

Marques Soares

Business Intelligence

Report of the analyze of Marques Soares
company

Team Number 5



Wisdom 2012

Report

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Marques Soares is company with a huge variety of brands with different price classes. The customer has a large opportunity to choose between products. Furthermore, paying method is as simple as it can be: paying in parts, in cash, by credit card or by Marques Soares special card. Also, loyal customers will receive a catalogue twice a year.

As far as the customer is concerned, the main targets of the company are women between 30-50 years, but especially 55-years-old women. For the future they should wider their customer target to get more sales. Also youngsters communicate with other people more than grown-up ones and word of mouth commercial is the easiest way to get customers for the company.

When it comes to work on a case, Marques Soares provided us the on-line sales database with information about which product is in which store department. That information included details: name, color, size, brand, etc. Furthermore, we saw details such as the order dates and ways of payment that customers have chosen. It is possible to pay in cash, by card or by getting credit for the payment. There was also information about customer details such as date of birth, locality, profession and the product price in euros. In connection with how we got the data, we simply gathered our info during the interview. These company people answered questions about the themes connected with marketing and IT/business. As far as the data source file is concerned, there was used the homepage of Marques Soares and its profiles in social networks such as Twitter, Facebook and videos on YouTube account. Moreover, the last data source included Marques Soares Google Analytics account which provided details about the everyday usage and work of the web page.

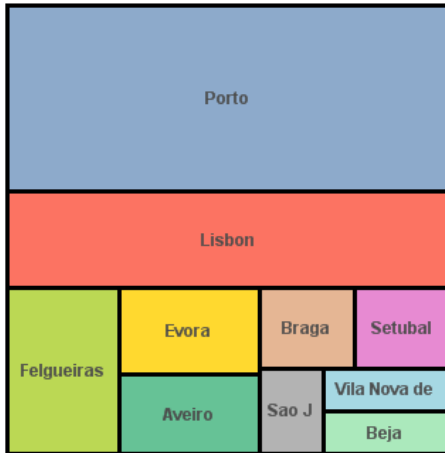
Regarding the data analyzing, we used our source in Excel and we observed it in depth. We did our data mining and outcome results were showed in dashboard and SPSS in our presentation. We faced big problems with missing data, because it is not possible to analyze it correctly. The most viewed products on the website are not the most bought ones, because of the menu problem: for instance, the first submenu of the brands is Adidas, so you are liked immediately to it when you click on “Brands”. They should start using an intermediate page instead of the first submenu. Furthermore, there is no product category in Excel file and it makes it impossible to see what kind of products is the most bought. It would be useful to sort products by category in the database. Also more clear categories of products would be nice instead of mixing children and electronics. Example: if I want to see how many T-shirts were sold in a certain region, it’s impossible. Moreover, there is a lot of missing brands, dates of birth and professions for many customers. Dates without separations and dividing them in 3 columns instead of one for the order date just make it harder to understand all the data.

When it comes to recommendations, they should advertise their social media more. At first, adding a Twitter icon next to the Facebook and YouTube icons would be good

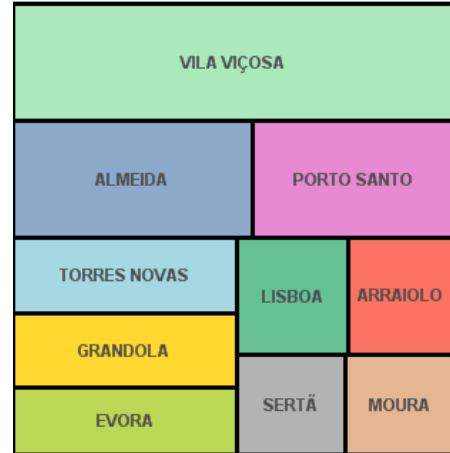
idea for commercial. At the moment people cannot really know that Marques Soares has Twitter account so they cannot follow the news from it in real time and that is bad for relationships between a customer and the shop because all that is tweeted in the Twitter account simply cannot reach the target – the customer of Marques Soares. In the second place, they could make a “share promotion” in Facebook, it means competition. For example, adding a Hugo Boss T-shirt and asking people to like and share it on their own profile. After doing it Marques Soares gives it randomly to one person, who has shared their campaign. It also improves marketing. In the third place, they should advertise Twitter link in catalogue and definitely make the different links bigger, because at the moment it is really hard to notice the main website and Facebook links in the catalogue. In the fourth place, their web page should have a different front page. They could improve it with putting all the brands that they have there and customers can simply click on which brand they prefer. It would make it easier for customers to orientate on the web page. At fifth, well-structured database without missing data is really important for data mining. As some data were missing, our work was limited, so it would be a great thing to improve this technical section as well.

Findings about Marques Soares

Most viewed per city



Most purchased by city



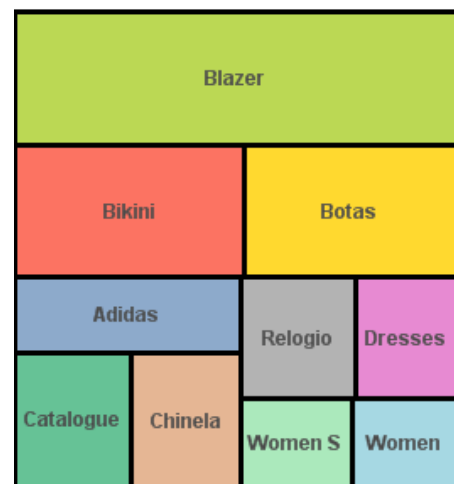
On the first graph we analyzed most viewed cities. As it seems the number one is Porto and next one is Lisbon. On the second graph we analyzed most purchased by city and the number one is Vila Viçosa.

Little cities far from the big ones buy more than by Internet.

10 most purchased items



10 most viewed items



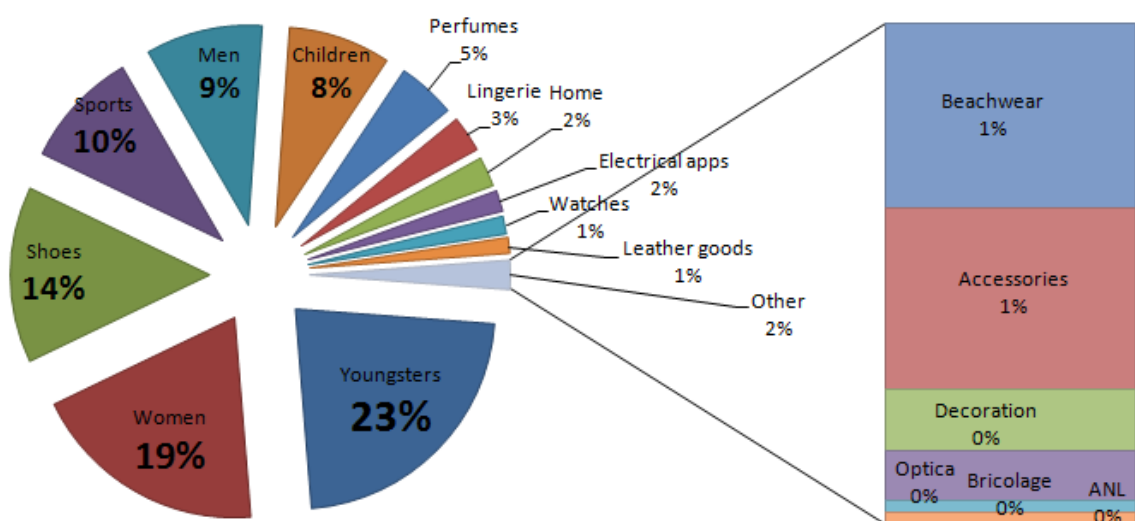
On the first graph we analyzed 10 most purchased items. The number one is Botas category and next one is T-shirt. On the second graph we analyzed 10 most viewed items by city and the number one is Blazer, next is bikini. Bikini, Adidas and Catalogue are in the most viewed because of the bad-structured website menu.

Statistics

| Store | Mean | Median | Revenu per product | N° Sales | % of Total Revenue | % of Total N° Sales |
|-----------------|--------|--------|--------------------|----------|--------------------|---------------------|
| Accessories | 21,31 | 18,40 | 2323 | 109 | ,3% | ,9% |
| ANL | 77,90 | 77,90 | 545 | 7 | ,1% | ,1% |
| Beachwear | 62,74 | 65,80 | 6964 | 111 | ,8% | ,9% |
| Bricolage | 42,05 | 20,00 | 294 | 7 | ,0% | ,1% |
| Children | 30,01 | 28,40 | 31569 | 1052 | 3,7% | 8,2% |
| Decoration | 19,99 | 13,75 | 740 | 37 | ,1% | ,3% |
| Electrical apps | 159,42 | 120,00 | 34436 | 216 | 4,0% | 1,7% |
| Home | 54,07 | 45,00 | 16601 | 307 | 1,9% | 2,4% |
| Leather goods | 77,88 | 66,95 | 12617 | 162 | 1,5% | 1,3% |
| Lingerie | 26,20 | 26,65 | 9798 | 374 | 1,1% | 2,9% |
| Men | 72,03 | 55,00 | 86579 | 1202 | 10,1% | 9,4% |
| Optica | 143,85 | 128,50 | 4316 | 30 | ,5% | ,2% |
| Perfumes | 56,17 | 54,90 | 33817 | 602 | 3,9% | 4,7% |
| Shoes | 79,58 | 66,90 | 145076 | 1823 | 16,9% | 14,3% |
| Sports | 58,88 | 57,90 | 71421 | 1213 | 8,3% | 9,5% |
| Watches | 91,75 | 59,00 | 16883 | 184 | 2,0% | 1,4% |
| Women | 80,20 | 68,55 | 195761 | 2441 | 22,8% | 19,1% |
| Youngsters | 64,88 | 59,80 | 186456 | 2874 | 21,8% | 22,5% |
| Total | 67,17 | 56,90 | 12761 | 51,795 | 100,0% | 100,0% |

With this graph, we analyzed the percentages of total revenue and total sales. Women, youngsters and shoes are the main sales categories. On the other hand, in general, clothes sales are quite good, but the others categories such as accessories, bricolage and optica aren't good at all. It could be wise to only focus the company on clothes.

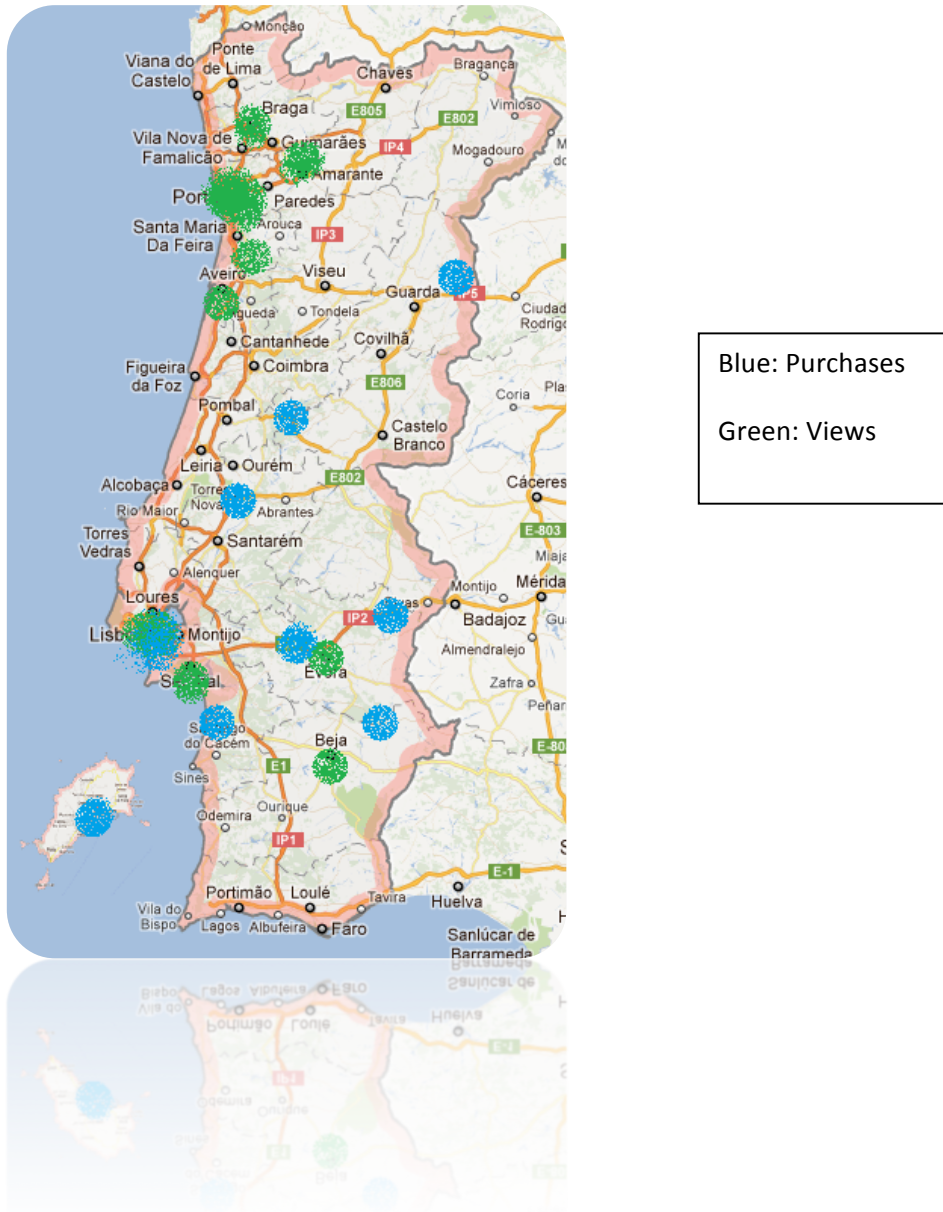
% of Total N° Sales



Amount of Sales per Department and Time



Customer Geography



On this graph it is possible to see, where the biggest purchases and biggest viewers are.

Social Media

1)



2)

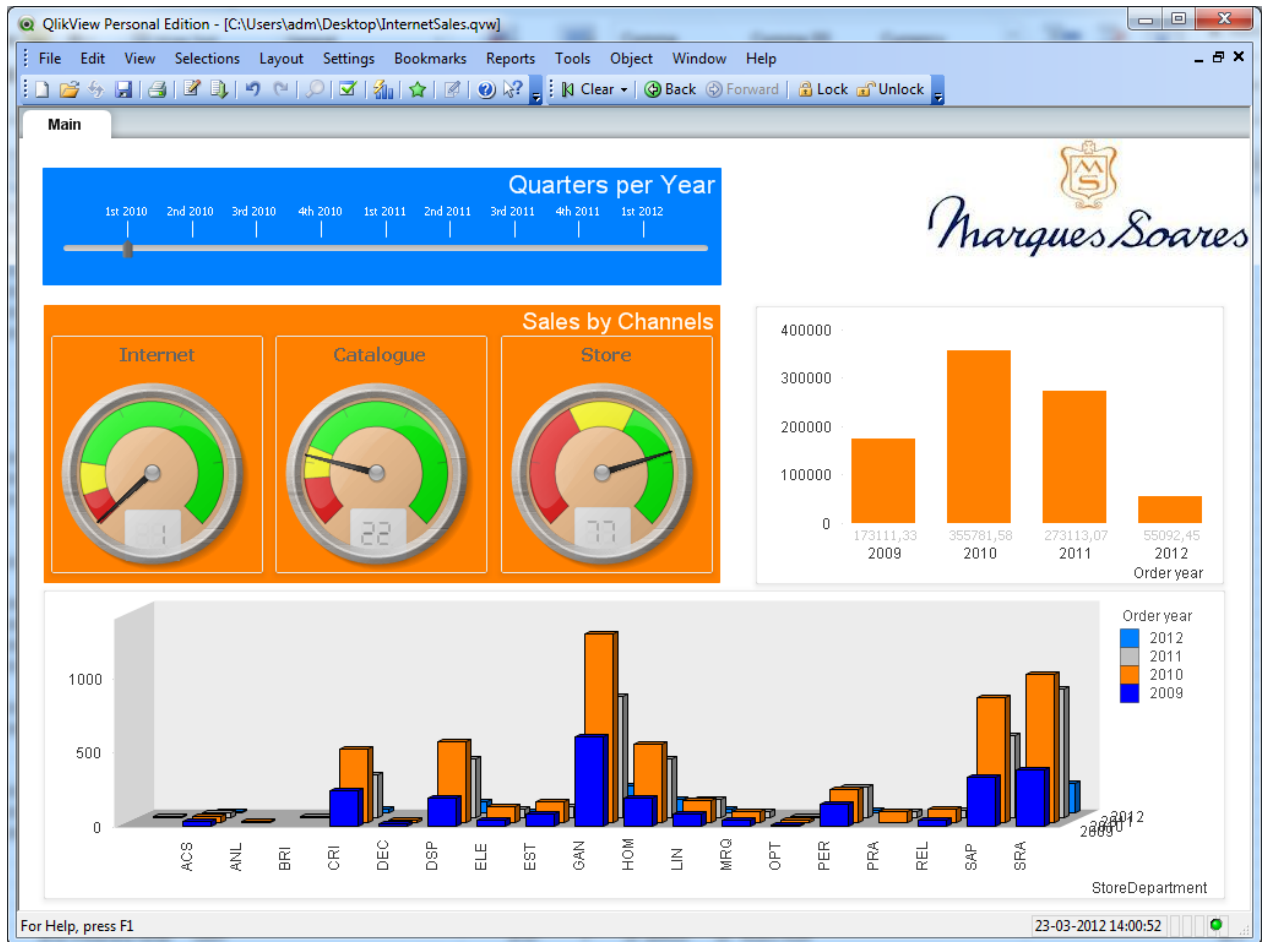


3)



Marques Soares social media is not so good, because they do not advertise it enough and the largest problem is that people do not know about their Twitter or YouTube pages. In Twitter they have only 6 followers (5 are students of the IP) and in YouTube only 7 subscribers. More commercials to social media would help them to find more customers.

Dashboard



On this graph we analyzed KPI and we brought out sales by channels: in internet, in catalogue and in stores. Also it is possible to see store department orders per year.