1

Good afternoon everyone, I am Carl. The topic of my presentation today is about analysiing the retails data and give recommendation for future investment.

2

If you think you're hearing the term "target marking" more and more common these days, it turns out you're right. Growing Google searche shows from May to now, with the growing trend of ‘retention rate’ in the blue line,’customer loyalty’ with red line as well as the ‘traget marking’of yellow line, this figure shows that identified target customer and their comsumer behavior is of vital importance.

3

I will divide my presentation into four parts. First, I will talk about the precess fo the analysis. Next, I will present the results of comparative analysis and give a brief conclusion.

Finally, I will give a some possible recommendations and evaluate whether it is useful.

4

Ok, let's move on to the Data analysis process- After drop all the nullvalues, here I used the cohort analysis and KPIs to capture the hidden information from the retail’s dataset. We more focus on the sales income improvements and customer retention rate instead of one-time consumption. To find out the efficient location from the top4 countries for investment, we explore the behavior performance statistics and total sales trend.

5

In the figure of " Average transaction value(ATV)" From Tableau, we can see we can find that German ATV index is like the mature UK market and performed well for its sales amount and stability. Although ERE and French with higher ATV sometimes, but they fluctuate a lot even with higher return.

6

Let's move on the cohort analysis for the four countries' retention rate.

Retention rate show the ‘good customers’ rate’ in our sailing process.

For the figure of total customers and the United Kingdom, they show all the block in deep and light blue, meaning the retention rate keep steadily to about 10% and 20%.

10

The second solution I will discuss is present data in Visualization

The business analyst should present data in the figure that are easy to understand with insight. In such a case, management should stop relying on the excel table and start using smart BI tools to present data. This will enable BI to unlock the full value of the data

Although data seems to be more intuitive and trustworthy, we now need to rely on Special smart tools such as tableau which is quite expensive.

11

The second problem is Unstructured data

Data scientists spend 80% of their time cleaning and manipulating data and only 20% of their time analyzing it. The different department has different types of data. There exist so many formats of unstructured data like the photograph from Online marketing, the voice from the QQ and Wechat, as well as the personal information from each customer, which cause a lot of trouble for scientists.

Unstructured data with the original format has little value and hard to find feature. So we must clean this row data into clean data, and then we can select some of them into the process.

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The third solution is cleaning the data effectively with smart BI.

Use smart and less human resources BI to remove unwanted observations and other unwanted and missing data.

It should have automatic capabilities to process data sets which enable users to create a single source to handle it.

According to Ganti, We now can follow the data cleaning task use the packages of Python and R to clean the data and create efficient business models.

It sounds easy to overcome, right

Anybody can clean data, but not everybody can clean data quickly and efficiently.

The most important ways to deal with row data is creat unique smart BI toolkits containing all the packages and automatically process it.

13

Let me draw a conclusion: for other KPIs: we find that

* November 2011 has the highest sales，and the overall trend is up with fluctuation(KPIⅡMonthly Sales Income)
* By count and rank the total income of orders received by the company, there is peak in Thursday , and there are no transactions on Saturday in this data(perhaps they just close on Saturday)(KPI Ⅶ)
* The company receives the highest number of orders at 12:00pm, possibly most customers made purchases during lunch hour between 11:00am - 1:00pm(KPI Ⅷ)

13

All in all, based on the conclusion as I said before, All in all, I choose the Germany which has huge market potential and performed well in almost KPIs as our target area.

The company should invest more during the lunchtime advertisement, especially for Wednesday to Friday. We can store more Christmas gifts and products of ‘woodland’ brand and provided more free goods in December to attract more customers. For Germany, the company sometimes lacks the new customer in August; it would be better to provided discount items during that time.

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This is the end of my presentation today. If you have any question, I would be happy to answer. Thank you.