

Bare international analysis

Introduction

- ▶ The project evaluates Style Advisors across regions using structured criteria such as store ambiance, customer service, and overall visit quality.

Objectives

- ▶ Objectives include:
- ▶ Assigning performance grades based on evaluation scores
- ▶ Analyzing average scores by zone
- ▶ Identifying regions with most high performers
- ▶ Using data visualization to highlight trends
- ▶ Delivering actionable insights and recommendations for management
- ▶ Grade advisors based on Evaluation Scores to classify High, Average, Low and Bottom performers.
- ▶ Compare average scores by region to identify zones of excellence.
- ▶ Examine criteria such as Store Ambiance, First Impressions, Discovery and Overall Experience.
- ▶ Visualize trends to derive actionable retail-performance insights

Data Overview

- ▶ Evaluations analyzed: 61 records from East, West, North and South zones.
- ▶ Key columns: Evaluation Score, Zone, Performance Grading, Store Ambiance, First Impressions, Discovery, Overall Experience.
- ▶ Average Evaluation Score (overall): ≈ 71.8 points.
- ▶ Dataset spans October 2022 (1 to 30 Oct) and includes customer-audit details such as visit duration and style-advisor interaction

Performance Grading

- ▶ Grading Scale:
 - High Performer = 90 – 100
 - Average Performer = 70 – 89
 - Low Performer = 50 – 69
 - Bottom Performer = Below 50
- ▶ Example: Score of 58 → Low Performer.
- ▶ Zone-wise distribution:
 - North: 19 evaluations (47 Average, 5 Low, 4 High, 1 Bottom)
 - West: 17 evaluations (10 Average, 2 High, 3 Low, 2 Bottom)
 - South: 18 evaluations (7 Average, 6 Low, 2 High, 3 Bottom)
 - East: 7 evaluations (3 Low, 2 High, 1 Average, 1 Bottom)

Pivot Table Analysis

- ▶ Average Evaluation Score by Zone (from pivot table):
 - North – 76.74
 - West – 71.82
 - East – 71.57
 - South – 66.61
- ▶ Observations:

North ranked highest overall, indicating strong performance consistency.

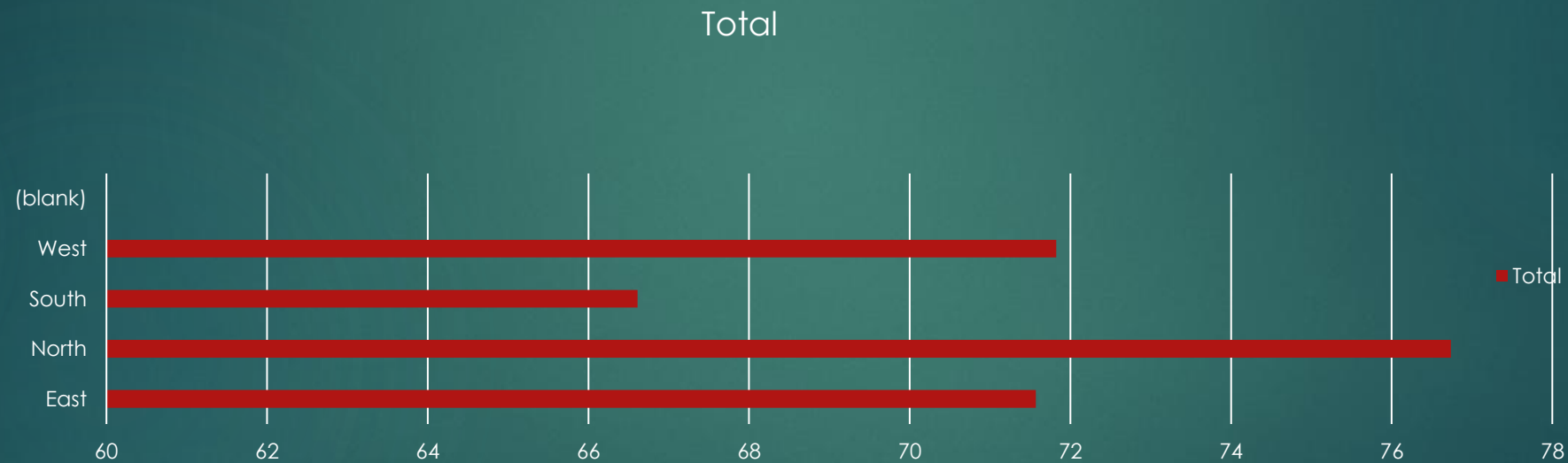
South lagged with scores below 70, revealing training gaps and execution issues on the shop floor.

High Performer Analysis

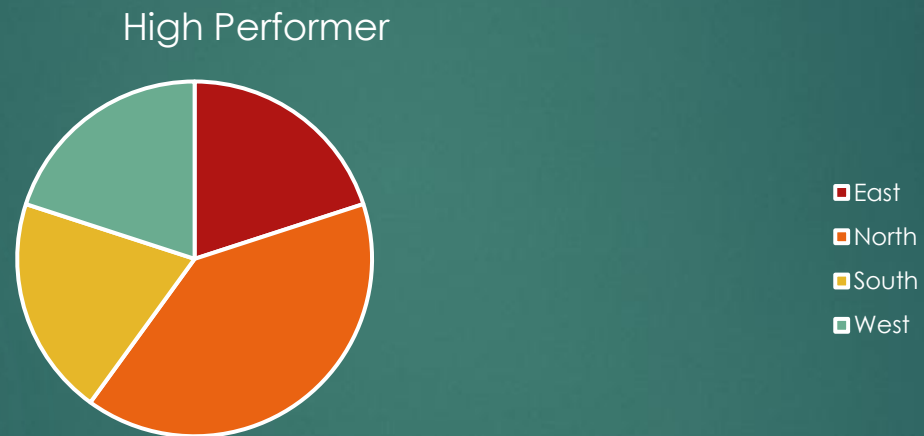
- ▶ Percentage of High Performers by Zone:
 - North – 21 % (of 19)
 - East – 29 % (of 7)
 - West – 12 % (of 17)
 - South – 11 % (of 18)
- ▶ Highlight: Despite fewer outlets, East has the highest share of high performers, while North leads in absolute count and averages.

Visualizations

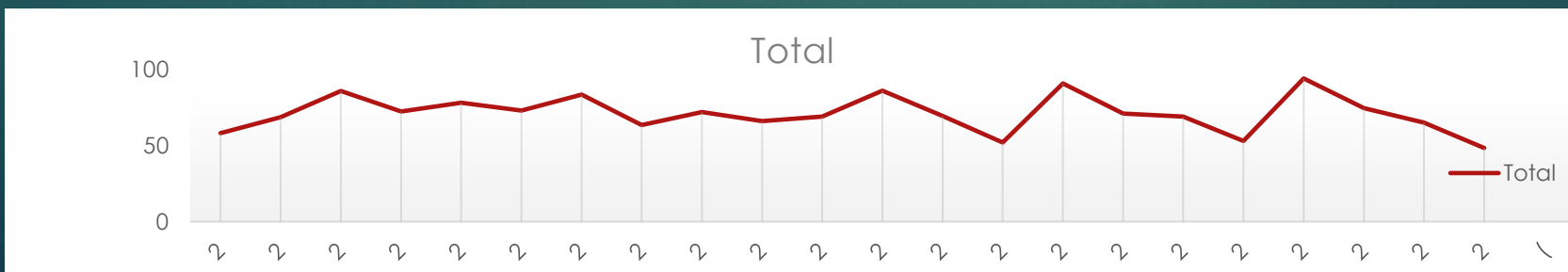
Bar Chart: Average Evaluation Scores by Zone (show North peak ≈ 77).



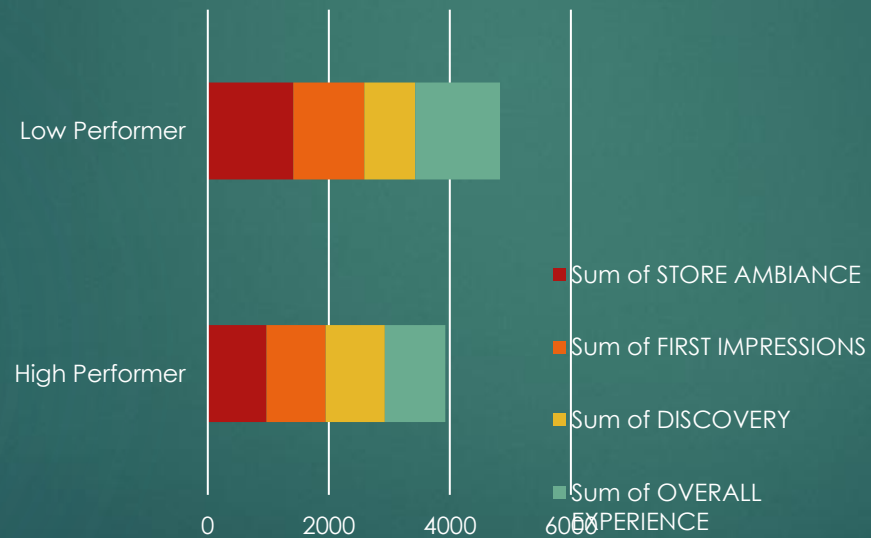
► Pie Chart: 90 % of High Performers by Region



► Line Graph: Performance Trends Over Time (steady improvement after Oct 10 peaking on Oct 20 ≈ 90 pts).



Stacked Bar Chart: Comparison of High vs Low Performers on key criteria (e.g., High Performer Discovery ≈ 98 vs Low ≈ 84 Gap).



- Heatmap: Average Scores by Criteria (Store Ambiance 88.8, First Impression 82.6, Discovery 67.5, Overall Experience 82.0).

Row Labels	Average of STORE AMBIANCE	Average of FIRST IMPRESSIONS	Average of DISCOVERY	Average of OVERALL EXPERIENCE
East	90.57142857	81.71428571	45.71428571	71.42857143
North	93.05263158	82.31578947	80	89.47368421
South	86.55555556	81	62.22222222	77.77777778
West	85.76470588	84.94117647	68.23529412	82.35294118
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Grand Total	88.81967213	82.59016393	67.54098361	81.96721311

Key Insights

- ▶ Strongest customer interactions and service delivery came from the North Zone.
South Zone needs behavioral and product-knowledge training to lift scores in Discovery and Trial experience.
Consistency in Store Ambiance across zones reflects effective store-operations management.
- ▶ Time-trend charts reveal steady improvement toward mid-month (Oct 15 – 20), indicating successful field interventions or store-visit cycles

Recommendations

- ▶ Launch targeted training modules in South and West zones focused on customer engagement and Discovery skills.
Replicate best practices from North (zone leads with top evaluation scores > 75).
- ▶ Introduce monthly performance dashboards to track zone-wise consistency.
- ▶ Recognize top performers (East and North) through incentive programs to motivate peer learning.
- ▶ Offer refresher sessions on product knowledge and storytelling for low performers.

Conclusion



- ▶ The evaluation reveals that North Zone demonstrates the highest overall performance, while South Zone requires focused development in engagement and brand presentation.
- ▶ Sustaining ambiance and first impression scores across zones shows solid operational discipline.
- ▶ Visual analytics confirm that consistent training and feedback loops directly improve advisor scores, customer experience, and store sales potential.