Diagnostic Analytics Presentation

alo

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Business Problem

BACKGROUND:

- Alo Yoga is looking for an Analytics Manager to lead their analytics and growth strategies to drive business growth in their retail operations.

OBJECTIVES:

- Improve customer satisfaction
  - measure: average ratings of products
- Increase market share

KEY RESULTS:

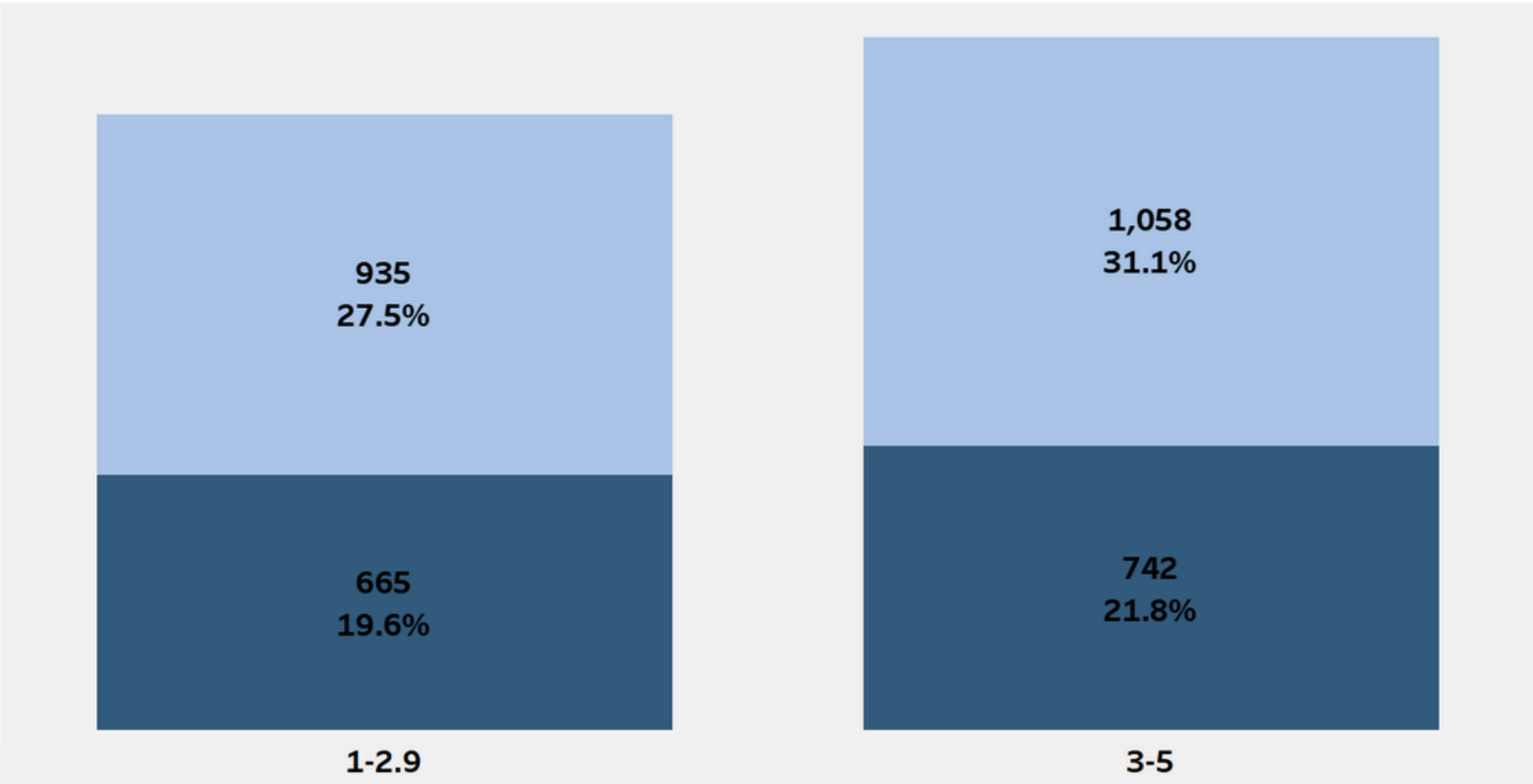- Increase average review ratings by 0.1 - 0.3 points
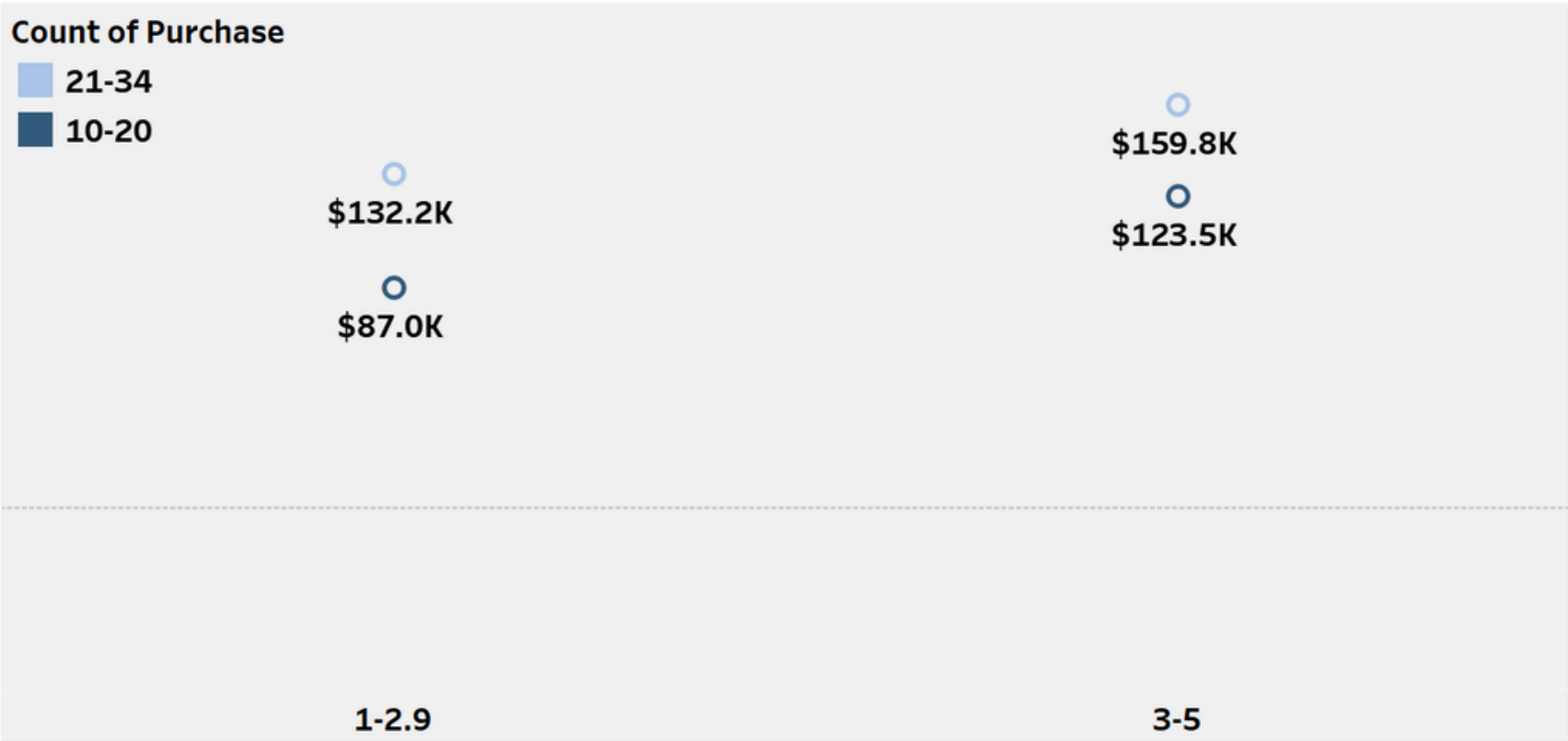
Diagnostic Analytics

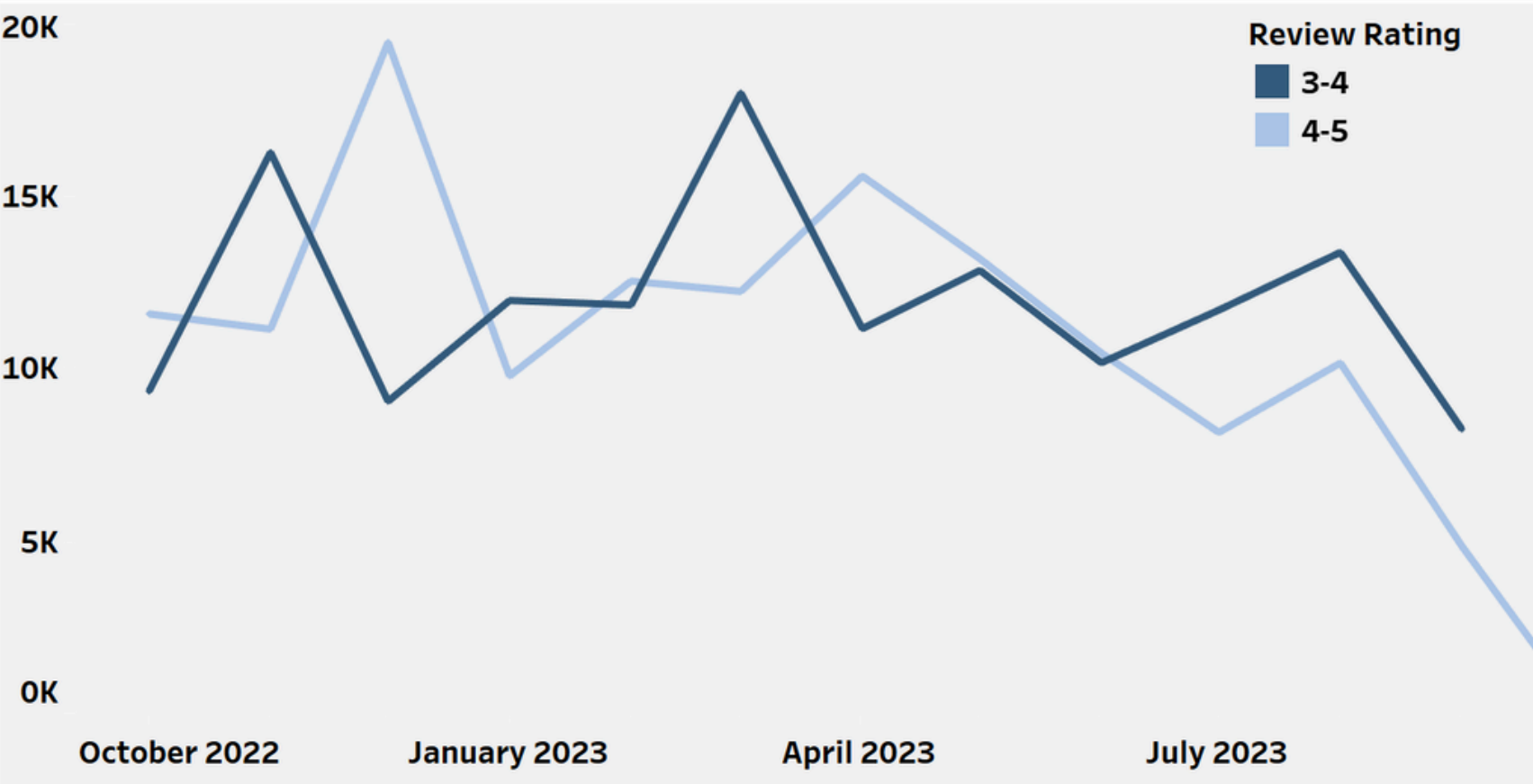# Fashion Company Customer Satisfaction Diagnostic Dashboard

Count of Repeat Purchases by Ratings

1-2.9
- 935 — 27.5%
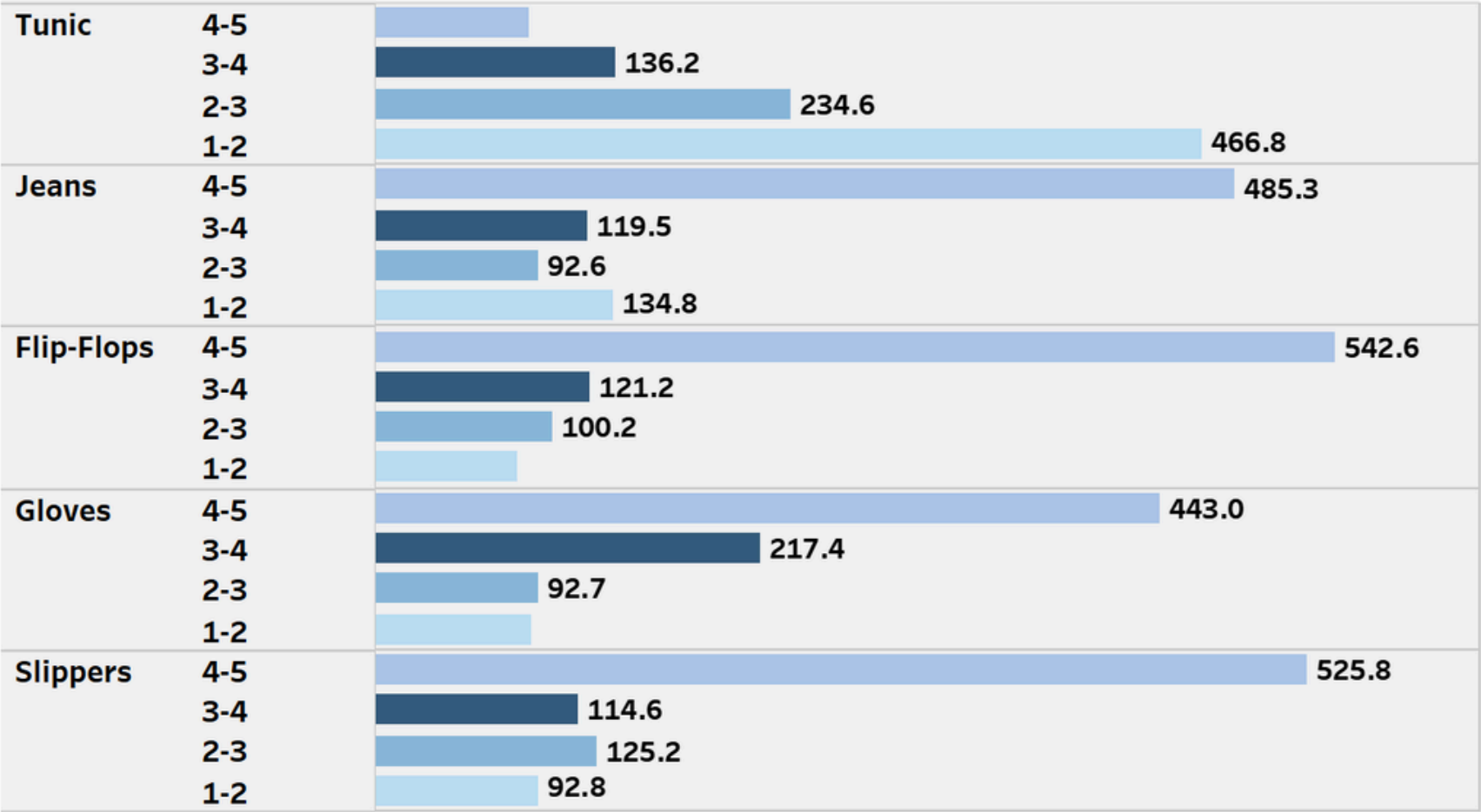- 665 — 19.6%

3-5
- 1,058 — 31.1%
- 742 — 21.8%

Total Revenue by Rating

Count of Purchase
- 21-34
- 10-20

$132.2K

$87.0K

$159.8K

$123.5K

1-2.9

3-5

Trend of Total Revenue by Ratings (3-4 and 4-5)

Review Rating
- 3-4
- 4-5

y-axis: 0K, 5K, 10K, 15K, 20K

x-axis: October 2022, January 2023, April 2023, July 2023

Average Revenue of Top 5 Items

Item	Rating	Value
Tunic	4-5	
	3-4	136.2
	2-3	234.6
	1-2	466.8
Jeans	4-5	485.3
	3-4	119.5
	2-3	92.6
	1-2	134.8
Flip-Flops	4-5	542.6
	3-4	121.2
	2-3	100.2
	1-2	
Gloves	4-5	443.0
	3-4	217.4
	2-3	92.7
	1-2	
Slippers	4-5	525.8
	3-4	114.6
	2-3	125.2
	1-2	92.8

Repeat-Customer Purchases Also Drive More Revenue

Count of Purchase
- 21-34
- 10-20

$159.8K

$132.2K

$123.5K

$87.0K
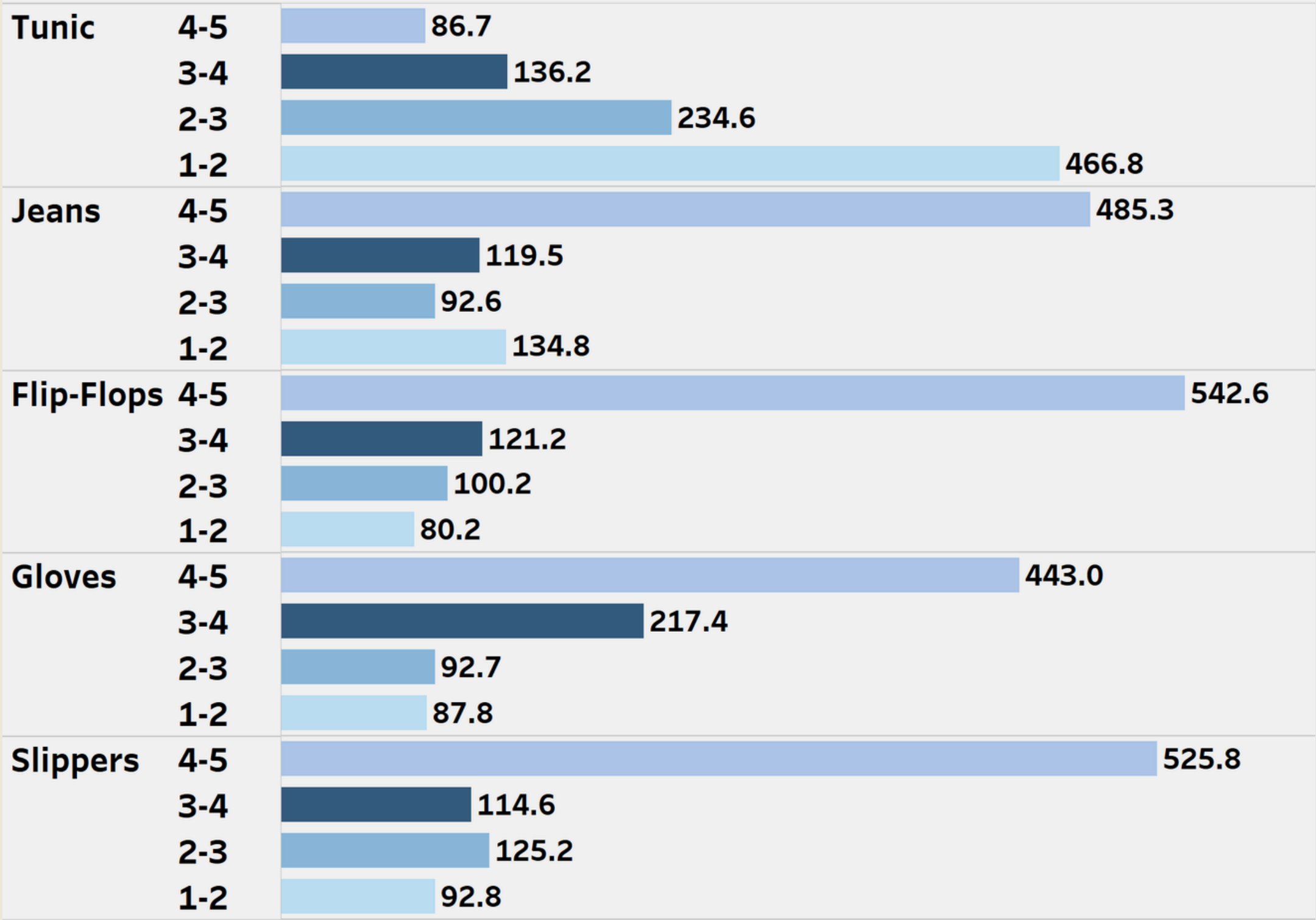
1-2.9   3-5
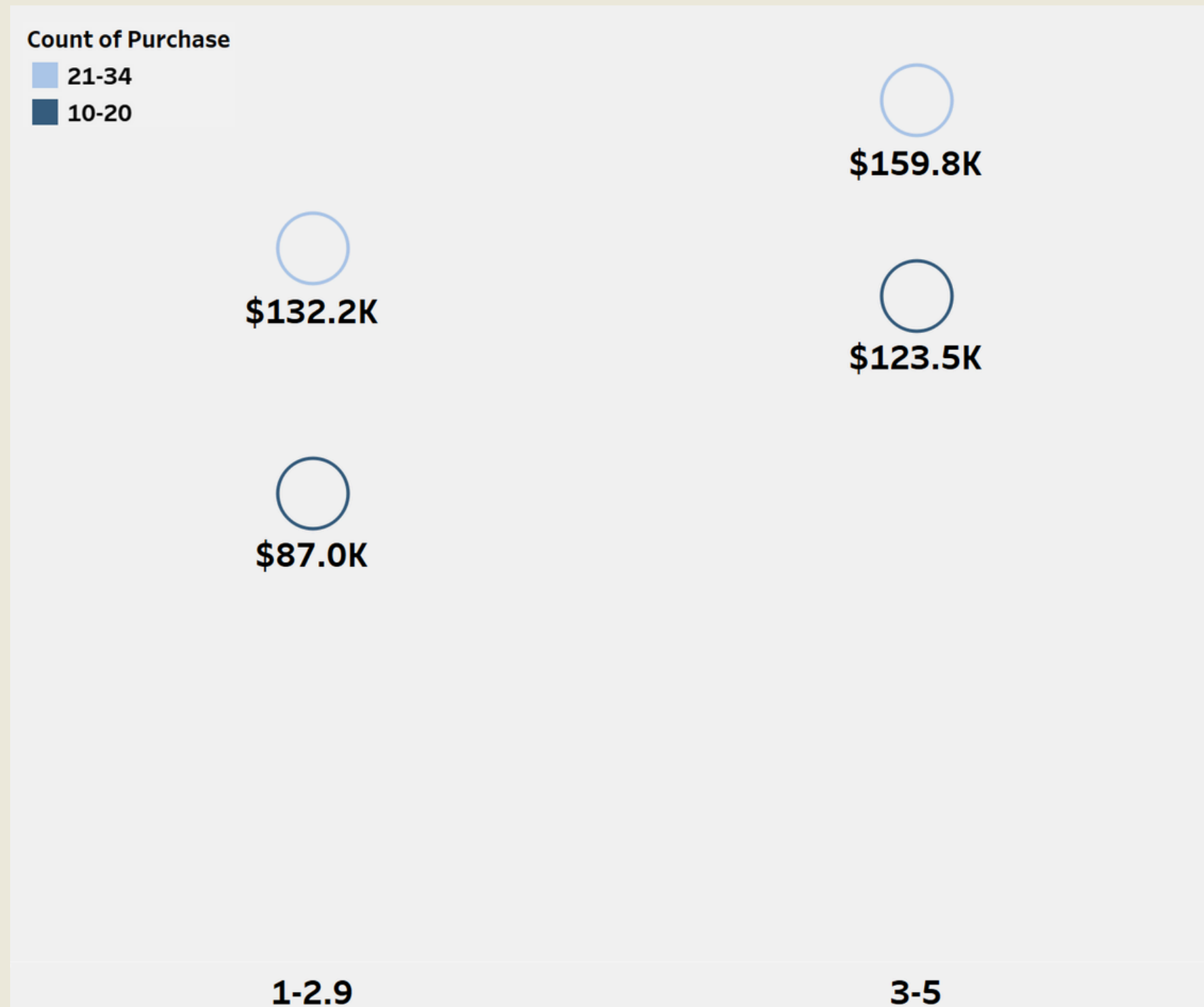
Recommendation
- **Focus on quality improvements**
- **Increase customer service efforts for lower-rated items**

Prediction
- **Revenue from lower-rated item will align with revenue of higher-rated items**

# Average Revenue of Top 5 Items Correlates Mostly with Ratings

Tunic	4-5	86.7
	3-4	136.2
	2-3	234.6
	1-2	466.8
Jeans	4-5	485.3
	3-4	119.5
	2-3	92.6
	1-2	134.8
Flip-Flops	4-5	542.6
	3-4	121.2
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	3-4	114.6
	2-3	125.2
	1-2	92.8

Recommendation
- **Focus marketing on high revenue products**

Prediction
- **Focus on top-performing items will likely increase revenue concentration**

Revenue from 4-5 Rating Group is more Nuanced
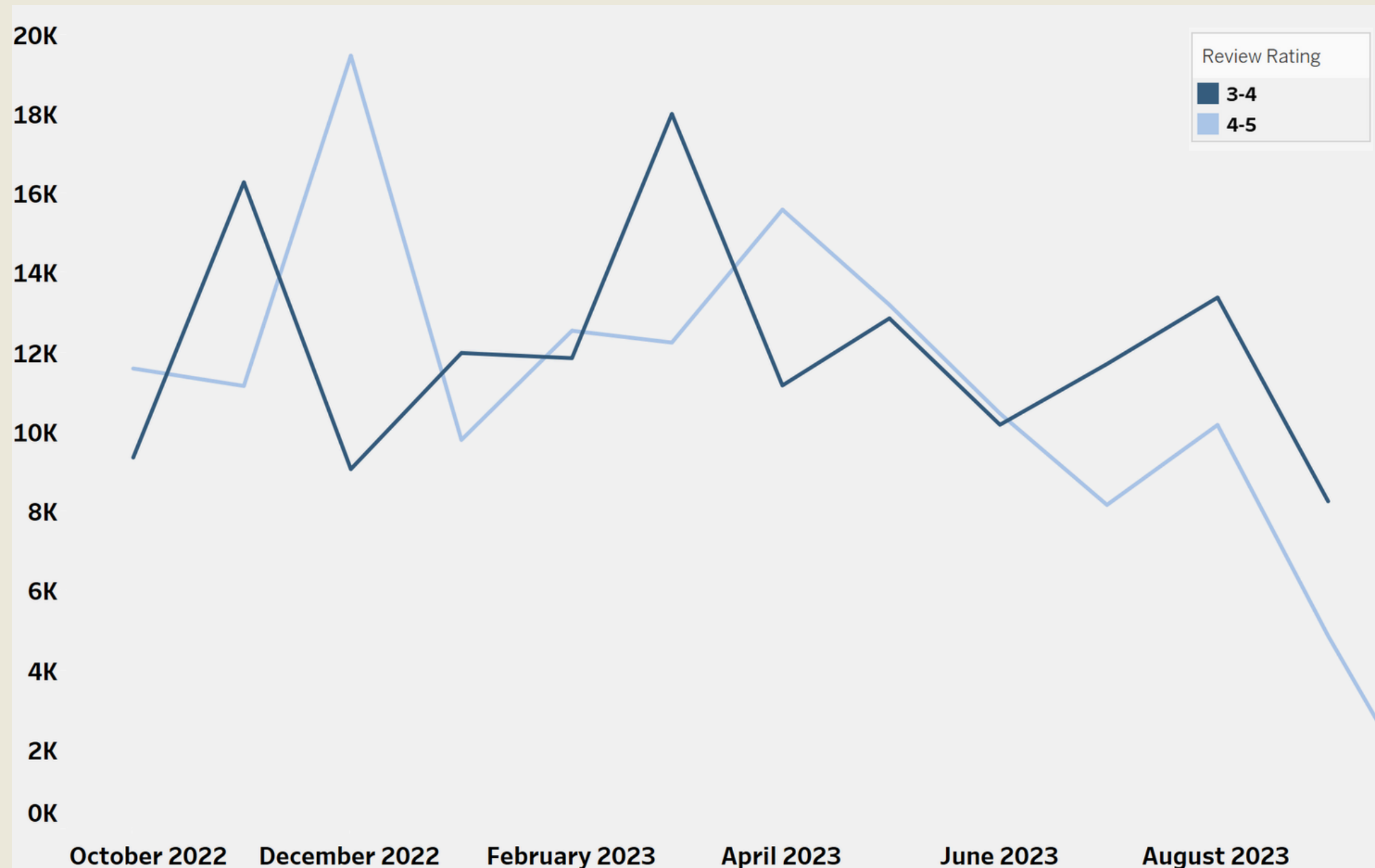
Recommendation
- **Personalized marketing campaigns during low points**

Prediction
- **Increasing sales volume from previously low sales times will increase revenue and customer satisfaction**