

# Elon University's 2021 Champion Analytics Case Competition

*Product Detail Pages and other digital Assets*

## Business Situation & Context

2020 was an unprecedented year when the COVID-19 pandemic brought about immense change to the retail marketplace and apparel industry. Many apparel retailers around the world closed their stores, some temporarily and some permanently. As a result, consumers were unable to purchase their favorite products from our brick-and-mortar retail stores and wholesale partners for a period of time. The impact of this change immediately affected the retail industry in a number of ways:

- 1) The closure of stores shut down revenue streams all the way from front-end retailers to suppliers of core raw materials needed for manufacturing.
- 2) The hastened adoption of ecommerce retail platforms by apparel consumers as the primary avenue for purchasing products.

*They want to go online*

Like many other companies in the industry, Hanesbrands immediately adapted to this new retail environment. As consumer shopping behavior continues to shift online post-2020, Winning the Digital Shelf is crucial to sustained growth in the modern retail environment, and as a result, a core initiative on our path to unlock Hanesbrands' Full Potential.

Winning the Digital Shelf means taking a consumer-centric approach to merchandizing the best product available with best-in-class Product Detail Pages (PDP) and other digital assets that help drive sales in a digital environment. We are asking the case competition teams to combine their creativity, critical thinking, and analytical ingenuity to aid the Champion team in identifying insights and opportunities for activating consumers on Champion.com.

*Creativity  
Critical thinking  
Analytical ingenuity*

## The Problem Specifics

Improving the PDP can be tackled from many angles, so to help scope and reign in the business problem, we are asking the case competition teams to focus on three core questions:

- 1) What characteristics of our products are associated with stronger purchase behavior and conversion?
- 2) Does the product copy (e.g., title, description, etc.) affect or relate to how engaged consumers are in the purchase funnel?
- 3) Do the product characteristics and aspects of our PDP help anticipate consumer conversion? (i.e., can we predict it?) *the rate at which potential consumers take a specific desired action*

While we have provided a rich dataset of transactional data, inclusive of some key PDP content variables and product characteristics, we urge you to also brainstorm and research what other questions you would like to answer through analysis of the data. As you will see, we have created a few data features to help prompt other questions. For example:

- Do certain words in the product descriptions correlate with high add-to-cart rates?
- Does the complexity of material specifications affect purchase behavior?
- How does the breadth of products offered on the site affect overall conversion on a page?

*Working Capital*

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