

# ABC - Executive Presentation

Date:

Presenter:

**A sharp decline in the no of customers for ABC Retail store from Dec 2010 to Dec 2011, emphasizes the need to target key customers to increase its sales over this period.**



### Key Insights:

- We see a 28% decline in the no of customers from Dec 2010 to Dec 2011 leading to 38% decline in the sales in the same period.
- There is drop of 60% in the No of customers and 70% in the Sales from Nov 2011 to Dec 2011.
- This directly impacts the average selling price per unit which has declined by 10% thus decreasing the Profit margins for ABC.
- ABC should target its key customers based on their Frequency, Recency, and Spend to bring back the loss sales through effective and personalized marketing campaign

**Local online Customers account for 85% of total sales for ABC making UK the prime market to target its customers.**



**Key Insight:**

- UK sales pattern shows similar traits as overall sales pattern of ABC with a sharp dip in sales (68%) in Dec 2011
- Avg selling price per unit has decreased by 14% from Dec 2010 to Dec 2011.

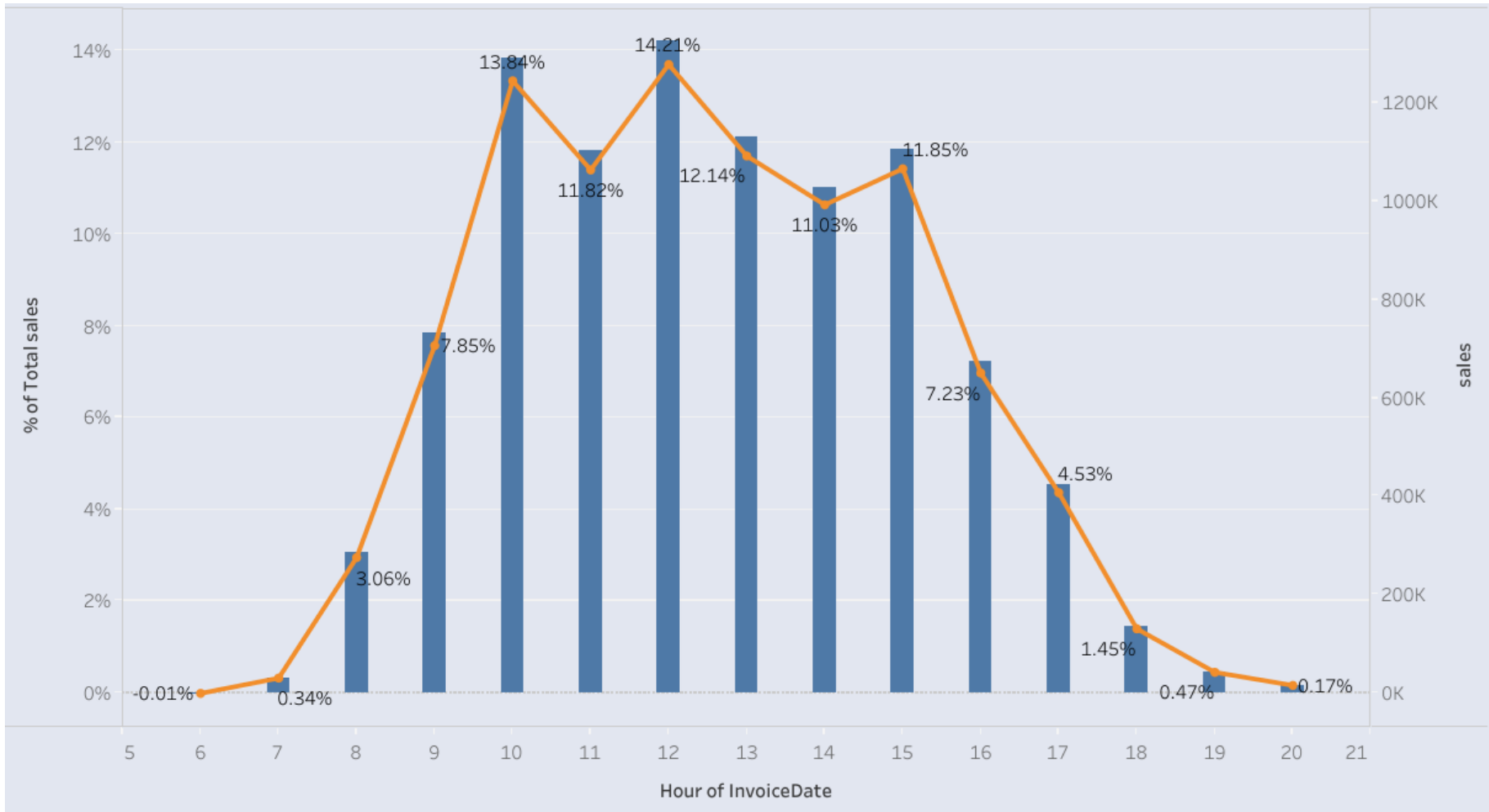
Tuesday to Thursday Sales account for 60% of total sales in spite of seasonal fluctuations.



**Key Insight:**

- Seasonal fluctuations can be seen with least sales on Sunday(8%) for any Season.
- Products like Dotcom postage, Rabbit Night Light, Paper chain kit Christmas shows increase sales inQ4.

## Prime shopping time for customers is between 10 am and 3 pm



### Key Insight:

- 5.6 M Euros of sale between morning and afternoon with max sales at 12 noon ( 1.1 M Euro)

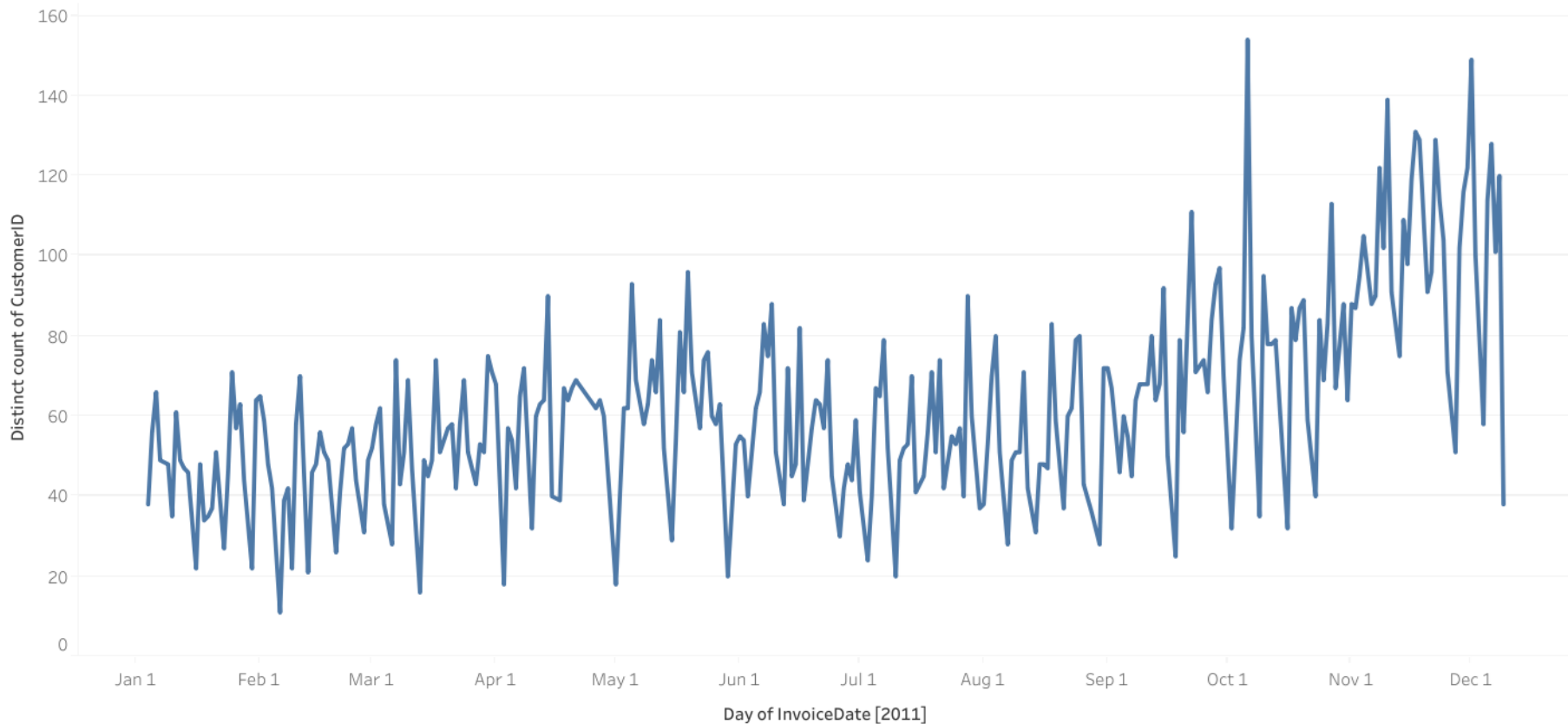
## Top 10 Products contribute to only 9% of total sales

<u><b>DOTCOM POSTAGE</b></u> No of customers 1 Sales: 181,574	<u><b>PARTY BUNTING</b></u> No of customers 700 Sales: 97,095	<u><b>RABBIT NIGHT LIGHT</b></u> No of customers 450 Sales: 66,757	<u><b>POSTAGE</b></u> No of customers 365 Sales: 61,845
	<u><b>WHITE HANGING HEART T-LIGHT HOLDER</b></u> No of customers 820 Sales: 89,791	<u><b>ASSORTED COLOUR BIRD ORNAMENT</b></u> No of customers 653 Sales: 54,974	<u><b>PAPER CHAIN KIT 50'S CHRISTMAS</b></u> No of customers 555 Sales: 54,587
<u><b>REGENCY CAKESTAND 3 TIER</b></u> No of customers 849 Sales: 137,865	<u><b>JUMBO BAG RED RETROSPOT</b></u> No of customers 613 Sales: 88,384	<u><b>CHILLI LIGHTS</b></u> No of customers 198 Sales: 46,262	

### Key Insight:

- Out of a large variety of products(3877), the top 10 products are mainly seasonal.

## Aggregating No of customers on a daily basis shows wide fluctuations



### Key Insight:

- Understanding loyal customers is key criteria in generating increase revenues and thus profits for ABC.
- Various campaigns to bring back the loyal customers frequently to shop will increase the sales.
- Make key customers purchase non seasonal products through discounts and cross selling.