CUSTOMER ANALYTICS FOR COSMETICS MANUFACTURER

ABOUT THE CLIENT

Client is one of the largest **cosmetics manufacturer brands** with a global presence

SITUATION

- Client **lacked direct visibility into the customer purchasing trend and order values** across different locations in the North America region
- Merilytics partnered with the CRM team of the client to **deep dive into the purchasing trends** of the customers and the performance of each retail store across different regions
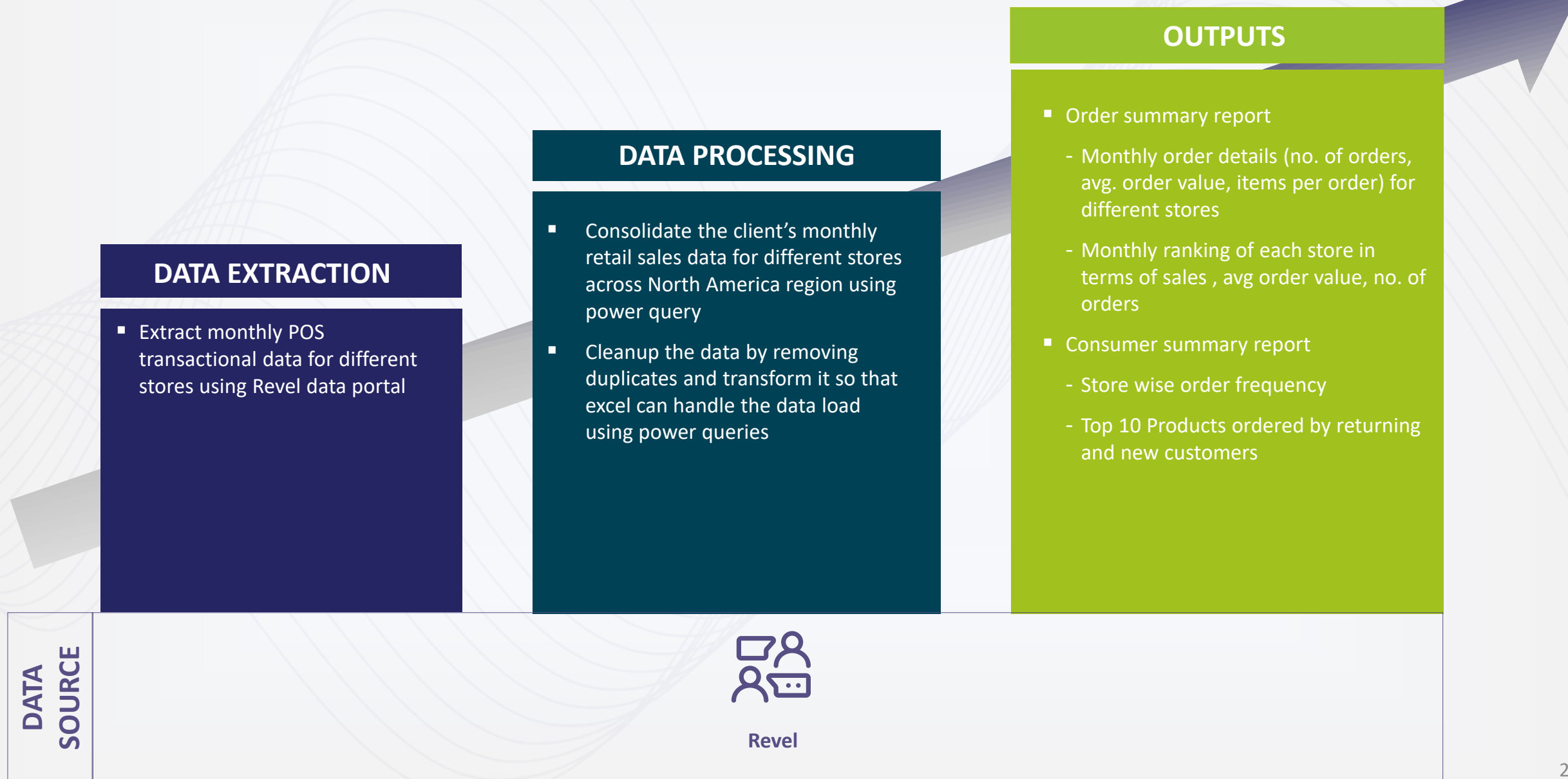
VALUE ADDITION

- **Extracted the retail sales data from Revel (data source), cleansed it, and created an analytical Excel model** to measure the Retail Sales performance and customer purchasing trend at a store level across different time periods
- Compared the **retail sales, avg. order value, items per order,** and **order frequency** for each store with the past four-year period **to identify the peak ordering hours/days trends split by stores**
- Provided the distinction between **new** customers and **returning** customers in terms of their **purchasing trends** and **frequency of repeated orders** across all the stores of the region

IMPACT

- Helped the client understand the **top-performing stores / regions** and plan for replication of similar strategies across other stores/regions and there by acted as driver **for the increase in ~30% growth** in retail sales
- Client was able to estimate the frequency of repeated orders, repeated customers, and top products purchased by new customers. This data was leveraged by them to **increase the frequency of returning customers by ~20%** for a particular region
- The analysis has potentially enabled the client to allocate resources more effectively by scheduling more staff during peak hours and fewer staff during slower periods

METHODOLOGY/ APPROACH

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DATA EXTRACTION

- Extract monthly POS transactional data for different stores using Revel data portal

DATA PROCESSING

- Consolidate the client's monthly retail sales data for different stores across North America region using power query

- Cleanup the data by removing duplicates and transform it so that excel can handle the data load using power queries

OUTPUTS

- Order summary report

  - Monthly order details (no. of orders, avg. order value, items per order) for different stores

  - Monthly ranking of each store in terms of sales , avg order value, no. of orders

- Consumer summary report

  - Store wise order frequency

  - Top 10 Products ordered by returning and new customers

DATA SOURCE

Revel

MONTHLY SALES SUMMARY

Shows monthly Retail Sales and Avg. Order Value at a store level and compares it with last year

Monthly Sales across the fiscal period

Establishment_Name	FYTD			April			May		
	This Year	Last Year	% Chg.	This Year	Last Year	% Chg.	This Year	Last Year	% Chg.
Total	$29,862,892	$25,569,222	17%	$2,269,359	$2,184,361	4%	$2,515,420	$2,397,279	5%
Establishment 1	$5,171,134	$4,992,384	4%	$344,395	$409,144	-16%	$363,934	$480,038	-24%
Establishment 2	$3,320,998	$2,729,702	22%	$263,841	$221,417	19%	$289,985	$248,173	17%
Establishment 3	$3,037,837	$2,522,519	20%	$235,638	$215,377	9%	$251,381	$225,263	12%
Establishment 4	$2,588,013	$2,580,443	0%	$202,157	$220,945	-9%	$196,849	$218,653	-10%
Establishment 5	$2,891,478	$2,498,400	16%	$231,079	$205,358	13%	$282,958	$240,266	18%
Establishment 6	$3,112,157	$2,223,387	40%	$278,670	$191,528	45%	$306,420	$232,677	32%
Establishment 7	$1,805,966	$1,418,374	27%	$119,241	$117,093	2%	$134,124	$128,104	5%
Establishment 8	$3,097,369	$2,544,959	22%	$227,469	$224,298	1%	$283,140	$242,544	17%
Establishment 9	$2,439,265	$2,062,932	18%	$189,125	$196,274	-4%	$207,548	$202,670	2%
Establishment 10	$2,193,217	$1,921,214	14%	$156,298	$161,620	-3%	$176,707	$166,417	6%

The table shows the monthly Retail Sales ($) for each store and compares it with last year

Average Order Value across the fiscal period

Establishment_Name	FYTD			April			May		
	This Year	Last Year	% Chg.	This Year	Last Year	% Chg.	This Year	Last Year	% Chg.
Total	$ 190	$ 183	4%	$ 189	$ 180	5%	$ 195	$ 183	6%
Establishment 1	$ 182	$ 189	-4%	$ 172	$ 178	-4%	$ 186	$ 184	1%
Establishment 2	$ 166	$ 152	9%	$ 164	$ 141	16%	$ 157	$ 151	4%
Establishment 3	$ 192	$ 188	2%	$ 190	$ 192	-1%	$ 191	$ 202	-5%
Establishment 4	$ 182	$ 173	5%	$ 182	$ 172	6%	$ 183	$ 164	12%
Establishment 5	$ 199	$ 190	5%	$ 196	$ 191	3%	$ 201	$ 193	4%
Establishment 6	$ 209	$ 198	5%	$ 212	$ 199	6%	$ 208	$ 211	-1%
Establishment 7	$ 156	$ 149	5%	$ 154	$ 140	10%	$ 170	$ 142	20%
Establishment 8	$ 241	$ 232	4%	$ 246	$ 235	5%	$ 256	$ 231	11%
Establishment 9	$ 192	$ 180	6%	$ 203	$ 181	12%	$ 205	$ 179	14%
Establishment 10	$ 183	$ 177	3%	$ 175	$ 175	0%	$ 193	$ 177	9%

The table shows the monthly Average Order Value ($) for each store and compares it with last year

This view helped the client to measure their overall performance and growth and gain insights regarding average amount customers are spending per order across different locations in North America region.

ILLUSTRATIVE

Shows Day wise order details at a store level and total orders across different time of the day

Unique Orders per month across the days of the week

Establishment_Name	FYTD 23							May						
	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Total	26,047	18,077	17,573	18,318	19,029	24,739	33,320	2,342	1,515	1,519	1,640	1,665	1,847	2,370
Establishment 1	4,989	3,209	3,108	3,204	3,207	4,441	6,279	328	245	233	256	225	297	369
Establishment 2	3,640	2,237	2,010	2,196	2,289	3,024	4,652	348	193	203	242	219	281	362
Establishment 3	2,444	1,966	1,861	1,966	1,958	2,550	3,052	264	147	150	160	183	171	239
Establishment 4	2,448	1,564	1,659	1,678	1,765	2,216	2,855	223	109	113	137	153	156	186
Establishment 5	2,502	1,618	1,477	1,644	1,695	2,350	3,269	267	153	170	157	190	189	283
Establishment 6	1,866	1,804	2,036	2,101	2,232	2,335	2,550	197	192	211	238	211	220	207
Establishment 7	2,006	1,216	1,257	1,307	1,414	1,708	2,678	150	99	83	79	92	115	171
Establishment 8	1,803	1,696	1,629	1,588	1,699	2,017	2,427	162	161	160	132	153	155	181
Establishment 9	2,120	1,426	1,321	1,362	1,452	2,113	2,942	196	106	109	116	145	148	193
Establishment 10	2,229	1,341	1,215	1,272	1,318	1,985	2,616	207	110	87	123	94	115	179

The table shows the monthly unique Orders for each store across different days of the week

Unique Orders across the hours of the day for the days of the week

Unique Orders	FYTD 23							May						
Hour of the Day	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Total	26,047	18,077	17,573	18,318	19,029	24,739	33,320	2,342	1,515	1,519	1,640	1,665	1,847	2,370
10AM	78	208	189	213	231	297	294	14	26	14	21	19	29	25
11AM	1,568	1,805	1,665	1,772	1,883	2,402	3,096	153	156	148	164	173	214	247
12PM	3,226	1,979	1,840	1,955	2,087	2,531	3,709	322	164	164	190	184	234	281
1PM	3,801	2,224	2,045	2,096	2,197	2,940	4,361	350	186	182	210	199	243	278
2PM	4,046	2,204	2,073	2,138	2,310	3,110	4,799	370	188	175	187	214	228	346
3PM	4,132	2,233	2,095	2,176	2,259	3,250	4,851	391	196	176	198	189	252	315
4PM	3,885	2,257	2,188	2,294	2,342	3,247	4,517	365	193	198	199	207	225	333
5PM	3,144	2,179	2,313	2,367	2,380	3,029	3,527	292	187	227	244	240	205	280
6PM	791	1,941	2,100	2,195	2,161	2,585	2,492	77	201	211	201	218	184	230
7PM	132	252	275	278	288	362	331	9	18	25	26	23	34	34

The table shows the monthly unique Orders across different days of the week and hours of the day

This view summarizes the patterns of order activity throughout the day and week and helped the client allocate resources more effectively based on rush hours and low traffics hours

MONTHLY STORE PERFORMANCE AND RANKINGS

Shows the ranking of different stores for different KPIs like Retail Sales, Average Order Value, Order Placed, Items per Order and Top 5 most Ordered products.

Establishment	Retail Sales $	Retail Sales Rank	AOV $	AOV Rank	Orders Placed Units	Orders Placed Rank	Items Per Order Units	Items Per Order Rank	Emails Captured #	Emails Captured %
Establishment 1	$ 363,934	1	$ 186	7	1,953	1	1.9	10	124	6%
Establishment 2	$ 289,985	3	$ 157	10	1,848	2	2.0	9	413	22%
Establishment 3	$ 251,381	6	$ 191	6	1,314	5	2.0	8	10	1%
Establishment 4	$ 196,849	8	$ 183	8	1,077	7	2.1	6	12	1%
Establishment 5	$ 282,958	5	$ 201	4	1,409	4	2.0	7	630	45%
Establishment 6	$ 306,420	2	$ 208	2	1,476	3	2.2	4	105	7%
Establishment 7	$ 134,124	10	$ 170	9	789	10	2.3	3	349	44%
Establishment 8	$ 283,140	4	$ 256	1	1,104	6	2.4	1	209	19%
Establishment 9	$ 207,548	7	$ 205	3	1,013	8	2.3	2	173	17%
Establishment 10	$ 176,707	9	$ 193	5	915	9	2.1	5	10	1%

Ranking the stores on different KPIs and percentage of orders with email information

Establishment	Top 5 Products Ordered				
	Product 1	Product 2	Product 3	Product 4	Product 5
Establishment 1	Product 1	Product 5	Product 3	Product 4	Product 7
Establishment 2	Product 2	Product 4	Product 6	Product 1	Product 5
Establishment 3	Product 2	Product 3	Product 1	Product 5	Product 7
Establishment 4	Product 1	Product 3	Product 6	Product 5	Product 7
Establishment 5	Product 2	Product 1	Product 6	Product 3	Product 8
Establishment 6	Product 4	Product 1	Product 6	Product 4	Product 5
Establishment 7	Product 1	Product 2	Product 6	Product 5	Product 7
Establishment 8	Product 5	Product 1	Product 2	Product 3	Product 8
Establishment 9	Product 2	Product 4	Product 1	Product 5	Product 8
Establishment 10	Product 2	Product 4	Product 3	Product 5	Product 7

Top 5 products ordered at each store

Through this view, client was able to identify high and low performing stores, enabling businesses to focus on expansion in the locations with higher revenue and make decisions to drive the sales in areas with low revenue

ORDER FREQUENCY AND EMAIL SUMMARY

Shows Order Frequency of a returning customer & % of orders with email information

Order Frequency (in days) and % of orders with Email Information

Establishment Name	FYTD				
	Order Frequency			% orders with emails	
	This Year	Last Year	% Chg.	This Year	Last Year
Total	172	173	-1%	21%	20%
Establishment 1	188	227	-17%	8%	25%
Establishment 2	208	220	-6%	35%	24%
Establishment 3	91	104	-13%	1%	1%
Establishment 4	70	68	2%	1%	1%
Establishment 5	209	204	2%	53%	55%
Establishment 6	212	231	-8%	15%	16%
Establishment 7	216	241	-11%	23%	18%
Establishment 8	199	191	4%	26%	33%
Establishment 9	177	193	-8%	54%	47%
Establishment 10	123	119	4%	1%	2%

The table shows the Order Frequency for each establishment in Days

The table shows the percentage of orders with email information available

This view enabled the client to identify the purchasing habits of customers and design targeted retention strategies and loyalty programs to reward and incentivize frequent customers.