

GENERATION LIGHTING

FORMERLY KNOWN AS FEISS LIGHTING AND SEA GULL LIGHTING



Brand Advocate Analyst Interview Presentation

Jing Angela Huang





Generation Lighting



- Generation Lighting is a brand started by partnering with the Visual Comfort Group and Generation Brands. It encompasses all Feiss Lighting products, Monte Carlo Fan Collection products, and Sea Gull Lighting Home Solutions products.
- Signature Designers include Ellen DeGeneres, Thomas O'Brien, Chapman and Myers, and Kelly Wearstler.
- offers on-trend looks at a compelling value.

Customer purchase experience & Product Information Pages

eCommerce Content Types by Customer Buying Stage



- The PIP is at the last stage of a customer's purchase journey. The goal of optimizing PIP is to drive more conversions.
- It also encompasses the function of effectively guiding customers through the buying funnel. Lead customers to category pages or buying guides, etc.
- Need to have appealing pictures, informational links, easy to navigate and in a straight forward manner.

Optimize PIP

Home > Lighting & Ceiling Fans > Wall Lights > Vanity Lighting > 1001810892

Generation Lighting Holman 18 in. H 3-Light Chrome Vanity Light with Satin Etched Glass Shades

Model # 44807-05 | Store SKU # 1001810892

★★★★★ (0) | [Write a Review](#) | [Q&A \(0\)](#)



\$134.81 / each

Not sold In-Store

Delivery ☐

Delivery unavailable for M6N 5A8

Enter a different postal code.

Ship To Store ☒

Estimated pick-up at [Stockyards](#)

Aug 1–7 **FREE**

Dates and fees are estimates. See exact dates and fees during checkout.

Want it Installed?

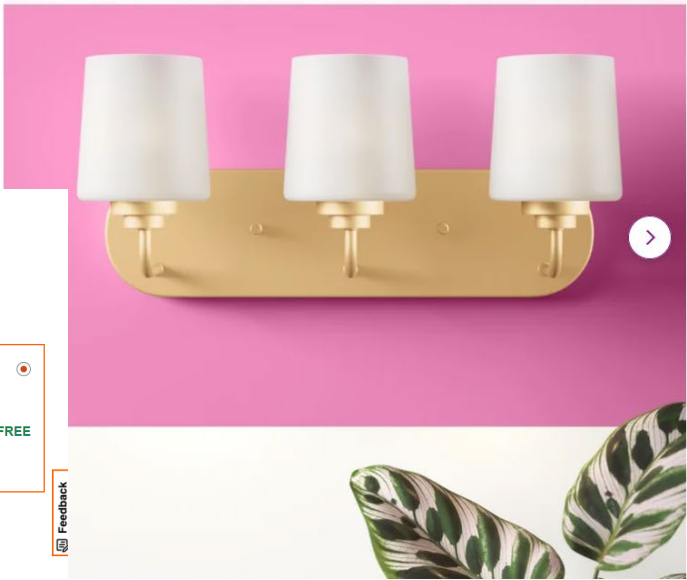
☐ Connect me to Local Pros
Local Pros are available near
[What are Local Pros?](#)

Qty 1

Add To Cart

Buy Now

Sale



Feedback



Artika Carter 1-Light Modern Mid-Century - Farmhouse Pendant Light Fixture, Black and Gold Finish - Ideal for Kitchen Island Light - Bulb Not Included

★★★★★ 58 \$69⁹⁹

ne Improvement > Lighting & Ceiling Fans > Wall Lights & Sconces > Vanity Lighting Fixtures



Sea Gull Lighting 4415204-05 Kerrville Three - Light Wall / Bath Vanity Style Fixture, Chrome
Brand: [Sea Gull Lighting](#)

\$222¹³

Get up to \$150 in rewards with the Amazon.ca Rewards Mastercard. No annual fee.

Purchase options and add-ons

Payment plans

\$21.65/mo (12 mo) at example APR of 30% (rates from 10-30% APR)

Brand	Sea Gull Lighting
Colour	Chrome
Material	Alloy Steel
Style	Transitional
Room type	Bathroom
Specific uses for product	Ceiling fan

See more

About this item

- Featured in the decorative Kerrville collection
- 4 A19 Medium 100 watt light bulbs
- satin etched glass shades
- Easily converts to LED with optional replacement lamps
- Fixture may be mounted in the up or down position

Product Overview



Damp Location (Moist Environments)



Light Included



Dimmable



Hardwired

Overall Width
18 "

Description

This 3-light vanity fixture has a refined look that shines a light on your morning or evening routine. It features an oval steel back plate and sleek, curved arms, and it has a gleaming finish for an updated take on a classic design. Three matte white shades aim to ambient light up, bathing your main bathroom or guest bath with a soft glow. Plus, this fixture takes three 75W bulbs (sold separately), and it's dimmable, allowing you to adjust the lighting level to suit your sleepy eyes in the morning.

What's Included?

✓ Bulb(s)

✗ Bulb(s)

[See Less](#)

Weights & Dimensions

\$222¹³

This item cannot be shipped to your selected delivery location. Please choose a different delivery location.

QUEEN CARLAW PO - Toronto
M4M 1J

Usually ships within 2 to 3 days

Quantity: 1

Add to Cart

Buy Now

Secure transaction

Ships from 1Stop Lighting
Sold by 1Stop Lighting

Return policy: Eligible for Return or Refund within 30 days of receipt

Add to Wish List

Have one to sell?

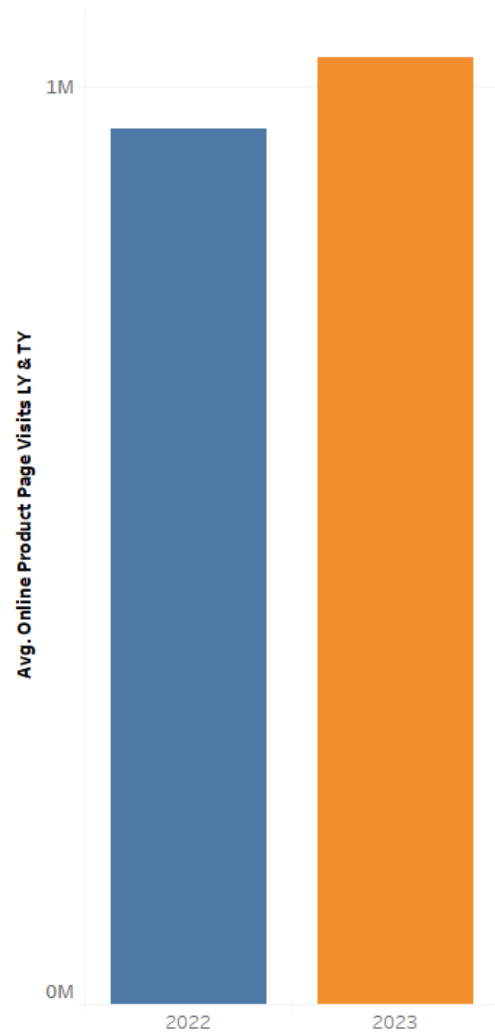
Sell on Amazon

Tactics Recommendations:

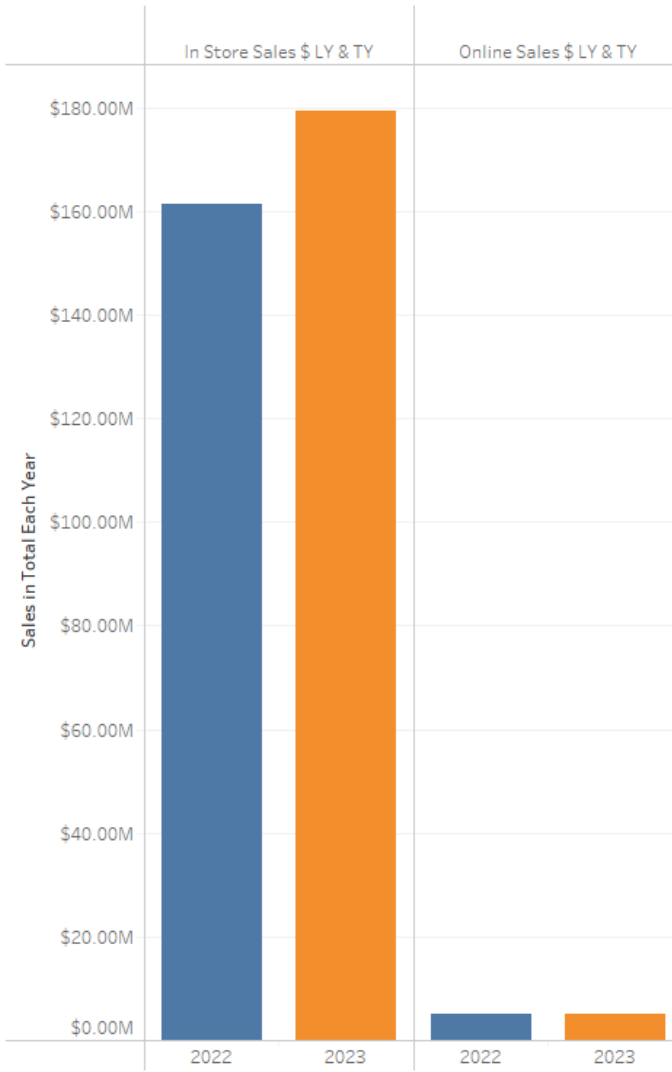
- Bigger Product Picture, add a picture with complete room décor, and add video content.
- Make product description contents fonts bigger, more obvious, and easy to see.
- Considering put product descriptions right below product pictures, and then similar products or top-selling products listed below it.
- Consider adding a “Click for details” button to save space; show viewers more detailed delivery information later
- Add coupon or other incentive options for the customer ready to buy.

Online Sales & Metrics

Average Online Page Visits Each Month



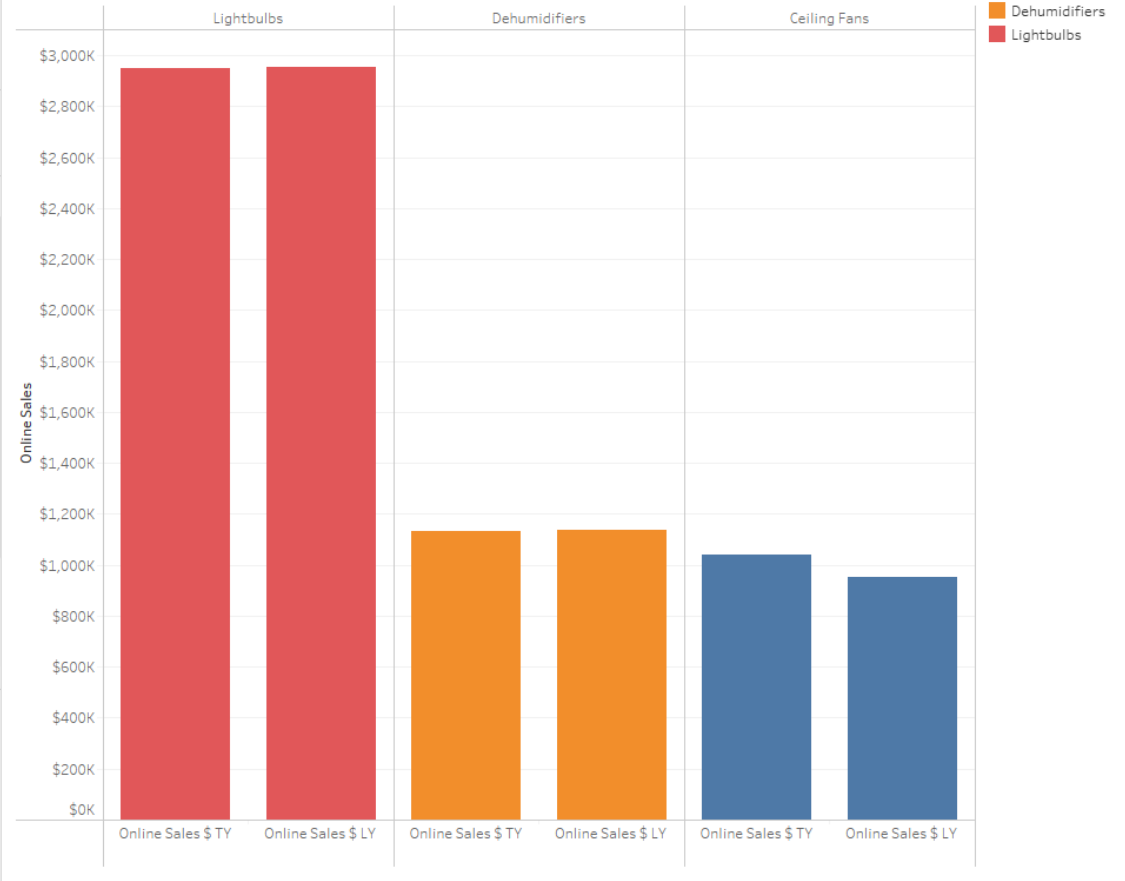
In-Store Sales & Online Sales in Comparison



Year of Year & Month



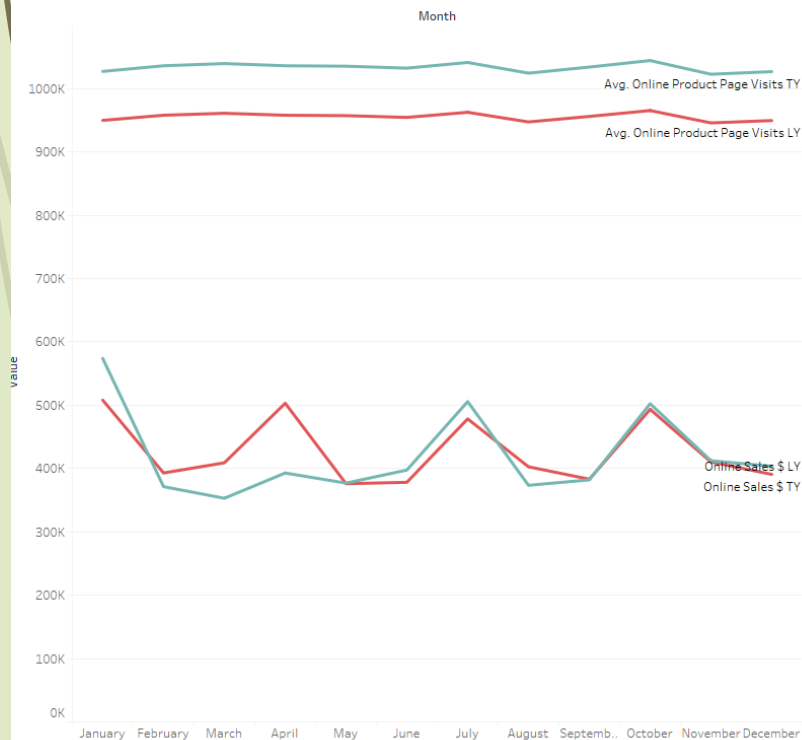
Online Sales TY & LY Comparison in Classes



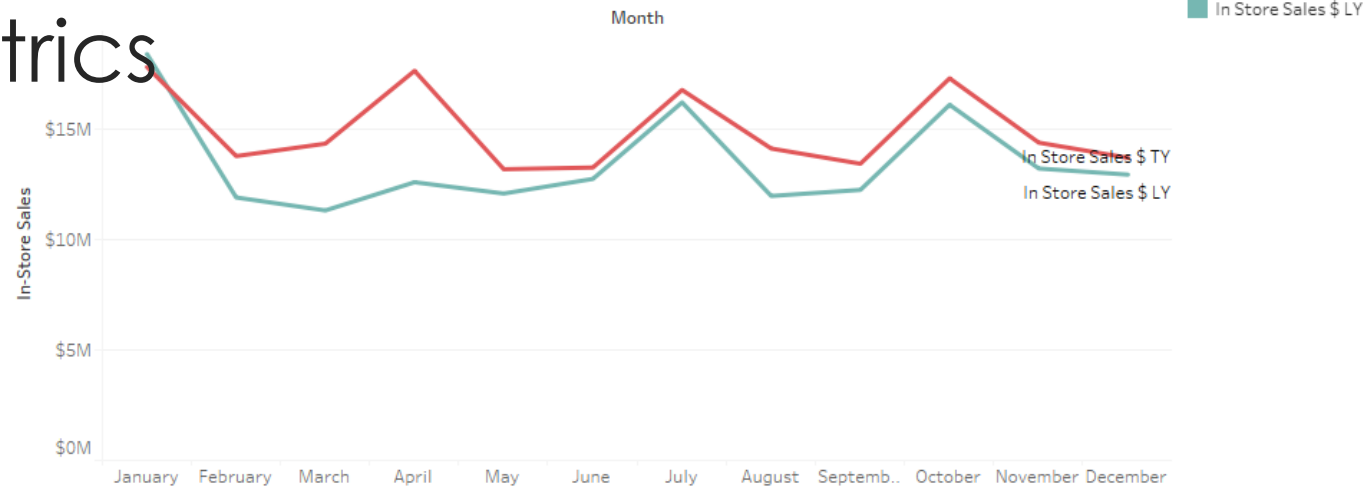
Online Sales & Metrics

Page Visit increased by:

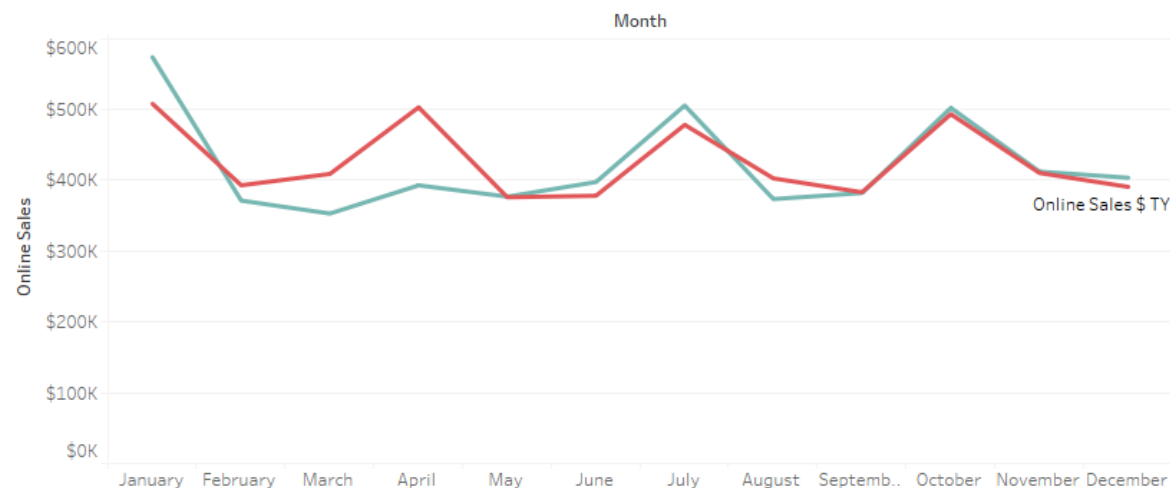
Page Visits Increased v.s. Online Sales not
TY compares with LY



In-Store Sales TY & LY



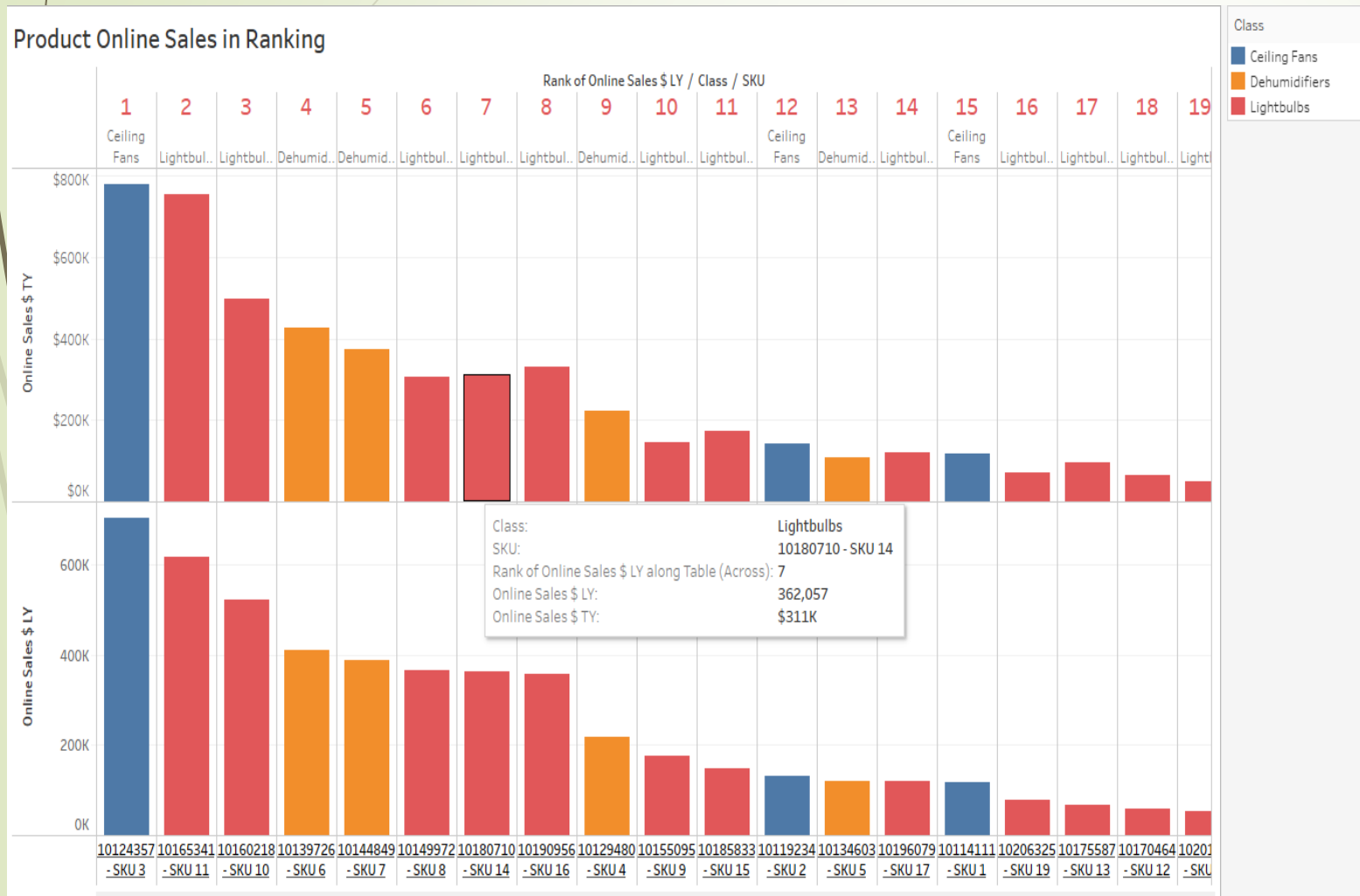
Online Sales TY & LY



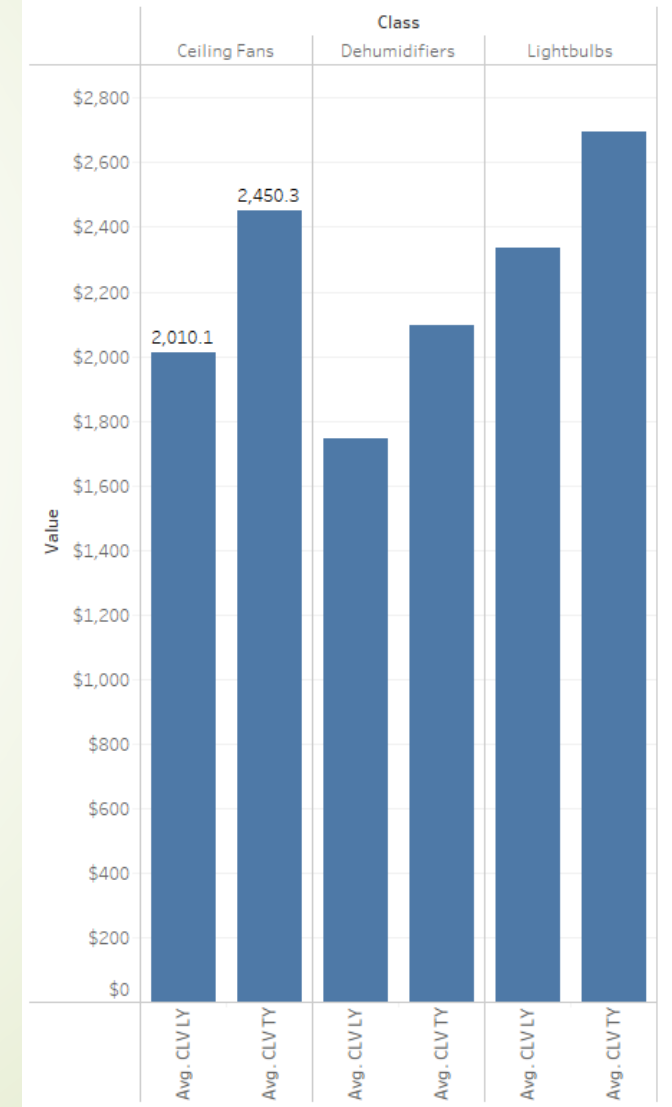
Online Sales & Metrics

Customer Life Time Value :

= Average Order Value x Purchase Frequency x Years with the company



Customer Life Time Value



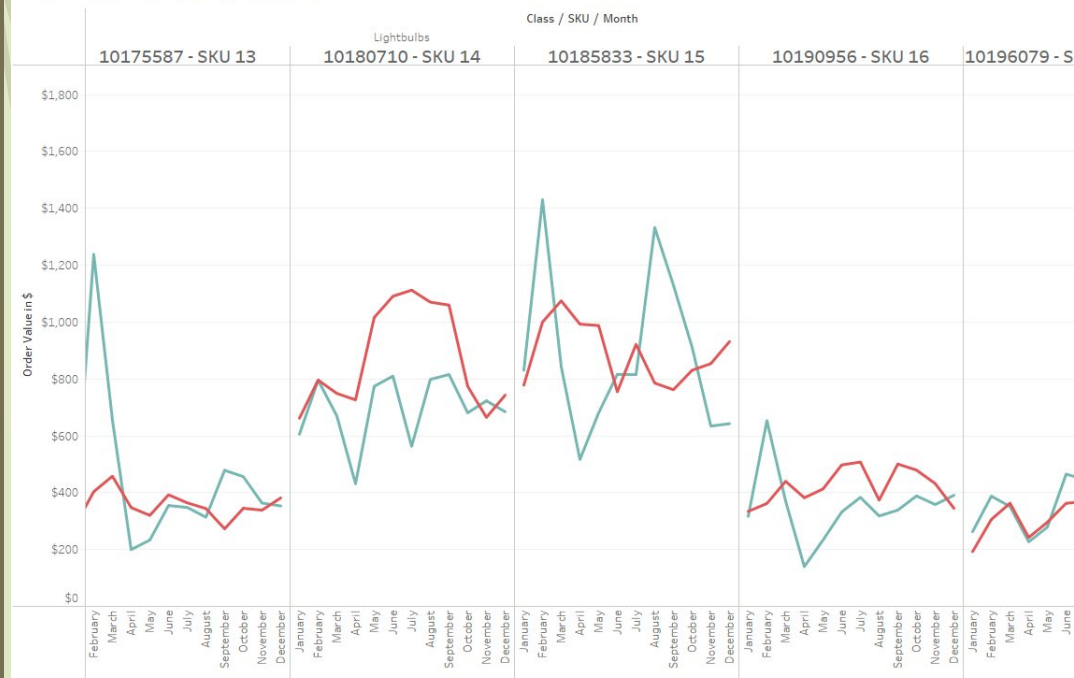
Online Sales & Metrics

Average Order Value:

= Total Online Sales / Online Order No.

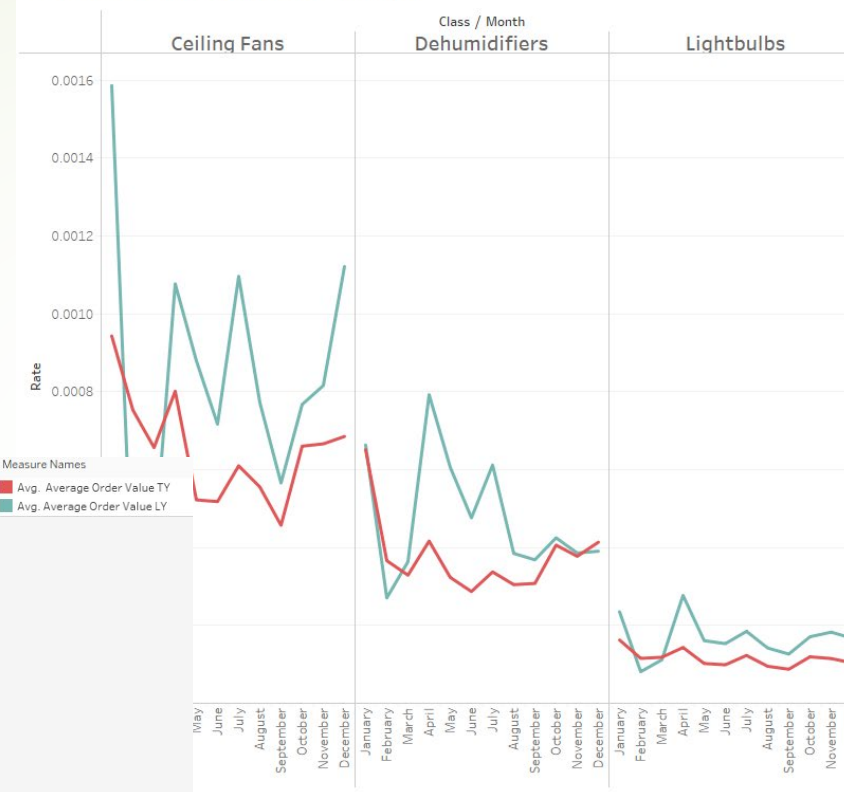
Average Order Value Changes over the Year

= Total Online Sales / Online Order No.



Conversion Rate

= Online Orders / Product Page Visits / 3



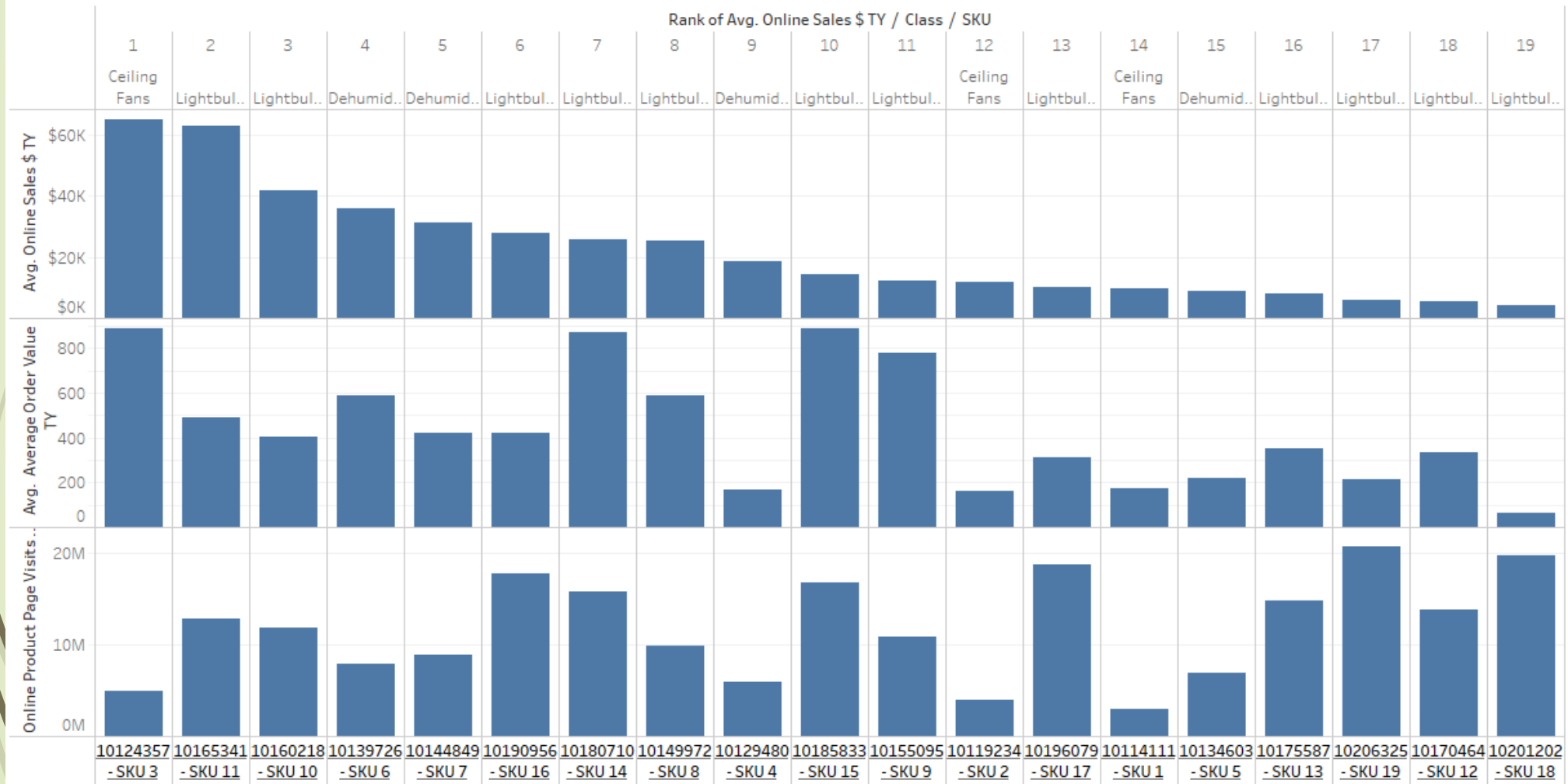
Conversion Rate in Percentage:


= Online Purchase Order / Online Page Visits

Online Sales & Metrics

Low Online Sales v.s. High Page Visits

Low AOV v.s. High Page Visits





Pros & Cons of Generation Lighting's Online Business at HD



Pros:

- Listed more than 1000 lighting, ceiling fans, and dehumidifier products on HD website,
- Yearly revenue of about \$5.5 M, and great brand awareness.



Cons and Opportunities:

- Conversion rate is too low; many product page visits but no conversion.
- In this year product page visits increased, and same product in-store sales increased compared with last year. However, online sales didn't increase, staying at the same level as last year.
- Some products have very high page visits, but online sales and AOV are low.



Actionable Recommendations & Project Plan

Goal:

- + Increase online sales conversion rate by 200 %,
- + increase AOV by 60%, and therefore increase customer lifetime value.



Actionable Recommendations & Project Plan

Strategies:

- + Understand more about Generation Lighting's USP, and competitive advantages.
- + Meet with the marketing team to get more tracking information, and collect more information about online visitors' persona, segmentation, and buying journey.
- + Find a list of worse-performance skus.
- + Collect all necessary contents: video, technical sheets, product manual, and promotion collateral.
Category all the documents, and separate SKUs into different categories or segments.
- + Monitor Online Sales Metrics frequently to reach daily and weekly targets.
Monitor any trends and competitive information in the market to make adjustments accordingly.
- + Review with vendor partners monthly to update them about improvements and results.

Project Plan

Projects						August																	
Preparation Projects		Start	End	Days	Status	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18
Vendor Information																							
Vendor Business Plan with HD		8-1	8-6	-5	Not started																		
Vendor Brand & Product Knowledge		8-1	8-6	5	Not started																		
HD Marketing Information						Content Launching Projects								September									
Google Analytics Tracking Data		01-Aug	10-Aug	9																			
Customer Persona & Customer Pain Point		01-Aug	10-Aug	9																			
Customer Segmentation		01-Aug	10-Aug	9																			
Find SKU improvement opportunities						Regular Content Maintenance Project																	
						Regular Price & Product Information Update								Not started									
						New Product Posting								Not started									
						Start to Implement Plan																	
						Update 5 product information a day according to Implementation Plan								Not started									
						Finish 30 product PIP page updates																	
						Content Launching Projects								October-December									
Communicate with Managers																							
layout detailed PIP information update Plan		20-Aug	22-Aug	2																			
Content Launching Projects						Regular Content Maintenance Project																	
						Regular Price & Product Information Update								Not started									
						New Product Posting								Not started									
						Continue Implement Plan																	
						Update 5 product information a day according to Implementation Plan								Not started									
						Finish 30 product PIP page updates																	
						Content Launching Projects								January 2024									
						Regular Content Maintenance Project																	
						Regular Price & Product Information Update								Not started									
						New Product Posting								Not started									
						Continue Implement Plan																	
						Update 5 product information a day according to Implementation Plan								Not started									
						Finish 30 product PIP page updates																	



Thank you !