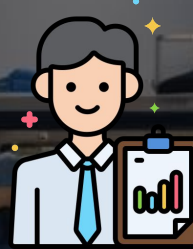
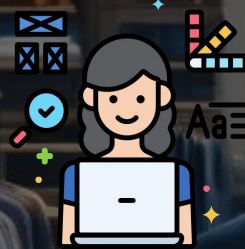






B/YTÉ: FIRST BYTE DATATHON



Team 21 - Khoa Bui, Chi Pham, Finn Pham, Wendy Phung

Executive Summary

Key Question	Key Issues	Recommendations	Impact
<div><p>What actions can B/YTÉ do to increase sales and profits?</p></div>	<p>Overabundance of products per category</p>  <p>Overreliance on a single Supplier</p>  <p>Only In-person Option</p> 	<p>Drop Retain top-selling products within each category</p> <p>Diversify Combine production from local and Germany suppliers</p> <p>Digitalize Open and run an online website</p>	<p>10% profit increase</p> <p>20% sales increase</p> <p>15% exposure increase</p>

Executive
Summary

Data Cleaning

Overview

Key Issues

Implementation

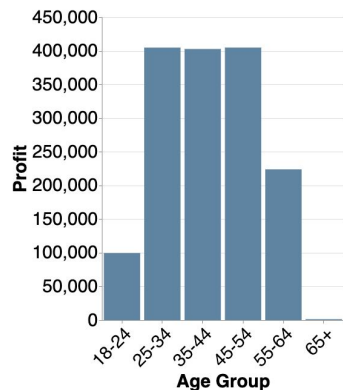
Data Cleaning & Summarization

Errors

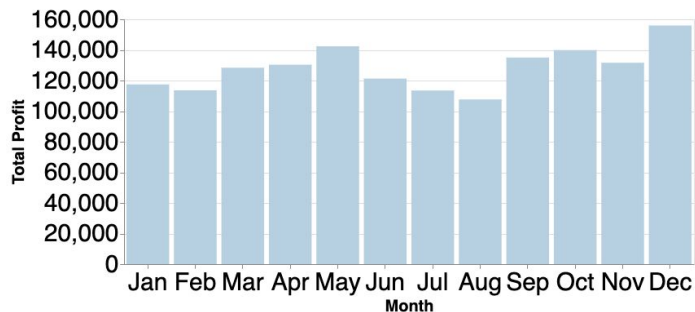
- 155 rows with invalid “Date” (29th Feb, 2022)
- 27 rows with invalid “Quantity”

Key Summarization

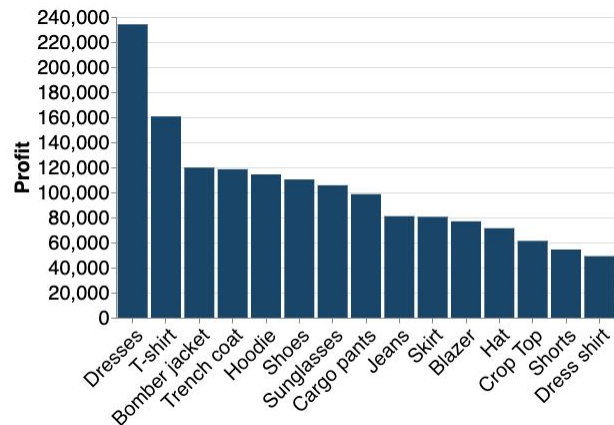
Mean Age: 41



No Seasonality in Profit or Sales



Dresses are the most Profitable



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Overview

B/YTÉ is a rising fashion store with the commitment to provide high-quality and affordable products that empower consumers

Value Proposition

- Quality
- Innovation
- Inclusivity & Diversity
- Accessibility
- Affordability

Mission

- Provide **high quality and affordable** clothing
- **Empower** individuals in expressing themselves

Key Questions

How can B/YTÉ
**enhance sales
and profitability?**

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Issue 1: Overabundance of products per category

- Overall, there were **1432 individual products** within **15 different clothing categories**.
- Many products were **sold only once or twice** in 2022

Increase in warehouse and logistics cost while not effectively meeting customers' demand

Category	Number of Products
Blazer	54
Bomber Jacket	108
Cargo Pants	82
Crop Top	123
Dress Shirt	37

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Issue 2 & 3: Single supplier & in-person shopping method



ISSUE 2: Sole provider from Germany

- **Transportation risks** - shipment delay & potential loss of products
- **Inability to provide** goods that are popular.
- **Difficulty in price negotiation** with supplier.



ISSUE 3: Only in-person shopping

- **Lack of customers' awareness** of individual products.
- **Failure to keep up with the trend** of online shopping.

Executive
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Data Cleaning

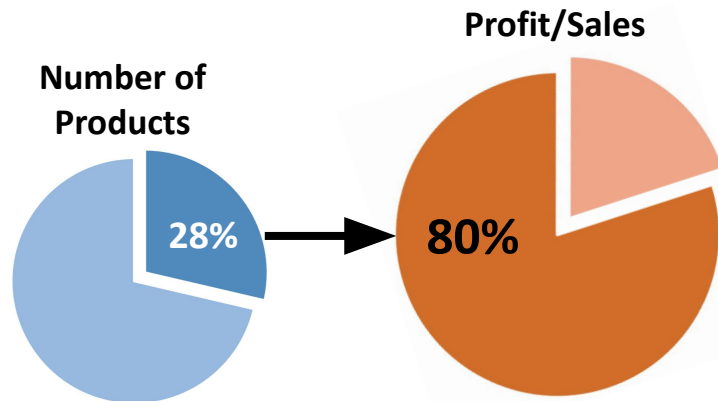
Overview

Key Issues

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Drop underperforming products

Category	# Top Products	Total # of Products
Blazer	10	54
Bomber jacket	29	108
Cargo pants	25	82
Crop Top	38	123
Dress shirt	13	37
Dresses	87	265
Hat	25	79
Hoodie	30	114
Jeans	23	67
Shoes	22	86
Shorts	25	92
Skirt	24	89
Sunglasses	23	90
T-shirt	19	63
Trench coat	17	83
Total	410	1432



Detail:

- Only **keep physical stock** of **top products**

Benefit:

- **Reduce** logistics and warehouse **cost**
- **Retain** most of **sales**

Impact:

- Increase **profit** by **10%**

Executive
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Diversify - Order from Multiple Suppliers

Detail

- Order **dresses** and **trend-related** products from **local suppliers**
- Order **other products** from **current supplier**

Benefit

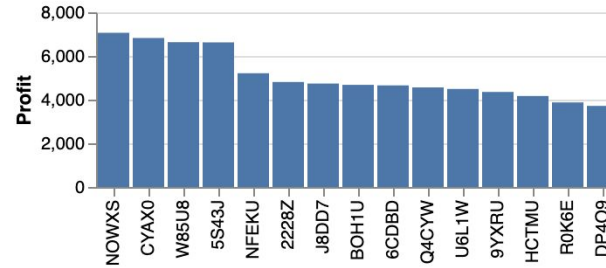
- **Timely fulfillment** for demanded products
- **Reduce service disruption**

Impact

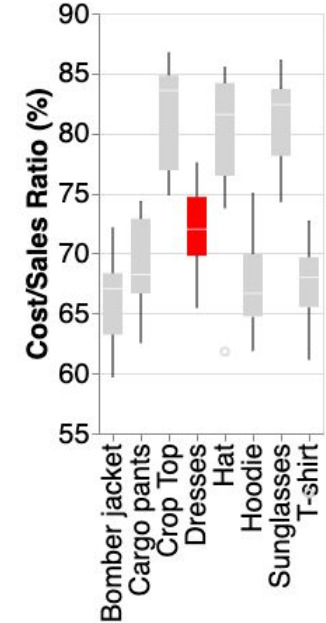
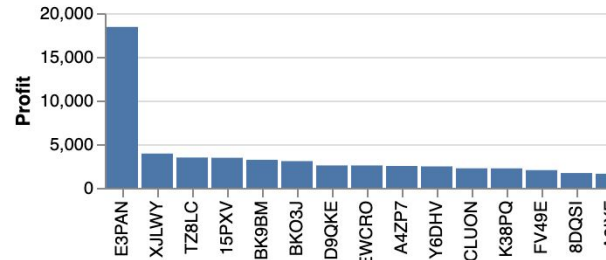
- Increase in **sales** by **20%**
- **Continual operations**
- Decrease **processing time** by **50%** on selected items

Dresses Cost/Sales Ratio ~ 72%

Dresses Profit



Jeans Profit



Executive
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Digitalize - Website Development

Details

- Have **external developers** create a **simple website** for online shopping experiences

Benefits

- Display **all products**
- Group categories to **reduce browsing time**
- Advertise **best selling products**
- Increase **visibility** to buyers

Impact

- Boosts **sales** by **20%**
- **Exposure** increases by **10%**
- Try **new products without physical stock**



Executive
Summary

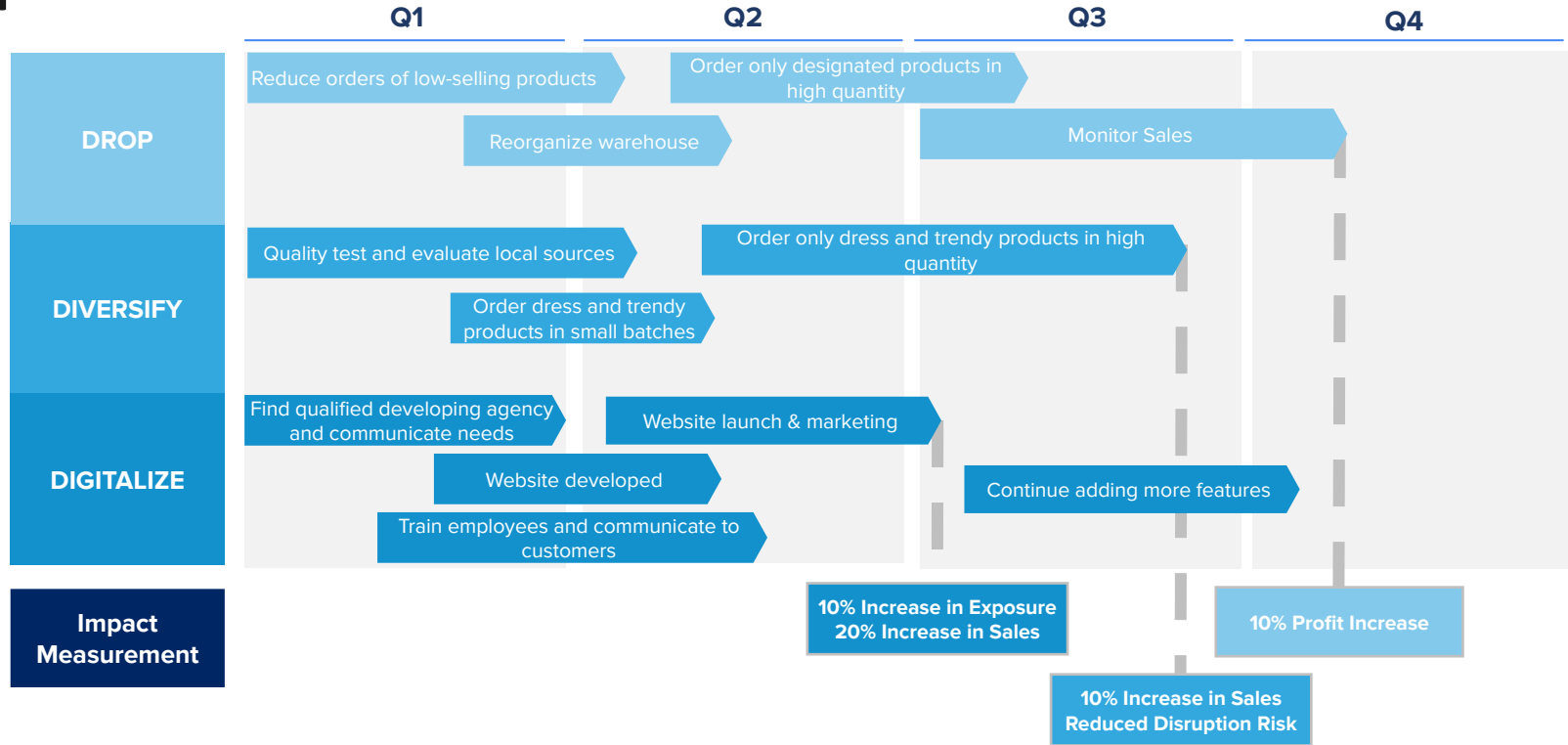
Data Cleaning

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Implementation



Executive
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THANK YOU!

Any Questions for Us?