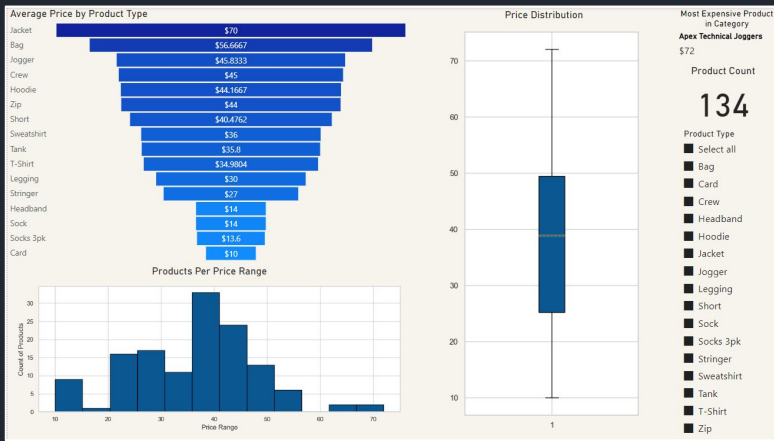


- 1. **Goal:** Drive market entry pricing decisions for a US based men's sports and lifestyle small business.
- 2. **Key Modules:** Web data connector and Power Query utilized to scrape and standardize data from three competitor websites.
- 3. **Business Process Impact:** Product pricing decisions, Market Positioning, Product planning, Profit margin forecast.

## Project Summary



Overview of dashboard

## Technical Highlights

Index	Product Name	Color	Fit	Product Type	Price_Dollars
1	Crest Joggers	Black		Jogger	\$34
3	Apex 5" Perform Shorts	Rich Purple		Short	\$52
4	Critical 2.0 Drop Arm Tank	Black		Tank	\$28
5	Bold T-Shirt	Black		T-Shirt	\$30
7	Apex 8" Function Shorts	Onyx Grey		Short	\$56
10	Critical 2.0 Drop Arm Tank	White		Tank	\$28
11	Crest Shorts	Navy		Short	\$24
12	Crest Joggers	Light Grey Core Marl		Jogger	\$34
16	Apex 5" Perform Shorts	Onyx Grey		Short	\$52
19	Apex T-Shirt	Black/Onyx Grey		T-Shirt	\$46
21	Crest Joggers	Navy		Jogger	\$34
22	Critical 2.0 Stringer	Black		Stringer	\$28
23	Critical 2.0 Joggers	Black		Jogger	\$44
24	Bold Stringer	Black		Stringer	\$25
27	Gymshark/Steve Cook Tank	Off White		Tank	\$40
29	Apex Seamless T-Shirt	Onyx Grey/Black		T-Shirt	\$44
30	Critical 2.0 Long Sleeve T-Shirt	Black		T-Shirt	\$36
33	Geo Seamless T-Shirt	Charcoal Grey/Black		T-Shirt	\$36
34	Geo Seamless T-Shirt	Off White/Light Grey		T-Shirt	\$36
35	Geo Seamless Long Sleeve T-Shirt	Charcoal Grey/Black		T-Shirt	\$40
36	Geo Seamless Long Sleeve T-Shirt	Off White/Light Grey		T-Shirt	\$40
37	Geo Seamless T-Shirt	White/Moonstone Blue		T-Shirt	\$36
38	Geo Seamless Long Sleeve T-Shirt	White/Moonstone Blue		T-Shirt	\$40
39	Apex Seamless Tank	Onyx Grey/Black		Tank	\$42
40	Apex Seamless T-Shirt	Light Grey/Onyx Grey		T-Shirt	\$44
42	Critical 2.0 Stringer	Light Grey Marl		Stringer	\$28
43	Critical 2.0 Drop Arm Tank	Light Grey Marl		Tank	\$28
45	Patented T-Shirt Power Move Teeble	Black		T-Shirt	\$30

Tabular data model with final tables shown as 'unhidden'

- 1. **Web connector** for rapid data scraping from web pages.
- 2. **Power Query** to support cleanup and standardization of data across companies analyzed.
- 3. **Visualization suite** to develop dashboards and deploy standard visuals.
- 4. **Script visuals** to create non-standard visuals while retaining cross-filter functionality.

- 1. **Product Price** decisions made for debut collection.
- 2. **Market Positioning** influenced by analyzing competitor pricing and marketing efforts.
- 3. **Product Planning** impacted by sharing competitor bestsellers to creative and business personnel.
- 4. **Profitability Modelling** conducted at different price points based on market analysis.

## Business Impact



Dashboard with 'Short' product type filtered