Actionable Recommendations for Vanrell

Based on the comprehensive analysis of sales, customers, products, and sales channels over the past three years (2022–2024), we identified multiple strategic opportunities for Vanrell to optimize operations, increase revenue, and enhance customer retention. The following recommendations are grounded in actual business data and are designed for short- and medium-term implementation.

1. STRENGTHEN THE ONLINE SALES CHANNEL

- Online sales represent **90.75%** of total revenue.
- Sales through this channel are consistent and growing, with strong peaks in Q1 of each year.

Recommendations: - Increase investment in targeted digital advertising (Instagram, Meta Ads, Google Shopping). - Implement personalized product recommendations based on purchase history. - Optimize the e-commerce experience (fast checkout, smart cart, mobile optimization). - Launch seasonal campaigns between January and March with bundled offers and limited editions.

2. ENHANCE PHYSICAL PRESENCE IN KEY LOCATIONS

- The in-store channel represents **9.25%** of revenue, with specific spikes in certain months.
- Strongest performances were observed in provinces like Córdoba and Santa Fe.

Recommendations: - Test pop-up stores or pick-up points in areas with high online activity. - Host exclusive in-person events or product launches. - Train in-store staff to capture customer data and promote omnichannel experiences.

3. COMMERCIAL PLANNING BASED ON SEASONALITY

- Peak months: December (holiday season), January and February (summer), September (post-winter reactivation).

Recommendations: - Plan marketing calendars around these seasonal trends. - Ensure inventory and logistics are reinforced during these months. - Offer promotions during low-sales months to balance demand throughout the year.

4. OPTIMIZE PRODUCT MIX BY MARGIN AND VOLUME

- Leather handbags and jackets lead in both sales volume and profit margin.
- Average net margin: **49.3%**, ROI: **97.25%**

Recommendations: - Identify low-margin products and reassess their positioning. - Promote cross-selling between high-margin items and accessories. - Introduce limited editions inspired by best-sellers to drive urgency.

---

5. ENCOURAGE REPEAT PURCHASES AND LOYALTY

- Only **22%** of customers make a second purchase.

Recommendations: - Launch a tiered loyalty program (points, birthday discounts, VIP status). - Send post-purchase follow-up emails with personalized offers. - Offer incentives for second purchases within 30 days of the first.

---

6. USE RFM SEGMENTATION FOR TARGETED CAMPAIGNS

- RFM analysis identified:
    - 8% VIP clients (high recency, frequency, and monetary value)
    - 12% potential loyal clients
    - 60% inactive or low-value clients

Recommendations: - Tailored actions by segment: - VIP: early access to collections and exclusive benefits - At risk: reactivation campaigns and feedback surveys - New: onboarding emails and second-purchase incentives

---

7. EXPAND BASED ON GEOGRAPHIC DATA

- Córdoba and Santa Fe lead in customer base and sales volume.
- Mendoza, Tucumán, and Buenos Aires show steady growth.

Recommendations: - Use sales heat maps to identify hot and cold regions. - Pilot express delivery, regional influencer campaigns, or mobile showrooms. - Partner with local fashion boutiques for regional presence.

---

8. IMPROVE OPERATIONAL DATA COLLECTION FOR BETTER DECISIONS

Currently, the analysis is focused on commercial data, but operational insights are lacking.

Recommendations: - Start recording **production and delivery times** to identify process bottlenecks. - Capture **detailed cost of materials** per product category. - Track **direct labor costs** by unit or batch. - Implement internal dashboards combining operational and commercial KPIs.

These improvements will enable more precise analysis, including: - Profitability by product line - Production efficiency and optimization - True ROI considering full cost structure - Dynamic pricing and margin analysis

---

These recommendations are designed to help Vanrell solidify its leadership in the Argentine fashion e-commerce space, expand intelligently, and maximize long-term customer value through data-driven decisions.