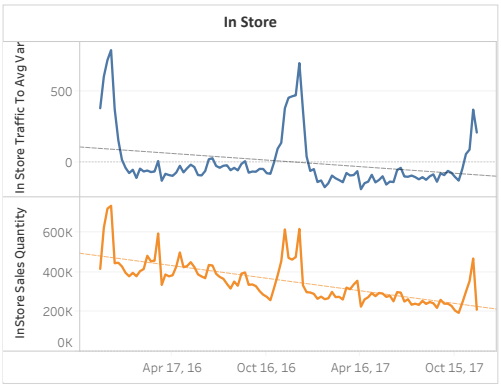
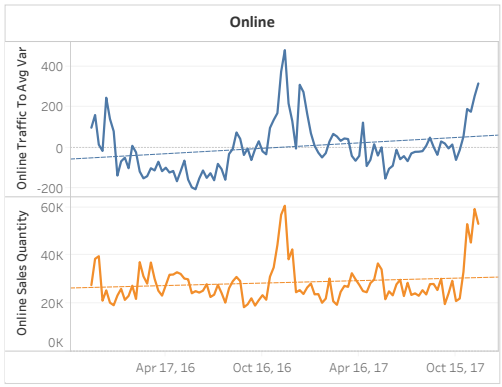
Pier1 - Business Overview

Sales relationship with traffic to the website





Weekly Online to Store Purchase Percentage

Week of Act..	Sunday		Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016	2017
Week 1		4.9%		2.8%		4.2%		4.5%		4.9%	13.7%	4.5%	3.4%	4.6%
Week 2	6.2%	6.5%	5.6%	6.4%	6.2%	7.0%	5.6%	6.3%	4.3%	9.9%	4.2%	7.5%	3.3%	4.2%
Week 3	5.4%	7.9%	5.6%	10.6%	4.9%	5.9%	4.8%	6.5%	4.3%	6.7%	5.2%	6.8%	3.6%	4.9%
Week 4	4.9%	9.3%	5.6%	8.4%	6.1%	10.3%	5.7%	8.4%	6.6%	9.6%	5.8%	7.2%	5.4%	5.7%
Week 5	9.3%	13.6%	7.5%	8.2%	6.5%	8.6%	7.3%	7.7%	6.2%	6.7%	4.8%	5.7%	3.9%	4.5%
Week 6	8.6%	8.2%	5.9%	7.5%	6.0%	9.3%	5.4%	7.9%	4.8%	8.1%	4.1%	6.5%	2.7%	3.1%
Week 7	7.0%	6.8%	7.9%	6.8%	7.4%	6.1%	5.7%	7.6%	4.2%	10.6%	6.6%	8.5%	5.2%	6.5%
Week 8	8.8%	10.1%	12.3%	15.2%	6.1%	8.5%	4.8%	8.8%	4.3%	7.4%	4.6%	6.5%	3.1%	5.2%
Week 9	5.7%	9.6%	6.6%	8.9%	5.4%	8.6%	5.5%	7.8%	5.3%	7.5%	4.0%	5.5%	3.4%	4.4%
Week 10	6.5%	7.3%	11.1%	7.6%	9.2%	8.9%	8.5%	7.6%	7.7%	6.4%	5.9%	6.2%	4.7%	4.7%
Week 11	7.5%	8.4%	7.8%	10.2%	5.0%	11.4%	5.7%	9.6%	8.6%	7.9%	6.4%	8.4%	5.1%	6.3%
Week 12	10.0%	10.2%	6.6%	10.9%	5.6%	9.0%	5.8%	9.0%	5.3%	8.8%	5.1%	7.5%	4.1%	4.3%

Points to note

What is on this TAB:

1) The top two graphs show the correlation of total traffic variation with the average and Total sales for Online and InStore Channels
2) The Heat map below shows the shows the variation of the percentage of online sales for all weeks excluding the holiday period across the week. ONe key point to note is how online sales have grown over the one year data given to us

Key insights:

1. Instore

a) There is strong influence of daily traffic observed on daily sales when it comes to instore sales.
b) The Holiday dates of Christmas, Easter and Thanksgiving record a clear escalation in daily traffic above average by closely 45% giving on an average daily sales ranging above 98,038.
c) There is prominent decline observed in terms of average daily sales figures in February from 2016 to 2017 by 26%.
d) There is fairly marked rise in daily sales and corresponding daily traffic figures tending above average, as we approach the weekends starting from Friday until Sunday. From Sunday onwards, there is clear dip in both figures.
e) Saturday being the highest in terms of sales and traffic. This could be an ideal time to feature the products.

2. Online

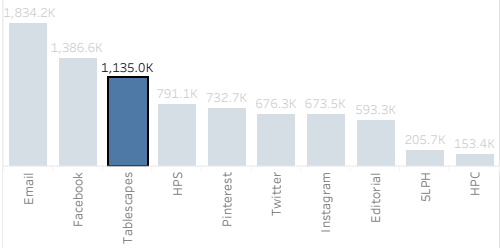
a) There is fair relationship between daily traffic and daily sales figures with analogous behavior in terms of distribution.
b) In terms of online sales, the highest peaks are prevalent not only on the exact holiday but spread above and beyond it. For e.g. The Thanksgiving holiday falls on 24th Nov 2016 with online sale of 6540 and 36.9% above average traffic while the next 4 days record more daily sales corresponding to an average of 15300+ and 120% above average traffic.
c) The online daily sales continue to dip in month of February with 11% shrinkage observed from 2016 to 2017.
d) With reference to weekly performance, there is clear

Which Vehicles are performing the best?

Select Month
All

Select Metric
Online Sales Quantity

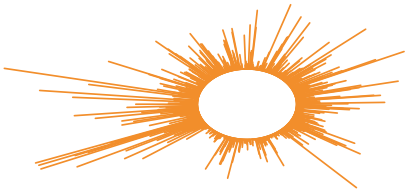
Top 10 Vehicles (Online Sales Quantity)



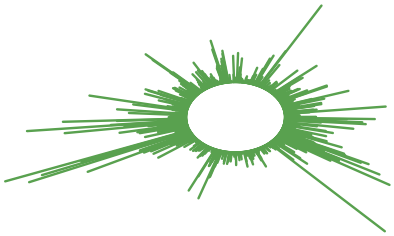
Sales by promotion time buckets

	Daily	<=Week	<=Fortni..	<=Month	<=Quart..	<=Half Y..	<=Year
Email	93.9%	6.5%	2.8%	19.4%	30.0%	9.0%	84.7%
Facebook	4.3%	34.1%	33.9%	22.6%	5.8%		
Tablescapes				2.9%	25.9%	61.9%	
Twitter	0.5%	10.5%	17.6%	11.8%	3.0%		
HPS		17.1%	5.6%	11.4%	12.1%		
Pinterest	0.3%	16.4%	5.6%	9.5%	13.3%		
Instagram	0.6%	9.0%	23.6%	10.2%	4.9%		
Editorial	0.0%		8.0%	5.3%	3.0%	29.1%	15.3%
5LPH			2.4%	4.3%	1.4%		
HPC	0.4%	6.3%	0.4%	2.7%	0.5%		
Total Sales	293K	454K	1,936K	892K	289K	78K	148K

Online Sales Quantity



Instore Sales Quantity



Points to note

What is on this TAB:

1) The top chart shows the top 10 Vehicles by Online and Instore sales. Use the selecct metric filter to choose between the two

2) Select a vehicle bar to filter the sunburst charts for the selected vehicle.

3) The sunburst chart shows all Online and Instore SKU's sold and brings to notice the SKU's which are better than the rest.

4) Hover over the Sunburst charts top see which SKU information of the top performing SKUs

5) Press ESC to go back one level

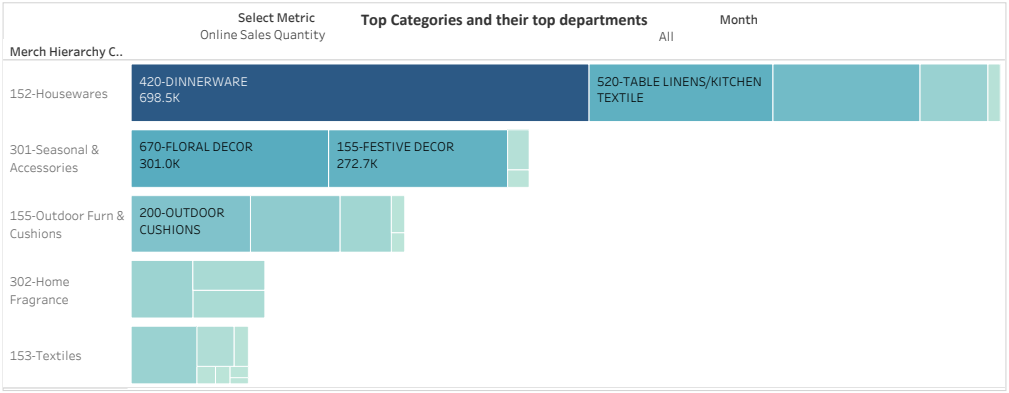
Insights:

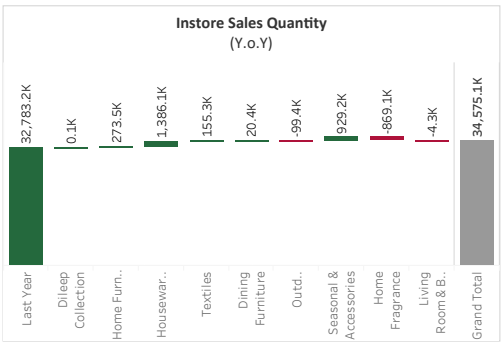
a) On selecting the 'Online Sales Quantity' in the 'Select Metric' it shows up the top 10 vehicles for online sales. It can be observed that Email is the best placement vehicle which sold 447.6 K higher items online and 2778 higher in Instore sales as compared to Facebook, which is the second best in our list followed by Tablescapes.

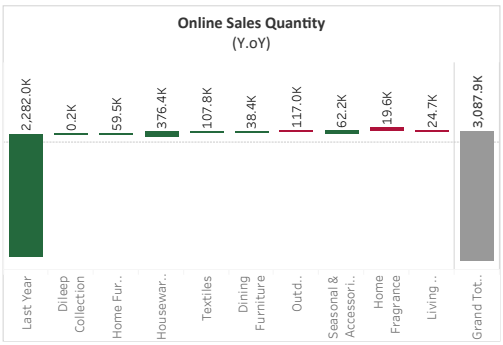
b) It can be observed that SKU 2870230 under 'Housewares' category is the bestselling item in both online and Instore sales contributing a major part through Email, Facebook and HPS vehicles followed by SKU 3098352 under 'Seasonal and Accessories' category contributing through Facebook Vehicle.

c) The sales performance of the mid-ranking vehicles like HPS, Pinterest, Instagram, Twitter and Editorial was fairly constant averaging out to a sales quantity 700K.

Category Level Deepdive







Points to note

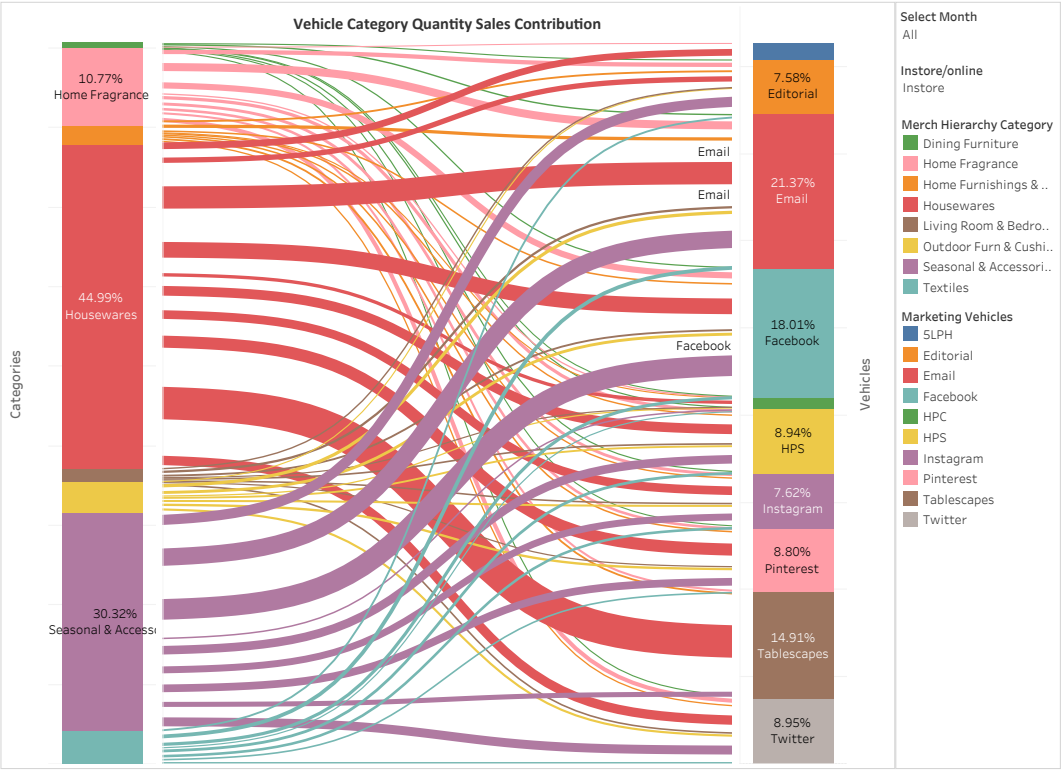
What is on this TAB:

1) The Tree chart on the top gives shows which are the top 5 Categories and splits it into the top departments which are present in it.
2) Deeper the shade of blue and bigger the size of the contributing departments signifies dtrong departments
3) You can change the metric of the tree chart by using the Select Metric option
4) The bottom waterfall chart bridges the gap between this year and last years sales by highlighting which are the departments that positively/ negetively contributed to variation in sales
5) This tab is at a monthly level. Use the hover option to gain more insight

Insights

a) This visualization gives you a crisp understanding of sales insights for quantity figures of instore and online sales for the top 5 categories with reference to corresponding department with an added option to slice and dice the data by every month or view it completely.
b) Looking at the complete annual view, the 152-Houseware category dominates the instore sales figures with record 4856.1K quantity sold for 420-Dinnerware department followed by 301-Seasonal & Accessories sold under 670-Floral Décor department with sales quantity amount to closely 4742..

Vehicle-Category level



Points to Note:

What is on this TAB?

1) The left hand side of the chart shows us the % break-up for Categories while the right hand side chart shows the % break-up for vehicles.
2) Each Category is split into the vehicles that were used in it's sale by the bands connecting the two sides.

Insights:

1) Vehicles can be be classified as 2 types:
a) Homogeneous vehicles: They contribute to the sales of most departments.
-Tablescapes is a huge contributor for Housewares
-Editorials favour the sale of Seasonal and Accessories
b) Heterogeneous vehicles: They tend to contribute to the sales of certain departments more than others
- Social media vehicles like Facebook, Instagram and Twitter are prime examples of Homogeneous vehicles