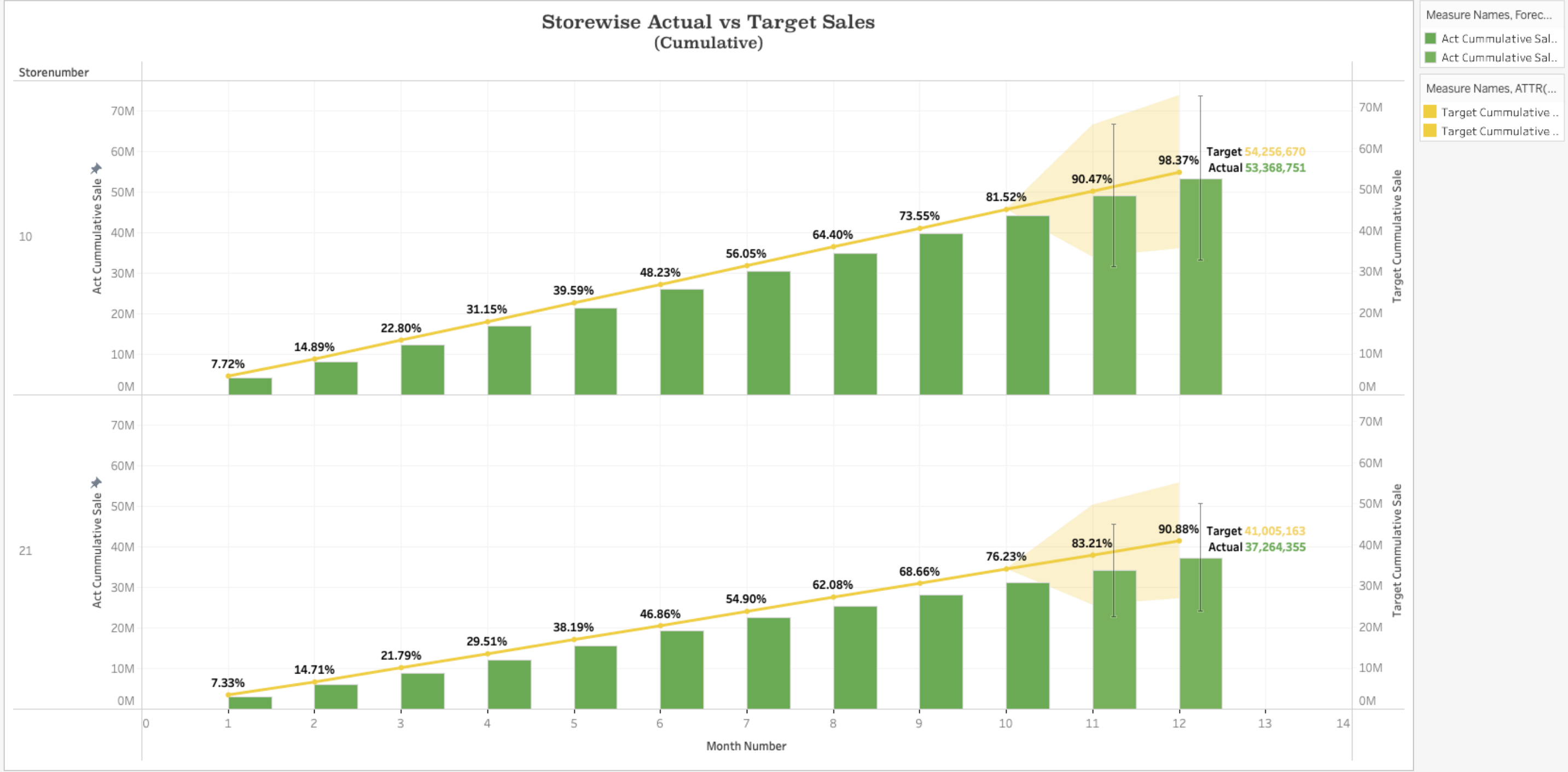


Store 10 & 21 Sales Assessment

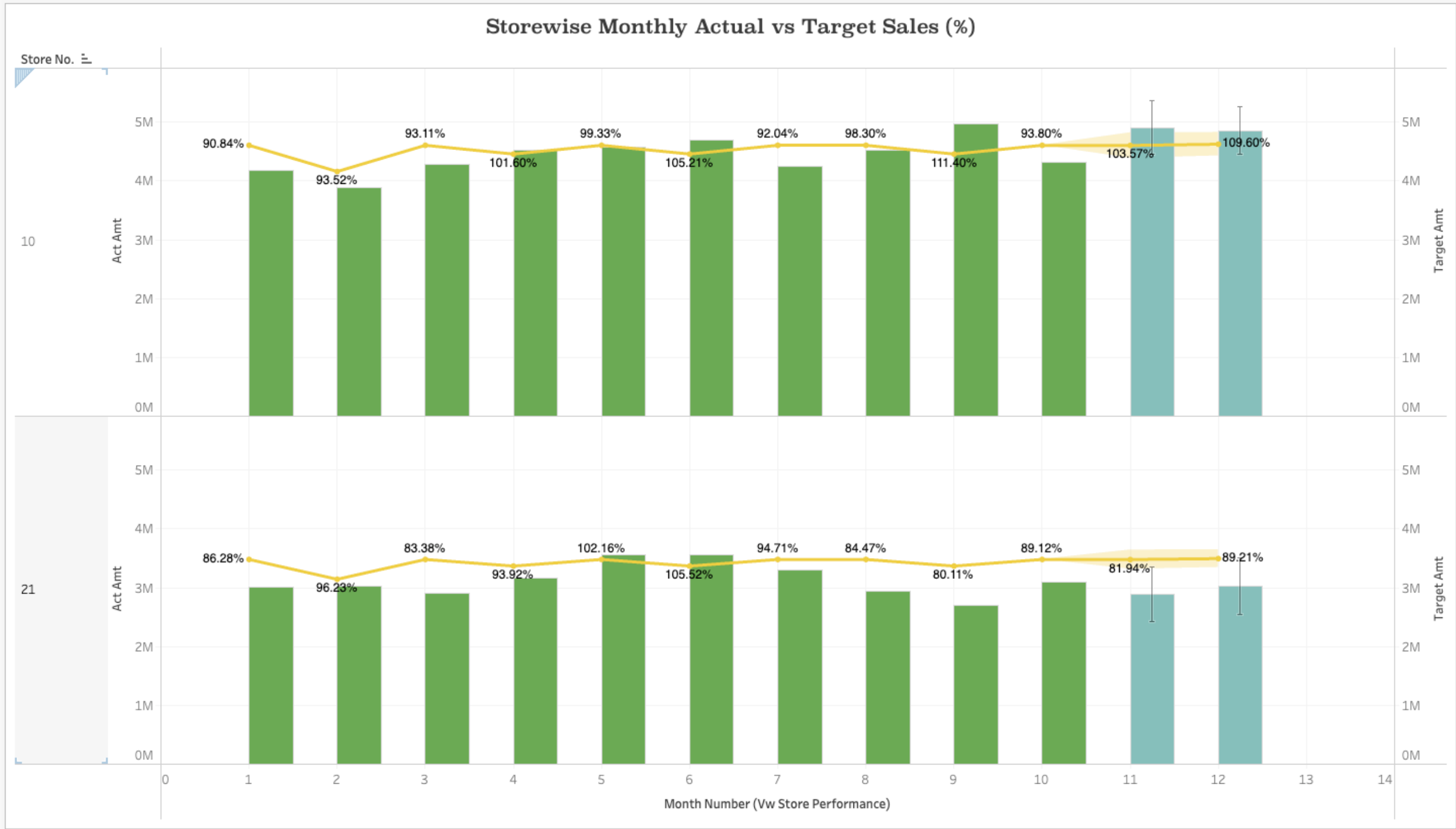
Actual sales vs Target sales

General Analysis



- Both stores are predicted to achieve more than 90% of their target
- Based on current trends, 2014 target can be met
- Store 10 has a better performance than Store 21 for 2013 and 2014

Store Closure?

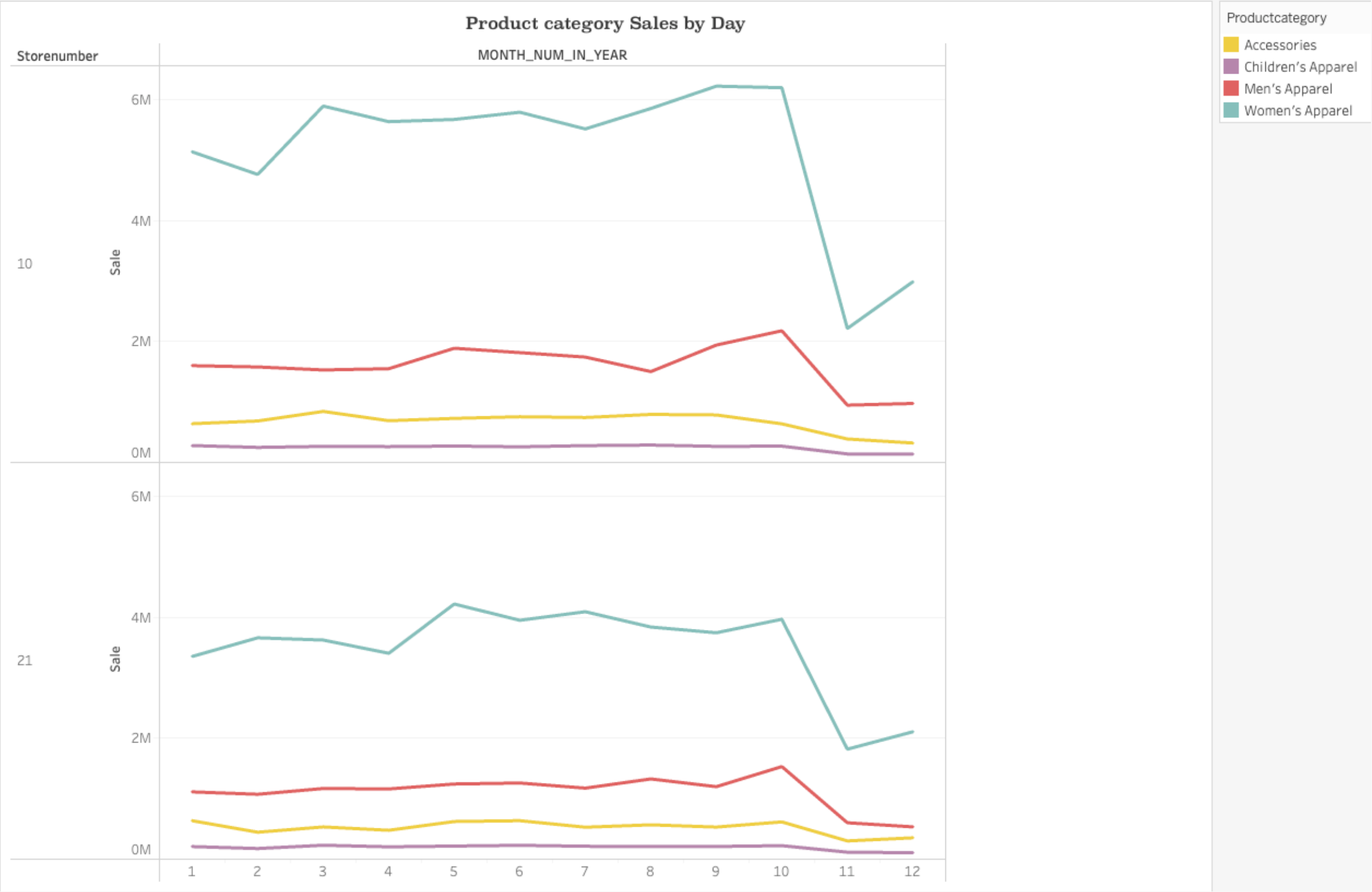


Total Sale Amount(in Millions)

| Storenu.. | 2013 | 2014 | Grand Total |
|-----------|----------|----------|-------------|
| 8 | \$30.66M | \$29.91M | \$60.58M |
| 21 | \$32.55M | \$31.26M | \$63.80M |
| 10 | \$47.92M | \$44.23M | \$92.14M |
| 39 | \$46.12M | \$48.25M | \$94.37M |
| 34 | \$62.25M | \$59.69M | \$121.94M |
| 5 | \$76.45M | \$68.72M | \$145.17M |

- June 2014 (summer) is the only month wherein both stores surpass their target
- Performance of Store 10 over the months is much better than Store 21
- For the past 22 months Store 21 has the second lowest sale amount
- Store 21 is unable to achieve targets for both 2013 and 2014
- Store 21 achieves its target in only 2/12 months in 2014

Maximizing Profits



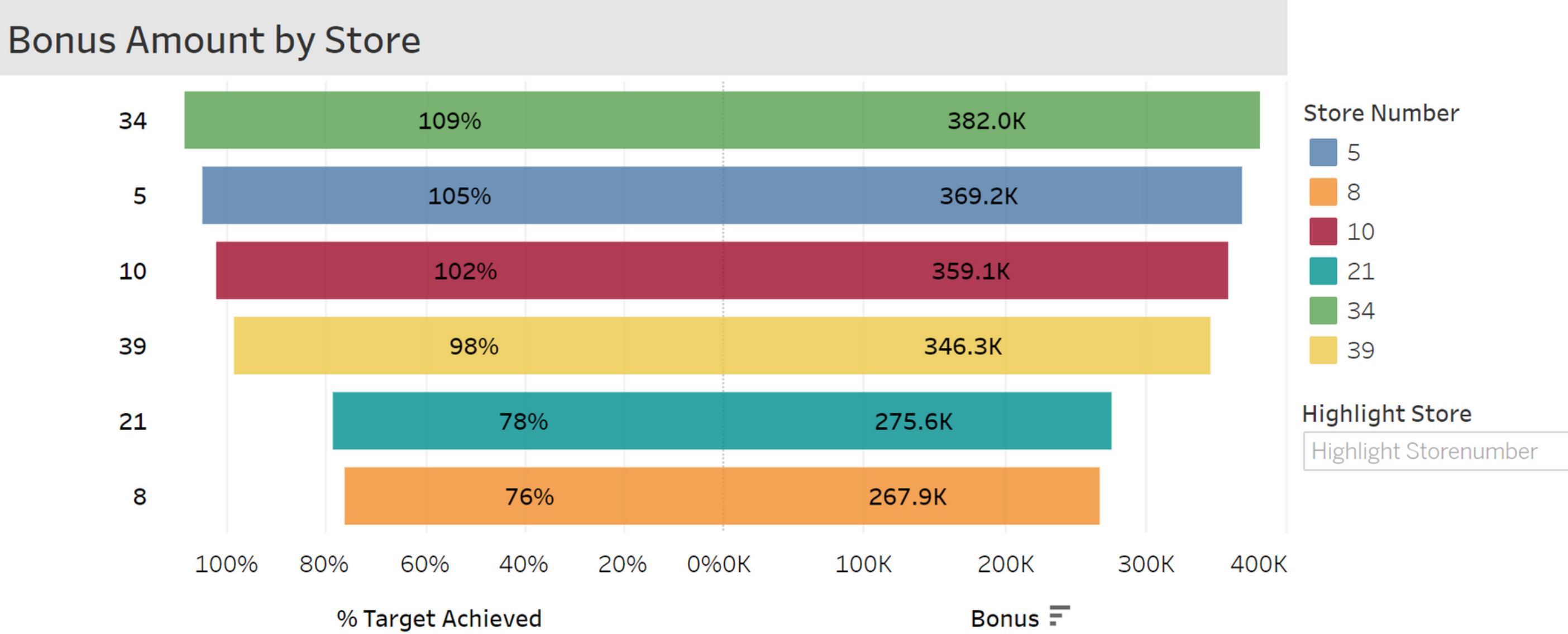
- Women's Apparel has the best performance in terms of sale for both stores
- Sales for Women Apparel fall in November for both stores

II Analysis & Visualizations cntd.

Store 10 & 21 Sales Assessment

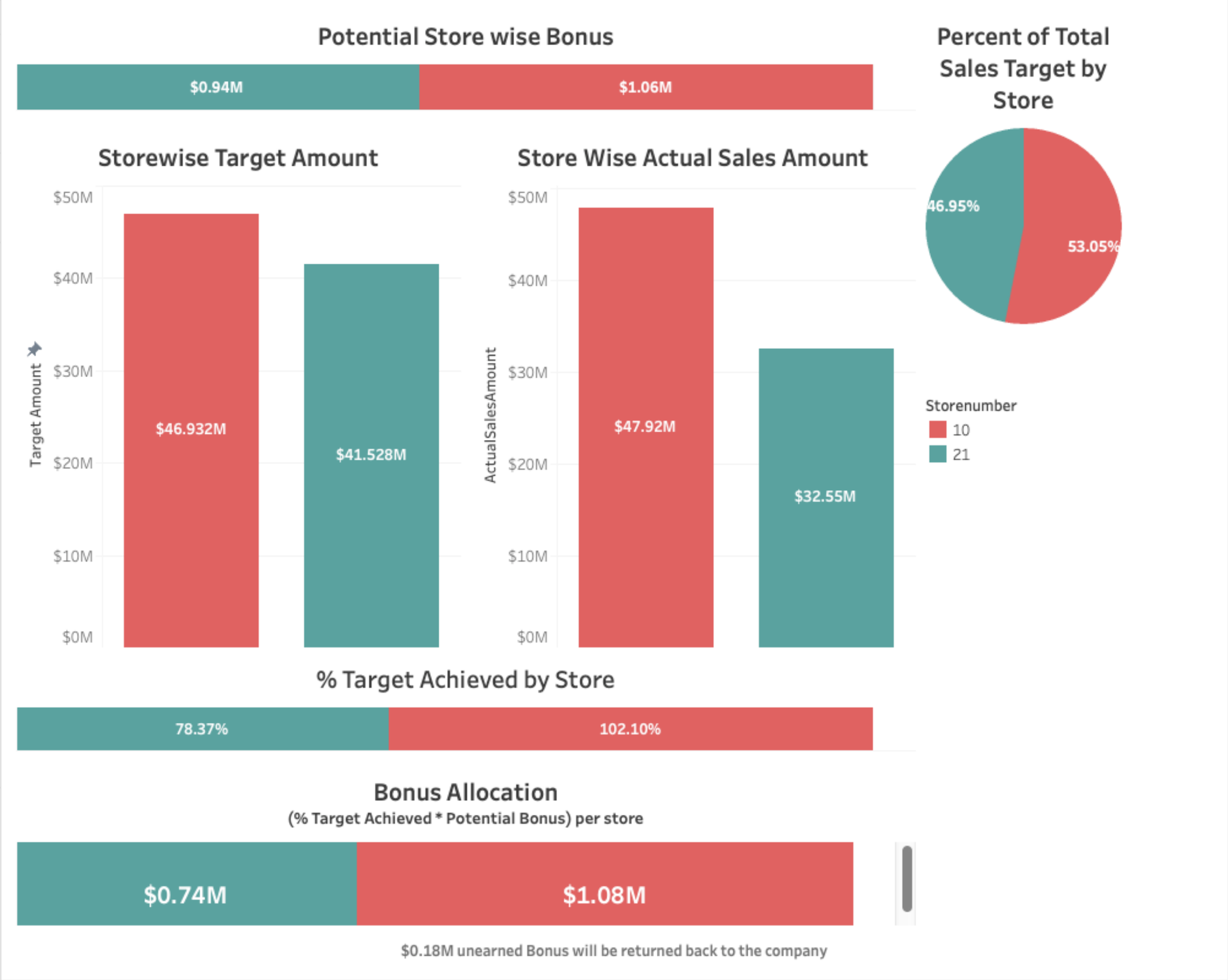
Bonus Share

Bonus Share: Scenario 1



- Target Achieved = (Total Sales of a Store/Target of a Store)*100
 - Bonus Allocation =(% Target achieved by a store/sum of % target achieved for all stores) * 100*2,000,000
 - e.g., Bonus Allocation for Store 34 - (109/(109+105+102+98+78+76)*100= 19.19%
- 19.19% of 2,000,000 = 382k**

Bonus Share: Scenario 2



Bonus Share for 2013 (\$2000000)

- Percent of total Sales by target (Sales Target by Store/Combined Store target)*100
- Potential Store wise Bonus (2013 Bonus * Percent Total Sales Target)
- Percent of Target Achieved by Store (Actual Sales Amount/ Target amount) * 100
- Final Bonus Allocation (%target achieved by store * Potential bonus split)

Store 10: \$1.08M (102.10% * 1.06M)

Store 21: \$0.74M (78.37% * 0.94M)

Unearned Bonus: \$0.18M

III Analysis & Visualizations cntd.

Store 10 & 21 Sales Assessment

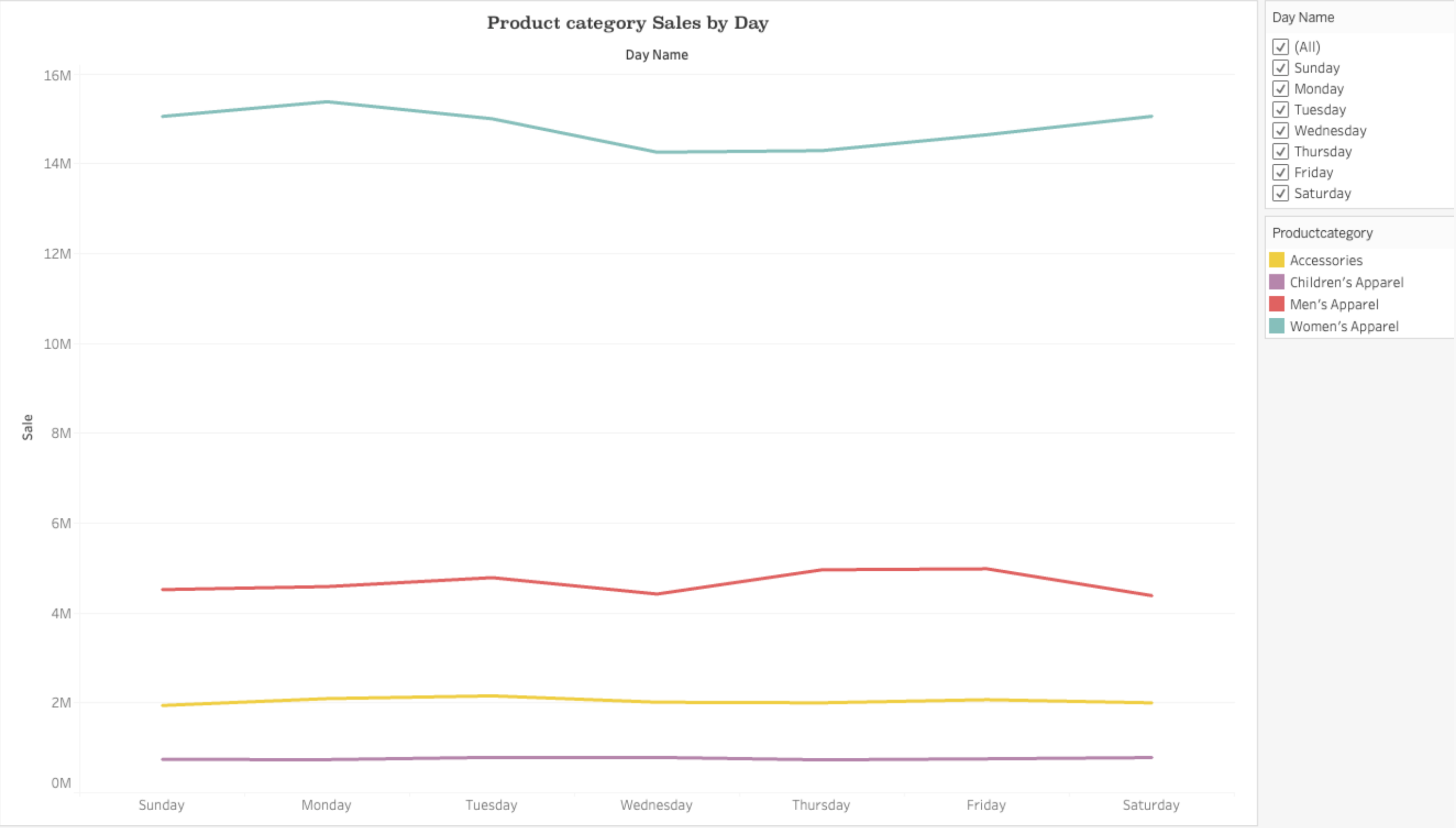
Day wise Sales

Daily Product Sales trends

| Day wise Sale Quantity by ProductName for 10 & 21 | | | | | | | | | |
|---|----------|---------|---------|-----------|----------|---------|----------|-------------|--|
| Productname | Day Name | | | | | | | | |
| | Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Grand Total | |
| Blouse | 40,392 | 41,738 | 38,925 | 40,189 | 40,632 | 37,059 | 42,974 | 281,909 | |
| Buttondown Shirt | 37,168 | 33,482 | 40,551 | 34,326 | 35,016 | 35,581 | 30,091 | 246,215 | |
| Skirt | 34,588 | 36,982 | 41,136 | 33,676 | 37,102 | 36,970 | 38,124 | 258,578 | |
| Girl's Dress | 33,201 | 32,465 | 35,979 | 36,113 | 33,666 | 38,356 | 34,956 | 244,736 | |
| Formal Pants | 32,351 | 35,402 | 32,427 | 32,400 | 36,205 | 39,735 | 37,887 | 246,407 | |
| Dress | 32,259 | 28,016 | 27,356 | 29,064 | 20,267 | 27,064 | 27,578 | 191,604 | |
| Shoes, High-heel | 29,170 | 26,471 | 24,063 | 27,914 | 30,937 | 27,110 | 26,154 | 191,819 | |
| Strapless Dress | 25,571 | 28,985 | 28,283 | 22,885 | 26,326 | 26,730 | 25,624 | 184,404 | |
| Lipstick | 24,957 | 29,258 | 27,135 | 26,776 | 27,068 | 23,821 | 25,770 | 184,785 | |
| Blush | 23,841 | 27,176 | 27,816 | 29,980 | 25,454 | 28,569 | 24,697 | 187,533 | |
| Captain America T-Shirt | 22,088 | 17,065 | 17,435 | 20,258 | 21,234 | 19,157 | 18,624 | 135,861 | |
| Spider-man T-shirt | 20,810 | 20,189 | 19,957 | 18,859 | 19,115 | 17,190 | 22,839 | 138,959 | |
| Thomas the Train Pajamas | 19,429 | 19,373 | 22,512 | 21,012 | 20,369 | 17,877 | 19,028 | 139,600 | |
| T-Shirt | 19,412 | 19,232 | 20,155 | 19,992 | 18,341 | 20,630 | 18,018 | 135,780 | |
| Dressing Gown | 18,871 | 21,917 | 18,179 | 16,941 | 17,595 | 18,469 | 21,261 | 133,233 | |
| Denim Jeans | 17,738 | 21,191 | 22,264 | 18,692 | 25,307 | 22,102 | 16,705 | 143,999 | |
| Pajamas | 16,623 | 19,319 | 21,230 | 19,318 | 22,400 | 22,126 | 19,820 | 140,836 | |
| Amytheyst Necklace | 15,093 | 14,541 | 13,923 | 13,012 | 13,712 | 13,836 | 11,665 | 95,782 | |
| Silver Ring, plain | 14,139 | 15,770 | 16,114 | 13,357 | 13,273 | 16,595 | 11,508 | 100,756 | |
| Silver Ring, Gallic pattern | 12,659 | 13,389 | 14,998 | 13,883 | 14,650 | 12,994 | 17,661 | 100,234 | |
| White Socks, 6 pack | 6,036 | 6,375 | 6,335 | 6,445 | 5,324 | 6,052 | 6,815 | 43,382 | |
| Blue Onesie Pajamas | 5,154 | 6,111 | 5,004 | 6,360 | 5,055 | 5,715 | 6,440 | 39,839 | |
| Grand Total | 501,550 | 514,447 | 521,777 | 501,452 | 509,048 | 513,738 | 504,239 | 3,566,251 | |

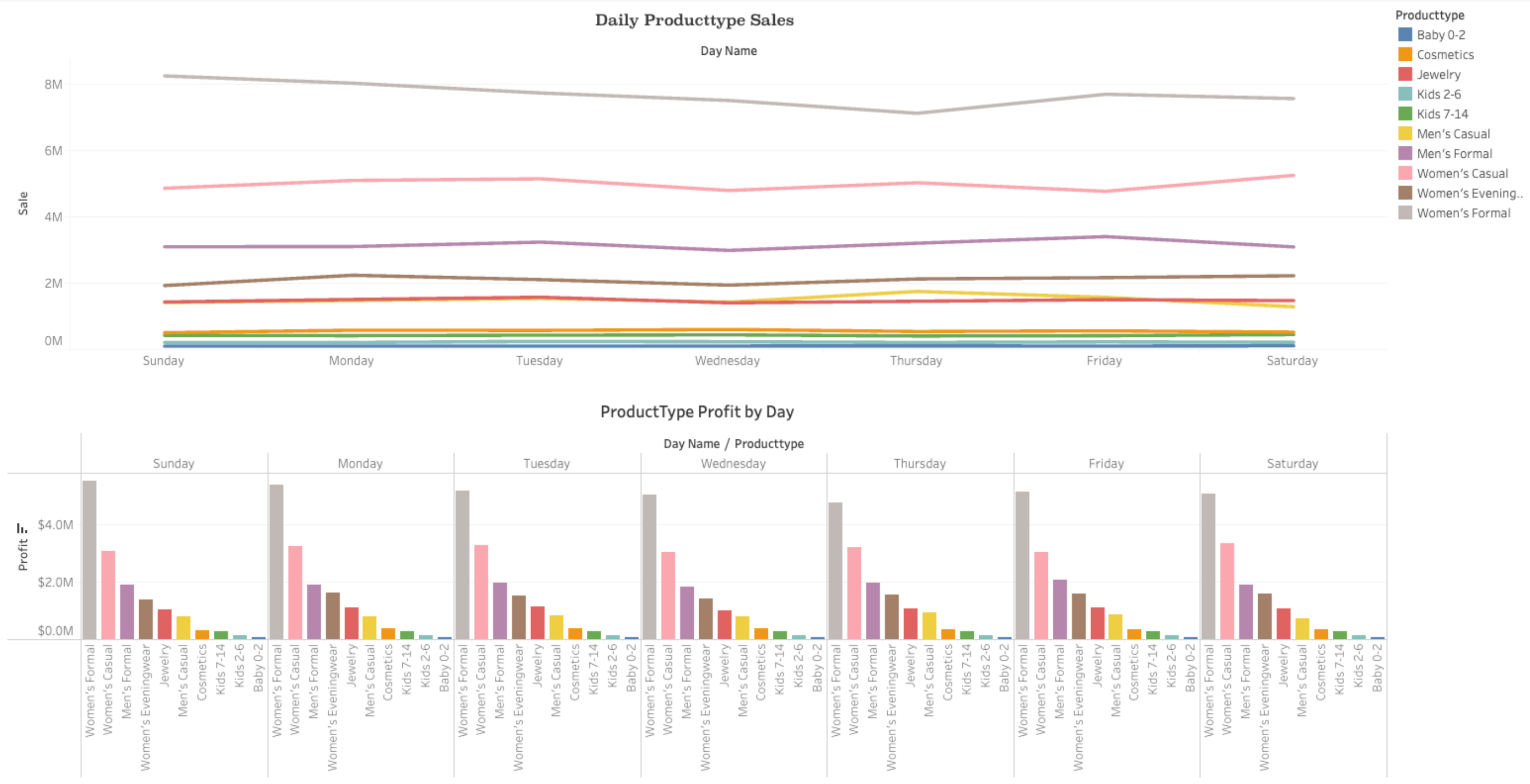
- Blouse is the best selling product for both the stores
- Most number of combined sales take place on Tuesday
- Blue onesie pajamas is the product with the lowest sales
- Lowest number of overall sales occur on Wednesday
- Barring Wednesday, the number of sales on weekdays are more than weekends

Daily Product category Sales Trends



- Top Sales are for the Women apparel category for both stores
- Accessories and Children's apparel have a lower performance and sales for the same remain constant throughout the week
- Sales for women apparel increase over the weekend through Monday when the sales dips by \$1M

Daily Product Type Sales & Profit Trends

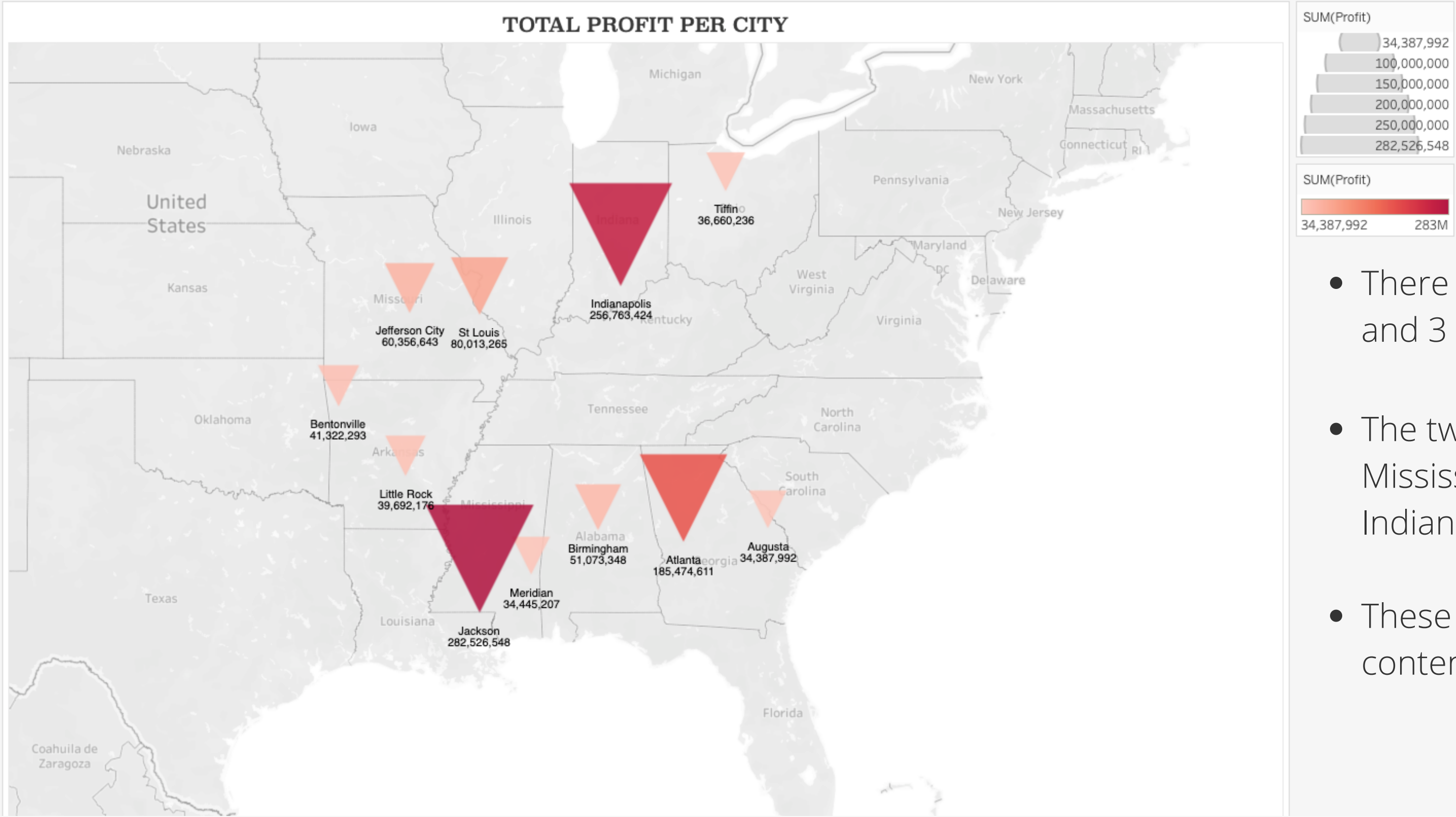


- "Women's formal" product type is the top performer in women's apparel, with highest sales and profit on Sunday
- From the Top 5 product type sales 3 are from the Women's Apparel category
- Women's formal and consequently Women's apparel generates the most profit in both stores
- Baby and Kids products are unpopular among the customers

IV Analysis & Visualizations cntd.

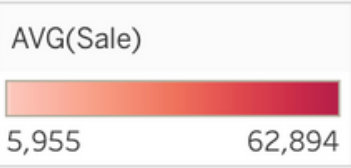
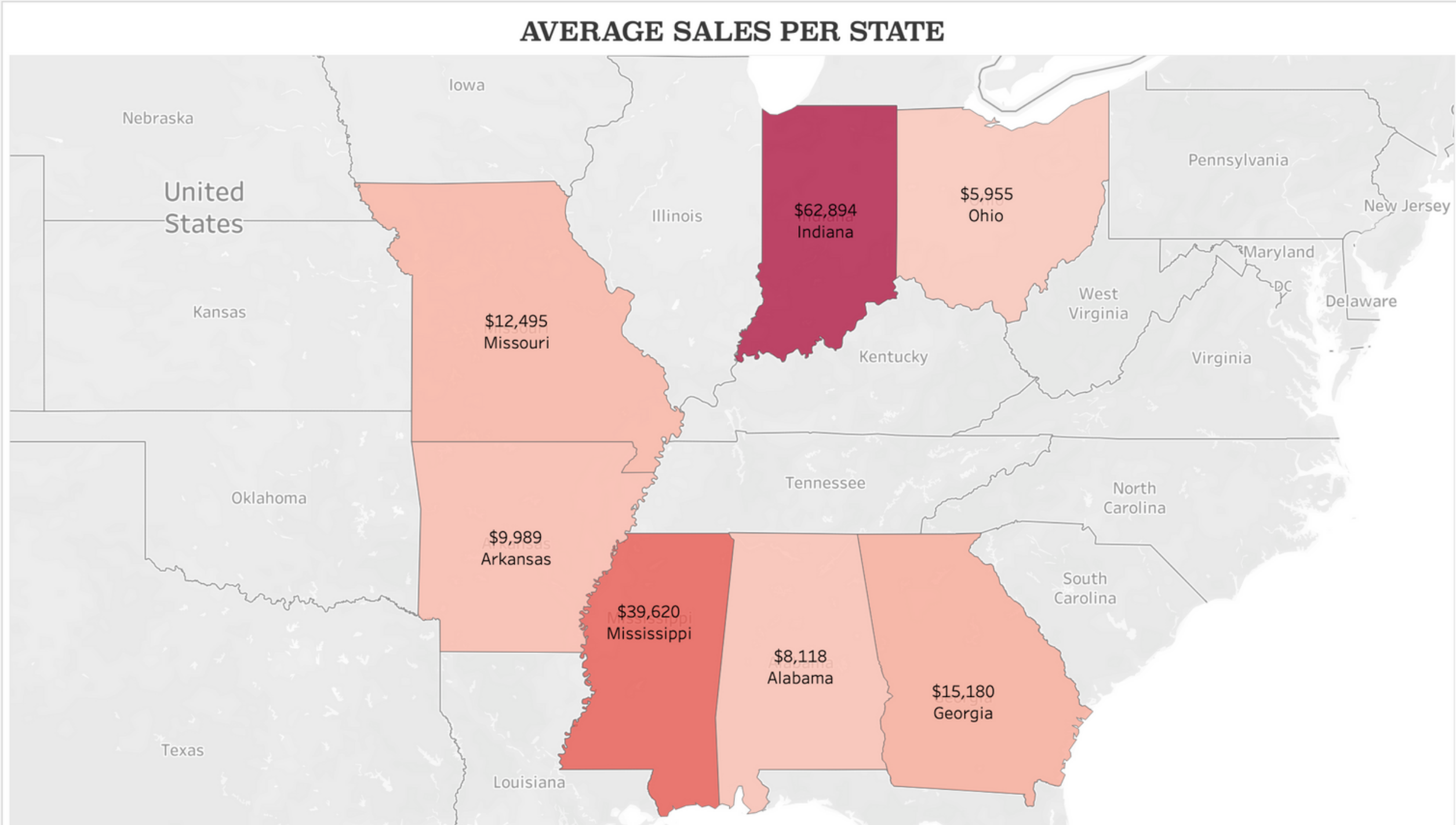
State Wise Performance Trends

City wise Store Performances



- There are 4 states with two stores and 3 states with 1 store
- The two cities Jackson in Mississippi and Indianapolis in Indiana have the highest profits.
- These are the two strong contenders to open a new store

State wise Performances

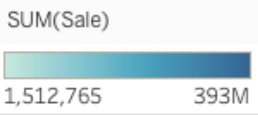
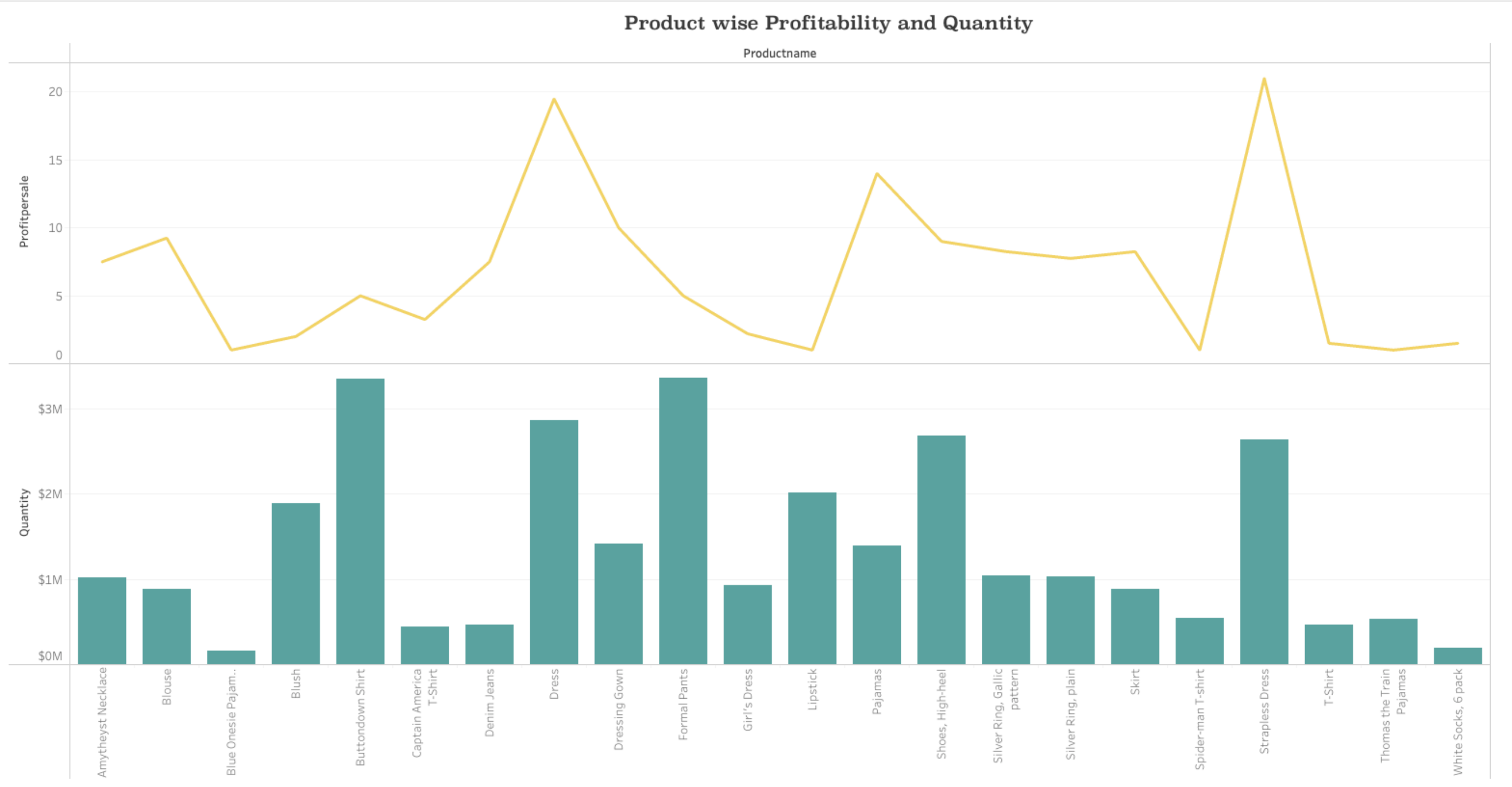


| PROFIT PER SALE BY CITY | | | |
|-------------------------|-------------|----------------|-------|
| Channelcat.. | Region | CITY | |
| Indirect | Georgia | Augusta | 4.44 |
| | Indiana | Indianapolis | 8.52 |
| | Mississippi | Jackson | 7.55 |
| | | Meridian | 6.45 |
| Direct | Alabama | Birmingham | 30.49 |
| | Arkansas | Bentonville | 26.58 |
| | | Little Rock | 30.50 |
| | Georgia | Atlanta | 30.68 |
| | Mississippi | Jackson | 30.42 |
| | Missouri | Jefferson City | 30.00 |
| | | St Louis | 30.87 |
| | Ohio | Tiffin | 30.78 |

- Indiana has only 1 store whereas Mississippi has 2 stores.
- Average Sales in Indiana are higher than in Mississippi.
- Having more than 1 stores in a state is not always advantageous.
- Profit per sale in Indianapolis (IN) is higher than in Jackson (MI) - offers a good opportunity to open up a new store.

Indianapolis it is!!

Indianapolis Store Performance



| SALEAMOUNT BY PRODUCTTYPE | | |
|---------------------------|---------------------|-------------|
| Productcategory | Producttype | |
| Accessories | Cosmetics | 20,240,129 |
| | Jewelry | 53,801,267 |
| Children's Apparel | Baby 0-2 | 1,512,765 |
| | Kids 2-6 | 3,148,331 |
| | Kids 7-14 | 6,363,173 |
| Men's Apparel | Men's Casual | 21,017,751 |
| | Men's Formal | 150,867,045 |
| Women's Apparel | Women's Casual | 56,727,504 |
| | Women's Eveningwear | 75,890,400 |
| | Women's Formal | 392,827,032 |

Highest Sales Category: Women's apparel (Women's formalwear).

Quantity vs Product: The amount of dresses and strapless dresses is extremely high.

New store opportunities:

- Women Apparels could bring high sales and profits to the new store
- Men's formal wear is also a good option that can bolster profits (by increasing sales)

V Conclusion & Recommendations

- Performance growth:

Store 10 has higher chances of meeting its target.

- In case of closure:

Store 21 has higher possibility of a closure due to lower sales and its inability to reach its target.

- Profits maximization:

Focus on selling women apparel products (highest influence on profits and revenue).

- Business expansion:

Indianapolis offers new store opportunities with its high sales growth and profit margin.

