In this project we where asked to help create a target marketing for an online national clothing store. Since Sales had been flat their mission was to lure customers back

and increase sales. To do this they want to advirtise specific products to specific customers in specific locations. But this information they don’t have and hired us to help analyise.

The three products they had in mind for the analysis is the following. Shirts sold for 25$ that would target the lower income buyers. Then they have the casmier sweater for 100$ that comes in different colours to broaden ther scope. Last they have the Leather bag for 1000$ this product would be for the higher income spenders.

On the first page Map and KPI insight we start to show where the greatest income exists.Via a visualtisation KPI using Maps.

For this information we used the given information from the US Census Bureau. That gave us the population statistics to help determin where the greastest income exists around the country. For the KPI I showed the Sales per quarter and I added the target sales per quaer to se what the KPI outcome would be. That showed we are below KPI target with 21,6%.

On page 2 the product info insight show the correlation between sales and income.

One question asked was what is the (R2 Value) between Sales and Income.

For this we found it to be 0,78. Then we calculated the return rate vs customer ratings that gave us correlation of 0,5. Then for the linear regression total formula we found it to be the following, **Y = 0,01x-722,14** as stated in the product insight report.

On the product insight report we also show nr of stock for each product we cell. Then go on to show avg price per product sold on the line and cluster column chart.

Then in the table we show the avg of price pre product and the customer ratings.

On the 3rd page we have the Salary and Industry insight.

Where we shown the top income states in order. We aslo predict the most sold product of the the product matches we did vs incoem to be the shirt.

Here we also show avg sales per industy via the waterfall visual. Where we se that the Agriculture within the industry group has the lowest avg sales. Wholesalers have the moste avg sold.

On the 4th page we have some customer and age insight. Here we find the customer ID with the highest infome with ID nr TBro23401 was named Tony Brown and is 58 years old. Tony lives in Maryland and was matched together with the product Leather bag. Here we also show an age bucket where the ages range around 40 has the avg highest income. But the older you get after age bucket 60 you start decreasing your avg age of income. Here we also show via the funnel visual what the actual estimaed income is in the age bucket 40. Giving us 23,4 mil $ vs the age bucket 80 only giving us 0,3 mil $.