# Report on introducing possible new products

## Investing customer buying patterns

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As the board of directors are considering to add more Apple products to their portfolio, we were asked to analyze the customer buying patterns of the company Electronindex. They are already selling many Apple items, and investigating their cross-sales, can give us insights into buying patterns and which products are the most profitable.

**Are there any interesting patterns or item relationships Electronindex’s transactions?**

From the figure we notice some important patterns when it comes to cross-selling. The category “accessories” is by far the easiest product category to cross-sell. This can be seen by all the arrows pointing from the different categories towards the “accessories” category. For smartphones, laptops and pcs, extended warranty such as insurance, is also easy to cross-sell.

Figure 1: Cross-selling pattern

**Which products are the most profitable?**

Figure 2: Top 10 products by revenue

**Which products are the best to cross-sell in our current product range?**

The first thing we wish to investigate, is whether or not we can achieve cross selling in our current assortment by adding Apple products.

We found a relation between Apple accessories and Dell display. The display has a 16% profit margin.

We also found that we can sell our current LG display with Apple Laptop, Apple Accessories and Apple PCs. The LG display has a profit margin of 17%.

Investigating further, we notice that our Apple iPhone can be cross sold with Apple Accessories, Apple Extended warranty and apple Smartwatch. The profit margin on the Apple iPhone in 10%.

**Which products are the best to cross-sell in Electronindex’s product range?**

The criteria for selecting these products was filtering Apple products on the right-hand side, filter by confidence and sorting by support.

**Would Blackwell benefit from selling any of Electronindex’s products?**

We conclude from our analysis that Blackwell could benefit from selling some of the products today sold by Electronindex, specifically those from the Apple brand. However, given the relationship we found exists with the different categories and accessories, we would recommend to have a cross selling strategy focused in this category .Given that the top revenue products seem to be mostly hardware Apple products, we would opt for cross selling these items with several of the accessory products to strength the sale and create additional revenue.