

WEDDING CONSIGN AND DESIGN

Who sells with us?

What do we sell?

How will sales change?

PRESENTED BY PATRICK BROWN

BACKGROUND

- Small Business
- Open < 5 years
- Consignment shop

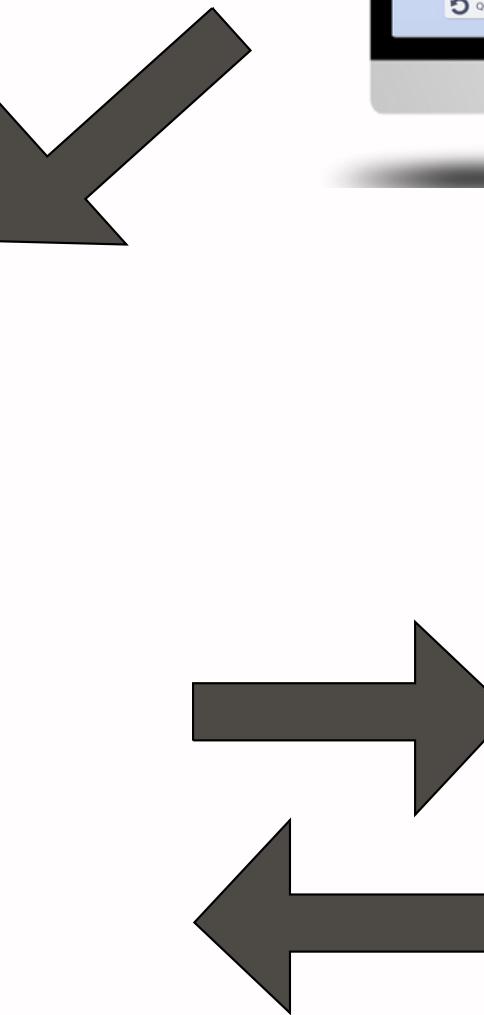


DATA & TOOLS



Google Sheets

- Cleaning
- Analysis



ConsignPro

- Inventory Data
 - 50,000 Entries

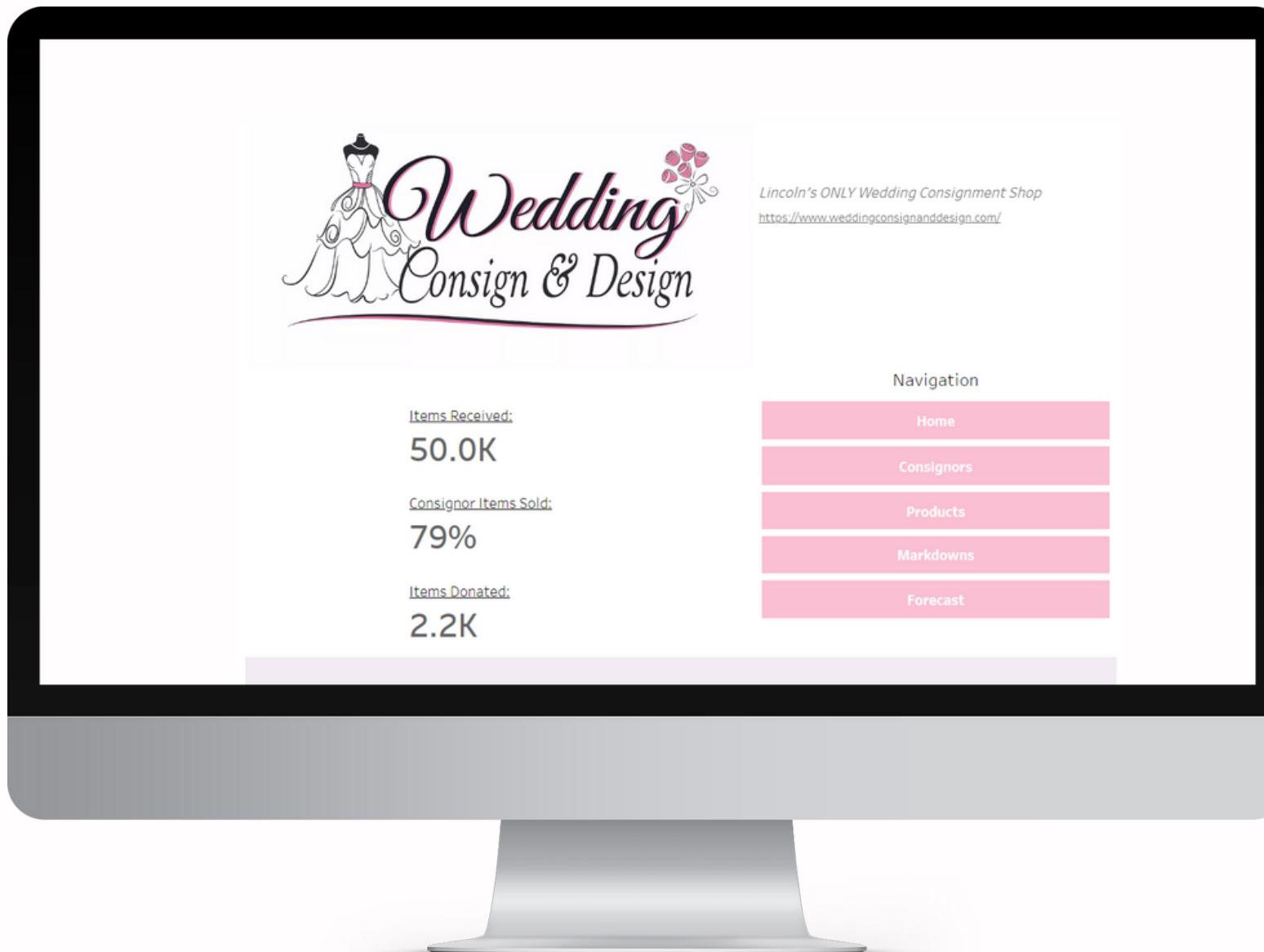


Tableau

- Analysis
- Visualization

LETS EXPLORE

Wedding Consign and Design By The Numbers



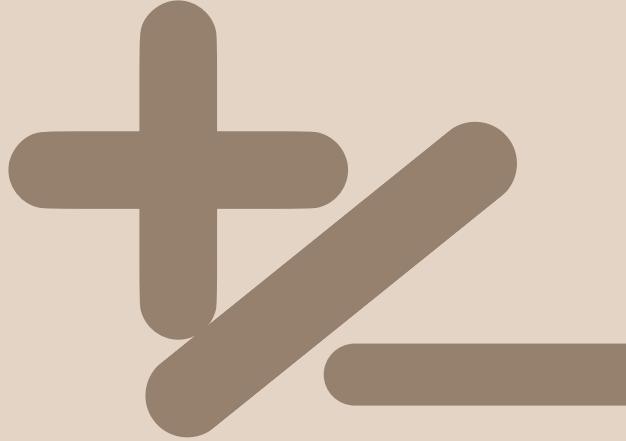
KEY TAKEAWAYS



Wedding Gowns are the primary source of revenue despite selling the fewest in quantity.



There is seasonality in sales and intake. The two don't happen concurrently.



There may be opportunity to gain further revenue by adjusting when items are marked down.



The store shows a positive growth trend with the most growth in the apparel sales.

FUTURE WORK

Create

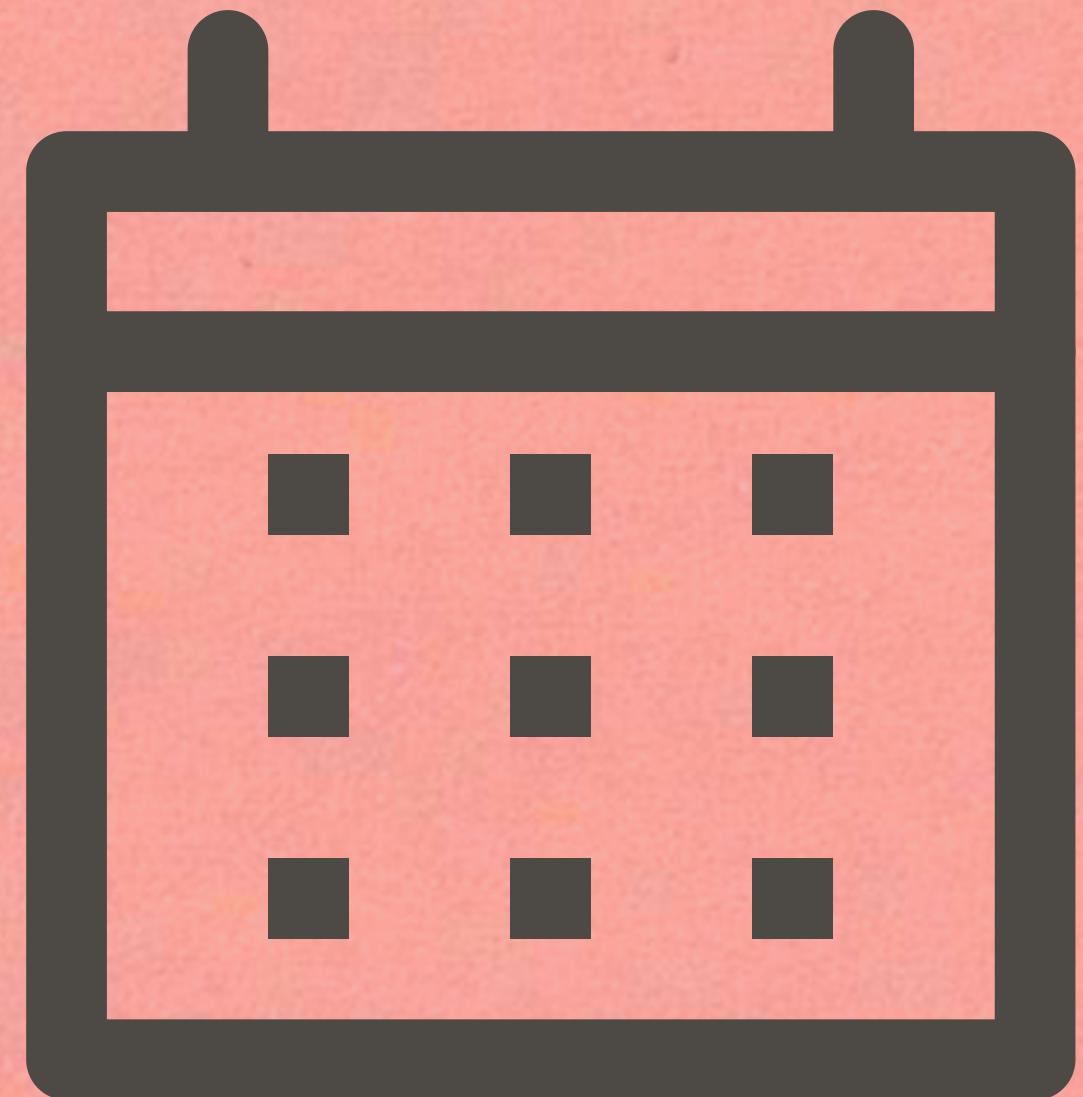
- Optimized product time lines based on date and product details

Estimate

- Possible revenue gain from interventions

Test

- Interventions with A/B Methodology



APPENDIX

Feel free to ask me any questions
on inspiration or implementation!

Contact

Email: patrick.ty.brown@gmail.com

Linkedin: <https://www.linkedin.com/in/patrick-ty-brown/>

**C
O
N
T
E
N
T
S**

- Client
- Data
- Process
- Additional Visualizations

CLIENT

<https://www.weddingconsignanddesign.com/>



DATA

- 50,000 Inventory Entries
- Brief Description
- Item Sales

	A	B	C	D	E	F	G	H	I	J	K
1	ProductID	ProductTyp	ProductCol	ProductSiz		OrigPrice	Price	EnterDate	TransferDa	TransferPri	TransferInd
39249	40659	Fabric/Linens	White	30 Ft		5.85	4.325	07/21/21	02/27/22	4.58	Sold
39250	40660	Signs/Banners	Silver	12x12		1.5	1.1	07/21/21		0	Available
39251	40661	Ribbon	White	24 Yds		6.2	4.5875	07/21/21	01/09/22	4.84	Sold
39252	40662	Craft Supplies	Gold	11 Ct		0.65	0.65	07/21/21	08/18/21	0.65	Sold
39253	40663	Ribbon	Blue	10 Yds		1.25	0.9125	07/21/21	01/22/22	1.01	Sold
39254	40664	Ribbon	Silver	2.25 Yds		0.65	0.4875	07/21/21	12/07/21	0.49	Sold
39255	40665	Ribbon	Silver	1.5 Yds		0.45	0.3375	07/21/21		0	Available
39256	40666	Miscellaneous	Multi	5x5		4.85	3.6125	07/21/21		0	Available

PROCESS

4 Week Timeline

Week 1

- Pitch Meeting
- Goal Setting
- Data Acquisition

Week 2

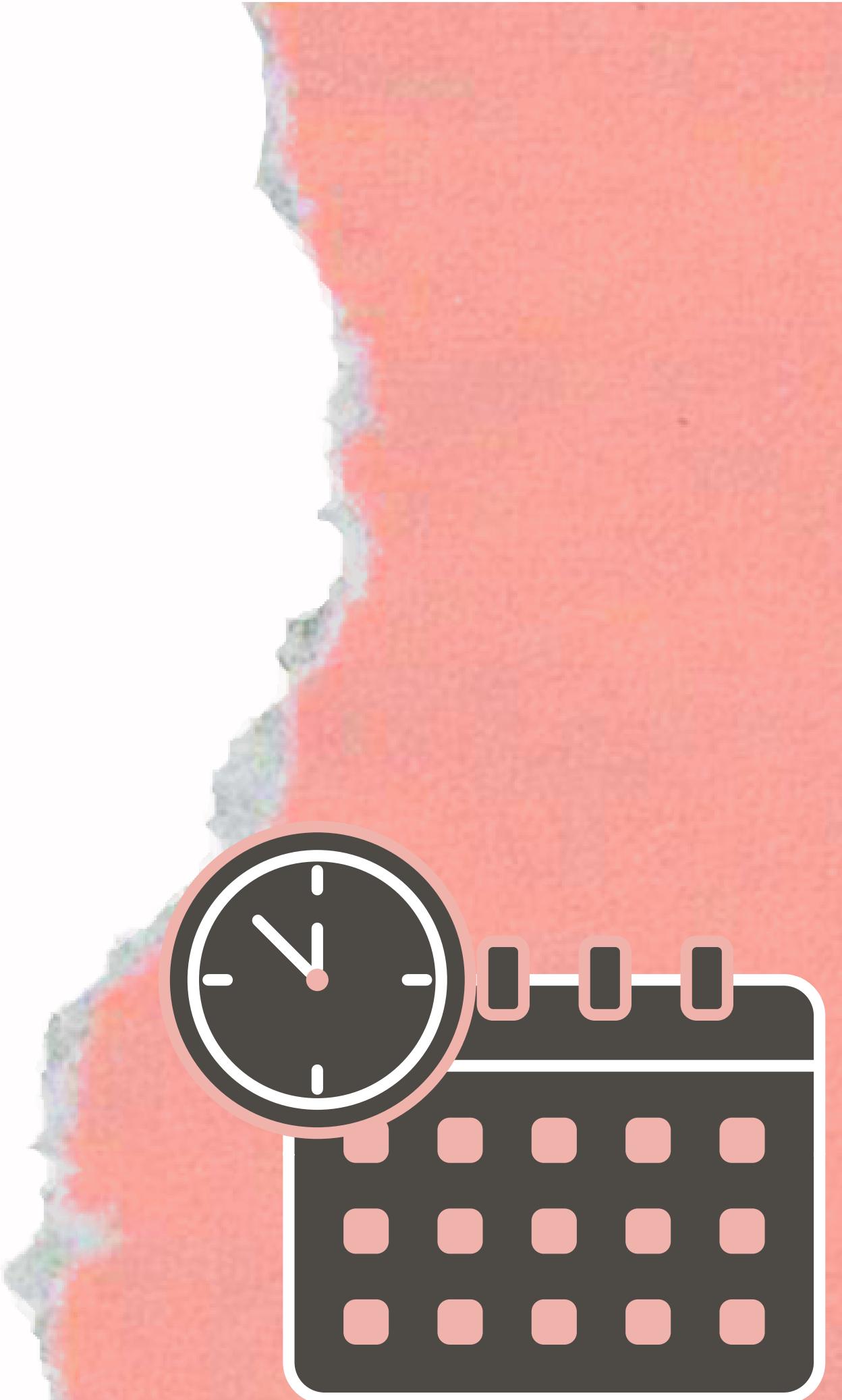
- MVP Development
- Preliminary Presentation
- Goal Review

Week 3

- Project Development
- Check in

Week 4

- Finishing Touches
- Presentation



EXTRA

- Time on Shelf (ToS) not uniform across products
- Higher Ticket items have above average ToS

