Business Question Analysis and Recommendations

Store 34 and 39

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Overall Assessment

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Store Bonus

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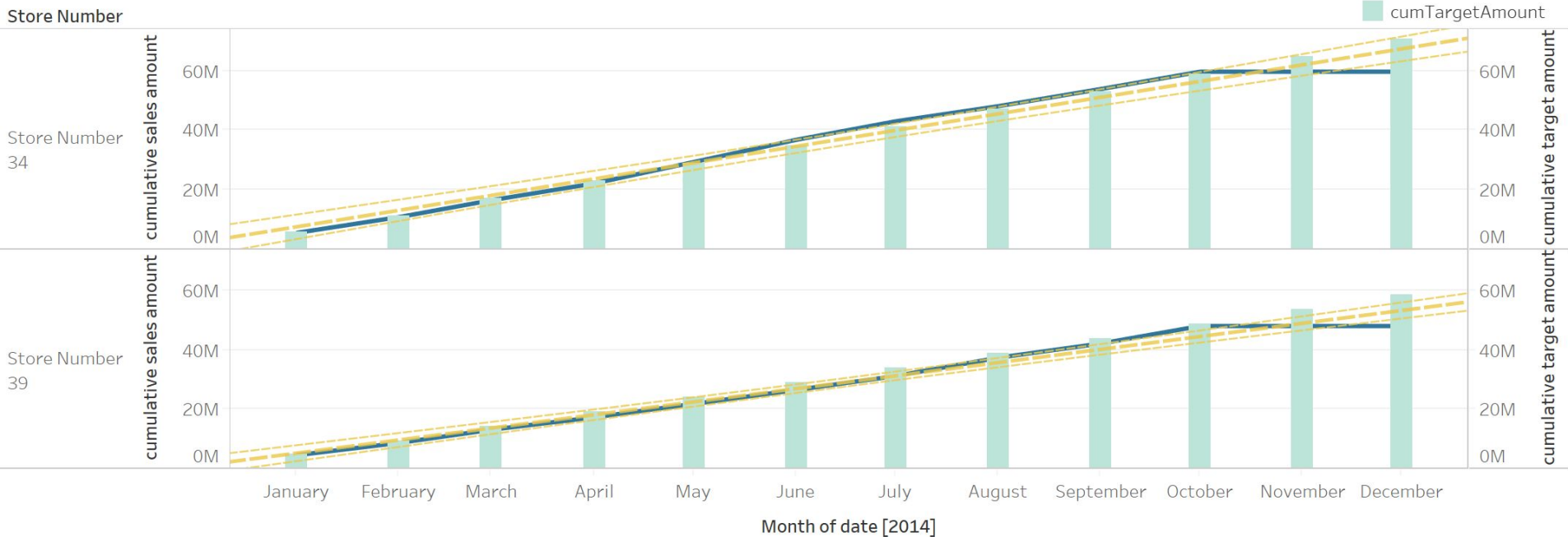
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Day of week: Products

04

—

Store Comparison

1. overall assessment

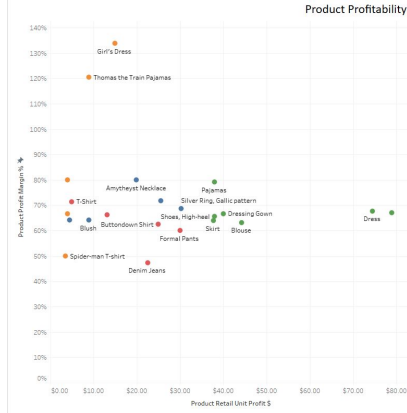# How are they performing compared to target?
Will they meet their 2014 target?

Trends of sales amounts in 2014

2. Recommend separate 2013 and 2014 bonus amounts for each store

Product Profitability

Girl's Dress

Thomas the Train Pajamas

Amytheyst Necklace

Pajamas

Silver Ring, Gallic pattern

T-Shirt

Dressing Gown

Blush   Buttondown Shirt   Shoes, High-heel

Dress

Skirt   Blouse

Formal Pants

Spider-man T-shirt

Denim Jeans

Product Sales Qty vs Target

Product Name
Formal Pants
Buttondown Shirt
Shoes, High-heel
Strapless Dress
Dress
Girl's Dress
Lipstick
Blush
Blouse
Skirt
Spider-man T-shirt
Pajamas
Dressing Gown
Thomas the Train Pajamas
Amytheyst Necklace
Silver Ring, plain
Captain America T-Shirt
T-Shirt
Silver Ring, Gallic pattern
Denim Jeans
White Socks, 6 pack
Blue Onesie Pajamas

Product Sales Qty vs Target

Product Name
Formal Pants
Buttondown Shirt
Strapless Dress
Dress
Shoes, High-heel
Girl's Dress
Blouse
Skirt
Blush
Lipstick
Pajamas
Spider-man T-shirt
Thomas the Train Pajamas
Dressing Gown
Captain America T-Shirt
T-Shirt
Denim Jeans
Silver Ring, plain
Amytheyst Necklace
Silver Ring, Gallic pattern
Blue Onesie Pajamas
White Socks, 6 pack

Store Number 34   Store Number 39
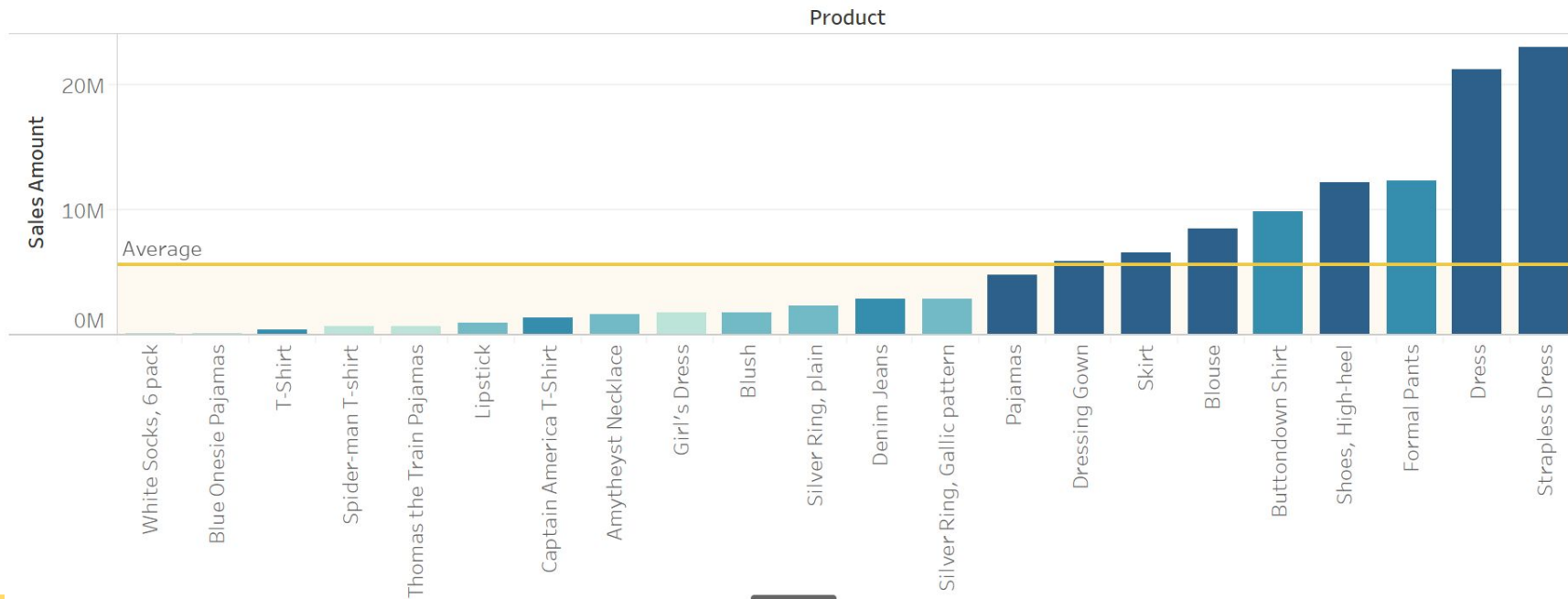
3. Assess product sales by day of the week

Overall Performance of each product in Store 34

Store 34 - each product's total sales amount
* period: 01/2013-10/2014
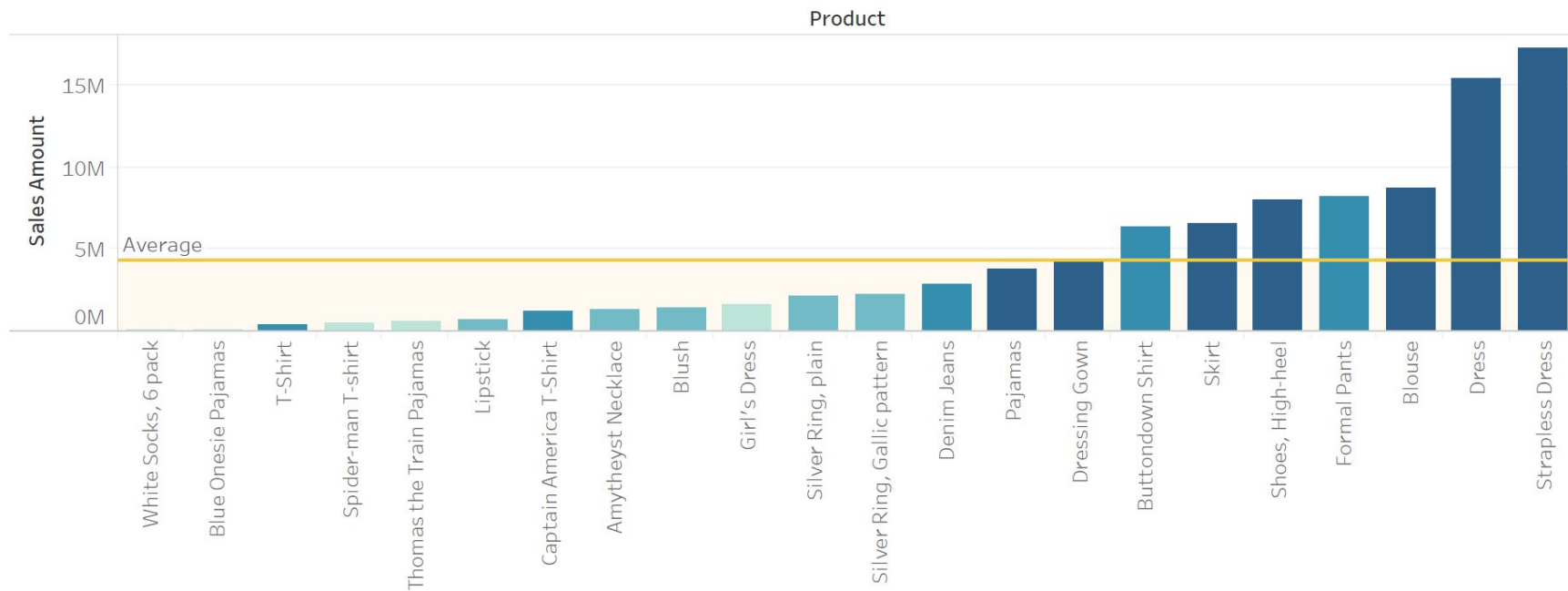* different colors represent different category
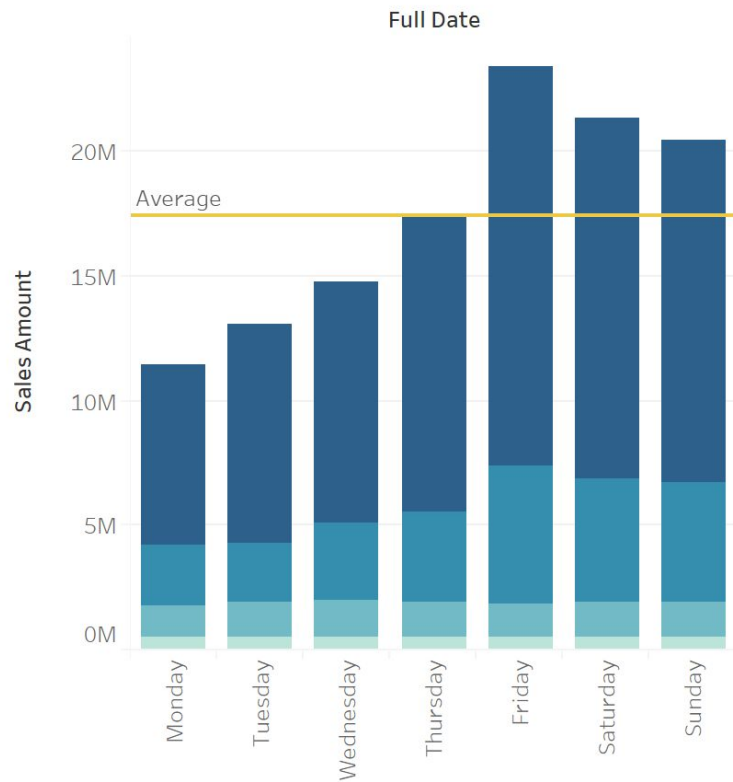
Overall Performance of each product in Store 39

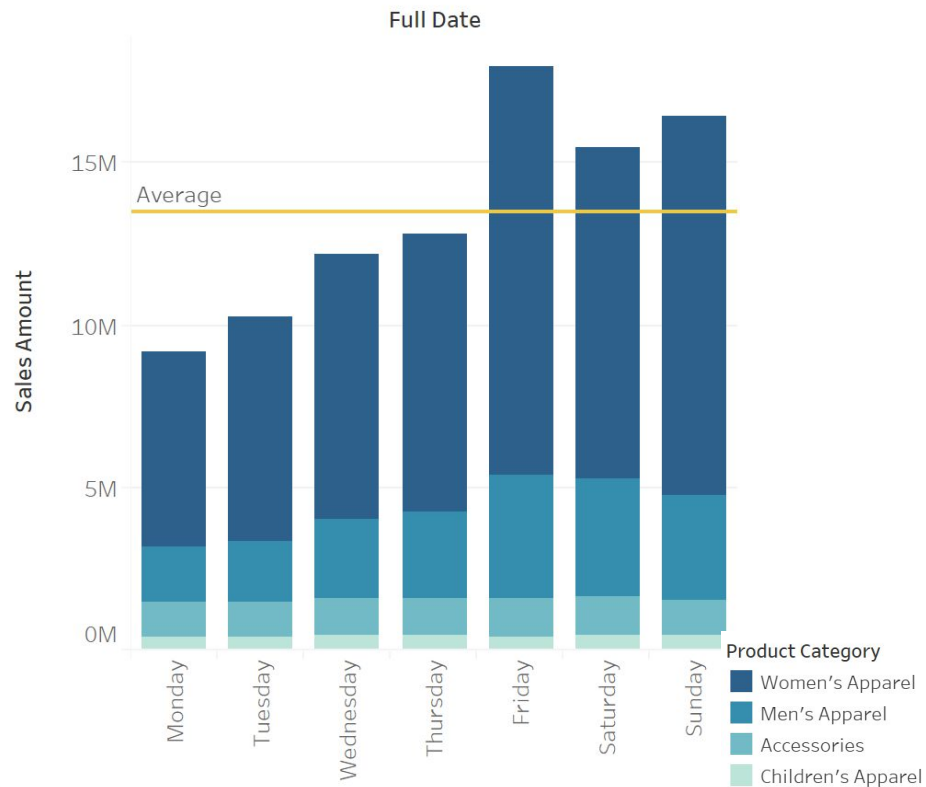**Store 39** - each product's total sales amount

* period: 01/2013-10/2014
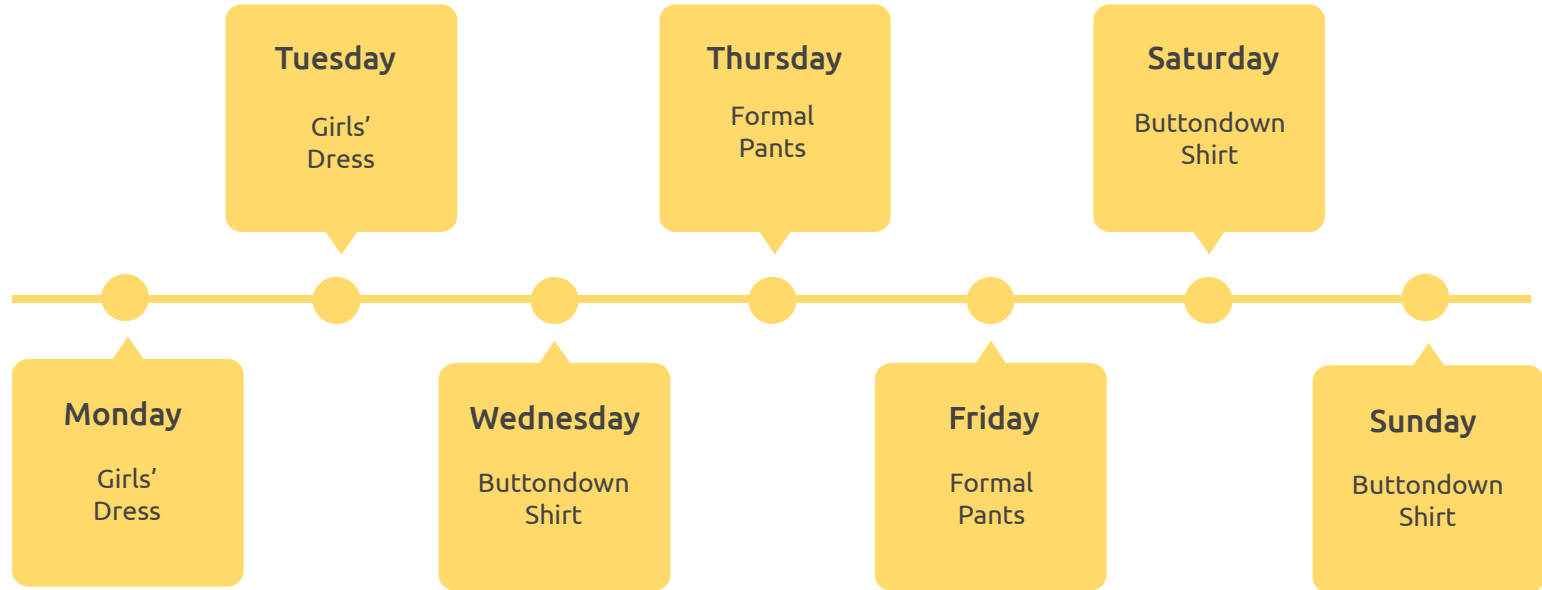* different colors represent different category

Product

Sales Amount

15M

10M

5M Average

0M

White Socks, 6 pack · Blue Onesie Pajamas · T-Shirt · Spider-man T-shirt · Thomas the Train Pajamas · Lipstick · Captain America T-Shirt · Amytheyst Necklace · Blush · Girl's Dress · Silver Ring, plain · Silver Ring, Gallic pattern · Denim Jeans · Pajamas · Dressing Gown · Buttondown Shirt · Skirt · Shoes, High-heel · Formal Pants · Blouse · Dress · Strapless Dress

Store 34 - sales amount by day of week

Store 39 - sales amount by day of week

Best selling product (quantity) per day of week

Tuesday
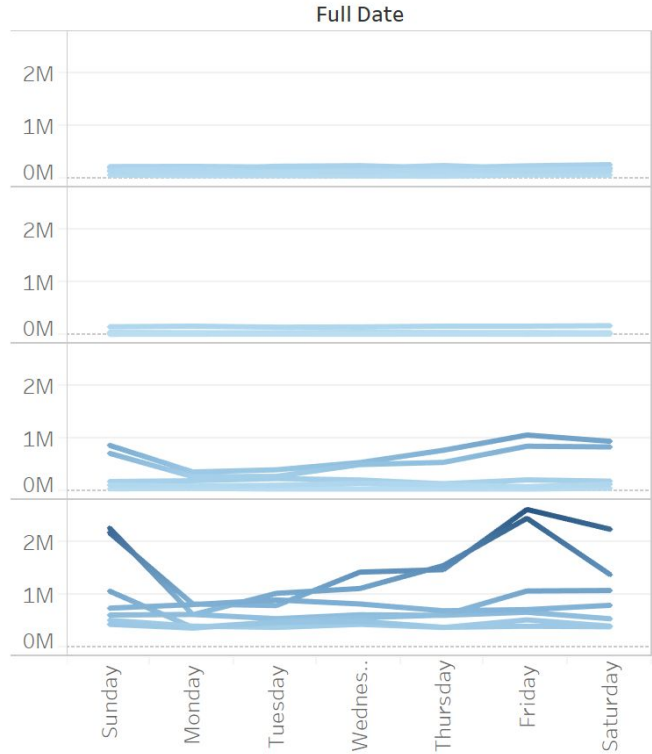
Girls' Dress

Thursday

Formal Pants

Saturday

Buttondown Shirt

Monday

Girls' Dress

Wednesday

Buttondown Shirt

Friday

Formal Pants

Sunday

Buttondown Shirt

sales profit of categories by day of week

Store 34

Product Cat..

Full Date

Accessories

Children's Apparel

Men's Apparel

Women's Apparel

Sunday, Monday, Tuesday, Wednes.., Thursday, Friday, Saturday

Store 39

Full Date

Sunday, Monday, Tuesday, Wednes.., Thursday, Friday, Saturday
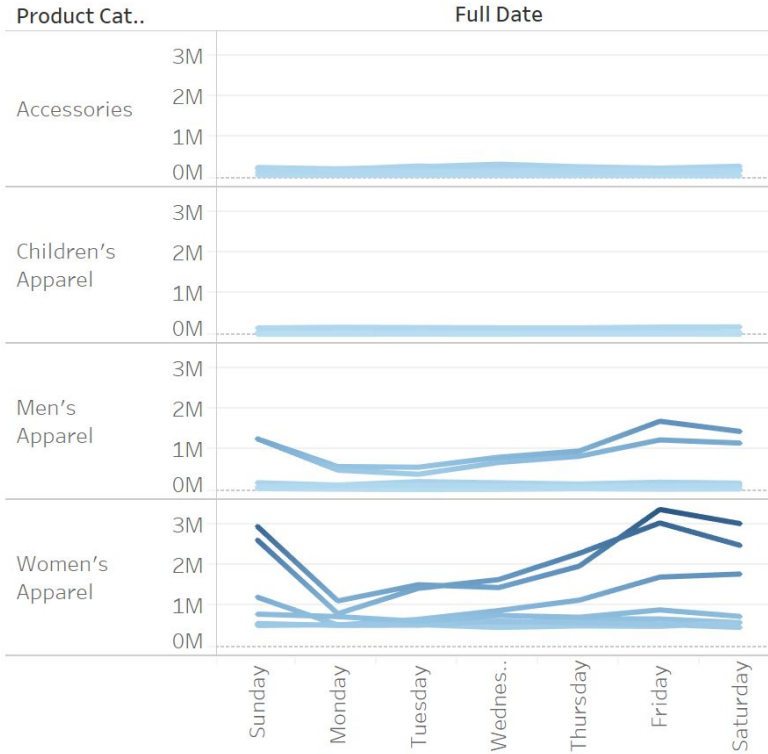
Recommendations

1   **the 'Friday' opportunity**

2   **high-value products**

3   **collaborative filtering**

4. Compare Store Performance
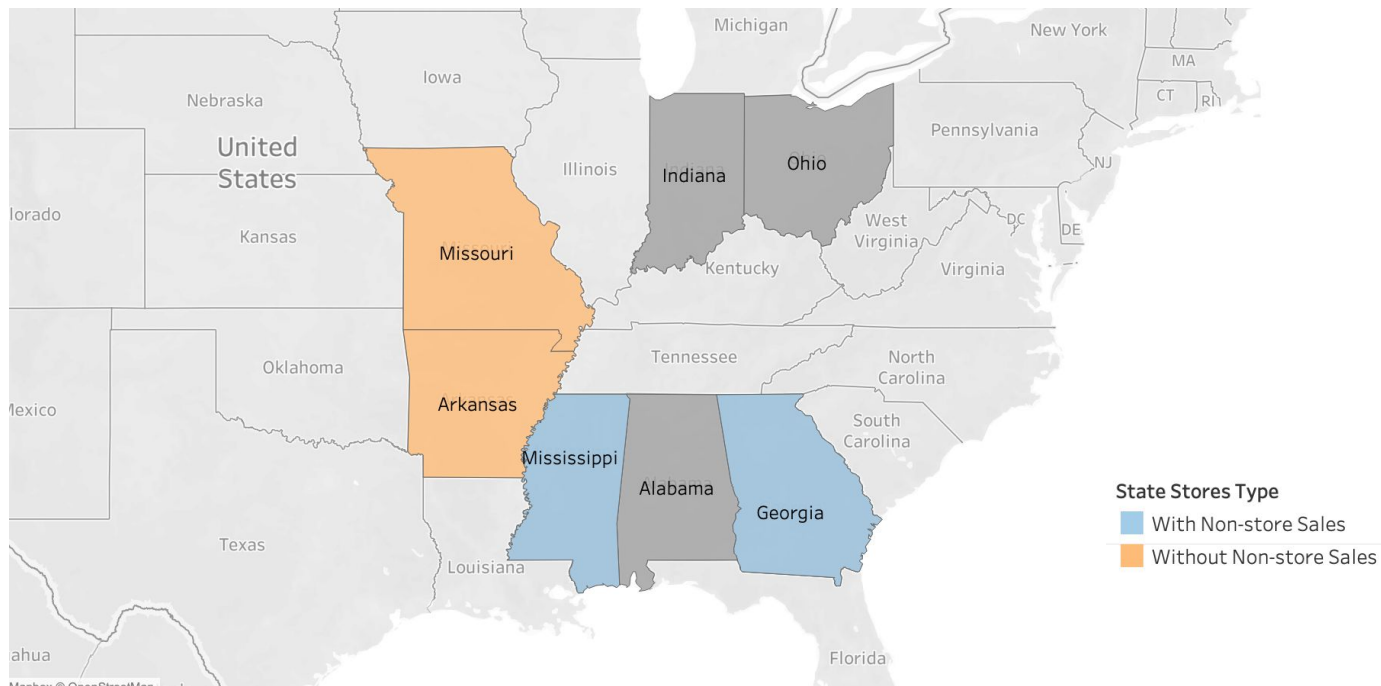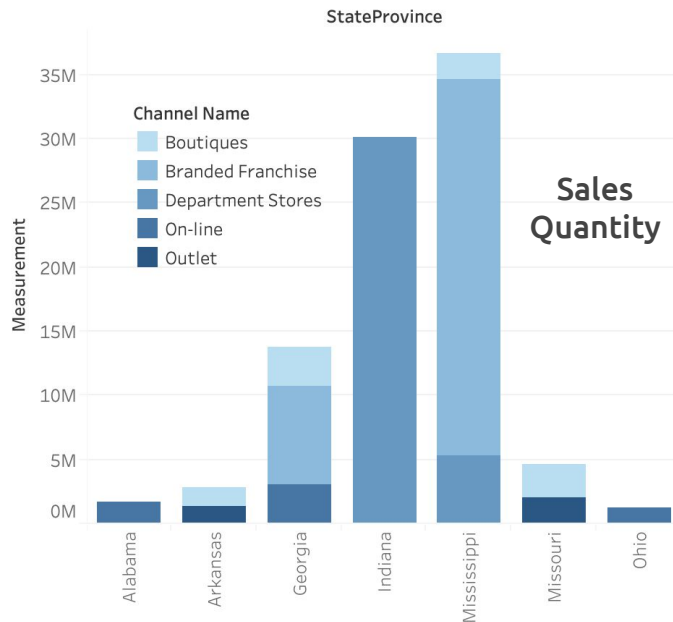
States Overview

State Stores Type
- With Non-store Sales
- Without Non-store Sales

States Overview

Stores Overview

Products (Profit)
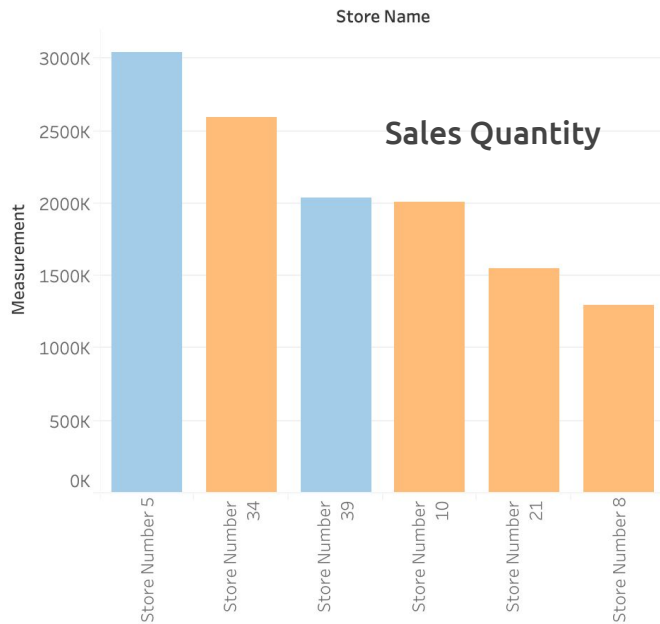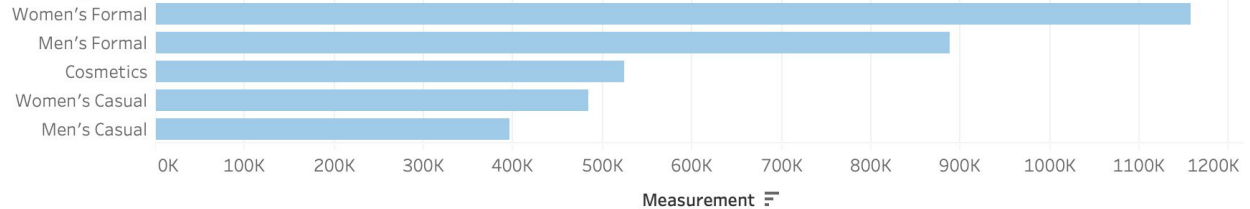
Products (Sales Quantity)

State Stores Type
- With Non-store Sales
- Without Non-store Sales

ProductType

ProductType	Measurement
Women's Formal	~1150K
Men's Formal	~880K
Cosmetics	~525K
Women's Casual	~490K
Men's Casual	~400K

Measurement (0K – 1200K)

ProductType

ProductType	Measurement
Women's Formal	~74M
Men's Formal	~24M
Women's Casual	~20M
Women's Eveningwear	~14M
Jewelry	~11M

Measurement (0M – 75M)
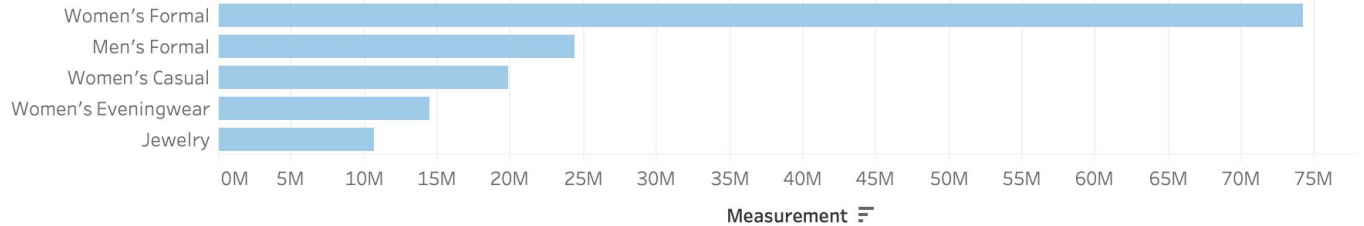
Strategies

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New Store at Indiana
Consumer's shopping habit and patterns from similar states

the Friday
Opportunity of women's dress

Charity Dinner Marketing Campaign
Boost sales of evening dress and jewelries

Thanks!

Does anyone have any questions?