1

Good afternoon everyone. I am Carl. The topic of my presentation today is about analyzing the retails data and making recommendations 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. Google search shows from May to now, with the growing trend of 'retention rate' in the blue line,' customer loyalty' with the red line as well as the 'target marking' of the yellow line, this figure shows that identifing target customer and their consumer behaviour is of vital importance.

3

I will divide my presentation into three parts. First, I will talk about the comparative analysis. Next, I will give a brief conclusion.

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

4

Ok, let's move on to the analysis - After drop all the null values, here I used the cohort analysis and KPIs to capture the hidden information from dataset. We more focus on the changes in sales income and customer retention rate instead of one-time consumption. We surprisingly found that the customers' shopping time, money and devotion are varied so much from country to country.

5

In the figure of "Average transaction value(ATV)", we can find that German index is like the mature market of UK and performed well for higher amount and stability. Although ERIE and French with higher ATV values, they fluctuate a lot even with a negative number and higher return.

6

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

Retention rate shows the 'loyal customers' rate in our sailing process.

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

7

As for EIRE, it contains just two lines with higher and regular retention rate. Perhaps its orders mostly contain long-term contracts.

8,9

For France and Germany, most of their block is yellow or dark red shows that the retention rate of the customer is mostly over 25% percentage. For Germany, customers who first buy it in June or December will be more devoted.

10 Then we analysis of the most popular items.

For the analysis most popular items and sales performance, by count and rank the orders and its descriptions, we find that 72802C, 21759 is popular in all the four regions. And the description words counts indicate that we should focus more on products of 'red' and 'bag',.

Germany and French seem to like online retails for its higher postage. And the brand of 'woodland' is trendy in Germany and gifts like ‘large red retro spot windmill’,

‘vanilla scent candle jeweled box’ are more popular for UK.

11

Let me draw on a conclude: combined with other KPIs: we find that

* Overall trend growing but fluctuation and November 2011 has the highest sales

Peak in Thursday ; and there are no transactions on Saturday (perhaps they just close on Saturday)

* Most orders at 12:00pm; lunch hour

- The company receives the highest number of orders at noon, possibly most customers made purchases during

For the features of each country

|  |  |  |  |
| --- | --- | --- | --- |
| UK | Germany | French | EIRE |
| Mature, most people, highest income | Higher loyalty, trend is mature | Higher loyalty, large fluctuations, and high return rates | Higher loyalty, moderate fluctuations, high ATV but fluctuating |

12 Although ERIE seems to be better in ATV and retention rete, but its customer pettern is too simple and fixed.

All in all, I choose Germany as our target area, which has vast market potential and performed well in almost KPIs

The company should invest more ON lunchtime advertisement, especially for Wednesday to Friday. They can shows more Christmas gifts and products of 'woodland' brand and provided more free goods in December to attract more customers.

13

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