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.
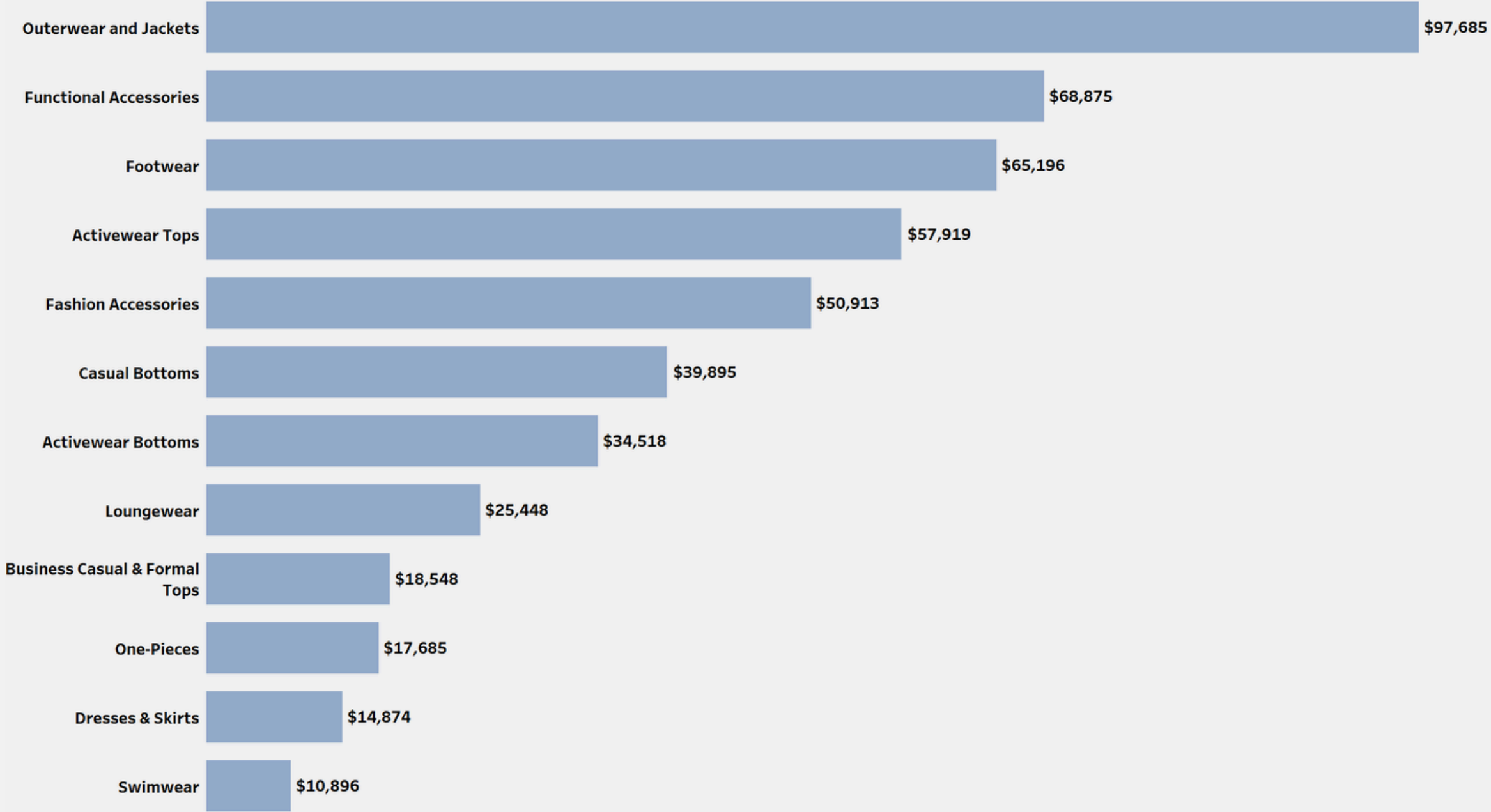
OBJECTIVES:

- Improve customer satisfaction, increasing market share
  - measured by average ratings of products

KEY RESULTS:

- Improve customer satisfaction by 10% within the next fiscal year

# TOP REVENUE CATEGORIES: OUTERWEAR & ACCESSORIES LEAD

Category	Revenue
Outerwear and Jackets	$97,685
Functional Accessories	$68,875
Footwear	$65,196
Activewear Tops	$57,919
Fashion Accessories	$50,913
Casual Bottoms	$39,895
Activewear Bottoms	$34,518
Loungewear	$25,448
Business Casual & Formal Tops	$18,548
One-Pieces	$17,685
Dresses & Skirts	$14,874
Swimwear	$10,896

RECOMMENDATION:
- Focus on marketing and stocking from 'Outerwear and Jackets' and 'Accessories' categories

PREDICTION:
- Allocating resources to most profitable item groups will increase overall revenue

SALES VOLUME VS. SATISFACTION: MID-RANGE RATINGS DOMINATE

| Rating	Sales Volume
1-1.9	747
2-2.9	853
3-3.9	969
4-5	831
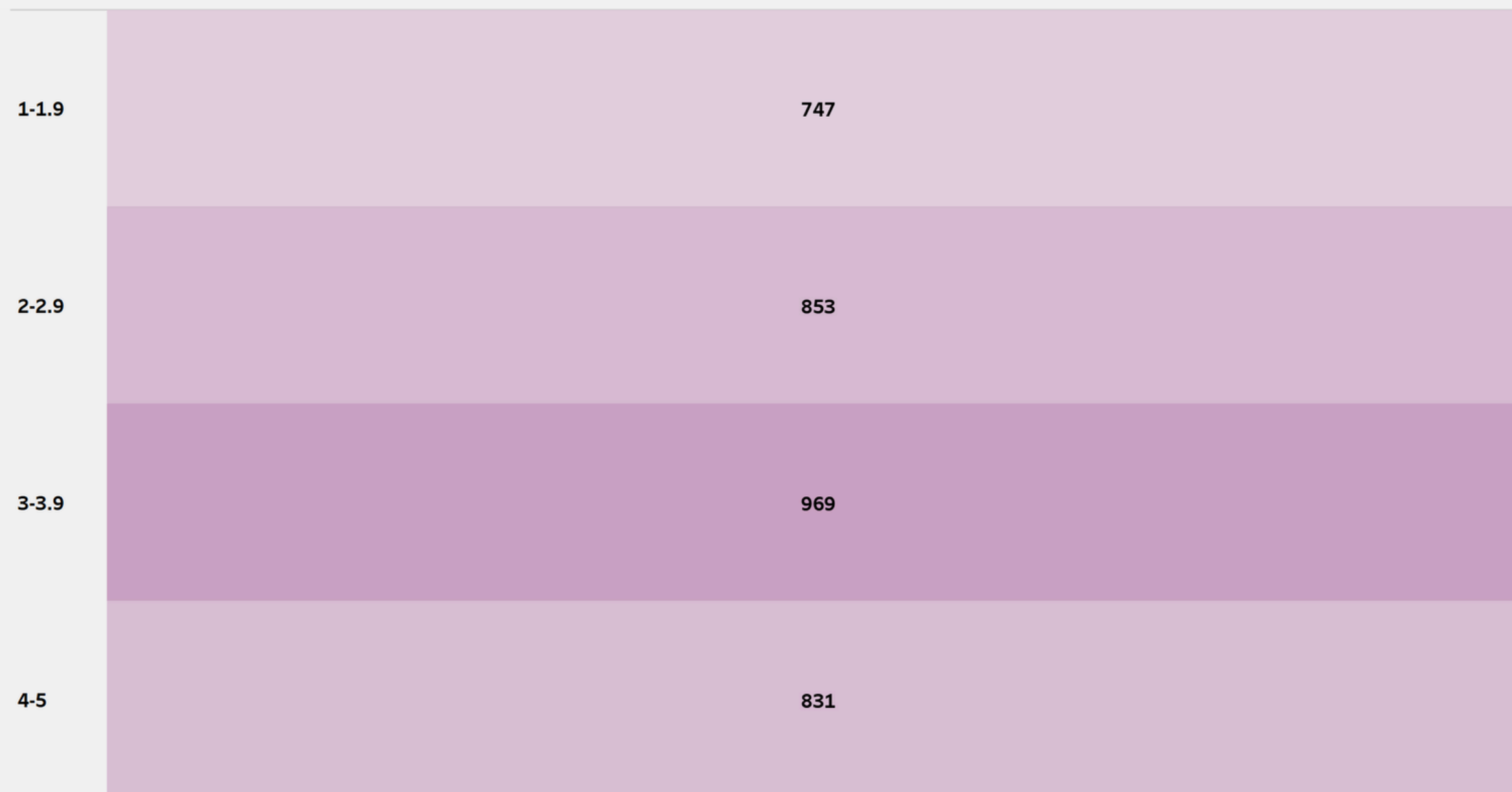
- **RECOMMENDATION:**
- Assess why mid-range ratings (3-3.9) are most sold
- For items with highest ratings (4-5), find strategies to increase sales volume to match rating levels

PREDICTION:

- Adjusting focus to improve sales of high-rated items can lead to higher overall satisfaction rating and repeat purchases

REVENUE IMPACT OF RATINGS: HIGHER RATINGS CONTRIBUTE MORE
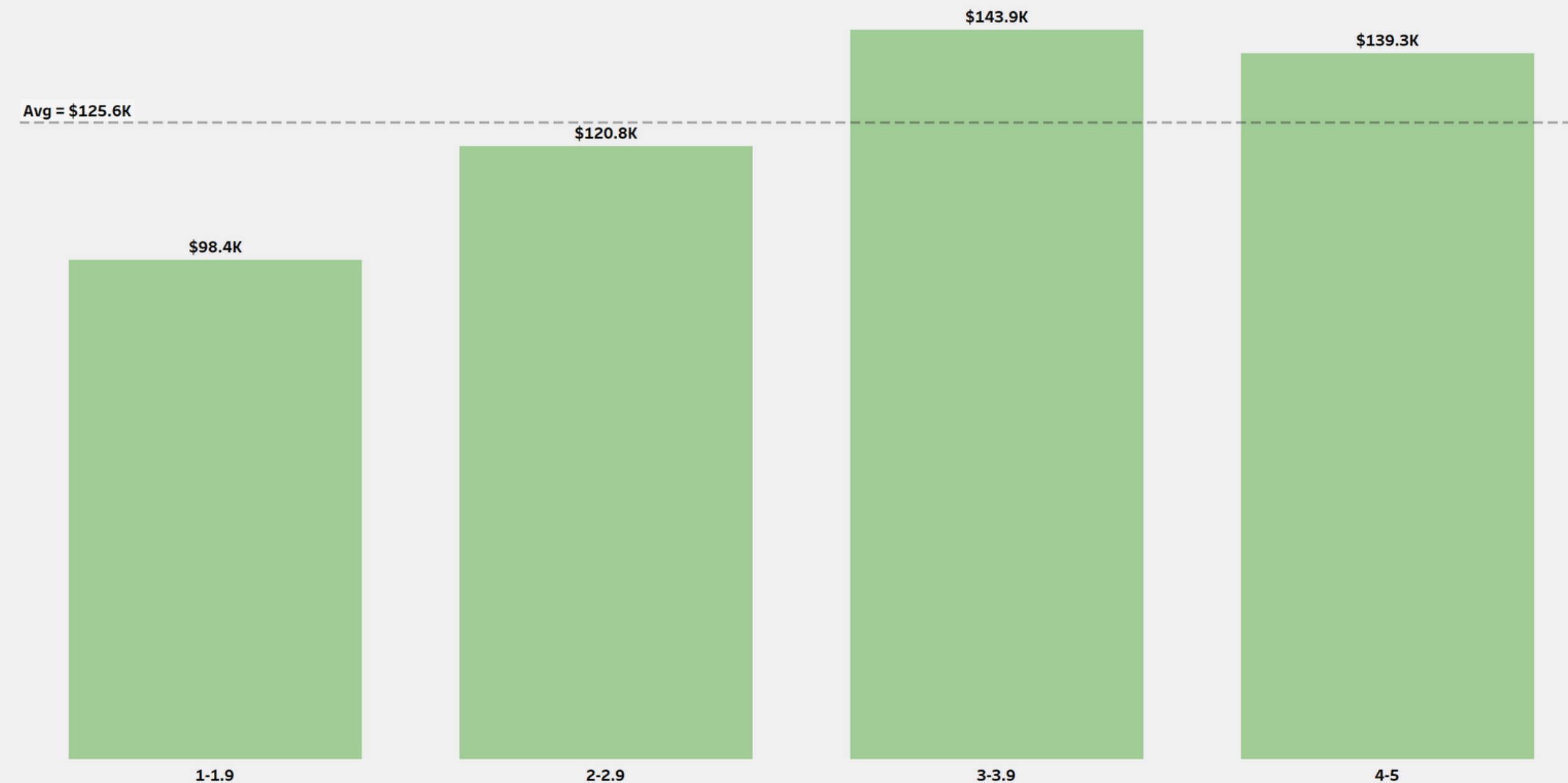

43.6%
1-2.9

56.4%
3+
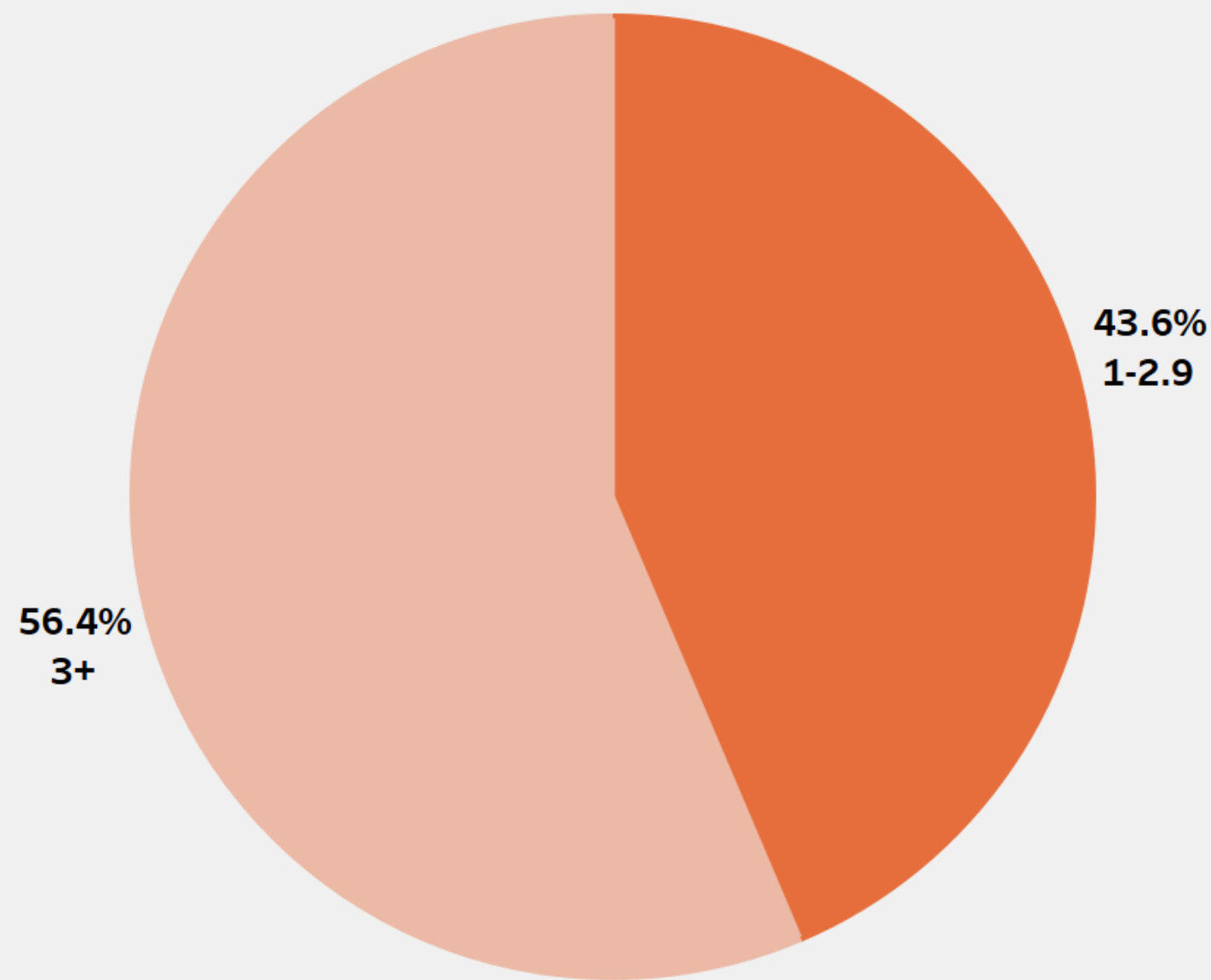
RECOMMENDATION:
- Investigate items in 1 -2.9 rating groups
- Improve quality of these lower rated items to enhance customer satisfaction and increase revenue

PREDICTION:
- Shifting revenue distribution towards higher ratings can increase customer retention and long-term revenue