-womens shoes

-women shoes 2019

- mens shoes

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DATA COLUMNS

- date

- prices

- colors

- price.color

- shoe type

- brands?

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THINGS TO CONSIDER

**\*methodology 🡪 analysis doesn’t mean anything if actions are not the result**

- Commonly adopted methods of technology forecasting include the Delphi method, forecast by analogy, growth curves and extrapolation. Normative methods of technology forecasting—like the relevance trees, morphological models, and mission flow diagrams—are also commonly used.

- Companies like WGSN do consumer trend forecasting, so they forecast around 2–3 years in advance, but they get fed that information from the industry before

- WGSN (World's Global Style Network) provide data, analytics and insights to companies seeking to stay ahead of the curve across a broad range of industries, but their most successful category is their fashion trend forecasting. WGSN claim to be able to forecast colours and trends up to two years in advance.

- Two types of fashion forecasting are used: short-term forecasting,which envisions trends one to two years in the future and focuses on new product features such as color,textile, and style

- Qualitative and Quantitative Forecasting Methods: Whereas personal opinions are the basis of qualitative forecasting methods, quantitative methods rely on past numerical data to predict the future. The Delphi method, informed opinions and the historical life-cycle analogy are qualitative forecasting methods. In turn, the simple exponential smoothing, multiplicative seasonal indexes, simple and weighted moving averages are quantitative forecasting methods.

**\*good way to predict or not**

**\*time 🡪 major events**

**\*hypothesis testing/theory**

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QUESTIONS / THINGS TO REPORT - WOMENS

- did the Spring/Summer 2017 shoe color predictions match with the June 2019 sales?

- did the Spring/Summer 2017 shoe style predictions match with the June 2019 sales?

- what does this mean? (consumer based)

- size of data set

- if its accurate – up to date or current

- how does this affect us?

- who is the audience that will benefit from the analysis?

- how will the results be used? (business, sales, consumer)

- what to expect for next season if results/predictions came true

- limitations – data is mass market/budget

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CHARTS

- bubble chart

- which brands are the most popular \*

- shoe types and what months they were sold

- bar chart

- types of shoes and how much were sold – count \*

- which merchants sold the most? \*

- line chart

- area chart / line chart

- prices for type \*

- prices for brand and compare both? \*

- scatter plot

- dendrogram

- compare both datasets and if the trend came true

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SHOE TYPES – WOMENS

- ankle strap pump

- athletic shoes

- sneakers

- boots

- pumps

- sandals

- loafers

COLORS

- Tan

- White

- Print

- Gray

- Brown

- Light Blue

- Dark Blue

- Light Green

- Dark Green

- Black

- Dark Red

- Gold

- Red

- Pink