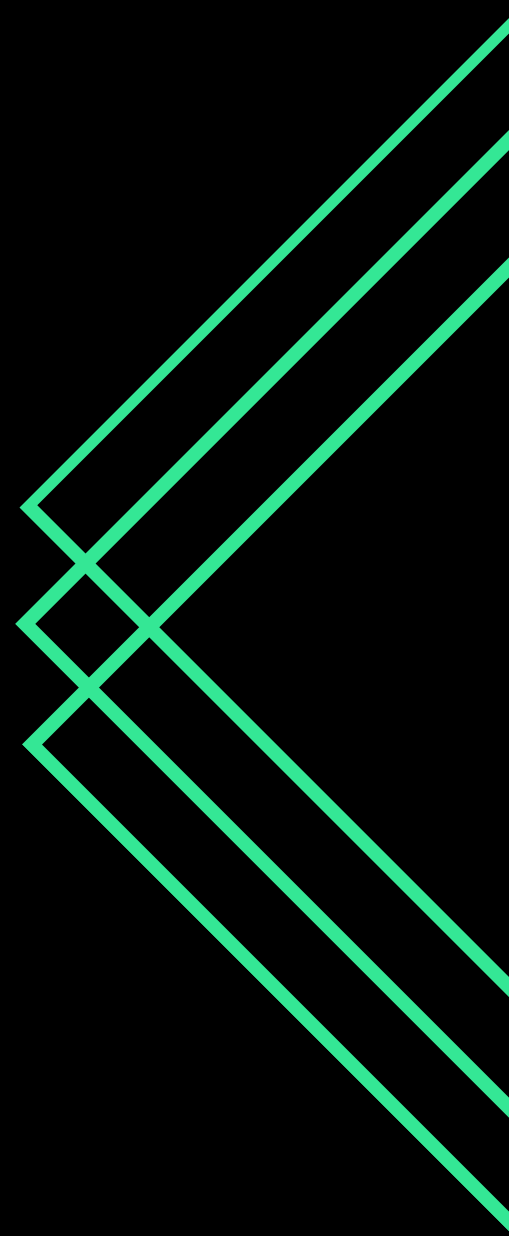



March 2021

NEEMAN'S

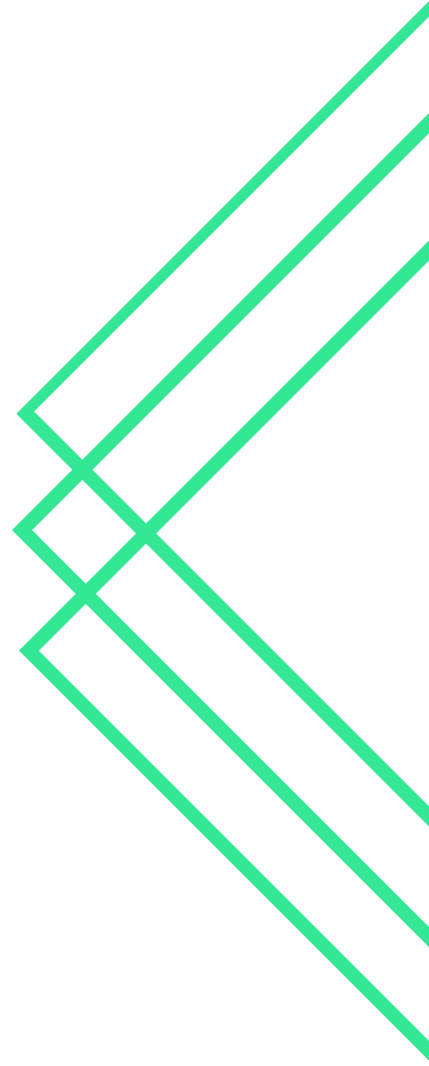
A BUSINESS ANALYSIS



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Questions Asked

- Estimate the Inventory Levels that your client should maintain for the coming 6 months
- What variants should your client focus on to improve its revenue?
- Your client is looking for offline expansion. Recommend your strategy for the same.
- Should your client give a flat discount to all of its customers?



Data Provided

The dataset provided contained details for orders placed to Neeman's from April 2021 till the first week of December 2021.

Data Cleaned

Before any steps could be taken to analyze the data. The first step was to consider only the data we needed to. In order to do this, the orders with statuses as "Cancelled" or "Shipped & Returned" were not considered for any further analysis.



Inventory Levels

Estimating inventory levels for each product type, size and color

In order to estimate the inventory levels for each product variant. I made a new excel sheet with all the sku's as the rows and the months as the columns.

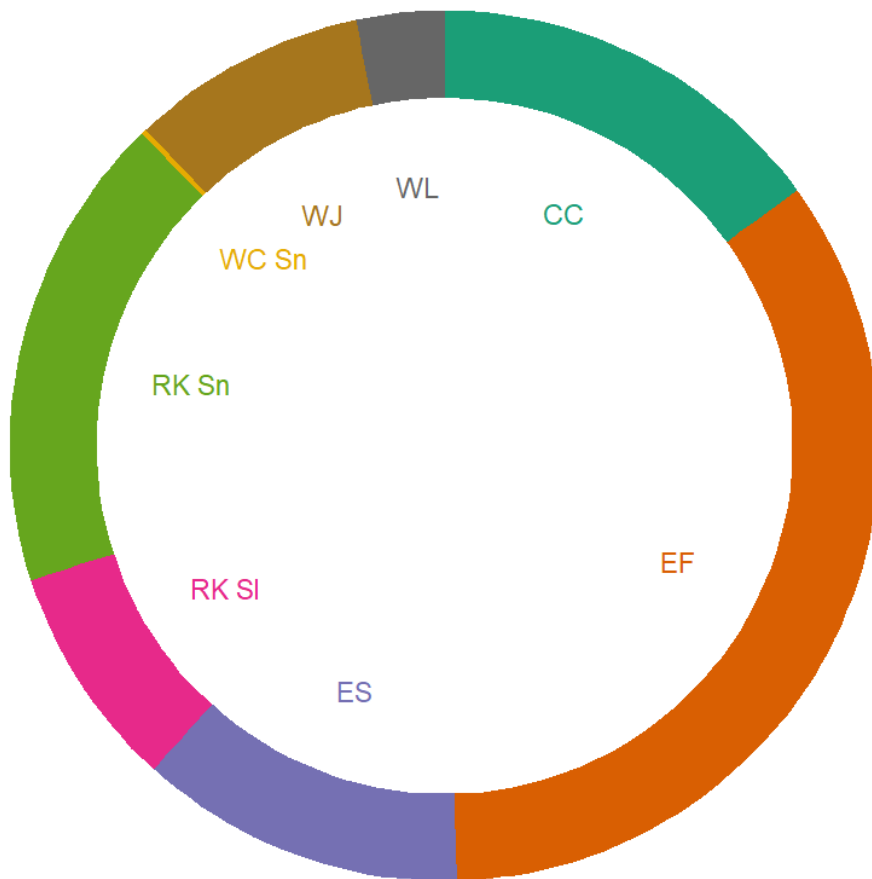
The resultant sheet showed the orders placed for each sku in each month, which easily allows us to get a rough estimate of the inventory levels for each product variant.

Since the excel sheet is too big and unique for a visualisation I've added none. I've attached the sheet in the mail which is, on it's own, pretty self explanatory.



Variants

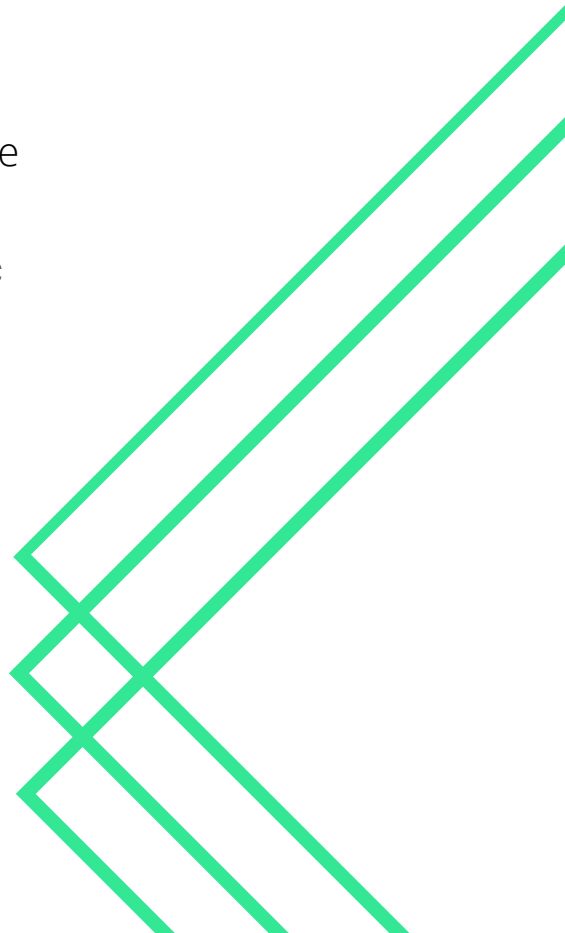
Improving revenue

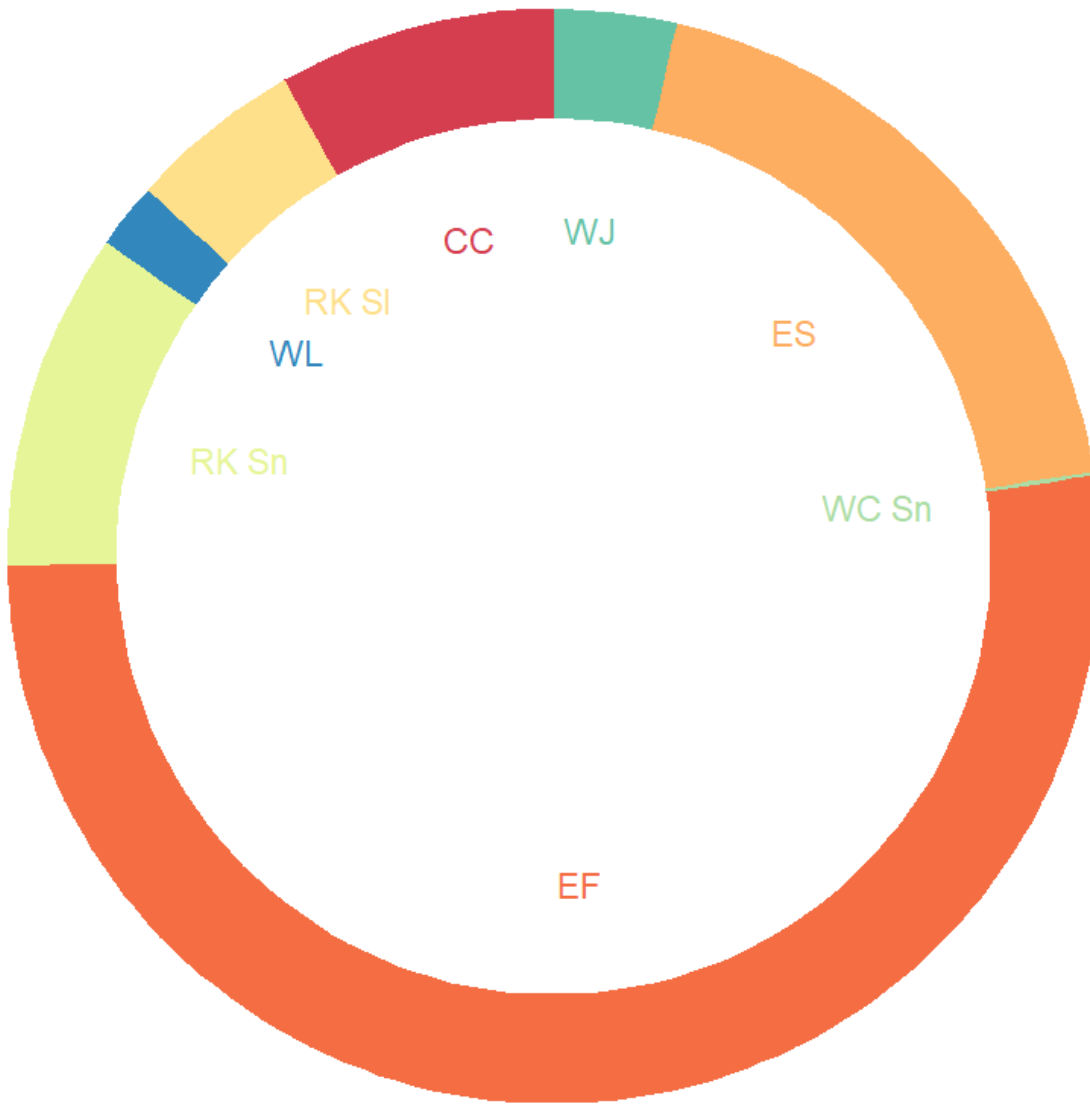


Revenue generated by each type

From the donut chart above, we can clearly see that "WC Sn" is contributing negligibly to the overall revenue.

"EF" on the other hand is doing great and is responsible for a whopping 34% of the revenue generated.





Orders placed for each Type

Again from this donut chart we can infer that a minute number of people place orders for the "WC Sn" type.

And "EF" seems to be the most popular type amongst the customers with it being 52% of the orders placed.

Therefore the "WC Sn" variant should either be discontinued or completely revamped.

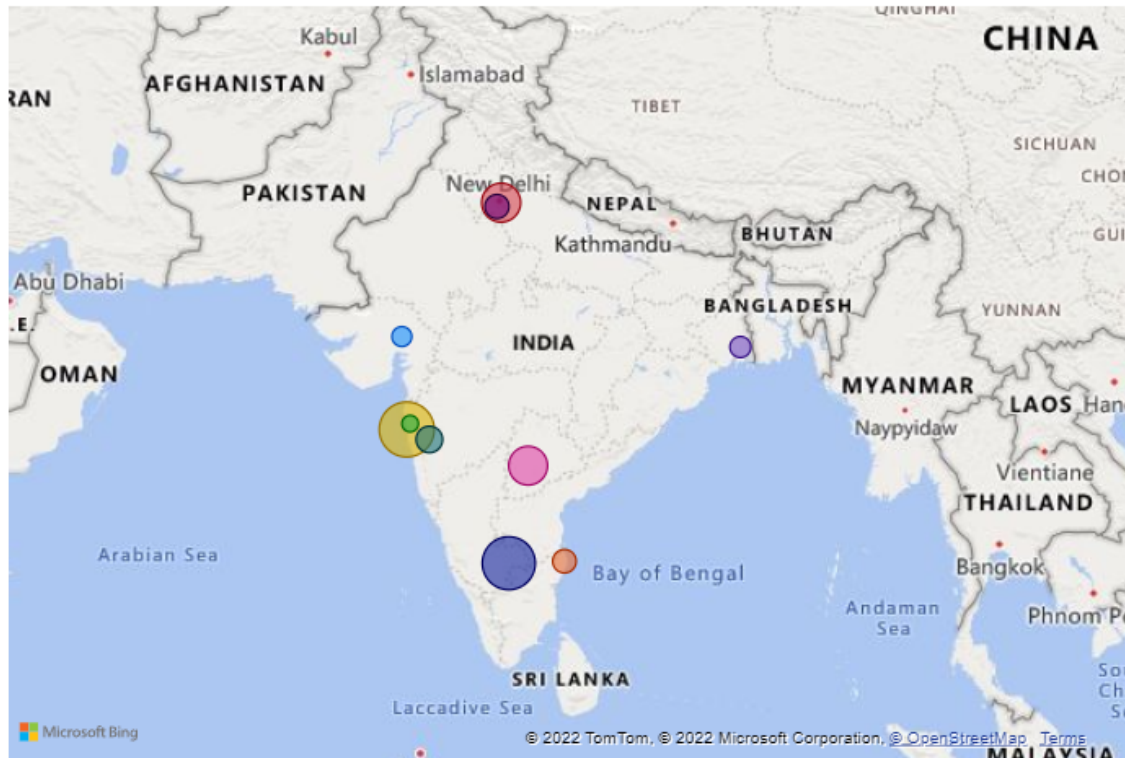
More types like EF should be released.

Offline Expansion

Neeman's

Orders placed in top 10 cities

City ● mumbai ● bangalore ● new delhi ● hyderabad ● pune ● gurgaon ● chennai ● kolkata ▶



Top 10 cities with most orders placed


At 16586, Mumbai had the highest number of total orders. Bangalore coming in at a close second at 15710, followed by New Delhi at 10414.

Making these 3 cities the prime initial locations for expanding Neeman's offline business. These 3 also cover demographics across Northern, Western and Southern India.

After monitoring the success of the offline stores, more branches can be opened across India in the rest of the locations.

Flat Discount

Handing out flat discount on all the items to all the customers could be drown the business.

1. Discounts can be given on specific products. For eg the "WC Sn" isn't doing good, a good approach before discontinuing or revamping the product could be to put a good discount on it. So as to exhaust the remaining pieces in the inventory.
 2. Though there were no DOB or Age measures in the dataset provided, so this can't be said for sure. But a huge part of the sneaker community is made up of adolescents and young adults. To appeal to this section of the society a student discount could be provided.
 3. Instead of discounts, another way of promoting your brand could be through the use of coupons.
 4. Discounts should be given at a specific time only when surplus of people are going to be buying items. (In the dataset a big increase in the number of orders was seen in the month of November, this was due to the occurence of Diwali)
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- The bottom right corner of the slide features several thick, light blue geometric lines. These lines form a series of overlapping triangles and parallelograms, creating a modern, abstract pattern that adds visual interest to the layout.