Power of Advanced Analytics

For Sports Wear Group

Purpose

We are here to showcase our advanced analytics platform and its potential to revolutionize the business landscape for Sports Wear Group.

Our Platform aims to empower the company in maintaining its market position and exceeding customer expectations.

Agenda

A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content.

Importance of Analytics

Our Analytical Solution

Leveraging the Cloud

Summary And Further Steps

Importance of Analytics for Sports Wear Group

- Data as a Strategic Asset

- Demand Forecasting and Inventory Management

- Pricing and Promotions

- Customer Insights

- Market Insights and Competitor Analysis

- Risk Management and Fraud Detection

Objectives

Keep Leading the Market	**Exceeding Customers Expectations**
Increasing Marketing Performance	**Generally Increase Sales**

Our Analytical Solution

Our solution can help Sports wear group achieve their goals and even exceed them. With some data, the magic of analytics can happen and informed decisions can be made.

View More

Data at a Glance

	country	article	sales	regular_price	current_price	ratio	retailweek	promo1	promo2	final_label
0	Germany	YN8639	28	5.95	3.95	0.663866	2016-03-27	0	0	1
10	Germany	CF3238	27	37.95	28.95	0.762846	2015-01-25	0	0	1
20	Germany	WR9459	59	57.95	44.95	0.775669	2017-01-29	0	0	1
30	Austria	EF2771	72	28.95	18.95	0.654577	2017-02-26	0	0	1
40	Austria	LX1494	18	11.95	5.95	0.497908	2016-12-25	0	0	0

Our data didn't include anything about the customers. But, it included useful info like the sales for each product for a specific week, the promos or events happening and the ratio of current to regular price.

Data at a Glance

	country	article	sales	regular_price	current_price	ratio	retailweek	promo1	promo2	discount	week_of_year	month	year	day_of_week	quarter	price_category	final_label
0	Germany	YN8639	28	5.95	3.95	0.663866	2016-03-27	0	0	0.336134	12	3	2016	6	1	Affordable	1
10	Germany	CF3238	27	37.95	28.95	0.762846	2015-01-25	0	0	0.237154	4	1	2015	6	1	Regular	1
20	Germany	WR9459	59	57.95	44.95	0.775669	2017-01-29	0	0	0.224331	4	1	2017	6	1	Premium	1
30	Austria	EF2771	72	28.95	18.95	0.654577	2017-02-26	0	0	0.345423	8	2	2017	6	1	Regular	1
40	Austria	LX1494	18	11.95	5.95	0.497908	2016-12-25	0	0	0.502092	51	12	2016	6	4	Affordable	0

This was not enough though. We used the data to create more important info that will help us provide Sports Wear Group by more useful insights like seasonality.

Insights and Recommendations

Are Promos Effective?

We find that Further bought items has more promos than non bought items.

That means people are inclined to buy the articles with promos which means that putting effort in increasing promos will increase future sales.
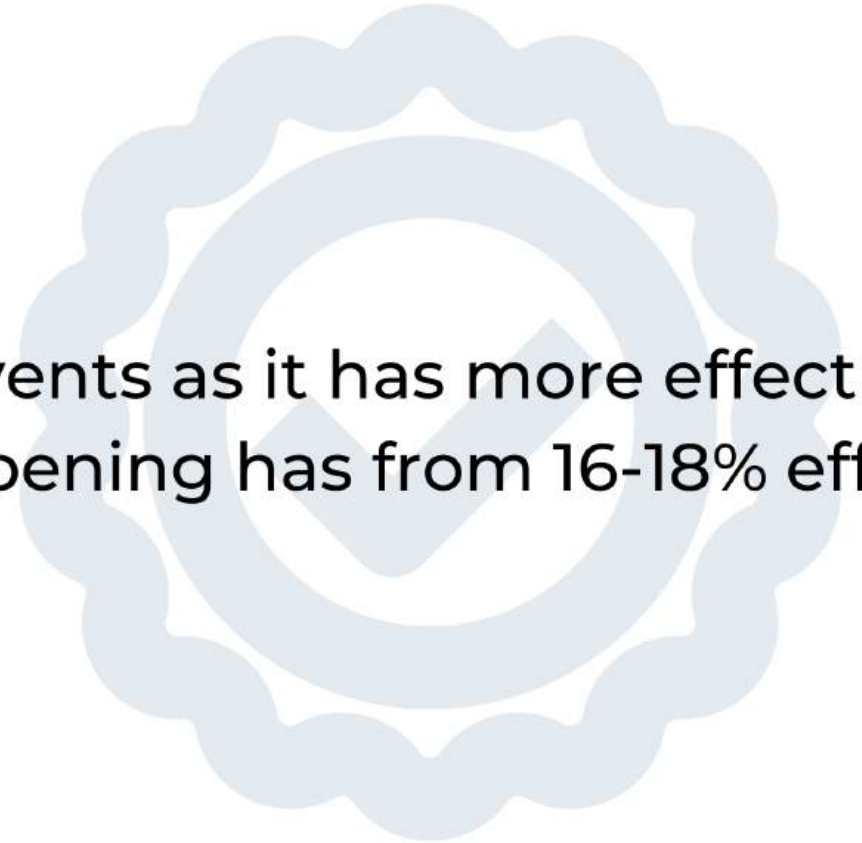

Promo1 and Promo2 by Label
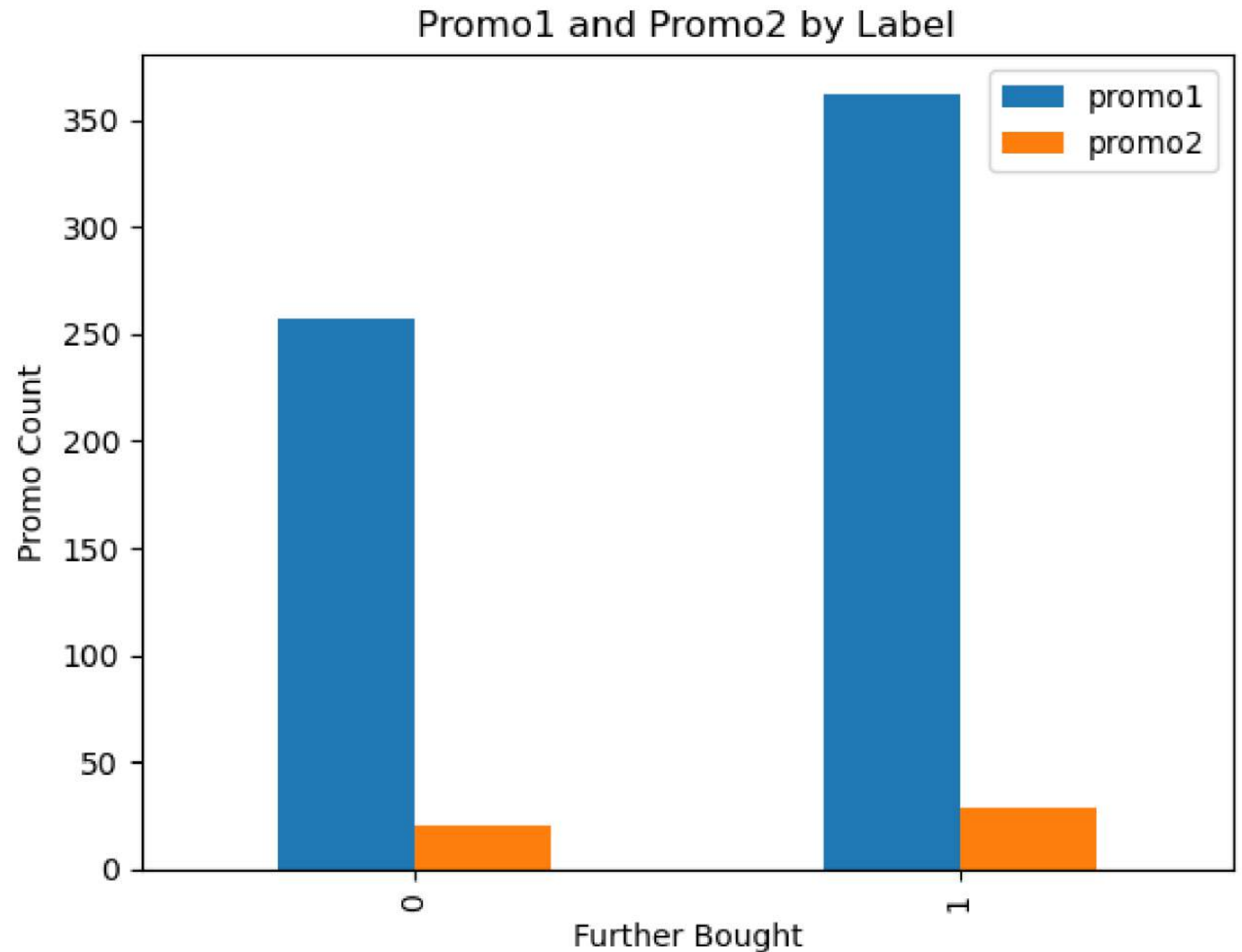
Which promo is more effective?

We can see that the effectiveness of both the promos is close to each other.

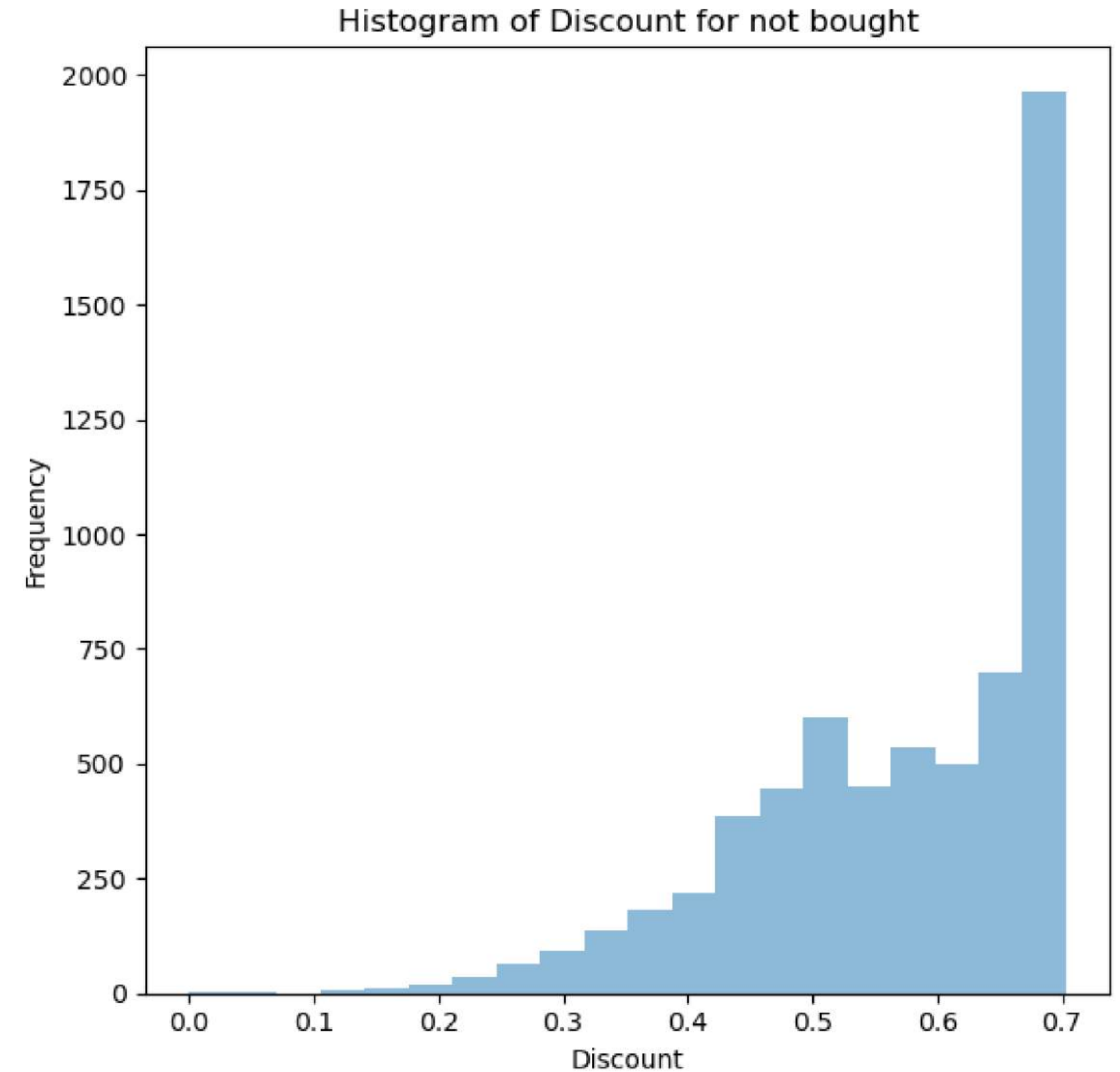Both have effectiveness from 16-18% with promo 2 being a little better.

Effectiveness of Promotions
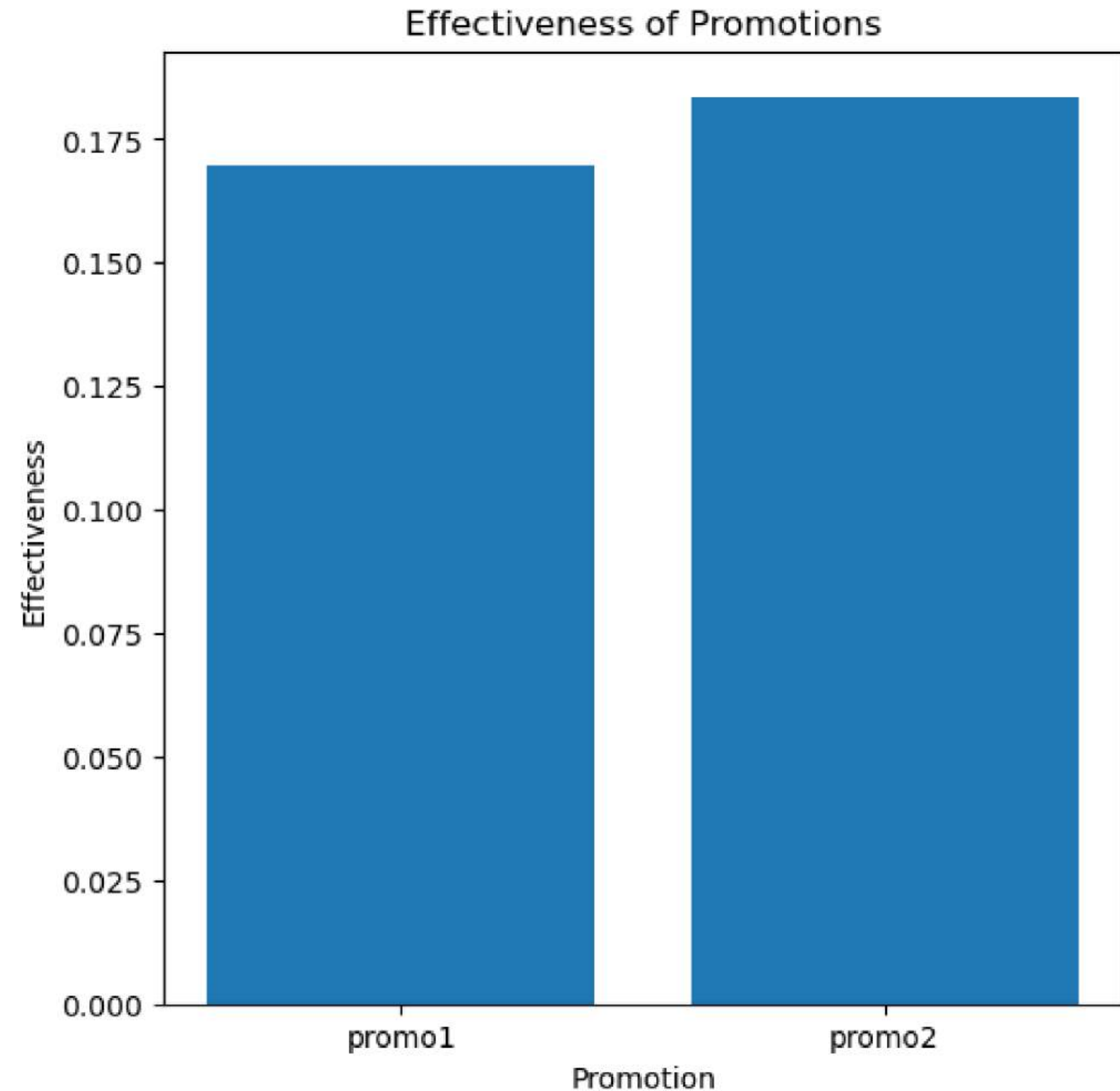
We can focus on the Store events as it has more effect on the future sales, we know that promos and events happening has from 16-18% effect on the future sales.

Discount Vs Article being further bought

Apparently, our customer base tend to not buy when there is large discounts, this means we have to take care of this issue,

Histogram of Discount for not bought

We can see that the effectiveness of both the promos is close to each other.

Both have effectiveness from 16-18% with promo 2 being a little better.

Proportion of not further bought (label 0) for Discounts > 0.5

0   100.0%

Histogram of Discount for bought
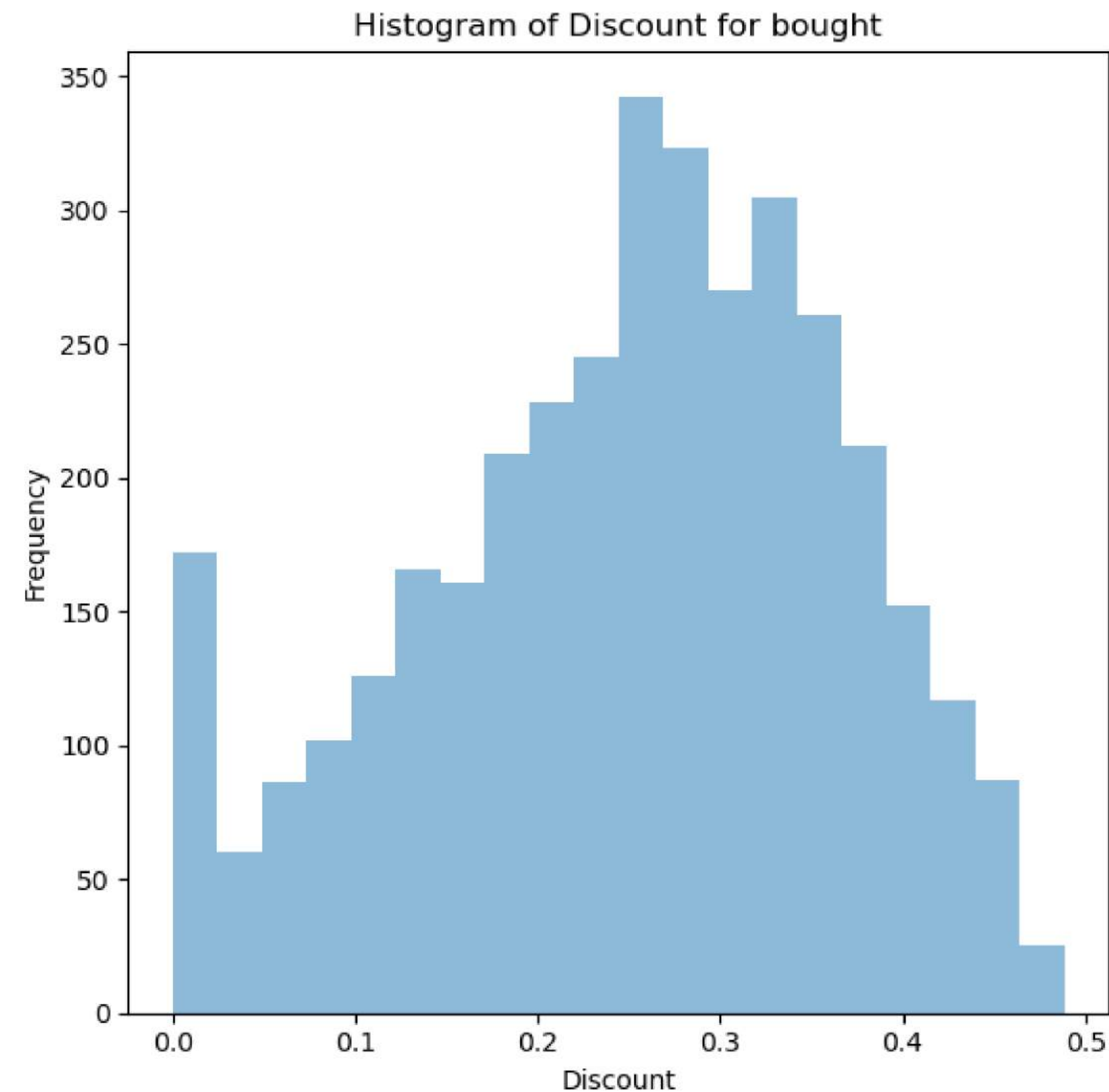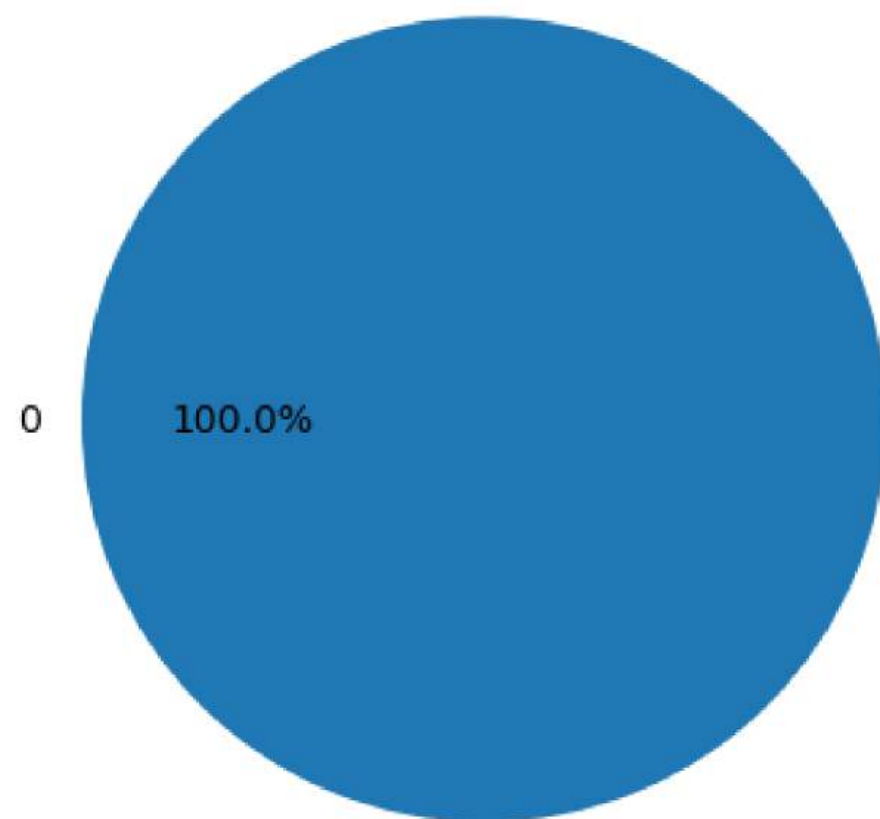
Product Segment Vs Future Buying
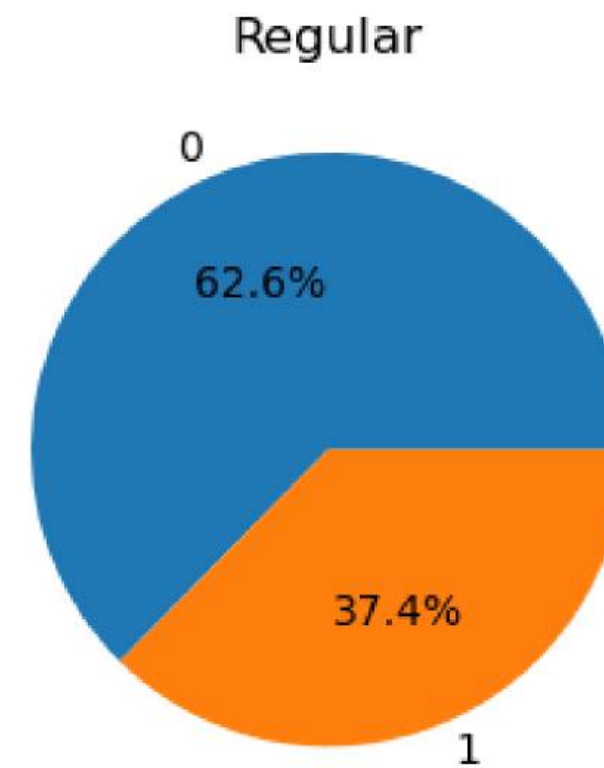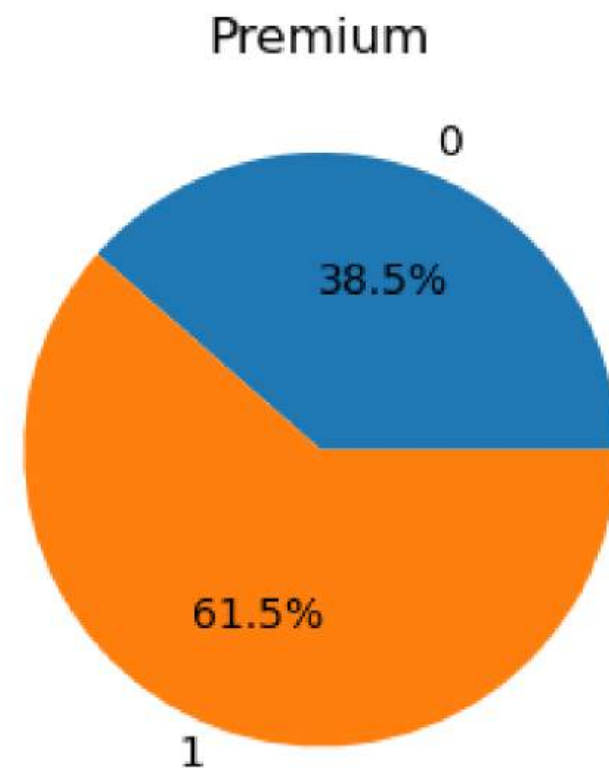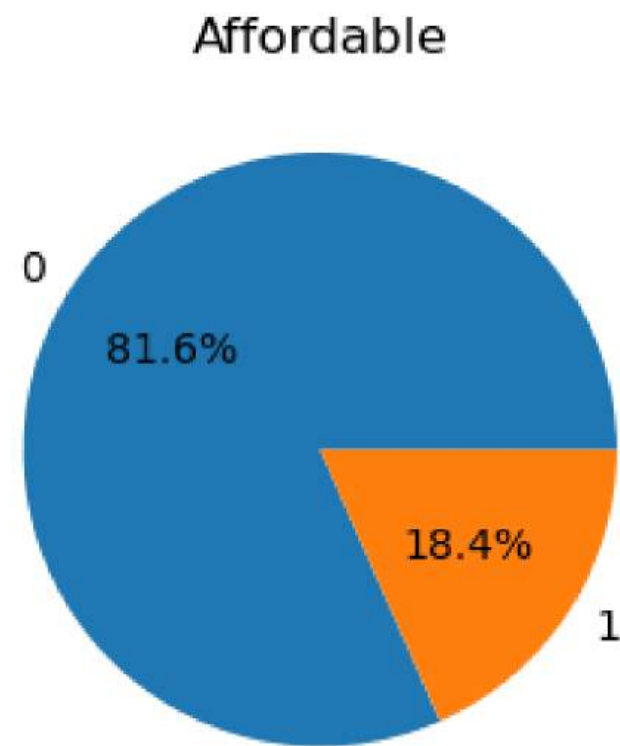
The Premium products are considered the least risky and the one with much potential.

Following it is the regular then the affordable which is considered the worst performing category.

Product Segments

People are more inclined to buy Regular priced items then Premium priced then the Affordable priced items.

Percentage of Label 1 by price_category

Regular

47.1%

16.3%

Affordable

36.7%

Premium
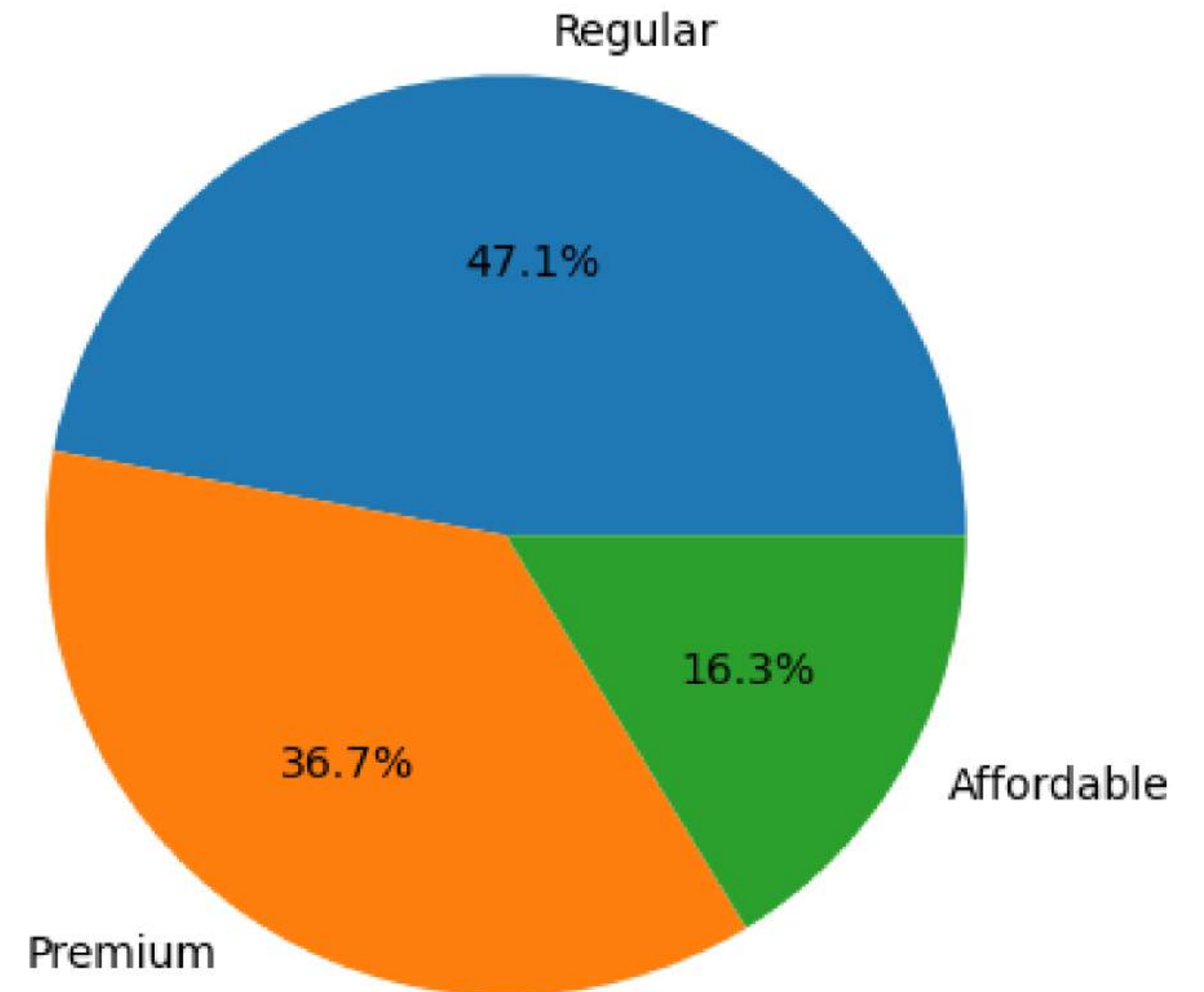
Sales Vs Future Buying

we expect the sales to have large effect on whether the product is more likely to be bought, we expect that for the as the sales increase for one product it will probably to be bought further.
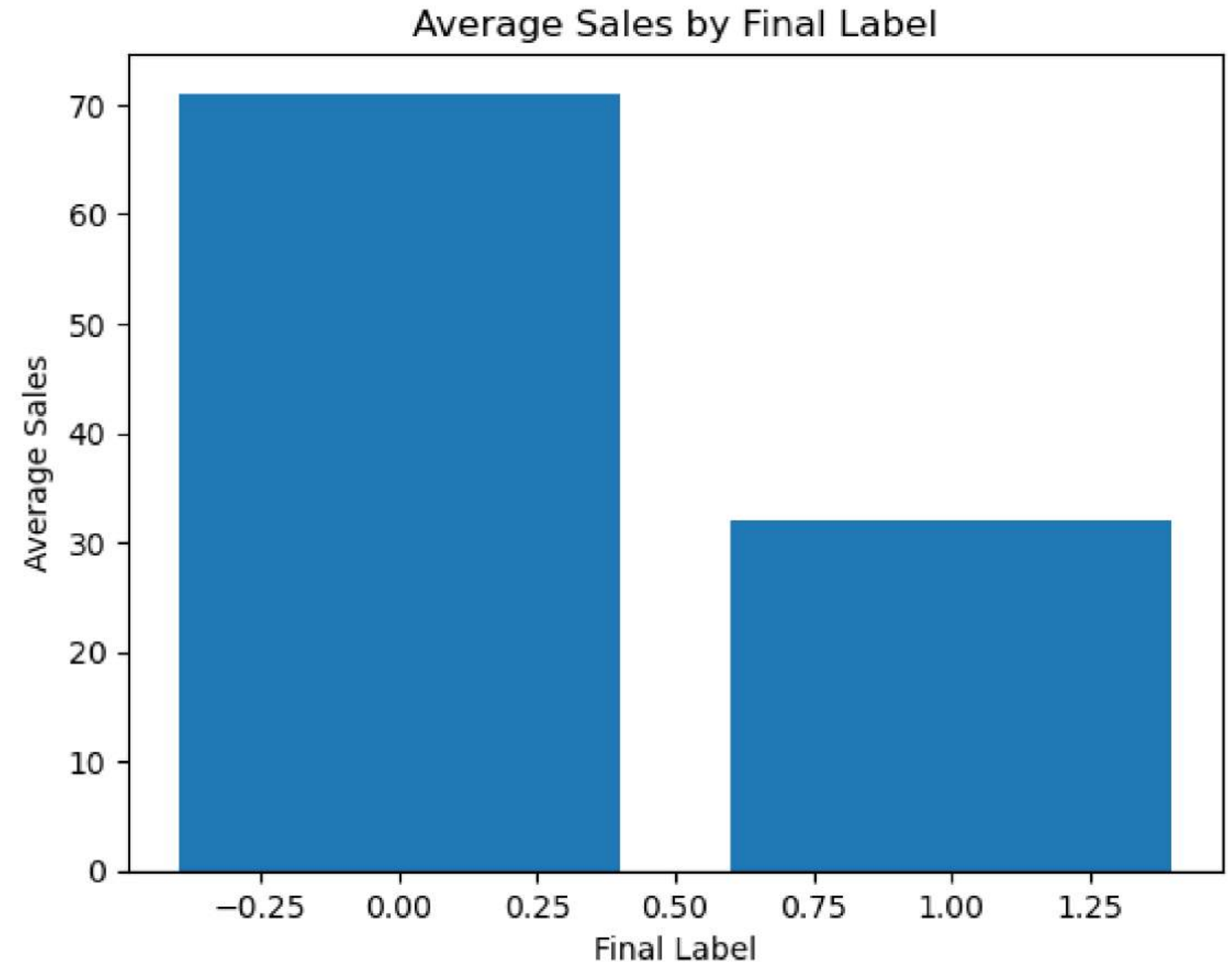
It is not the case though, apparently the articles that are bought have sales up to 35 max, while the ones with recorded high sales will not probably be bought further.
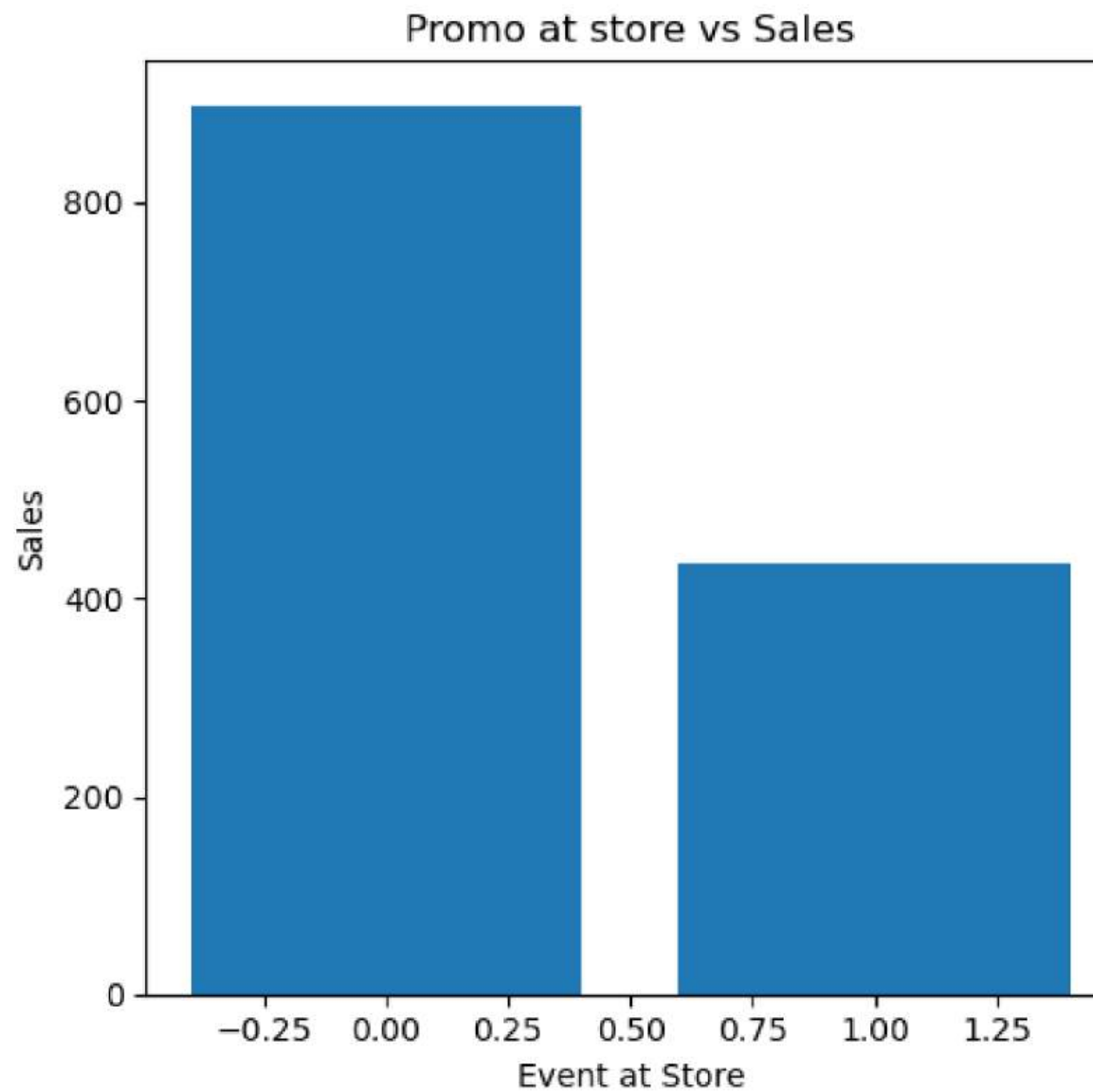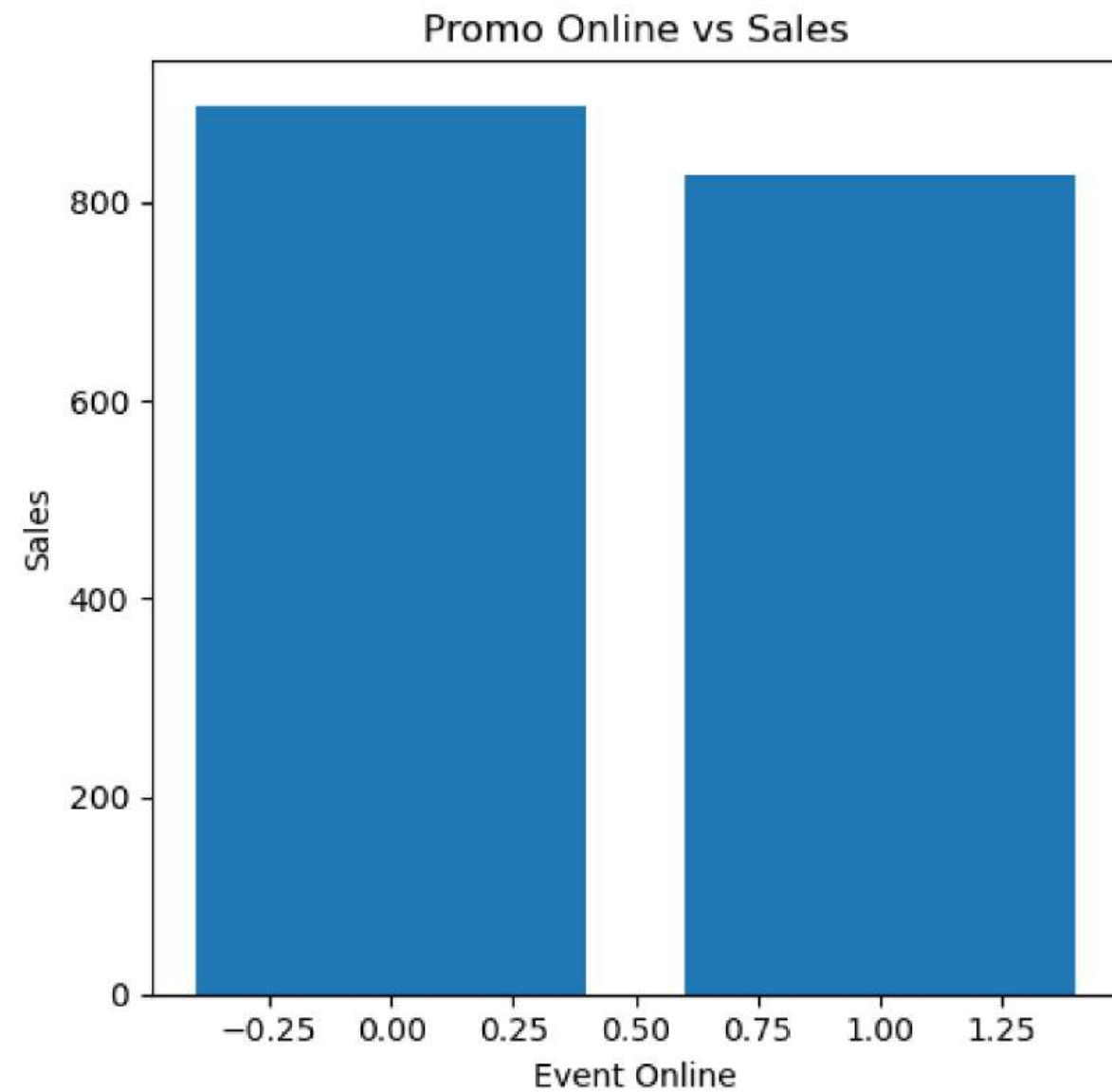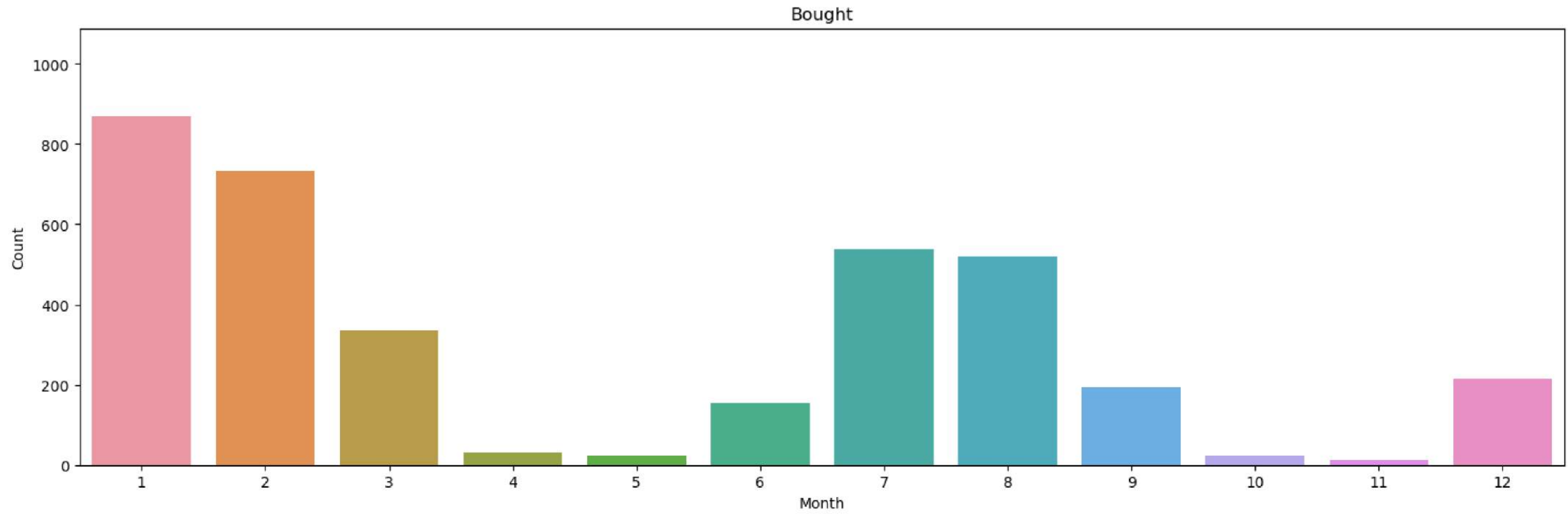

Average Sales by Final Label
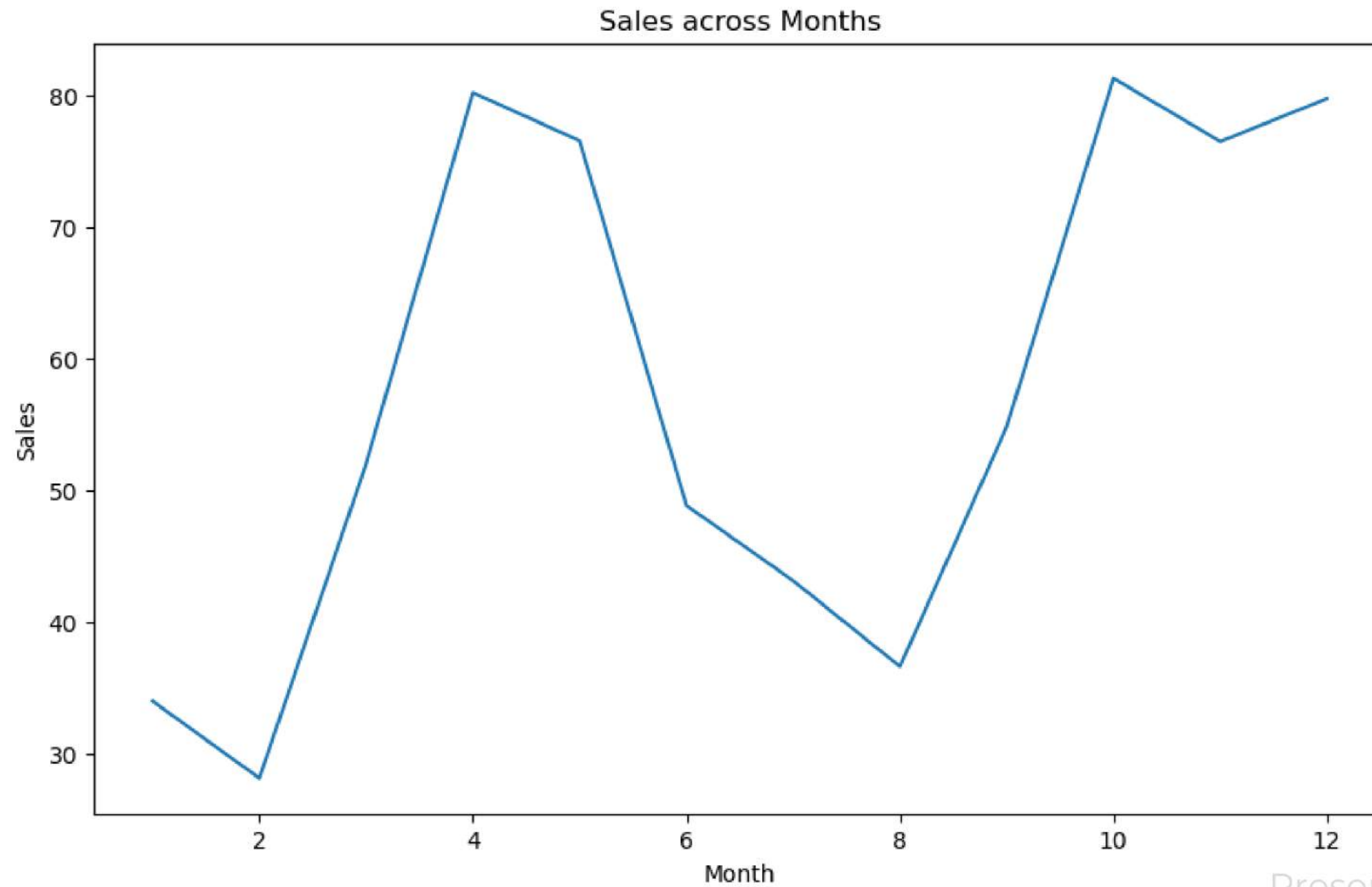
Promos Effect on Sales

We can see that the effectiveness of both the promos is close to each other.

Both have effectiveness from 16-18% with promo 2 being a little better.
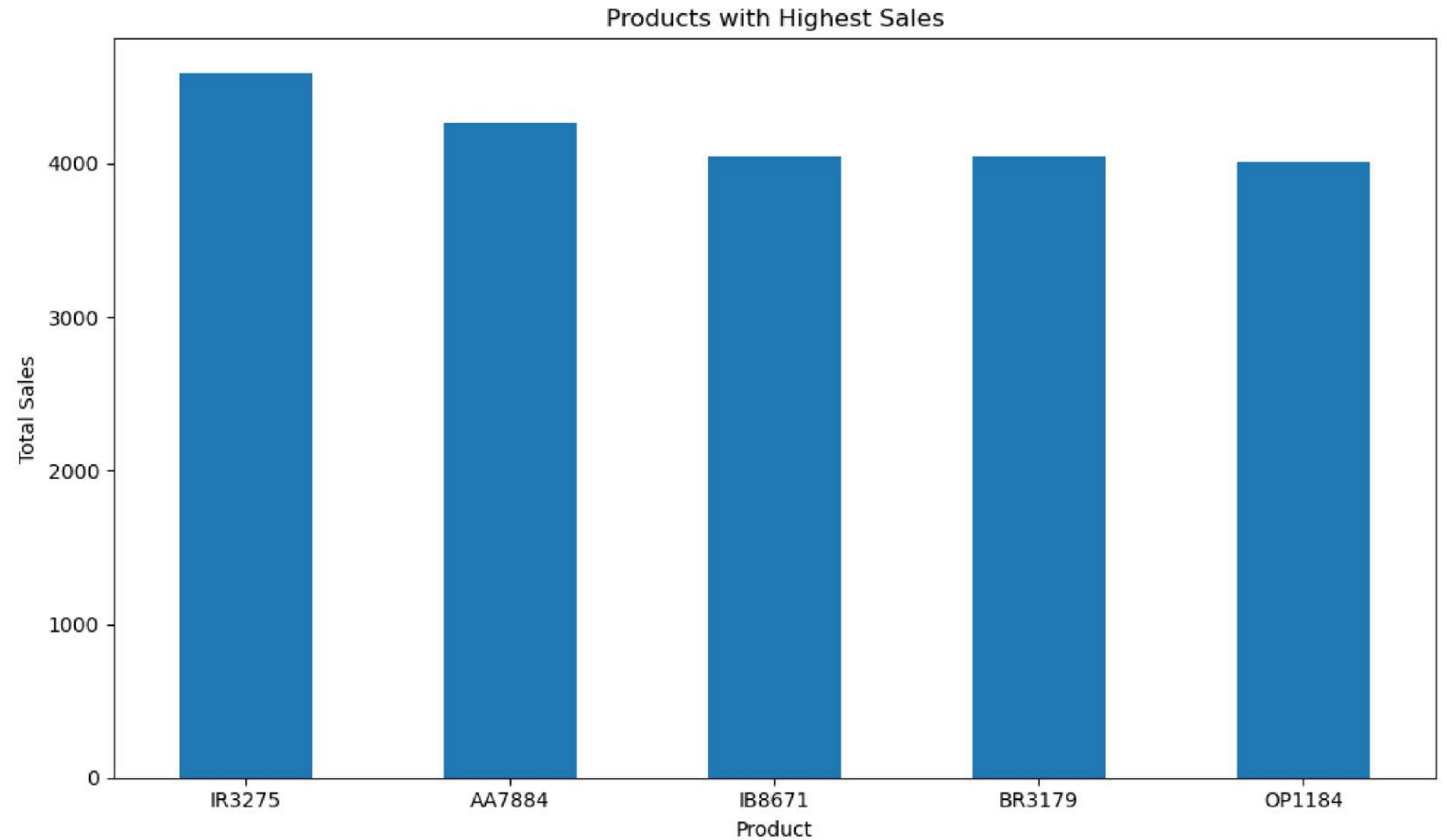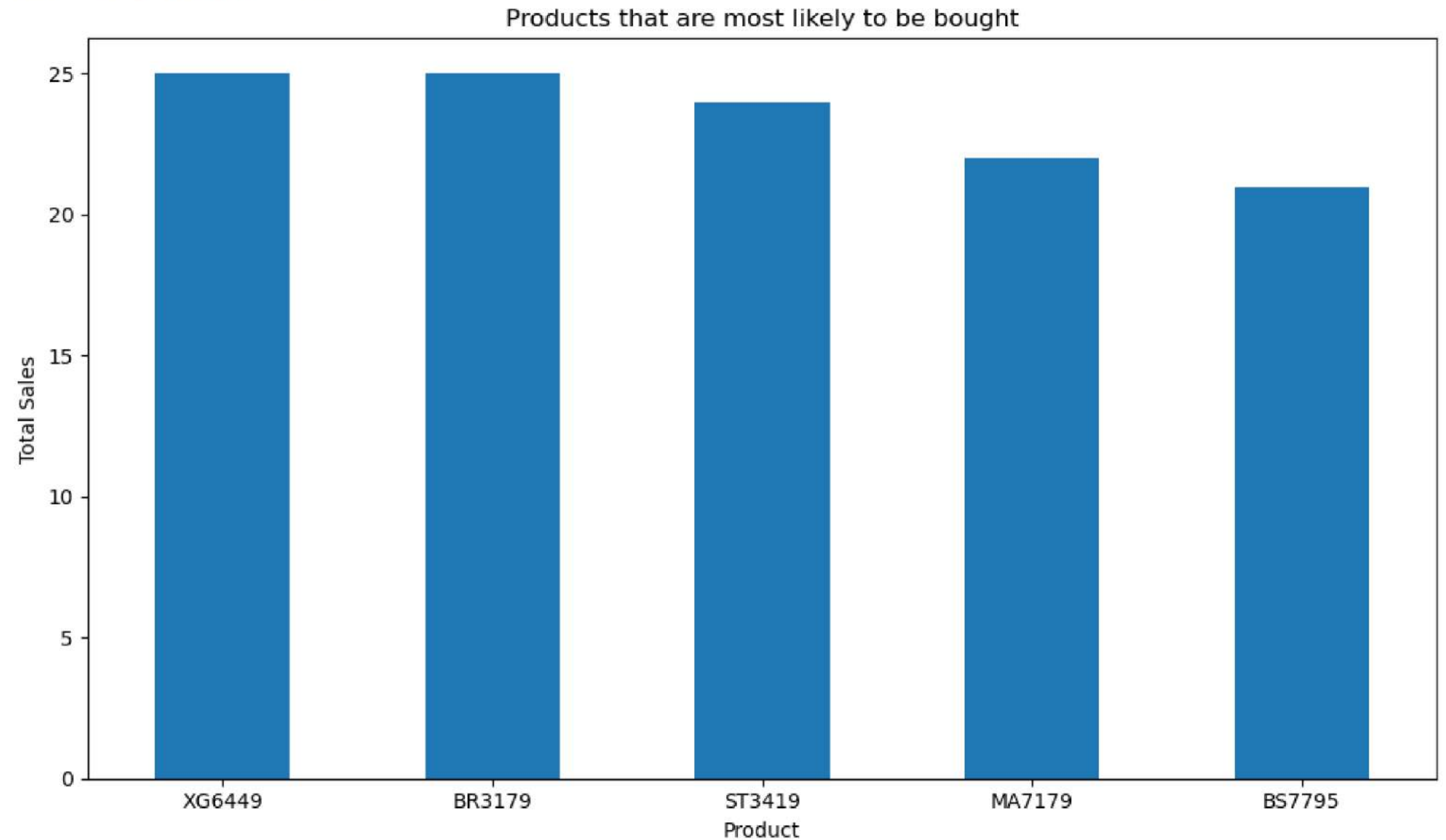
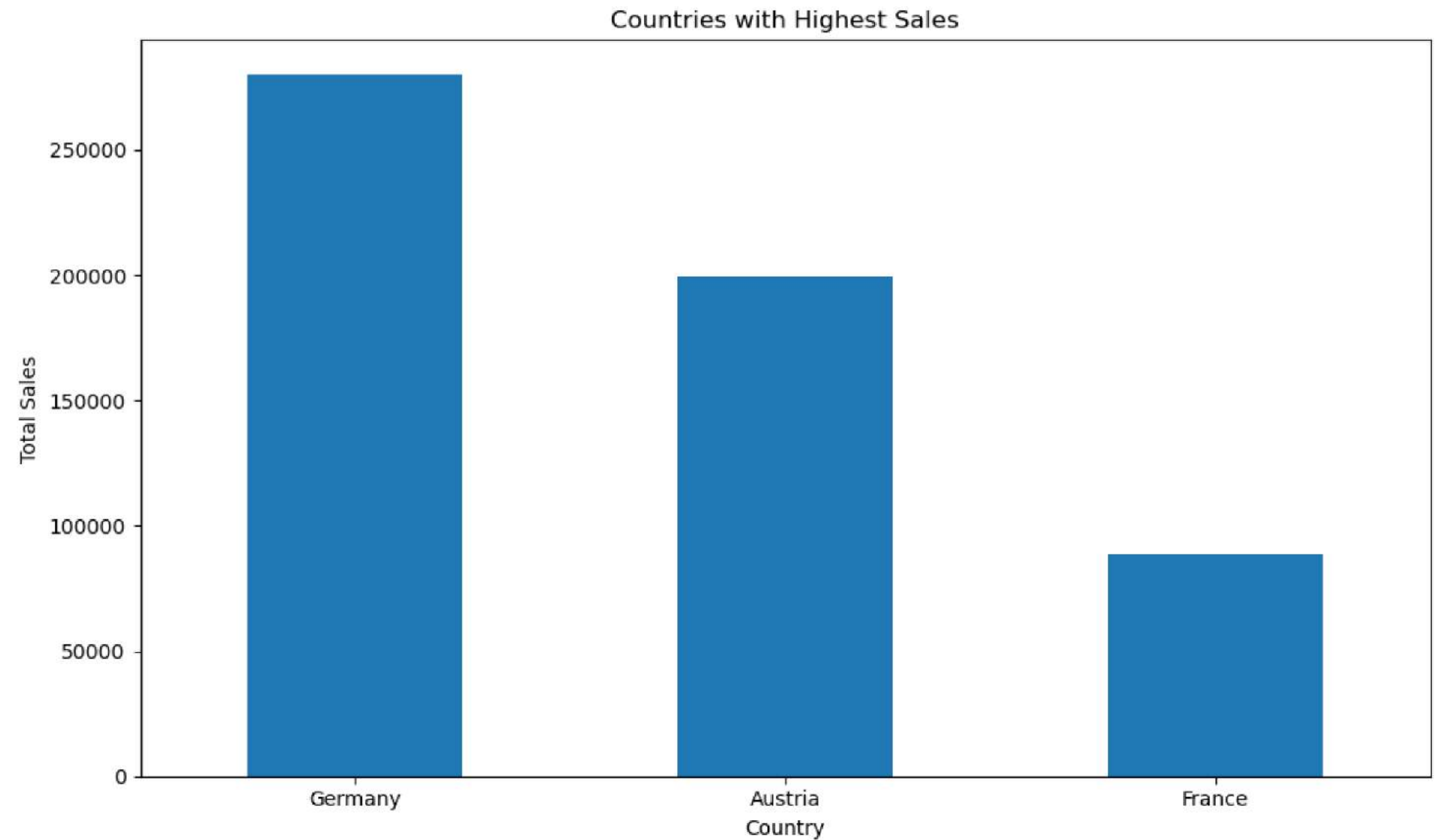# Buying Patterns Through Time

Sales Through Time

Sales across Months

Which products have highest sales?

Products with Highest Sales

Which Countries to invest in?

Countries with Highest Sales

Categories by Sales

Categories with Highest Sales
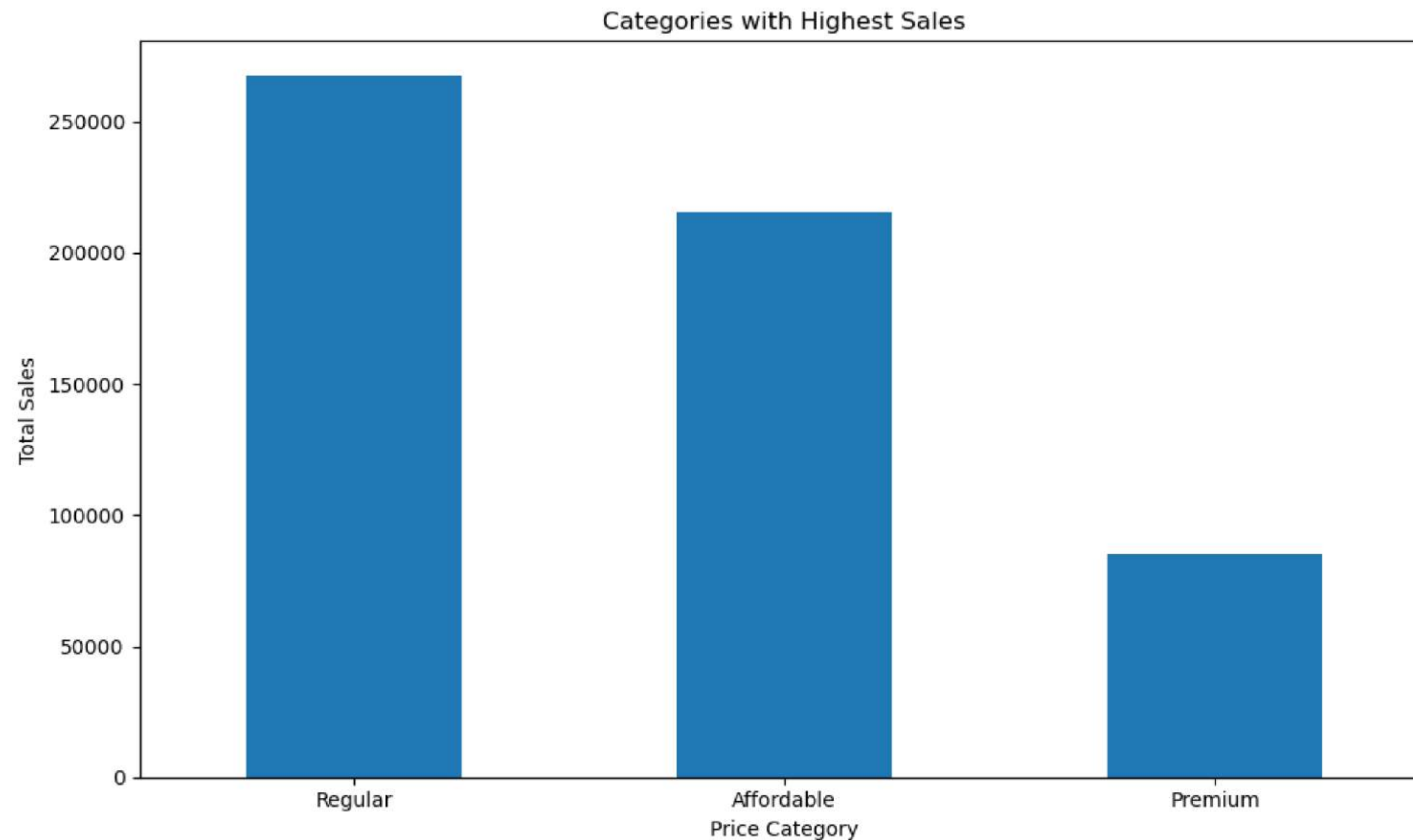
Further Steps

Customer Insights

Tailor, offerings and marketing campaign to increase customers loyality.

Supply Chain Optimization

Market Insights and Competitor Analysis

Risk Management and Fraud Detection

Leveraging the Cloud

- Scalability and Flexibility

- Data Storage and Management

- Predictive modeling and real-time analytics

- Pre-built analytics services

- Cost Optimization

- Innovation and Time-to-Market

Summary

Business Problems and goals

1

Further steps and cloud

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Solutions, Insights and Recommendations

Any Questions?

Implementation

Thank You