



Bare International Analysis

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Project Overview

Introduction

The project aims to evaluate the performance of Style Advisors using a comprehensive set of criteria. The evaluation data covers various aspects such as store ambiance, first impressions, discovery of customer needs, trial experience, and overall customer service. The primary focus is on understanding how well Style Advisors are performing and identifying areas for improvement.

Scope

This analysis includes:

- Grading the performance of Style Advisors based on their evaluation scores.
- Creating pivot tables to show average evaluation scores by different zones.
- Identifying regions with the highest percentage of high performers.
- Visualizing the results through charts and graphs to provide actionable insights.
- Preparing a presentation report with detailed findings and recommendations.

Objectives

1. **Performance Grading:** Assign grades to each Style Advisor based on their Evaluation_Score.
2. **Pivot Table Analysis:** Analyze average evaluation scores by zone to understand regional performance.
3. **High Performer Identification:** Determine which region has the highest percentage of high performers.
4. **Visualization:** Create visual representations of the data to highlight key trends and insights.
5. **Presentation Report:** Summarize findings and provide recommendations for management.

Detailed Information

Datasets is attached with this documentation in Excel file .

Data Columns Explanation

1. **Evaluation_ID:** Unique identifier for each evaluation record.
2. **Evaluation_Date:** Date when the evaluation was conducted.
3. **Evaluation_Score:** Score given for the evaluation.
4. **STORE AMBIANCE, FIRST IMPRESSIONS, DISCOVERY, etc.:** Various criteria used to assess the performance of Style Advisors.

5. **Location_City, Location_State, Zone, Location_Country:** Geographic details of the evaluation location.
6. **Time of entry, Time of exit, Duration of visit (seconds):** Timing details of the customer visit.
7. **Style Advisors Present, Customers Present:** Number of Style Advisors and customers present during the visit.
8. **Age of Auditor, Gender of Auditor, Auditor Attire:** Demographics and attire of the auditor conducting the evaluation.
9. **Style Advisor Name, Style Advisor Description:** Details about the Style Advisor being evaluated.
10. **Various criteria (e.g., 1.1 - Signage Clean & Well Lit, 2.1 - First Impression):** Specific aspects of the evaluation related to store ambiance, customer service, and overall experience.

Task-1

Performance Grading

Using the Evaluation_Score, assign grades as follows:

- **High Performer:** 90% - 100%
- **Average Performer:** 70% - 89%
- **Low Performer:** 50% - 69%
- **Bottom Performer:** Below 50%

Example Calculation

For an Evaluation_Score of 58:

- Grade: **Low Performer**

Task-2

Pivot Table Analysis

To create a pivot table that shows the average Evaluation_Score by Zone:

1. **Data Preparation:** Ensure the data is clean and organized.
2. **Create Pivot Table:** Use Excel or Google Sheets to create a pivot table with "Zone" as the row label and average of "Evaluation_Score" as the value.

Steps to Find the Region with the Highest Percentage of High Performers

1. **Create a Pivot Table:** Show counts of each performance grade by Zone.
2. **Calculate Percentage:** For each zone, divide the number of High Performers by the total number of evaluations.
3. **Identify Region:** Find the zone with the highest percentage of High Performers.

Task-3

Visualization

1. **Average Evaluation Scores by Zone:** Bar chart showing average scores for each zone.
2. **Percentage of High Performers by Region:** Pie chart showing the percentage of High Performers in each region.
3. **Performance Distribution Over Time:** Line graph showing trends in performance scores over time.
4. **Performance Breakdown by Criteria:** Heatmap showing average scores for various evaluation criteria.
5. **Comparison of High vs. Low Performers:** Stacked bar chart comparing characteristics of High and Low Performers.

Insights to Call Out

1. Consistent High or Low Scores:

- Identify regions with consistently high average evaluation scores.
- Highlight regions with lower scores to address specific issues.

2. High Performer Percentage:

- Focus on regions with a high percentage of High Performers as potential areas of success.

3. Trends Over Time:

- Look for any noticeable trends or shifts in scores over time to understand changes in performance.

4. Distribution of Performance Categories:

- Analyze the distribution of performance categories (High, Average, Low, Bottom) to identify areas needing improvement.

Conclusion

Based on the analysis, the management team will gain insights into the effectiveness of Style Advisors across different regions. The visualizations will provide a clear picture of performance trends, high-performing regions, and areas requiring attention. Recommendations can be made to enhance overall performance based on the identified strengths and weaknesses.

Presentation Report

You can use this structure to create your presentation, incorporating screenshots of visualizations to effectively communicate the results.

Slide 1: Title Slide

- Title: Evaluation of Style Advisor Performance
- Subtitle: Comprehensive Analysis and Insights

Slide 2: Introduction & Objectives

- Overview of the project
- Objectives of the analysis

Slide 3: Data Overview

- Explanation of columns and data structure

Slide 4: Performance Grading

- Table showing the grading scale
- Example of how grades were assigned

Slide 5: Pivot Table Analysis

- Pivot table showing average Evaluation_Score by Zone
- Key observations from the pivot table

Slide 6: High Performer Analysis

- Pivot table or chart showing percentage of High Performers by region
- Region with the highest percentage highlighted

Slide 7: Visualizations

- Bar chart: Average Evaluation Scores by Zone
- Pie chart: Percentage of High Performers by Region
- Line graph: Performance Trends Over Time
- Heatmap: Breakdown by Evaluation Criteria
- Stacked bar chart: High vs. Low Performers Comparison

Slide 8: Key Insights

- Summary of regions with high or low scores
- Trends observed over time
- Performance distribution analysis

Slide 9: Recommendations

- Suggested actions based on insights
- Focus areas for improvement

Slide 10: Conclusion

- Recap of findings
- Final thoughts and next steps

Slide 11: Q&A

- Open floor for questions and discussion
-

Submission Guidelines

Format: PowerPoint or PDF

Length: 1-20 slides.

Sections: Introduction, Key Findings, Actionable, Methodologies , Approaches, Insights, Conclusions

Tools and Technologies :

EXCEL / WORD / Power Point Presentation(PPT)

Deadline:

Submit your report and presentation within 21 Days from the day you will start



Thank You
