



B/YTÉ



# B/YTÉ COMPANY ANALYSIS

Presented by:



# OVERVIEW



- The Company's Current Standing
- Addressing The Company's Main Issues
- Summary Of Our Data Analysis & Key Findings
- Solutions



# THE COMPANY'S CURRENT STANDING

## Company Overview:

- 2 full-time employees
- 1 physical store location
- Inconsistent consumer demand (fluctuates from high to zero orders)
- Have substantial social media following, but cannot create online order
- Not highly active on social media

## Supply Chain Challenges:

- Orders clothes from Germany
- 2-month lead time for delivery
- Frequent issues with low stock levels

## Decision Dilemma:

- Uncertainty about switching to a more convenient and sustainable manufacturer
- Concerns about the cost implications of the switch



# ADDRESSING THE COMPANY'S MAIN ISSUES

- Unable to match supply and demands
- Profits not reinvested, could be utilised for online platform.
- Not fully utilizing social media for marketing and sales

## SUMMARY OF OUR DATA ANALYSIS & KEY FINDINGS



Conducted data cleaning on: Microsoft Excel and Python

Conducted data analysis and visualization on: Python and Tableau

Errors in the data analysis:

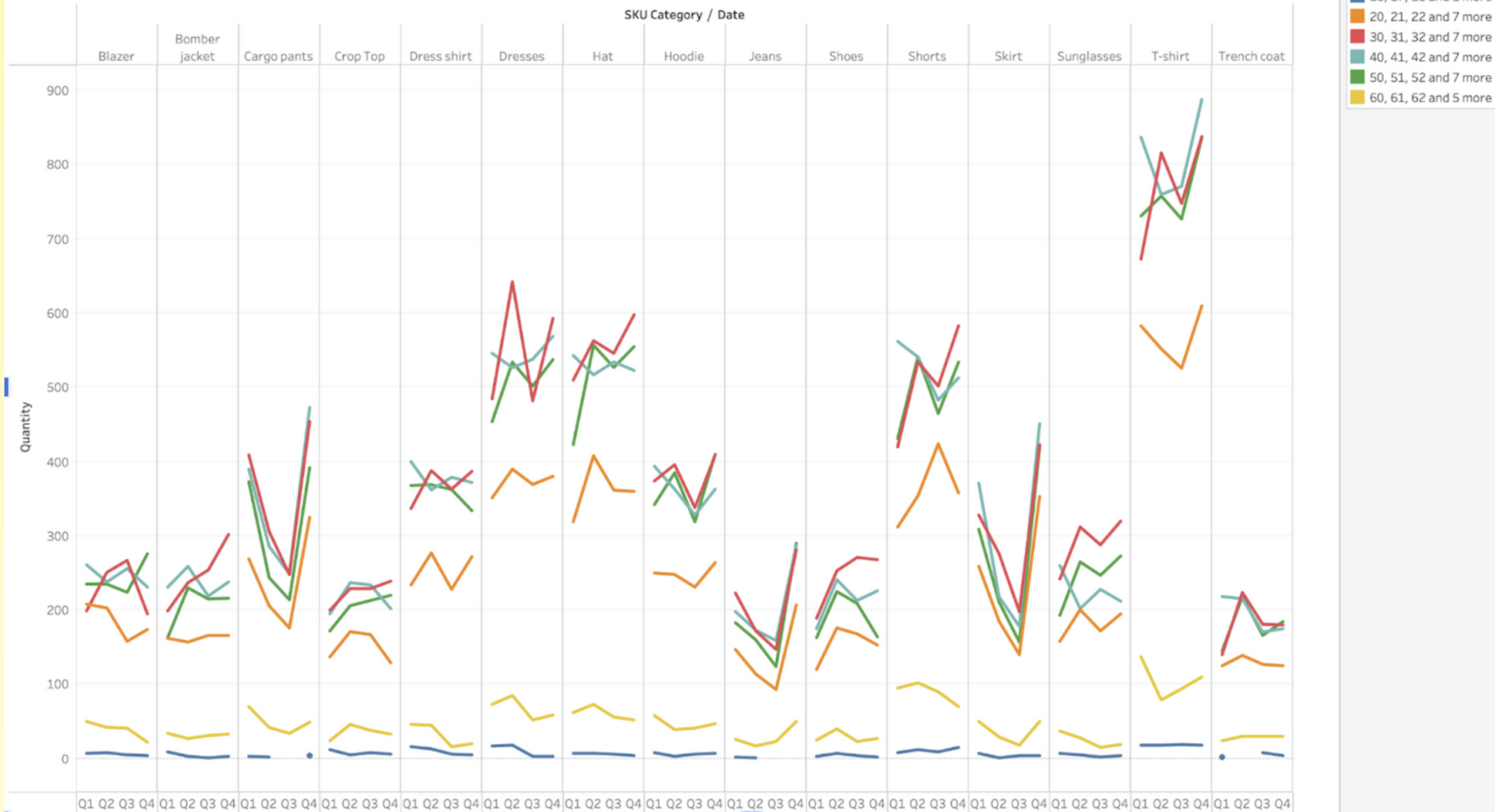
- Input error in dates (line 60344), but if we go back to line 30509 it is possible that this isn't an error, just a shift on date of input (basically the lines that are after 60344 fits perfectly if put after line 30509)

What we did:

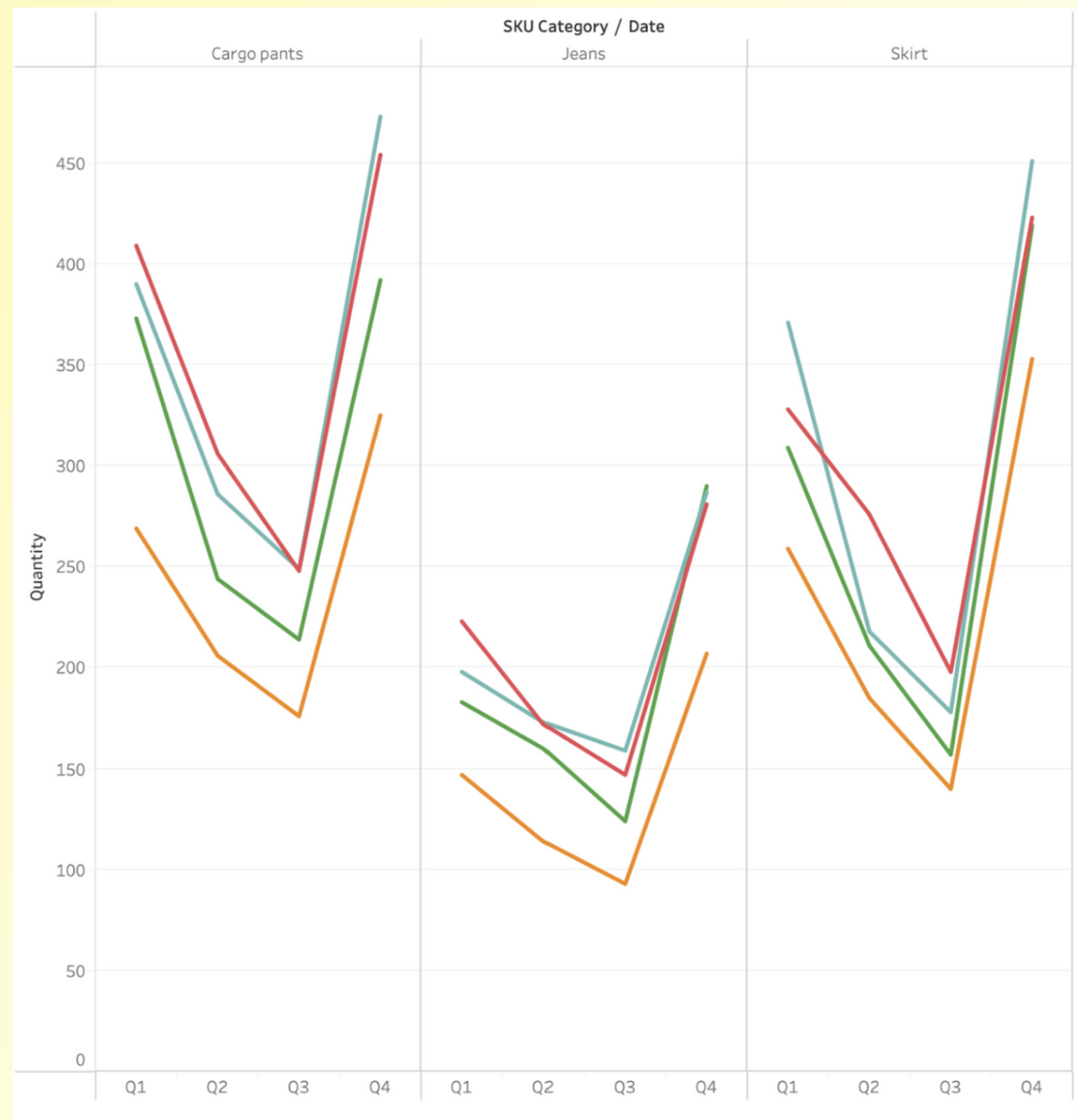
- Exhibition 1: Quarterly Sales Analysis: Clothing Categories Segmented by Age Groups
- Exhibition 2: Notable Decline in Q3 Sales of Cargo Pants, Jeans, and Skirts - A Segmented Examination by Age Groups
- Exhibition 3: Revenue Realization: Profits Generated, Segmented by Age Groups
- Exhibition 4: Earnings Analysis: Profits Generated, Categorized by SKU

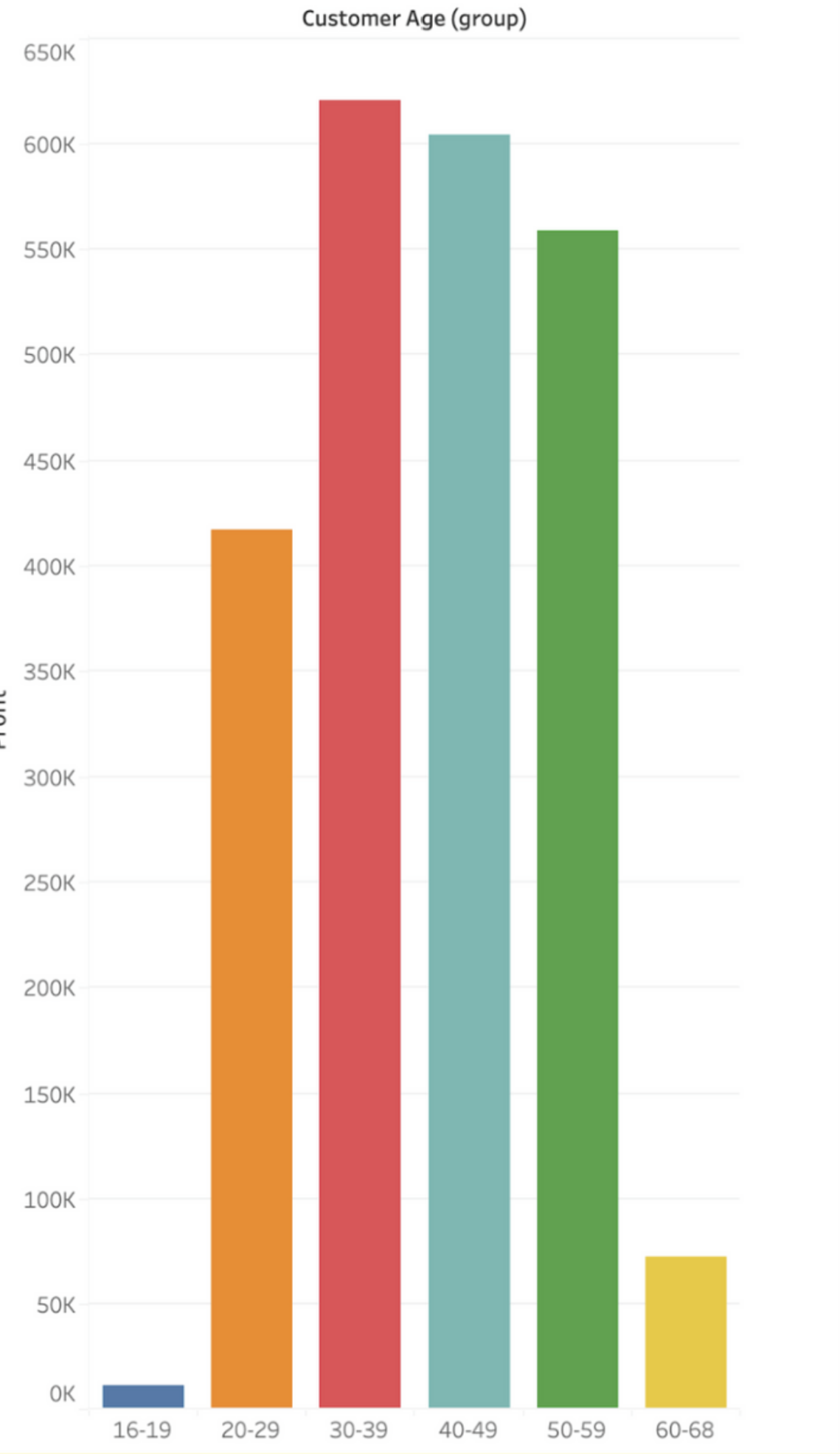


Sheet 2

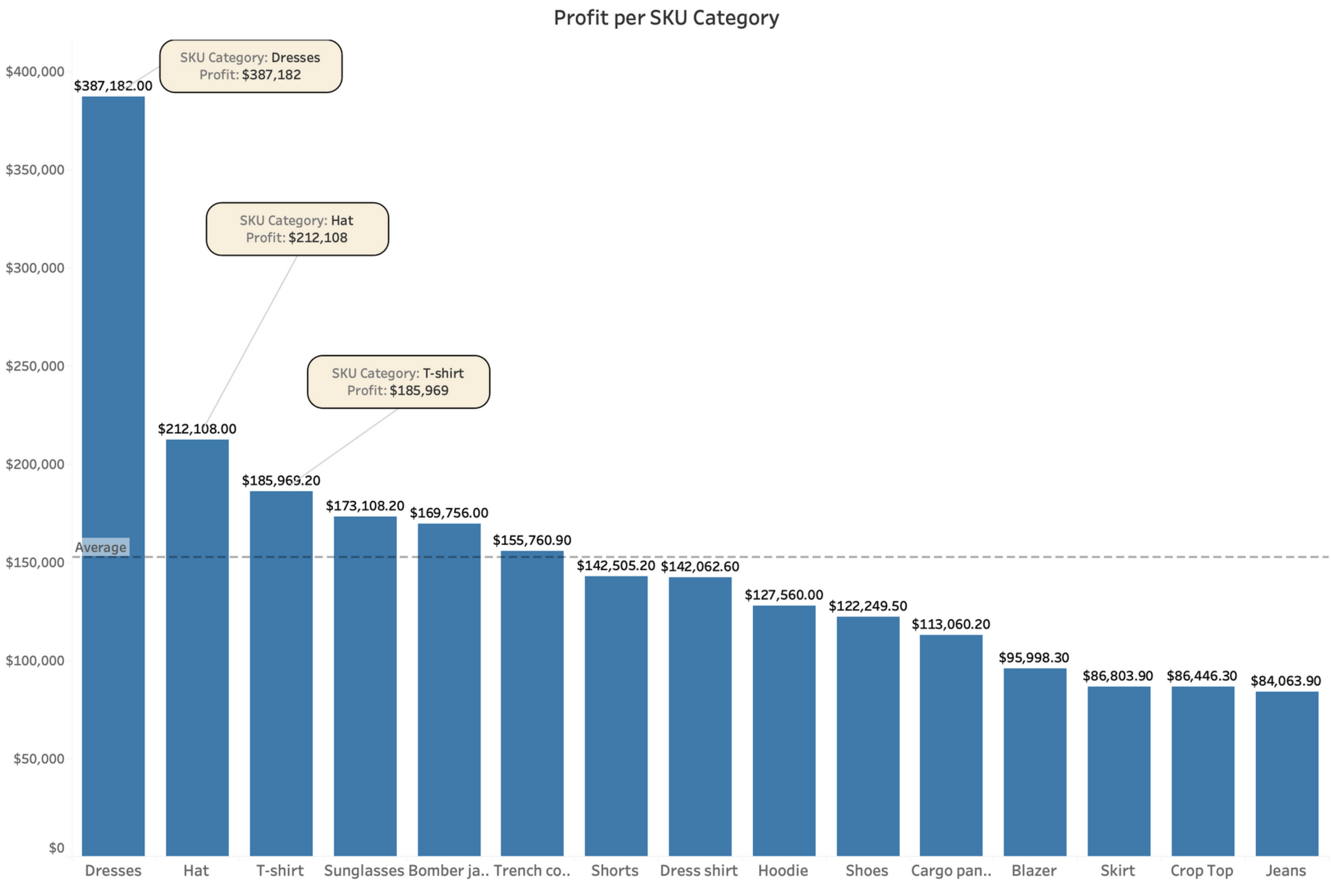














# SOLUTIONS

- Optimize profitability by strategically positioning shirts as a stable, popular item, focusing on consistent sales and customer loyalty over the long term, even if profit margins may not be the highest initially, ensuring sustained financial success.
- Create more social media pages (Facebook, Pinterest, TikTok) for a wider reach and actively engage with their audience by creating marketing content, making them more accessible
- An immediate solution would be to shift to a more sustainable manufacturer (even though it is more expensive) in order to stick to the company's values
- Focus on maximizing profits through continued innovation in dresses, T-shirts, and hats, emphasizing targeted marketing, strategic collaborations, and seasonal adaptability, while maintaining a commitment to quality and a forward-looking mindset for sustained success.
- Create a fashion strategy that seamlessly integrates current trends across age groups (20-60), offering versatile and inclusive designs, personalized marketing, and adaptive inventory management to ensure our brand resonates with a broad customer base, establishing us as a trendsetting and age-inclusive fashion destination.