



INSIGHTS

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Conversions

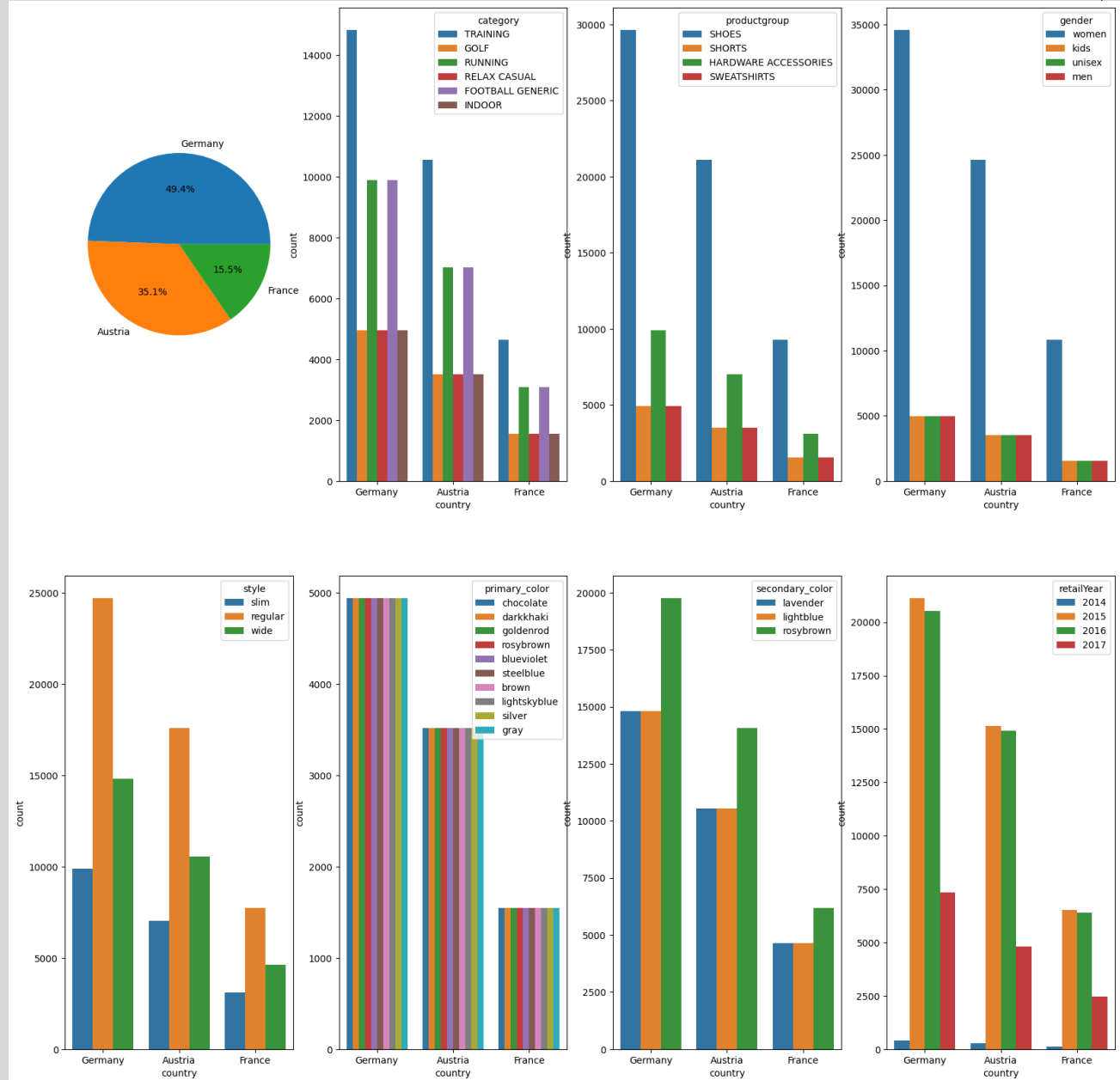
- Retail weeks to retail Years
- 'rgb_r_main_col', 'rgb_g_main_col', 'rgb_b_main_col' TO primary_color
- 'rgb_r_sec_col', 'rgb_g_sec_col', 'rgb_b_sec_col' TO secondary_color

insights

- Country
- Retail Years
- Products group
- Category
- Style
- Gender
- Primary color
- Secondary color

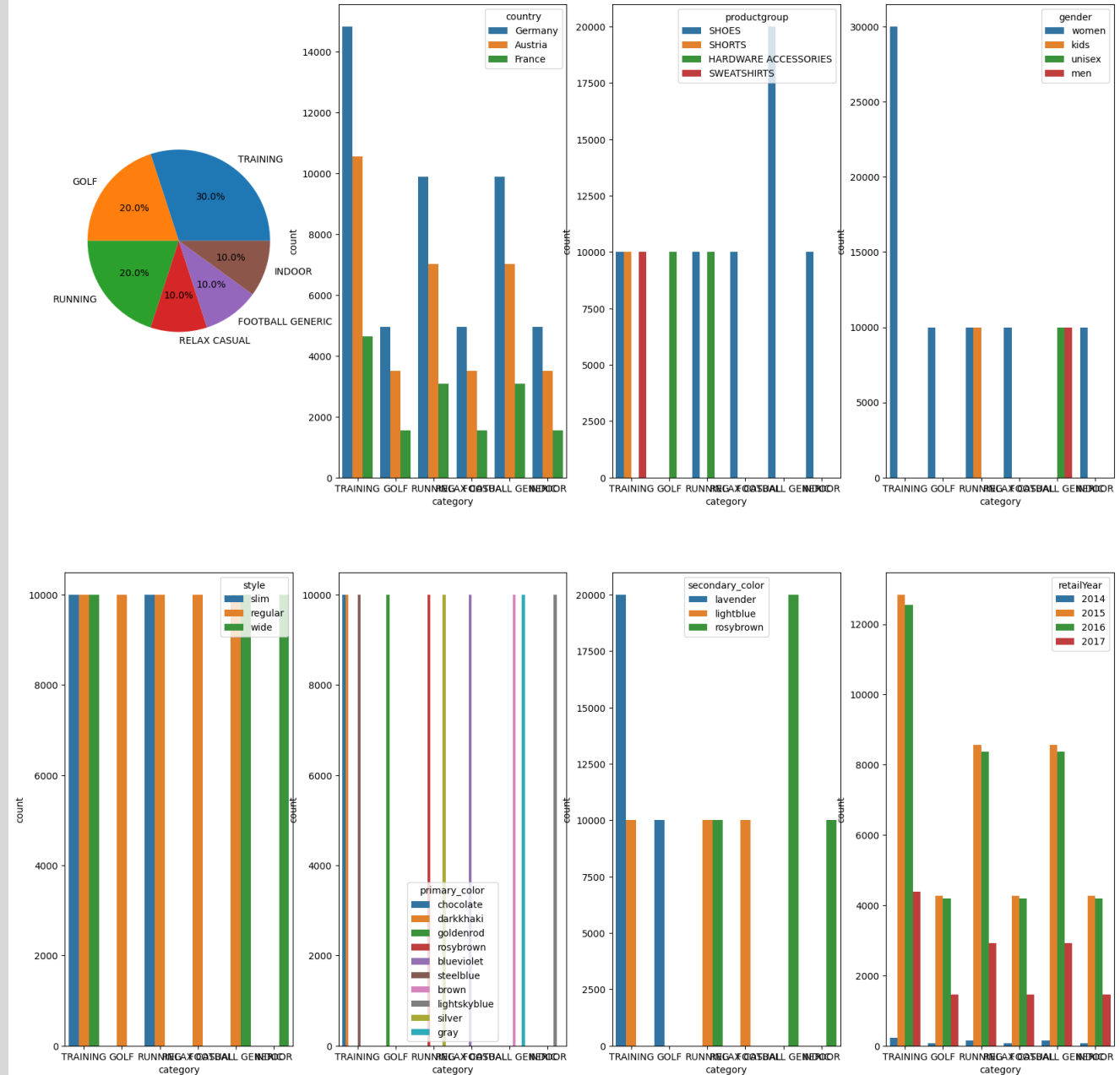
Country insights

- Germany is the most country
- Shoes are the most common product group
- Training is the most common category
- Women is the most gender
- Regular is the most common style
- Primary color almost identical
- Rosy brown is the most common secondary color
- The most Retail years are between 2015 and 2016



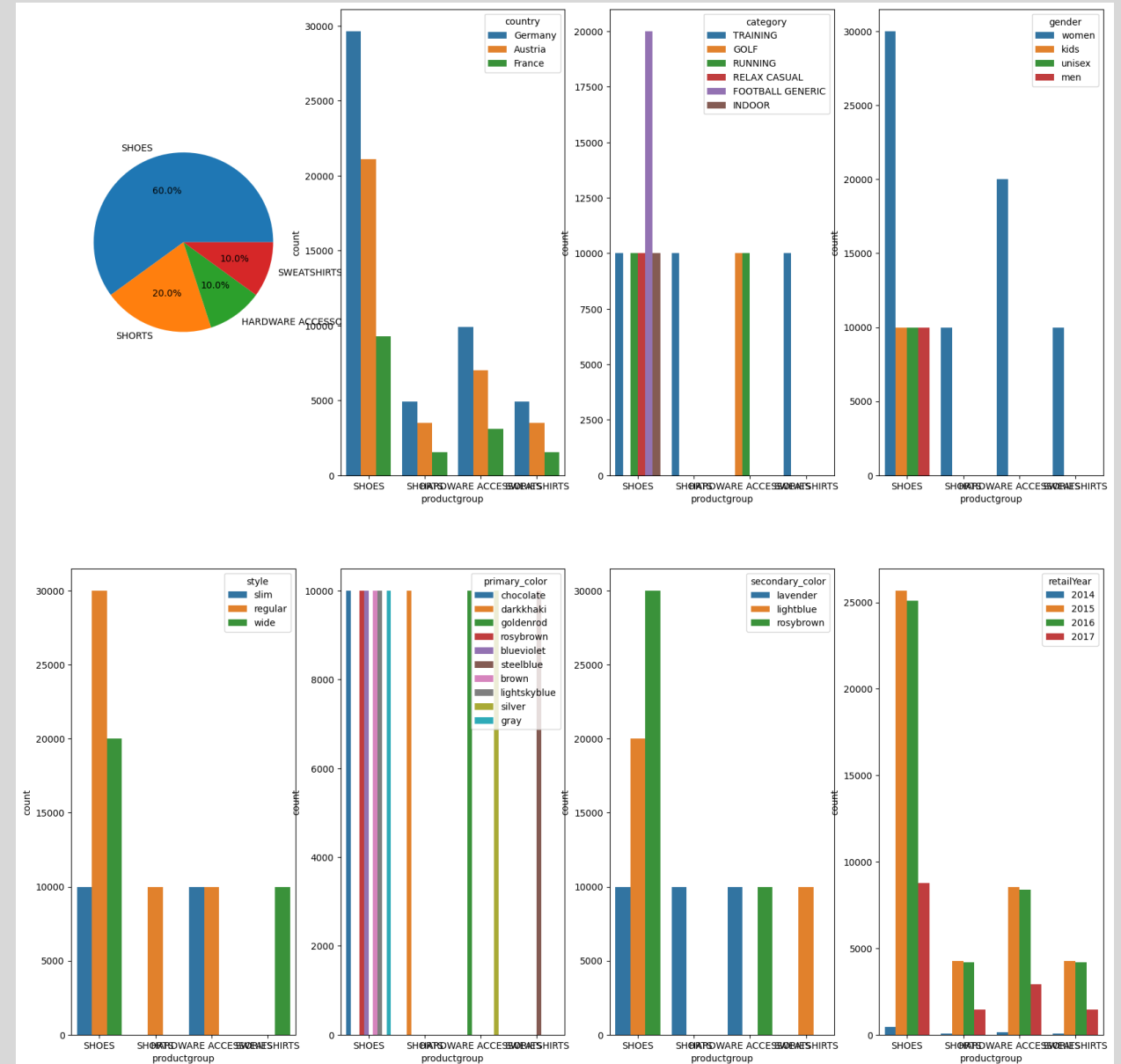
Category insights

- Golf has no shoes and shorts only exist in training Sweatshirts exist only in training
- Women not interested in Football generic, Kids interested in running
- Unisex and men are interested in Football generic
- Slim fits in running ,Slim and wide fits in Training ,Regular doesn't fit in Indoor
- Wide fits in football generic and indoor
- chocolate and darkkhaki and steelblue in Training
- Goldenrod in golf and Lightskyblue in indoor
- Rosybrown and silver in running And blue violet in relax casual
- Brown and gray in football generic
- Lavender and light blue in Training ,Lavender in Golf
- Light-blue and rosybrown in running
- Light blue in relax casual, Rosybrown in football generic and in door



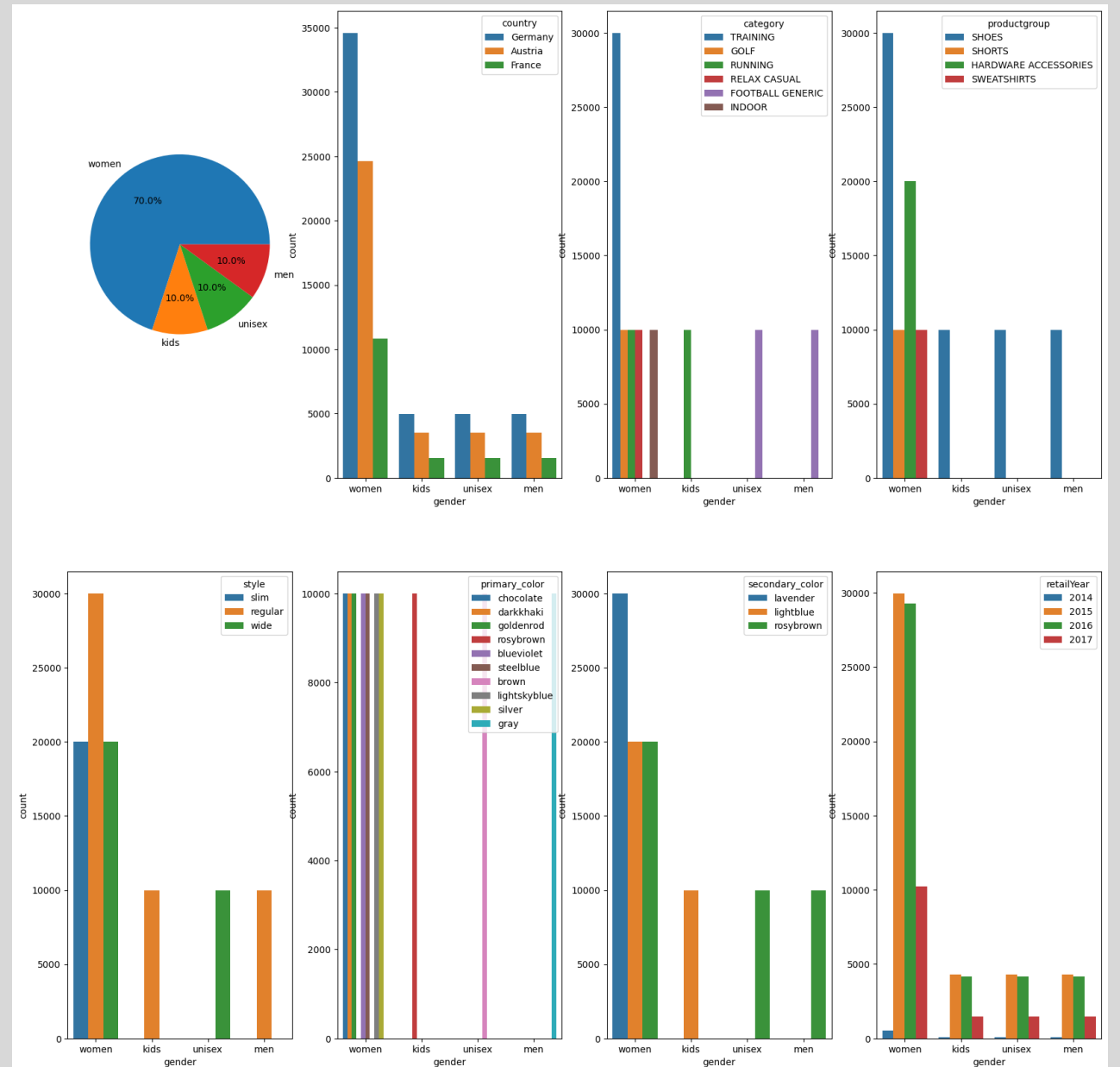
product group insights

- Kids and men and unisex are interests in shoes
- Shoes exists in all style hardware accessories in slim and regular
- Regular with shorts and sweatshirts with wide
- Shorts with darkkhaki sweatshirts with steelblue
- Hardware accessories with goldenrod and silver
- Shoes is without darkkhaki goldenrod steelblue silver
- All secondary color exists in shoes Shorts and hardware accessories exist in lavender
- Hardware accessories in rosybrown and sweatshirts in light-blue



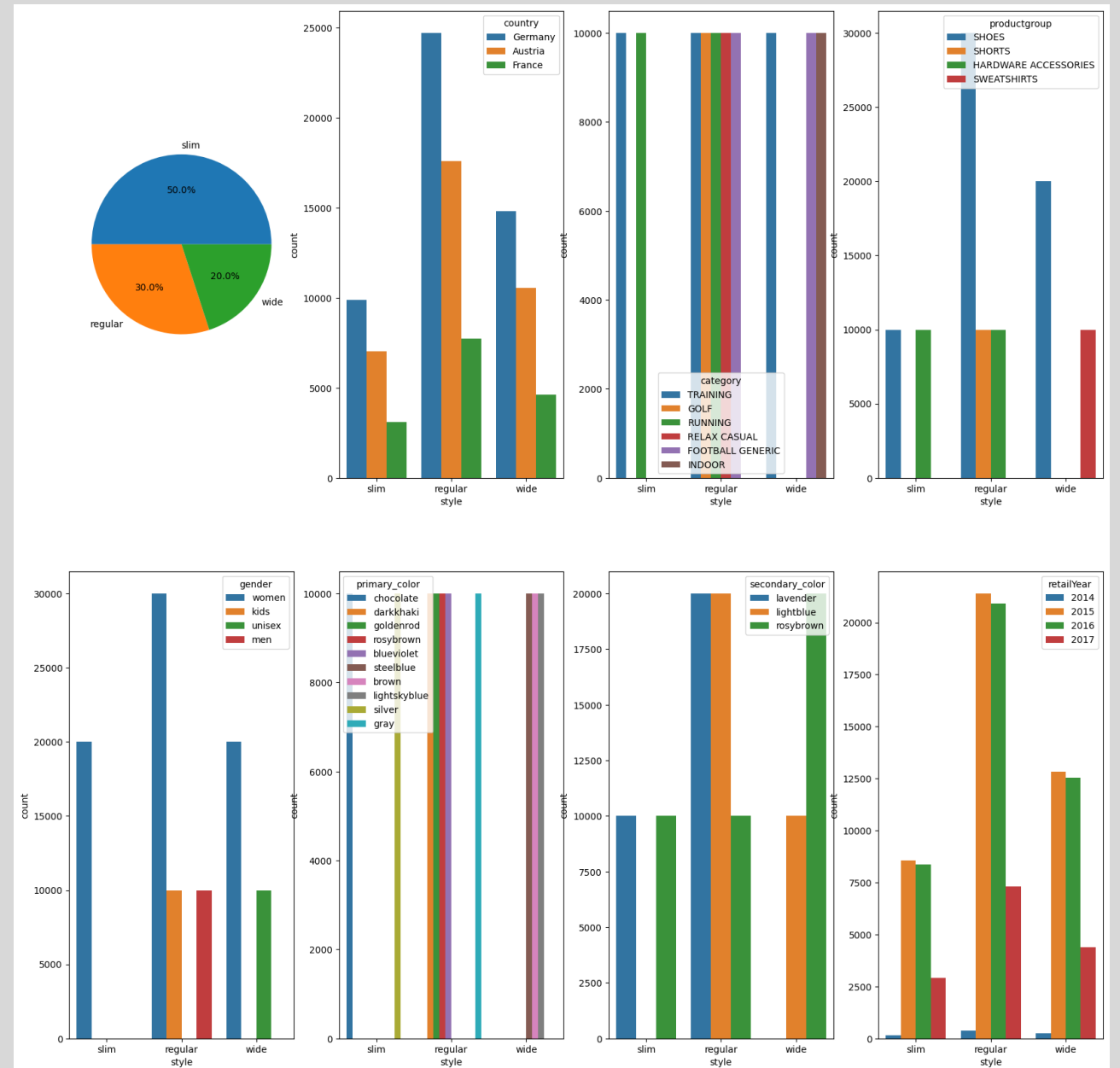
Gender insights

- Kids and men prefer regular style and unisex prefer wide
- Women don't prefer rosybrown and brown
- Kids prefer rosybrown and unisex prefer brown
- Men prefer gray ,Kids prefer light-blue , Men and unisex prefer rosybrown



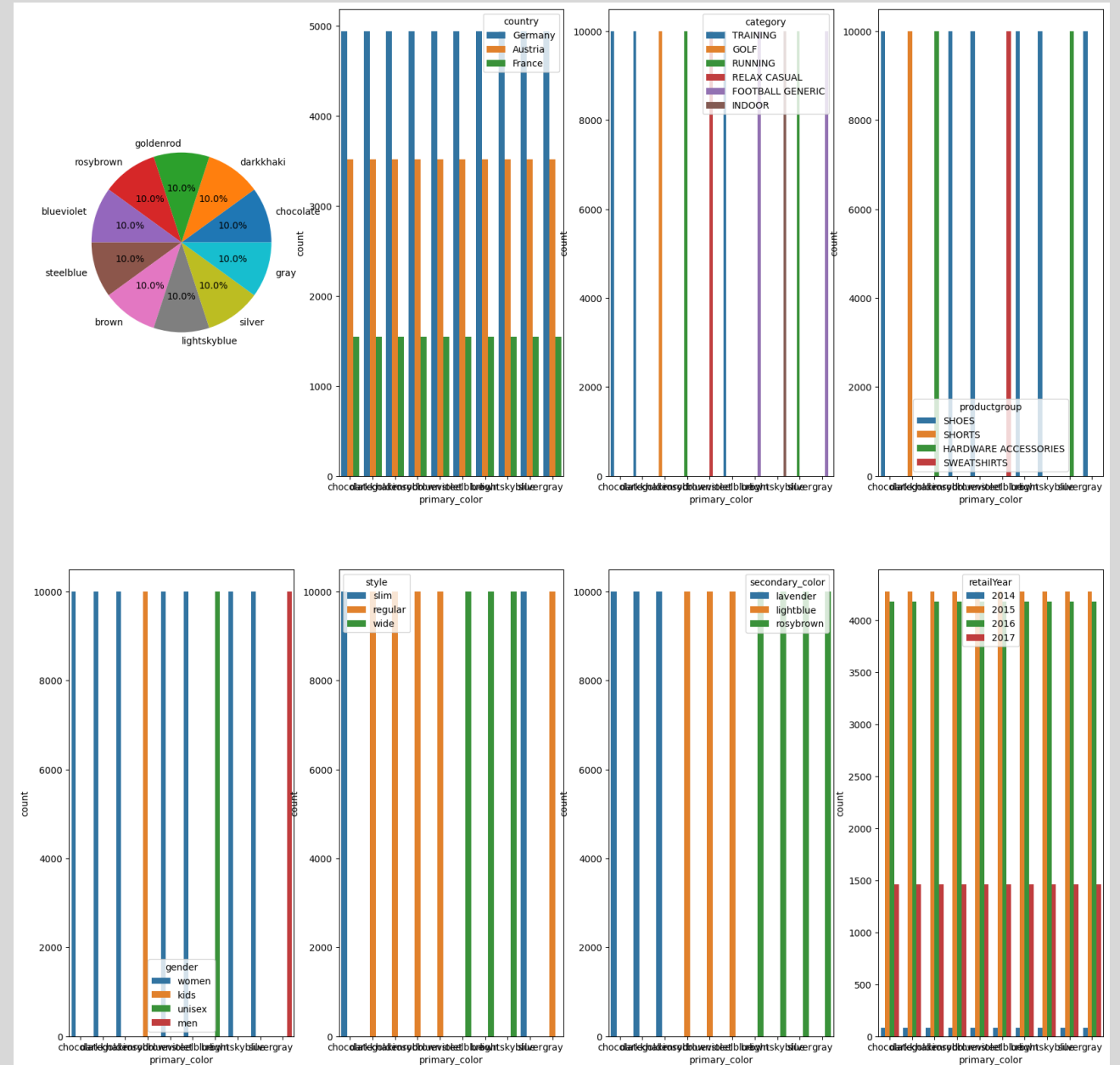
Style insights

- Slim with chocolate and silver
- regular is preferred with darkkhaki goldenrod rosybrown blue violet
- Wide is preferred with steelblue brown lightskyblue
- Regular with all styles wide with light-blue and rosybrown
- Slim with lavender and rosybrown

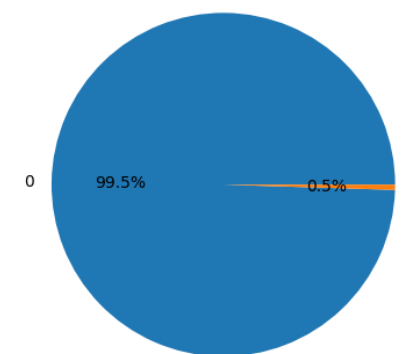
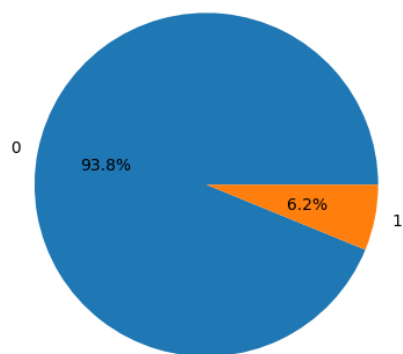
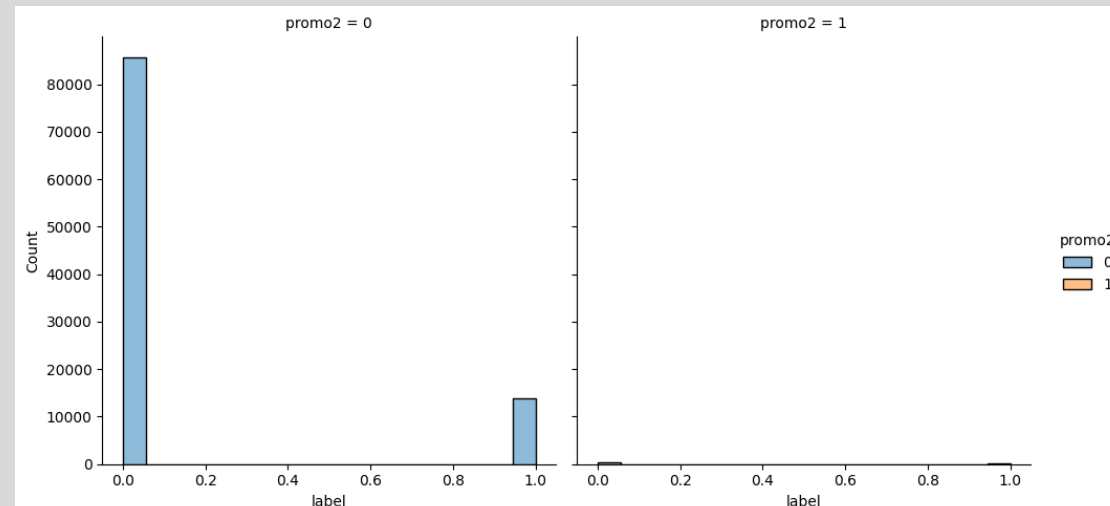
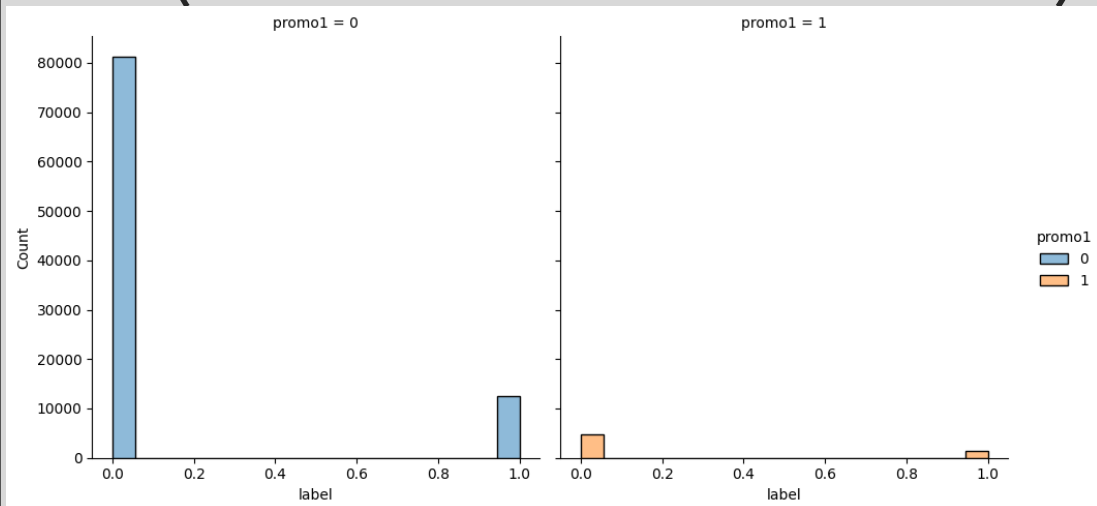


Primary color insights

- Lavender goes with chocolate and dark Khari and goldenrod
- Light-blue goes with rosybrown blue violet steel blue
- Rosybrown goes with brown ,ightskyblue,sliver.gray



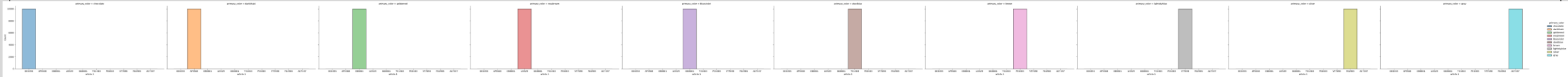
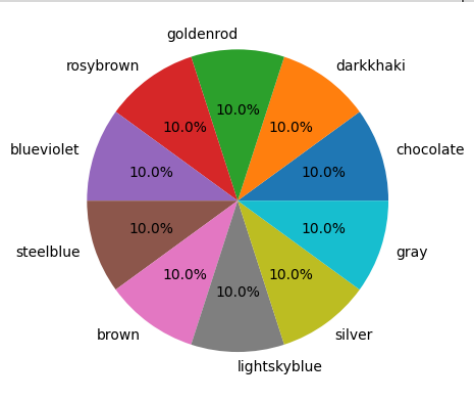
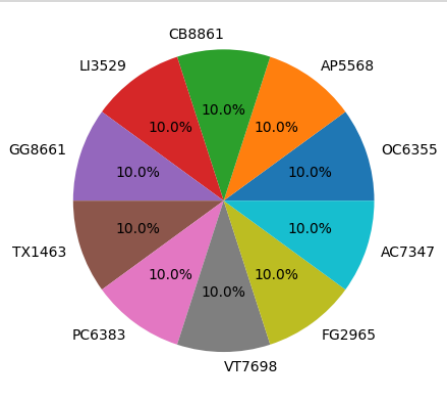
Promo1 and promo2 is not important (relation with label)



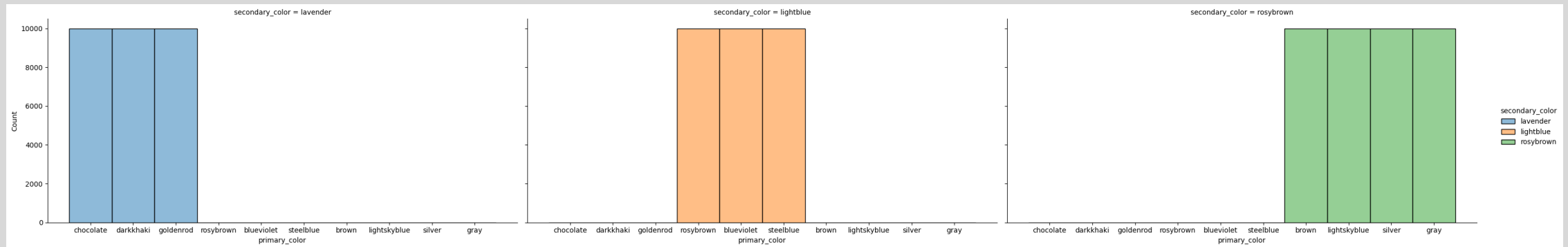
Extra notes

- Each primary has it's own secondary color
- Primary color is the same as article.1

Primary color is Article.1



Each primary has it's own secondary color





THANK YOU