

Clothing Brand

Results Dashboard with
Recommendations

OVERVIEW

CUSTOMER PROFILE

BY LOCATION

RECOMMENDATIONS

START HERE: This dashboard contains 4 pages with Cross Data Analysis of Sales, Clients and Products sold between Jan-21 and Jun-22. Just by clicking in the charts is possible to see the details by Product Category, Location or Offer. We can navigate using the buttons on the side. If you click something wrong don't worry, just refresh the page.

Highlights:

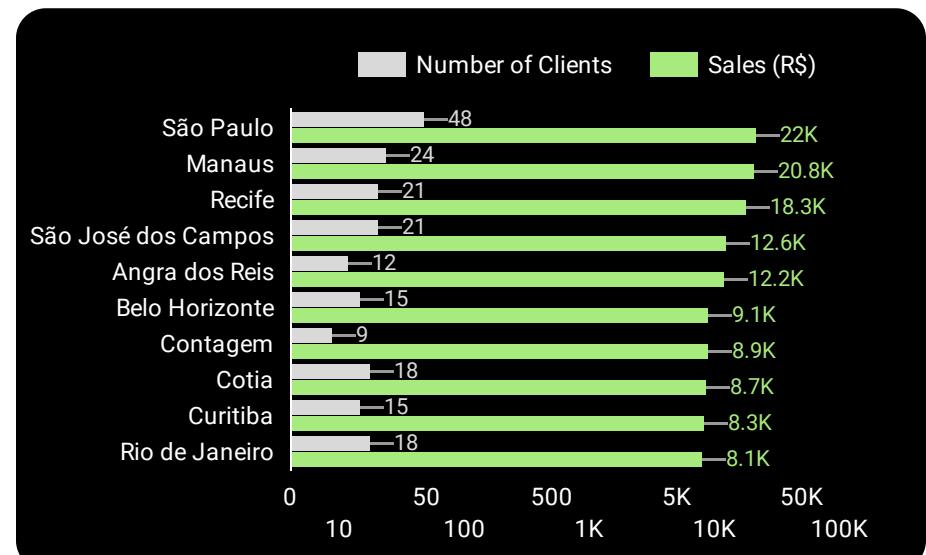
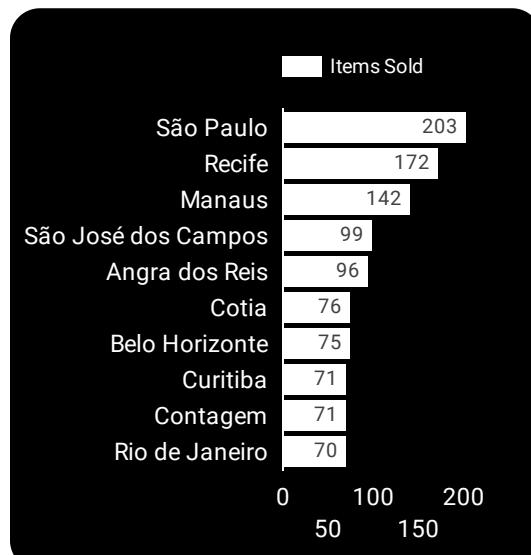
- Even with fewer customers, the countryside, proportionately, has a good sales volume and value: provincial São Paulo, Manaus and Recife. (details on p.2)
- Casual and Menswear are the outstanding categories.
- Casual was best seller in São Paulo, while Underwear and Esportivos performed better in Manaus and Recife.
- The sales are very seasonal OR are directly connected to some specific campaign, being April, May, October and November the best months by far.
- More details on page 3, Customer Profile.

Number of Clients
297

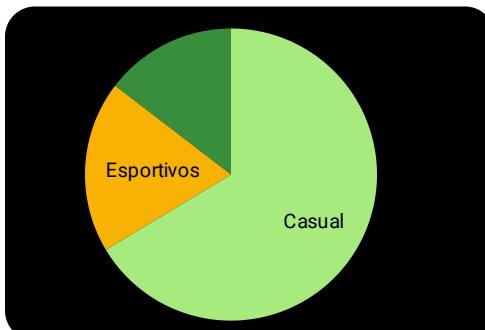
Items Sold
1,513

Sales (R\$)
R\$ 176K

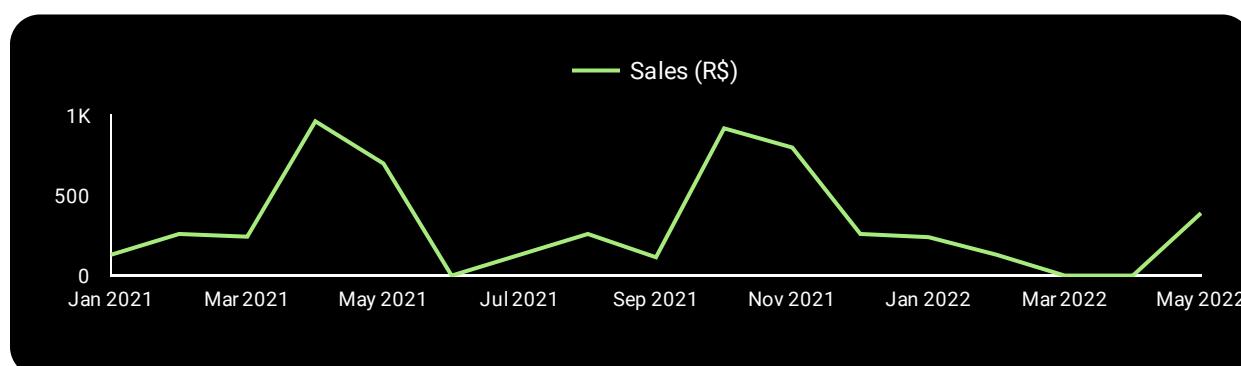
Avg. Order Value
R\$ 219.77



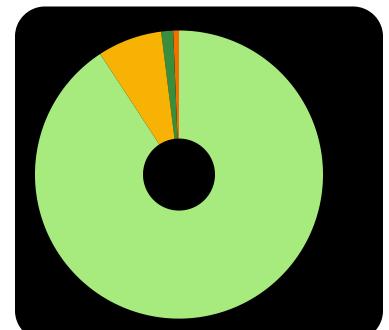
Sales (R\$) by Category



Sales (R\$)



Sales (R\$) by Coupons



Clothing Brand

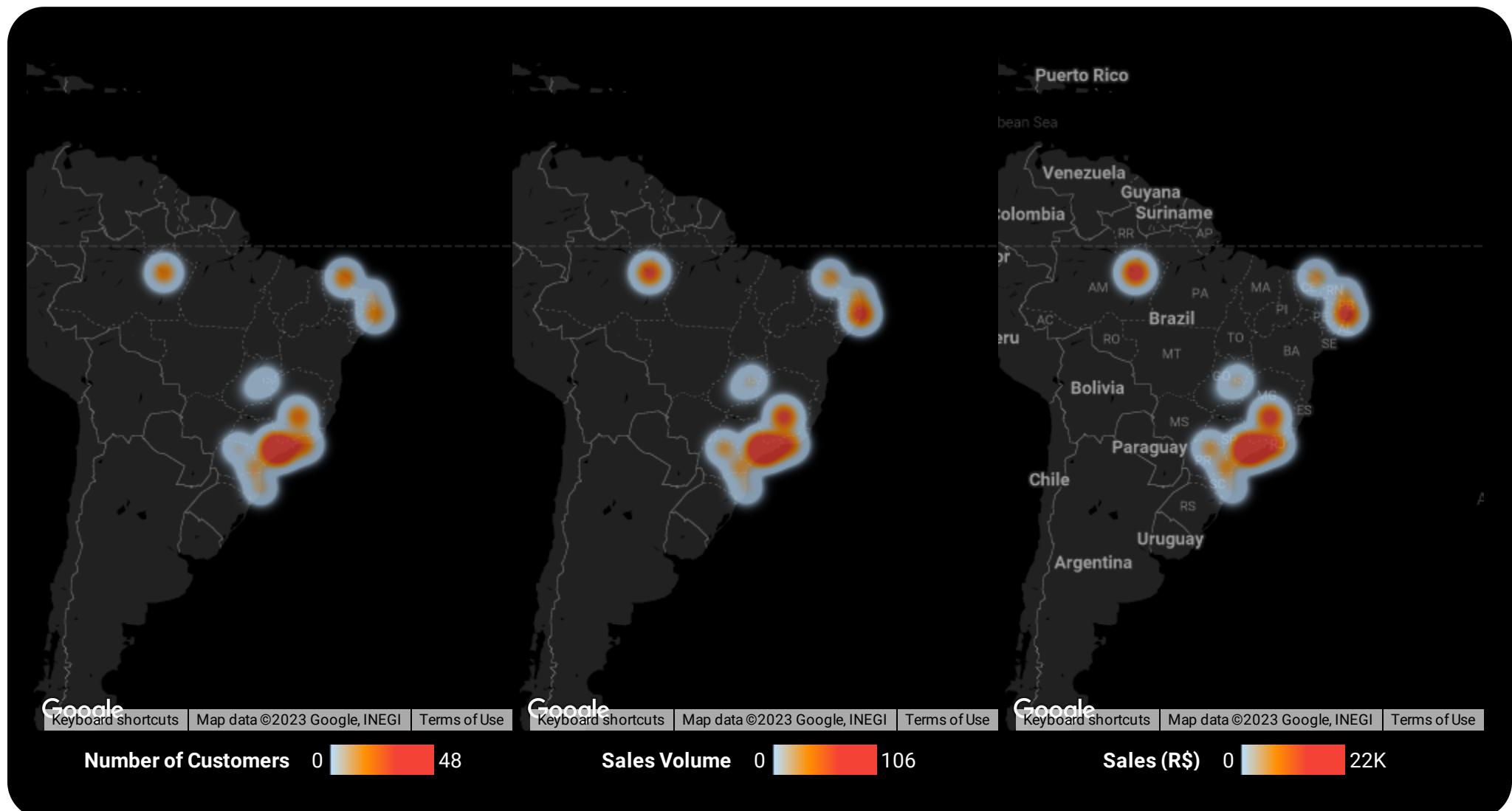
Results Dashboard with
Recommendations

[OVERVIEW](#)[CUSTOMER PROFILE](#)[BY LOCATION](#)[RECOMMENDATIONS](#)

MAPS: In the third map you can use your mouse to zoom in or out and to move around.

Highlight:

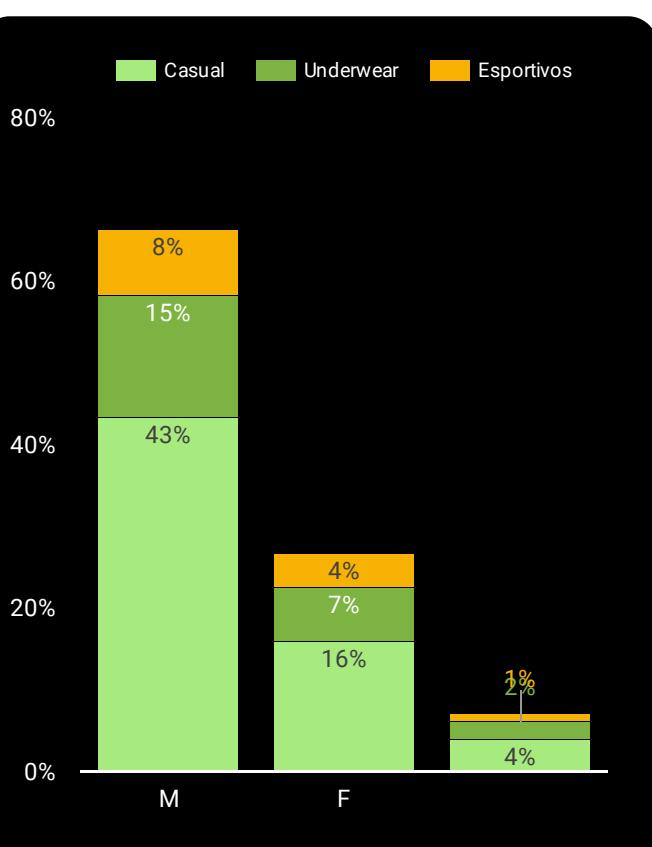
- Even with fewer customers, the countryside, proportionately, has a good sales volume and sales value: provincial São Paulo, Manaus and Recife, as we can see in the comparison of 'Number of Clients' and 'Sales' charts in the previous page.



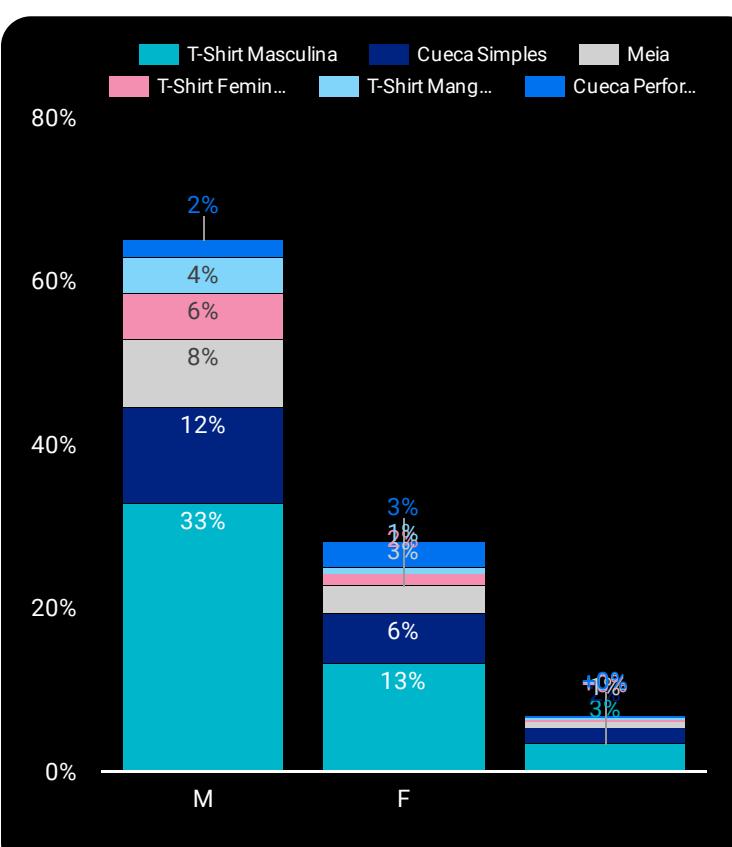
Highlights:

- Men represent 66% of sales, Women 27% and Undefined 7%.
- The top 3 products are T-Shirt Masculina, Cueca Simples and Meia even between Women buyers. (**QUESTION:** This could mean that a lot of women bought clothes for men (friends, boyfriends, brothers, parents to give them as a gift) **OR** this also could show a trend that women are wearing menswear. This should be confirmed with quality research).
- Therefore the TOP 3 Customer Profiles are: [1] **Men from São Paulo Capital who buy more casual wear**, [2] **Men from the countryside who also buy more Sportswear** and [3] **Women who buy for men**.

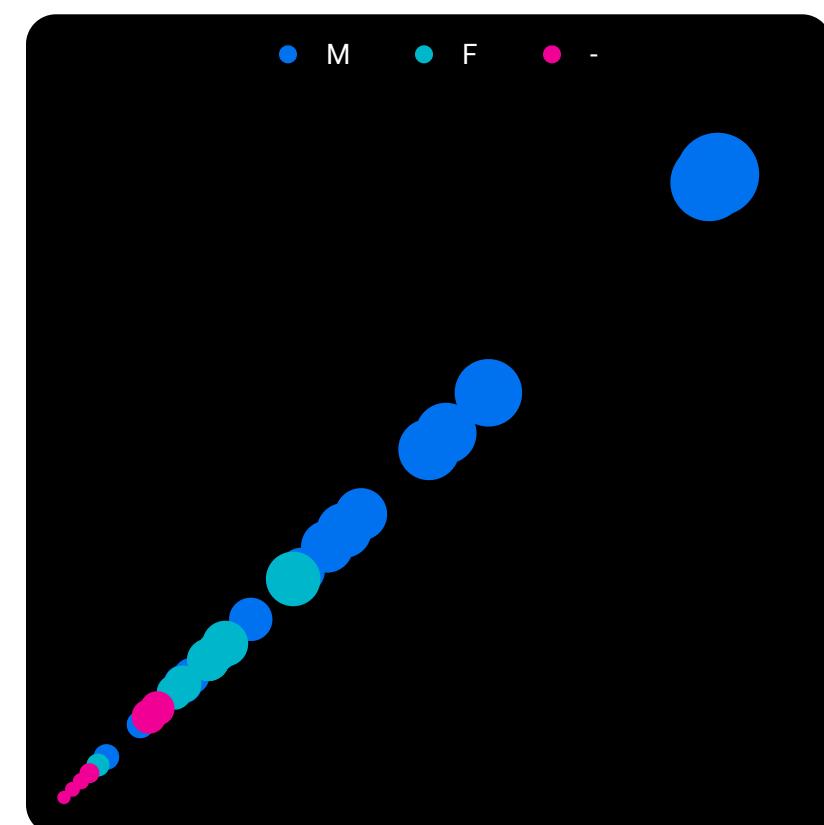
% of Sales by Product Category and Gender



Sales by Product and Gender



Sales by City and Gender
(hover the mouse over bubbles to see details)





Public 1: Men from São Paulo Capital who buy more Casual wear

Improve results of coupons and combos.

Combos could have a good impact on sales.

When combo shopping different items, offer a special discount OR some plus gift OR cashback.

Goal:

As sales in the capital goes very well the main goal is to **increase the average ticket** and sell others products than T-shirts and Cuecas.



Public 2: Men from the countryside who also buy more Sportswear

Expand advertising to the countryside.

Reinforcement of advertising in star locations.

A/B Tests in new locations with similar characteristics as Manaus, Recife and SJC.

Characteristics:

- Less access to distinguished products,
- Less competition on-site and the web,
- qualified audience that wants functional and minimalist clothes.

Goal:

Increase sales in others big and medium cities of the country.



Public 3: Women who buy for men

Strong advertising on special dates for men.

Disclose attributes and publicize more as an incredible and special gift for all mens.

Advertising for women.

Goal:

Increase sales as gifts from women to men and at the same time making the brand better known among women for future campaigns to them.

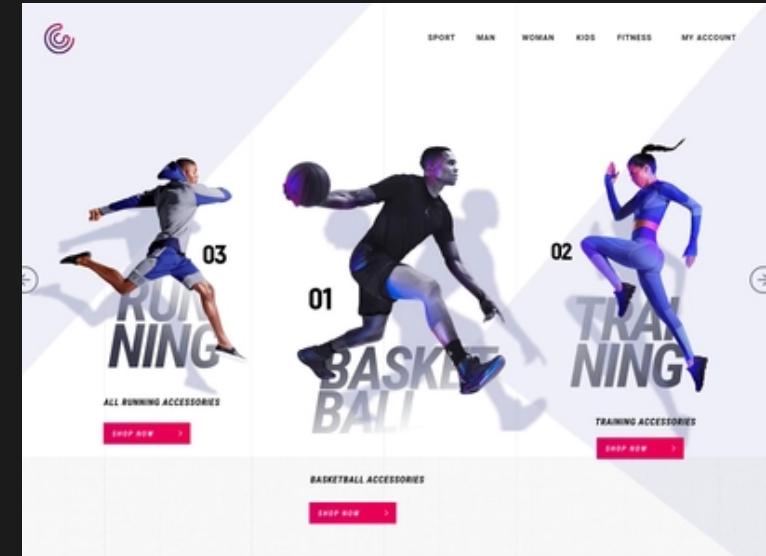


Suggestion #1

Some photos with everyday backgrounds when seeing the details of each product.

Suggestion #2

Clicks available directly on the banners and not only on the buttons.



Suggestion #3

Whatsapp or Leadster chatbot to get emails and leads as well as answer basic questions quickly.

