

# Reaching the Right Business Objective - Identifying objectives from revenue

# Business Objectives to boost revenue



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Revenue =  $(\text{\#old\_customers} + \text{\#new\_customers}) * \text{average\_products\_bought} * \text{average\_product\_price}$

- **Out of Store Optimization**
  - Email Targeting
- **In-store Experience Optimization**
  - Wait Time Optimization
  - Prevent Out-Stocks

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- **Online Distribution channels**
- **Optimise Customer Acquisition**
  - Social Media Channels
  - Door-to-Door Marketing
  - Outdoor branding/Events

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- Optimize Store Layout
- Optimize Loyalty Programme
- Optimise In-store promotions

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- Optimise Pricing Strategy
  - Region Based Pricing
  - Decide Right Margin

