

# Agenda

## Global picture

- Which locations are the biggest Revenue contributors?
- Where do we see the highest number of order returns?
- Where the Refunds:Revenue ratio is at the highest (worst)?
- What are the locations with the worst Sentiment score?

## US Problems

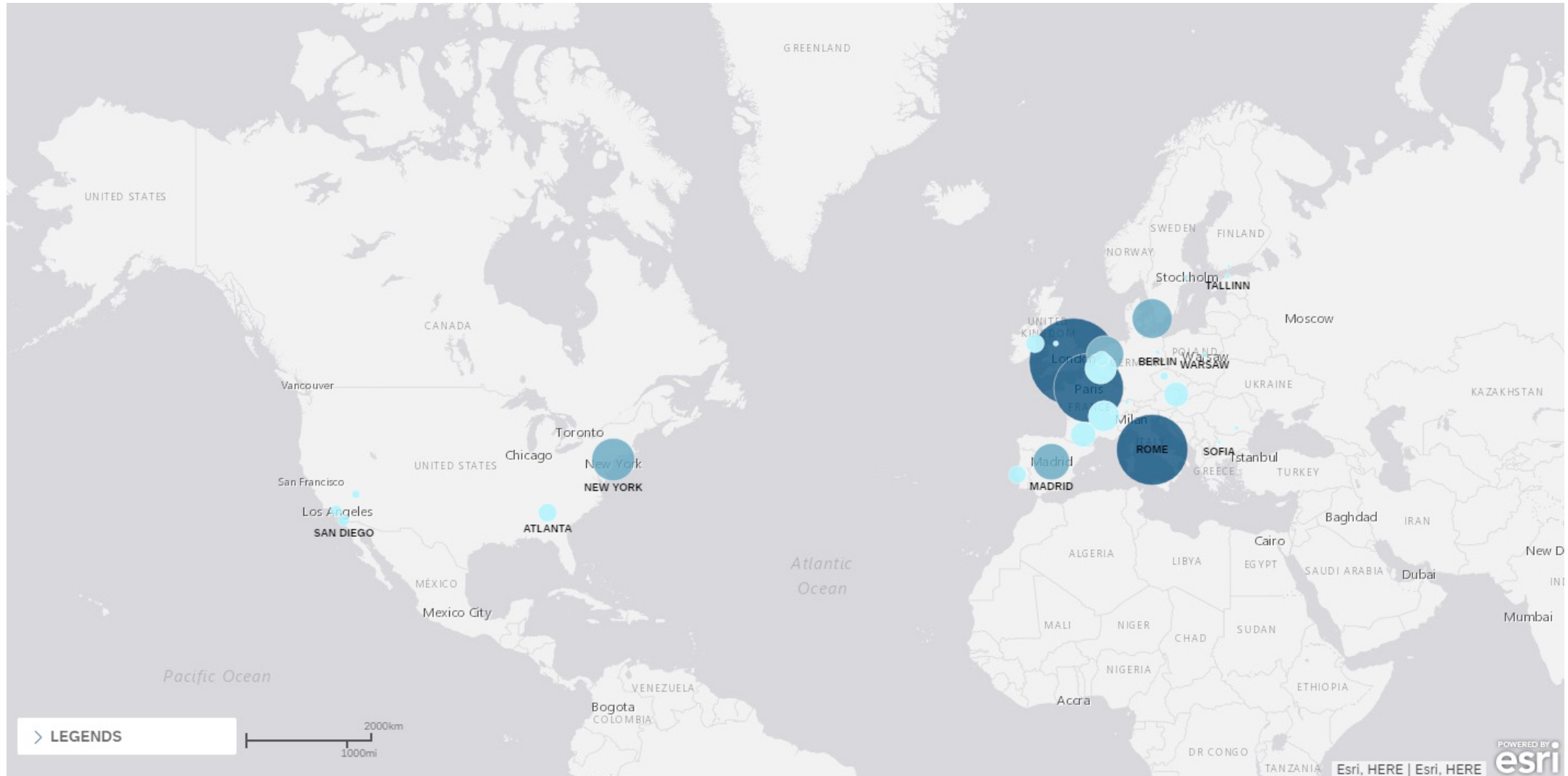
- Using Sentiment + Refund:Revenue ratio to spot the problems
- Potential Quality Issue In San Diego, CA
- Possible counterfeit issues in Los Angeles & Las Vegas

## Conclusion

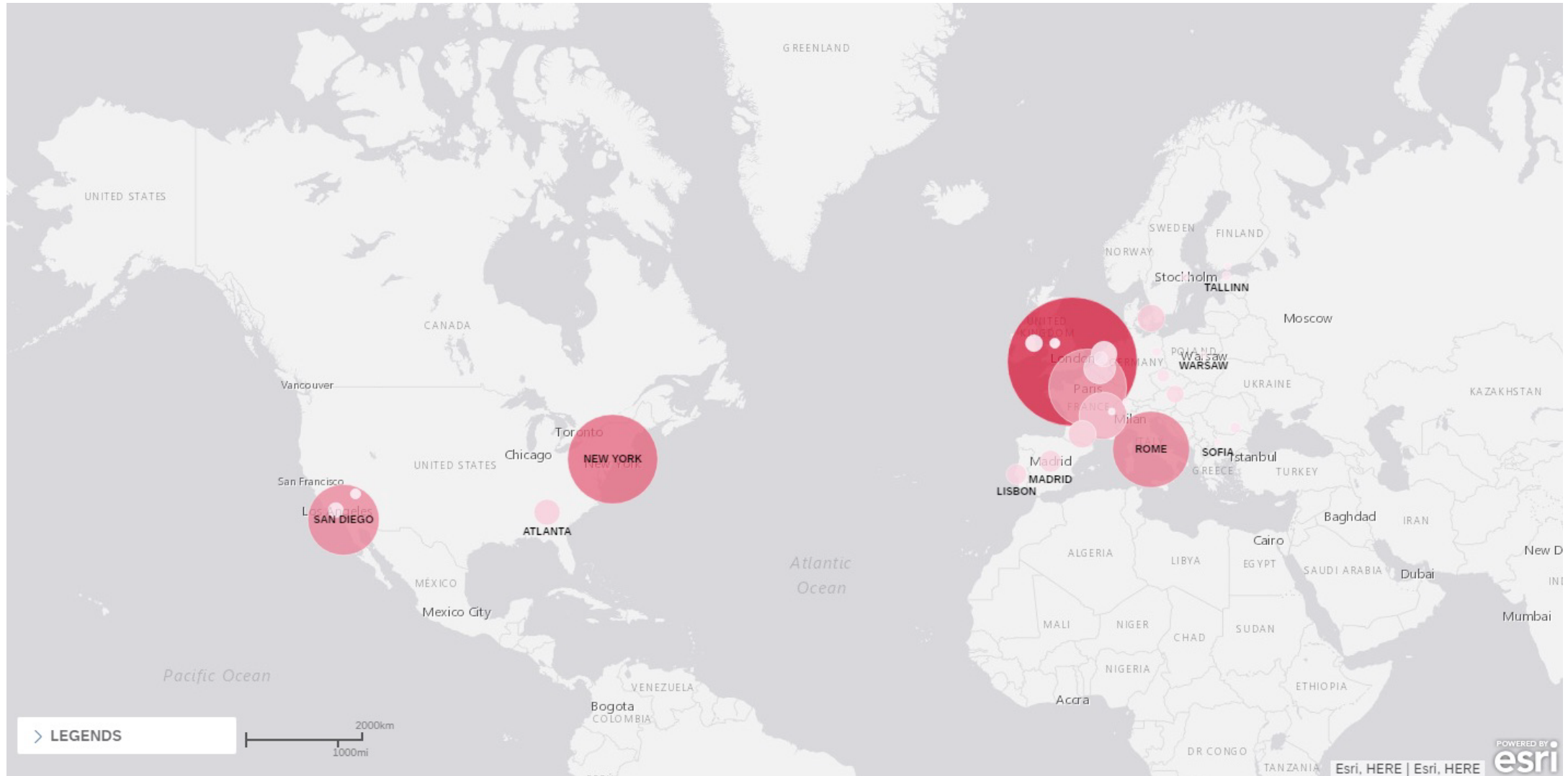
- Suggested Next Steps
- Contacts

# Global Picture

## Which locations are the biggest Revenue contributors?

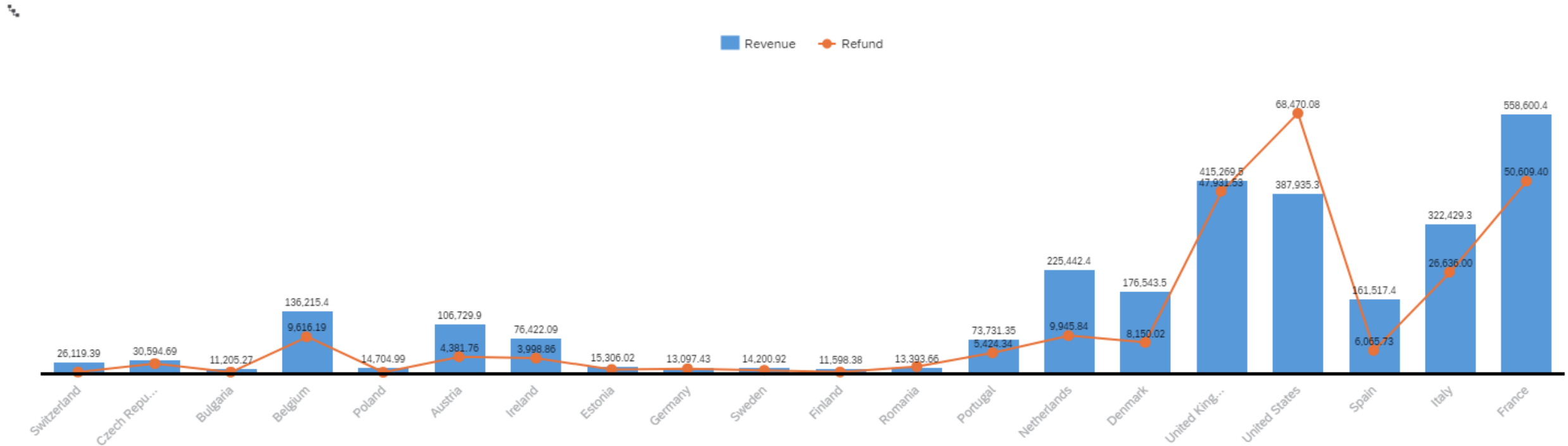


# Where do we see the highest number of order returns?



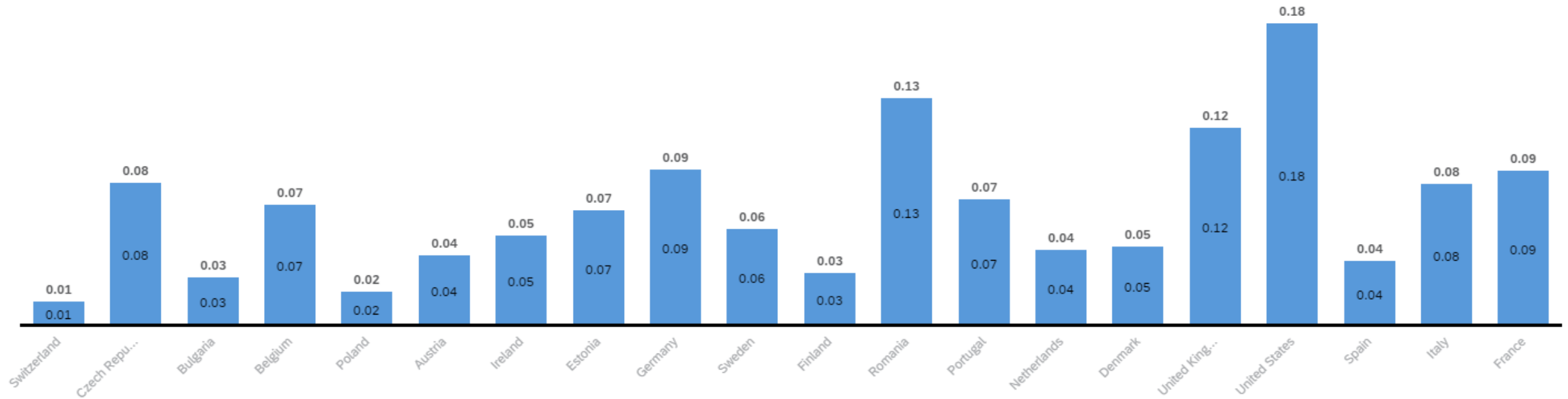
# Where the Refunds:Revenue ratio is at the highest (worst)?

Refund, Revenue per Country

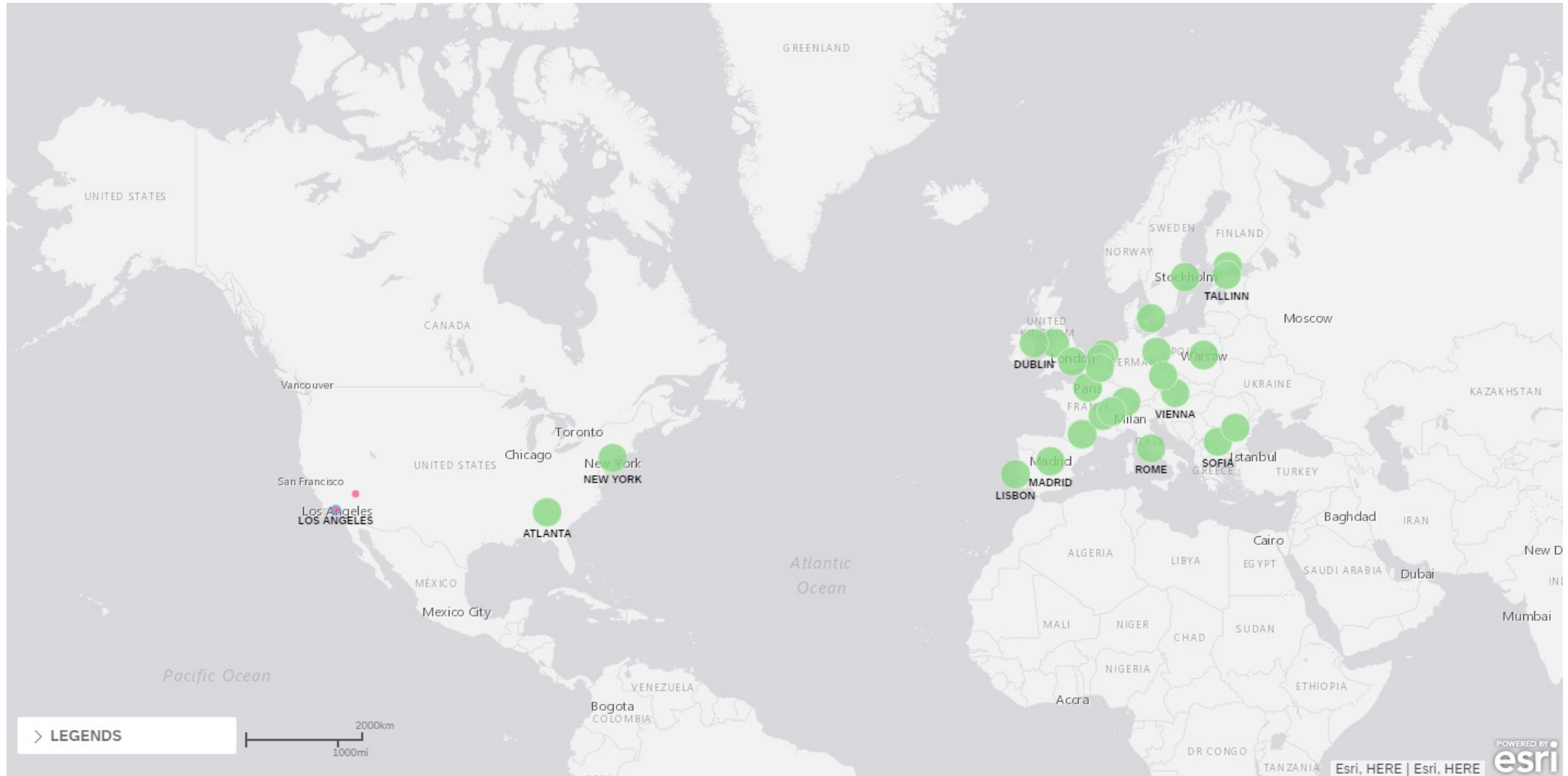


# Where the Refunds:Revenue ratio is at the highest (worst)?

Refund:Revenue per Country



# What are the locations with the worst Sentiment score?

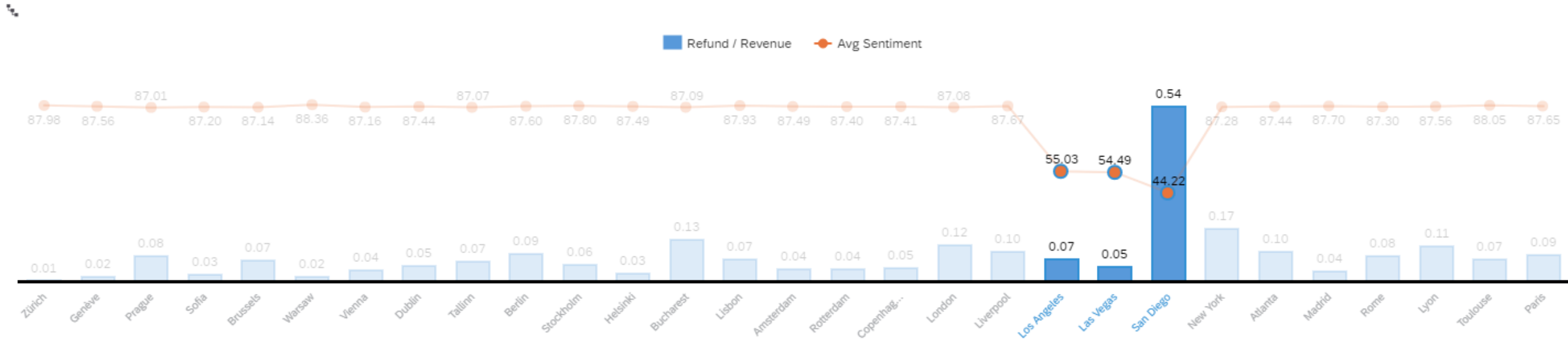


# US Problems

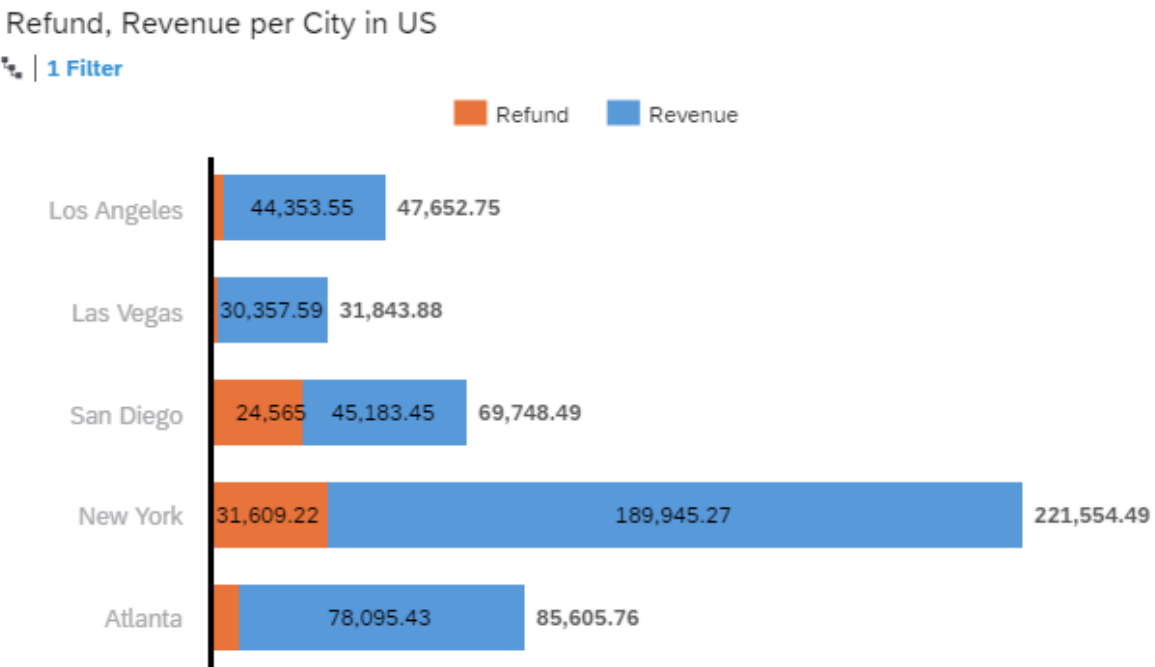


# Using Avg Sentiment + Refund:Revenue ratio to spot the problems

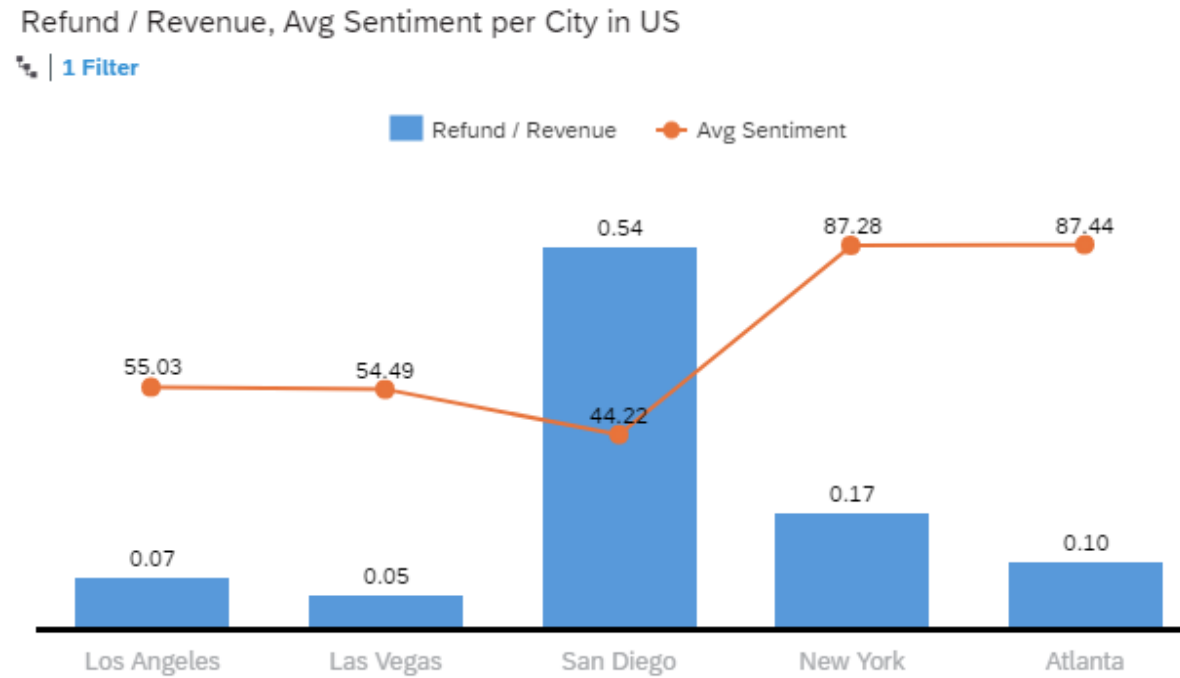
Refund / Revenue, Avg Sentiment per City in US



# Potential Quality Issue In San Diego, CA



# Possible counterfeit issues in Los Angeles & Las Vegas



# Conclusion



# Suggested Next Steps

- Drill-down to discover specific affected product lines
- Investigate a potential quality issue in San Diego
  - Contact affected customers and interview (offer prize)
  - Test the full order cycle with secret customers
- Investigate potential counterfeit product(s) in LA & LV
  - Take a closer look at the bad reviews you get
    - Look for origin data
    - Perform a competition research
  - Ensure phantom customers don't have the ability to leave bad reviews without actual verifiable purchases
- Upgrade your trial SAP SAC account
  - Schedule an SAC task to continuously update the data for your models and stories from newer versions of your spreadsheets
- If you want to move away from the spreadsheets
  - Check out some of our database solutions
    - They all integrate well with SAP SAC
    - You will see changes faster, even in real-time

