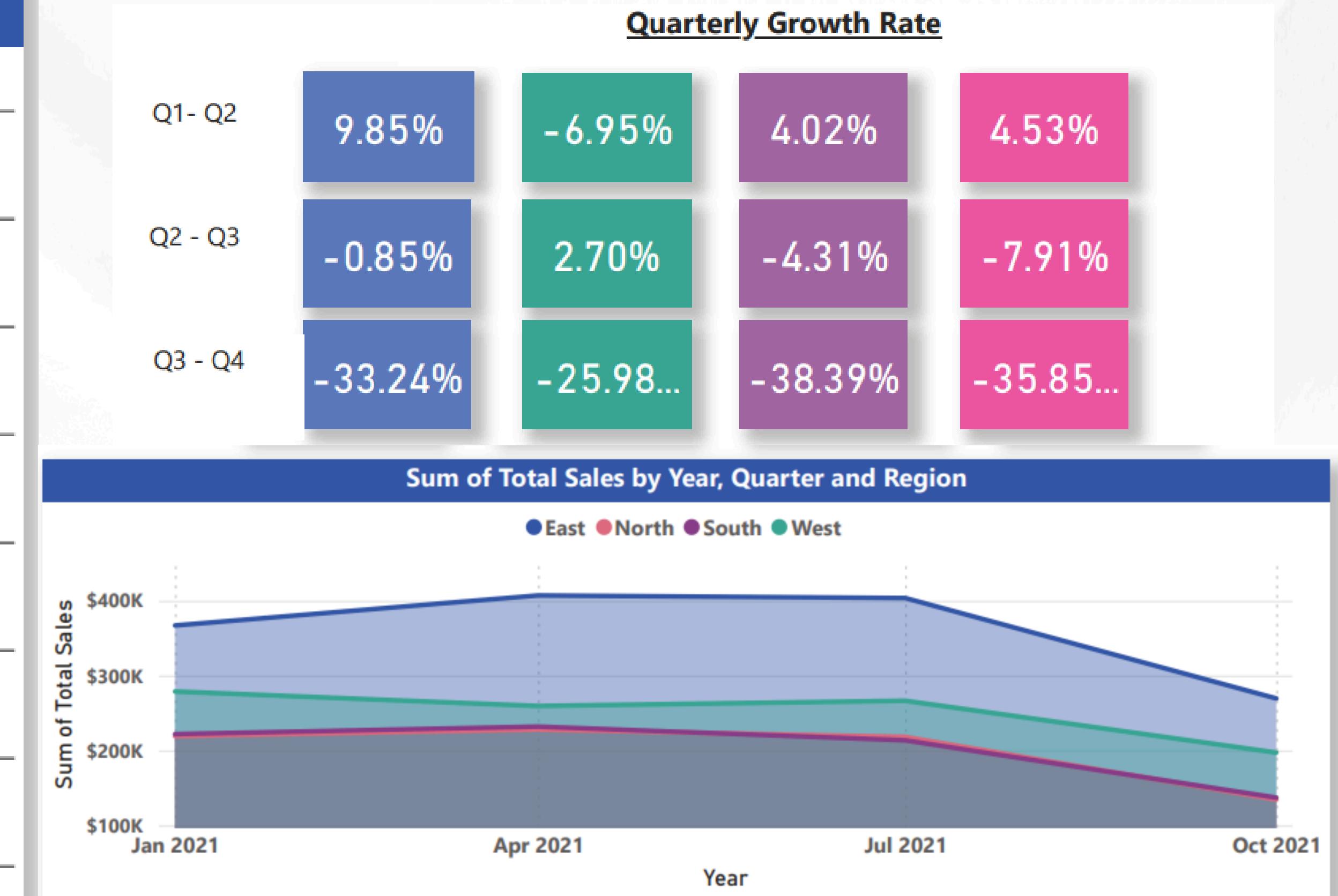
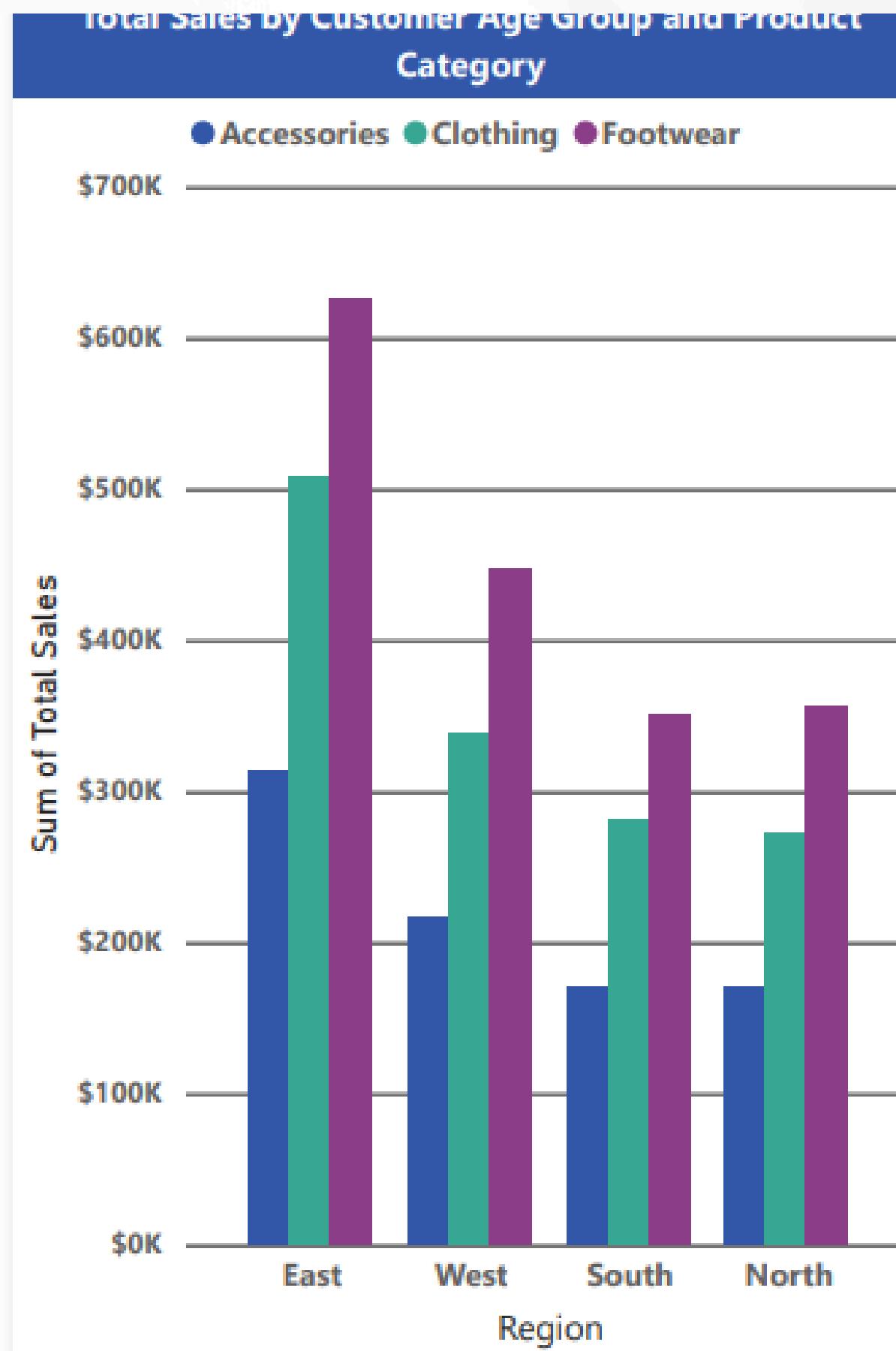
- 25.98...

- 38.39%

- 35.85...

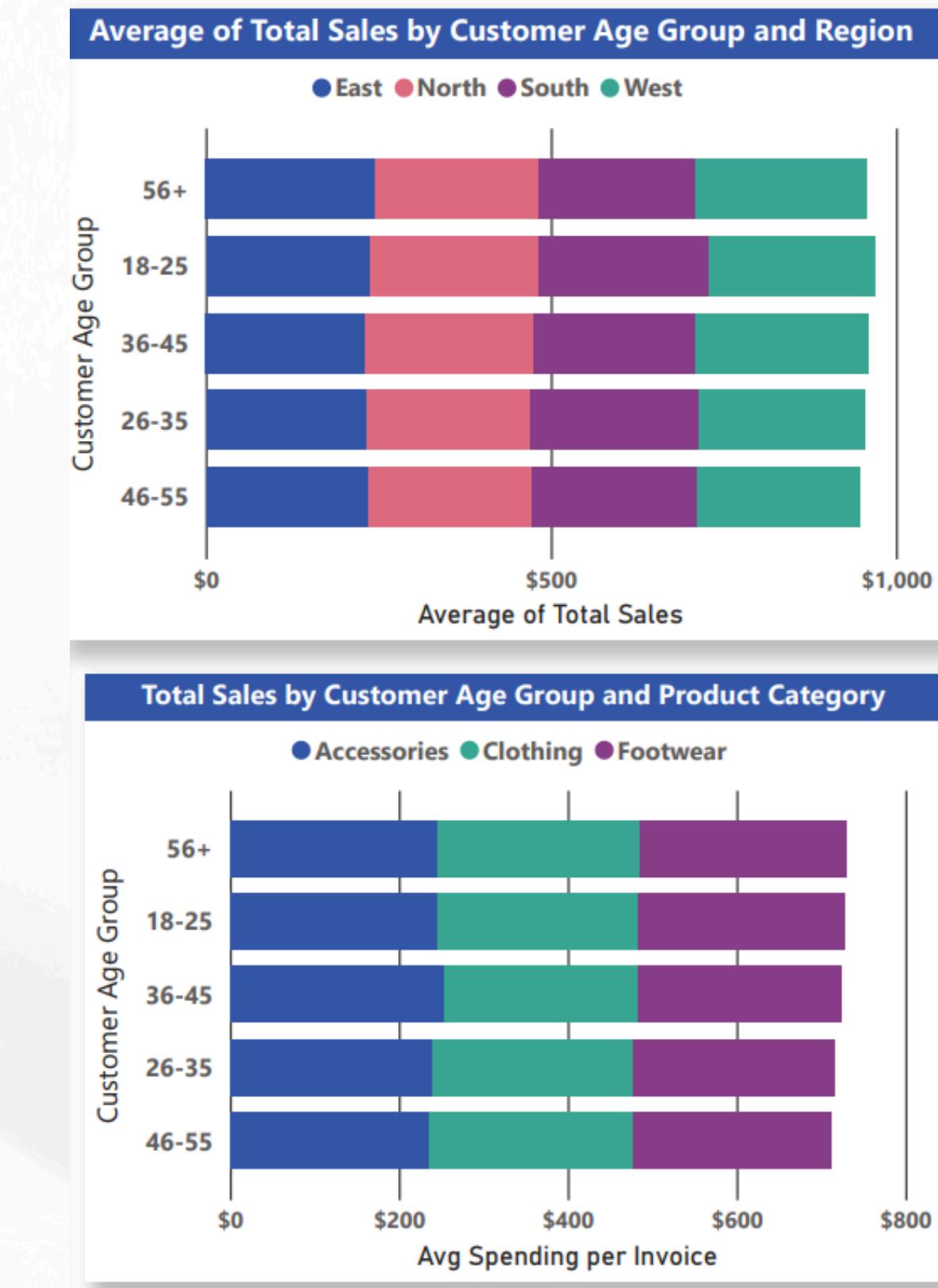
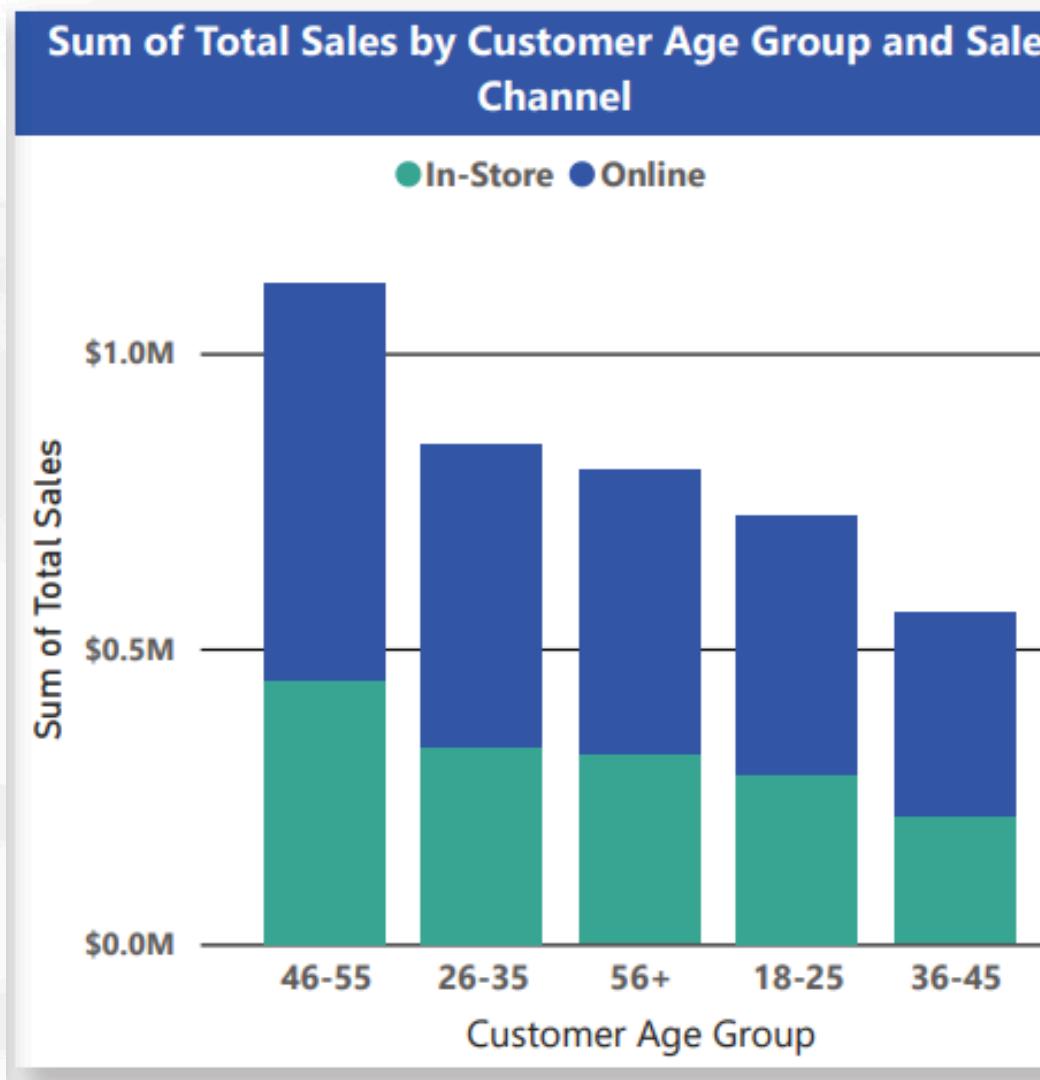
# INSIGHTS

## Top performing Regions



# INSIGHTS

## Top performing Customer Age Group



# INSIGHTS

- Most of the Customers are using Online platform to buying.
- 46- 55 Age group has the most Online buying customers.
- Most of the Customers are from East Region.
- Most of East Region customers bought Footwear.
- 56+ and 36-45 Age groups have the most returns. And also they have use online platform more times than in store buying. Assuming, the reason behind returns may be online buying.

# RECOMMENDATIONS

- Make more responsive and user friendly Online Platform for all age groups.
- Most returns product categories are Footwear and Clothing. Suggest to improve online platform for buying those products. And encourage people to buying store of these products.
- Add size guide more precisely and more detailed view(add size guide with different measures) such as adding images.
- Encourage customers to visit Store, by advertising on- store discounts for products.

# THANK YOU