

Project Fashion Insight: Unveiling the Mystery Behind Rating Decline

Taline Barakeh,
Kali Recker
Kendall Prager
Lwam Fsahaye

Why did you select the job?

We selected the Alo Analytics Manager job because it aligns with our interest in leveraging data analytics to drive business decisions and strategy in the retail sector, specifically in women's fashion athletic wear. The role offers an opportunity to work in a dynamic and fast-paced environment, where we can apply analytical skills to impact key business outcomes.

The problem you plan to solve:

The problem we plan to solve is improving customer satisfaction as measured by the average rating of products or services. In the retail industry, customer ratings are a key indicator of product quality, service, and overall customer experience.

How you plan to solve the problem with each of the data toolkit items:

- Develop a dashboard that displays key metrics such as average ratings, sales volume, and revenue for each item. This dashboard will also show trends in ratings and sales over time, enabling quick identification of well-performing and underperforming products.
- Diagnostic Analytics Dashboard: Create a dashboard that explores the relationship between item price, purchase frequency, and ratings. This will help uncover insights into how pricing strategies impact customer satisfaction and purchasing behavior.
- Automated Data Pipeline: Implement an automated data pipeline to continuously collect and integrate data on item sales, prices, and ratings. This will ensure that the analytics dashboards are updated in real-time with the latest information.
- Predictive Model: Build a predictive model to forecast future ratings based on item characteristics, pricing, and historical rating trends. This model can be used to predict the impact of changes in pricing or product features on customer satisfaction.

Identify the OMTM (One Metric That Matters):

The chosen OMTM is the average review rating, serving as a direct indicator of customer satisfaction and a predictor of future purchasing decisions.