

Analytics *Plan*

MCoBeauty.

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EXECUTIVE SUMMARY

This report outlines potential analytics that MCoBeauty could do across four different sections: marketing, operational, finance and hr/people. I have suggested one if not more specific analysis I think they should do in each of these areas. In each section, a clear outline of what analysis should be done, who it would be useful to and why it would improve on their current analytics.

In some of the analytics I have provided graphs and visualisations that I have created using data sets from Kaggle. These datasets are in my bibliography. I have done so to give clear expectations of what the proposed analysis will result in for MCoBeauty

USERS



marketing manager

- The following analytics will be helpful to them for the following reasons:
- Ability to measure the effectiveness of their marketing campaigns
- Make decisions on future marketing campaigns.
- Understand customer behaviour.
- Improve on their current marketing strategies.
- track key performance indicators (KPI)



Chief Marketing Officer (CMO)

- These analytics would be useful for the CMO as they will be able to assess the overall performance of the marketing department. Set budgets based on these performances And set goals based on current performance.



Finance department

- The finance department could also use the following analyses to track marketing expenses and return on investment (ROI) and appropriately set budgets for the marketing department.



Sales team

- The sales team can use marketing analytics to understand the market demographics, shopping behaviors and product preferences. Alongside this They can use the analytics to set sales targets and goals.

RELEVANT METRICS

Relevant metrics on customer demographics would be helpful to both the marketing and sales teams of MCoBeauty. Here's how:

This would be useful to the marketing team

- This demographic data will help the marketing team identify their audience and ensure that they create ads and campaigns that will appeal to them
- This is because they can use message customization to make sure their marketing strategies appeal to this demographic



This would be useful to the sales team....



- Because it identifies who their current sales demographic is and can help them to expand their customer demographic by identifying potential customers/markets they have not yet reached.
- this visualization shows the existing stores in Wellington

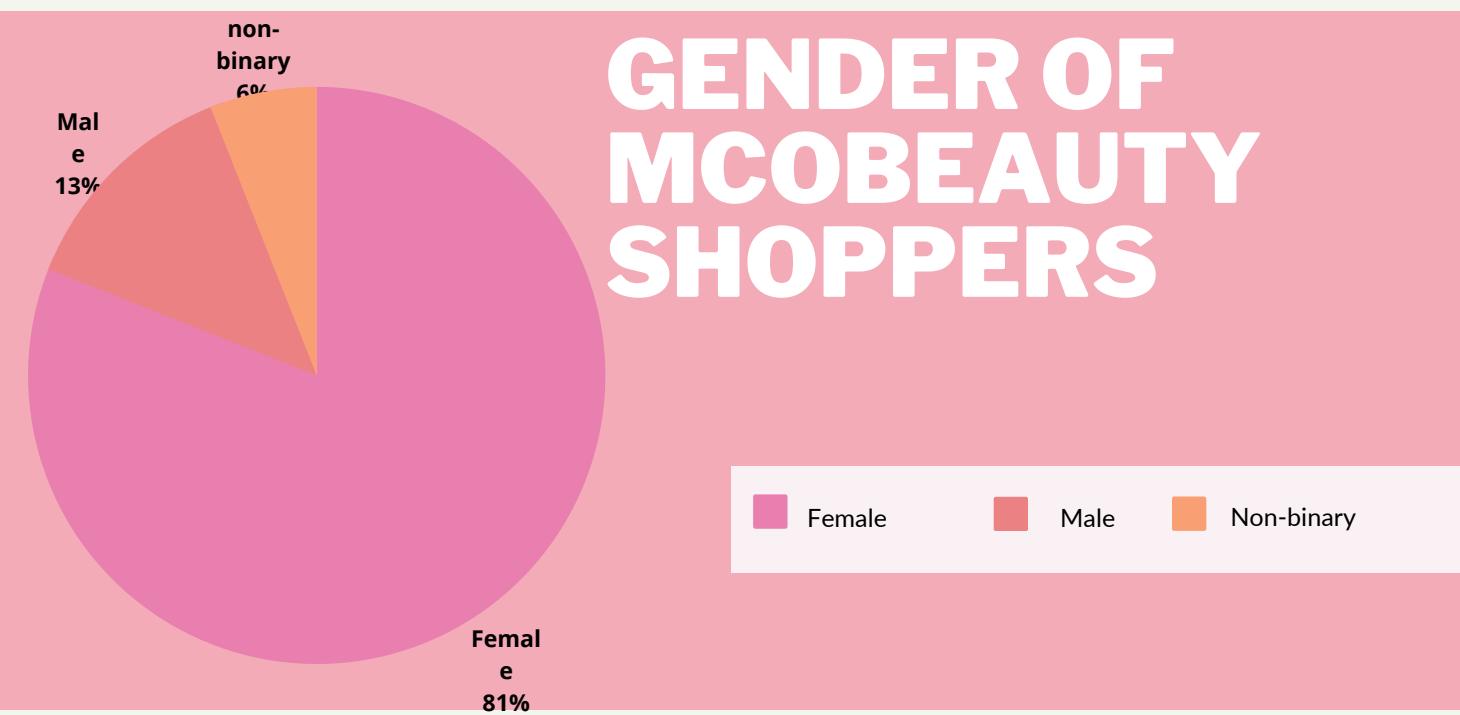
COMMUNICATION

Outline:

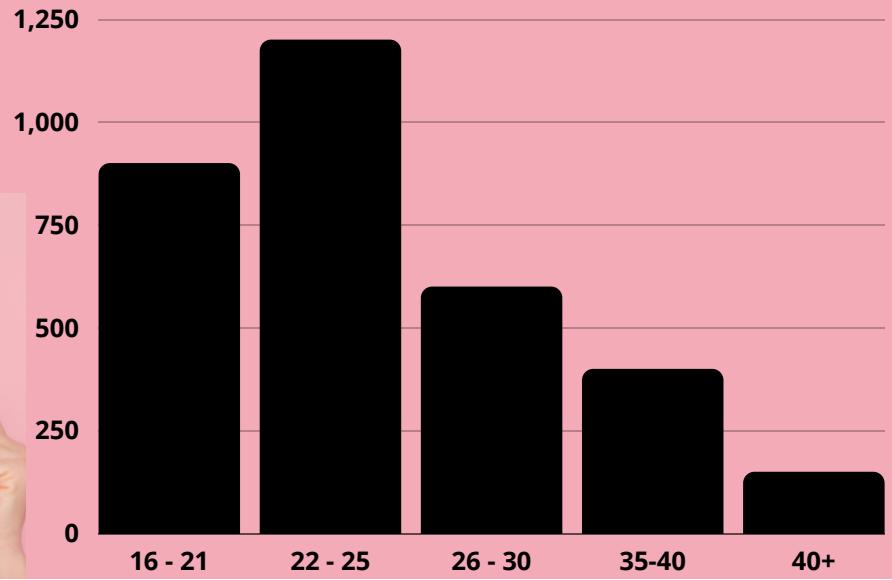
- Start by showing our users simple metrics about our current demographic.
- This would include showing graphs, table and diagrams about the attributes that make up our current market.
- This will provide a snapshot of the current state of our demographics to our CEO, board and others.

Here are some graphs showing how we would show our current demographics

- There are just two examples showing age and gender distribution of our customers



AGE OF MCOBEAUTY SHOPPERS



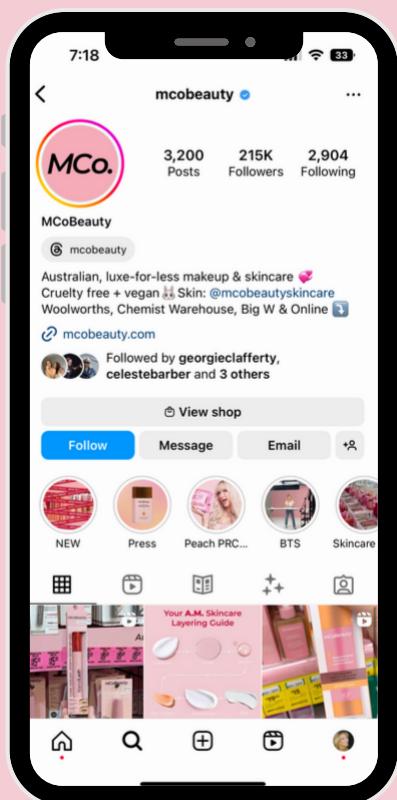
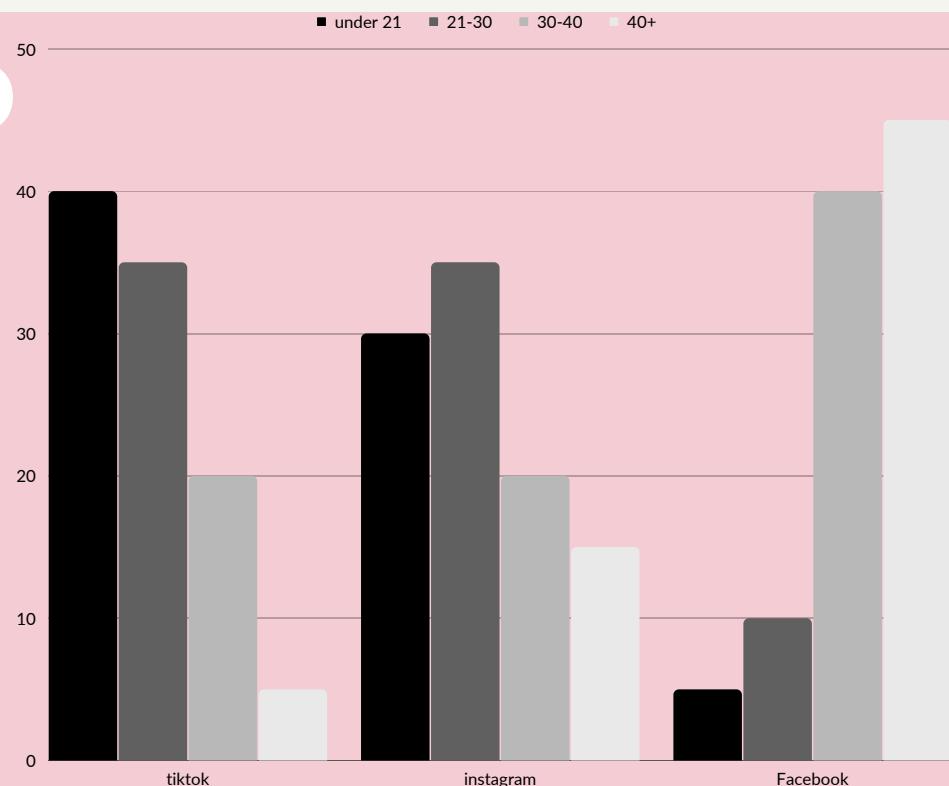
COMMUNICATION CONTINUED

We could also present more in-depth customer demographics like looking into our customers online behavior.

- By doing this we can see if these preferences are reflected in our high-level metrics on social media, such as follower count, engagement metrics and followers.

PREFERRED SOCIAL MEDIA PLATFORM BY AGE

(these results are made up to show the possible visualisations of this analysis)



INSTAGRAM METRICS



AVERAGE OF 20,000 LIKES



215K FOLLOWERS



900 SHARES PER POST

THIS IS A MADE UP RESULT TO DEMONSTARE THE POSSIBLE FINDINGS

EXECUTION Demographic analysis for marketing

— DATA —

- Loyalty card data (including, customer age, gender, postcode, transaction history, transaction price, year they signed up, if they receive offers via text or email)
- Survey data sent out via emailing list. (asked questions about social media preferences and habits, this would include them to respond 1 'yes' and 0 'no' to five questions
 - Do you use social media?
 - Do you spend more than 10 hours on social media a week?
 - Is TikTok your preferred social media
 - Is Instagram your preferred social media
 - Is Facebook your preferred social media
- Social media metric data from the MCoBeauty, TikTok, Facebook and Instagram page. This would include metrics on engagement, followers, reach and impressions.



— ANALYSIS —

- First, we would have to clean and prepare all three data sets. This would include handling any missing data and removing duplicates
- Then we would group the data into segments based on demographics such as gender, age, location etc.
- with these segments we can look at both descriptive statistics within the segments (i.e what is the average age, what is the percentage of female shoppers etc.)
- we can also see, more descriptive statistics between those segments, for instance does the average transaction value vary between age groups. What is the preferred social media for each age group etc.
- then after this we would create appropriate visualizations to report these ideas to the users outlined in the beginning.(examples of these visualizations can be seen in the communications section)

USERS



HR team

- Can use these analytics to improve...
- Employee relations
- Engagement
- Diversity

CEO

- Can use these analytics to....
- Monitor employee satisfaction and overall performance
- Have insight into the overall performance of the company



Training and development team

- Can use these to improve...
- Training
- Cost of training
- Identify gaps in training

Recruitment teams

- Can use these to improve...
- The ways they recruit
- The platforms they use
- How long it takes them to fill jobs

RELEVANT METRICS

Types of HR/people analytics that could be done for MCoBeauty

USING ANALYTICS TO MEASURE EMPLOYEE PERFORMANCE

- This analysis would be used by both the HR team and training team.
- Measuring and analyzing employee performance means that these users can identify areas where improvement is needed and design training targeted to improving these areas.



USING ANALYTICS TO MONITOR DIVERSITY, EQUITY AND INCLUSION



- This analysis can be used by both the HR team, CEO and the rest of the company.
- Looking at these analytics the company can focus on improving the diversity of the workplace to ensure it is equitable and inclusive.

USING ANALYTICS FOR TALENT ACQUISITION

- This can be used by the HR team and recruitment teams.
- The results of the analysis will help MCoBeauty find the best channels to recruit people who will likely be a good fit to their team.



COMMUNICATION

TO COMMUNICATE THE EMPLOYEE PERFORMANCE ANALYTICS, WE WOULD USE VISUALIZATIONS TO SHOW UPT AND ATV

0.2 units

compared to the UPT a year to date



\$66.45



compared to the ATV a year to date

TO COMMUNICATE THE ANALYTICS ABOUT DIVERSITY, EQUITY AND INCLUSION

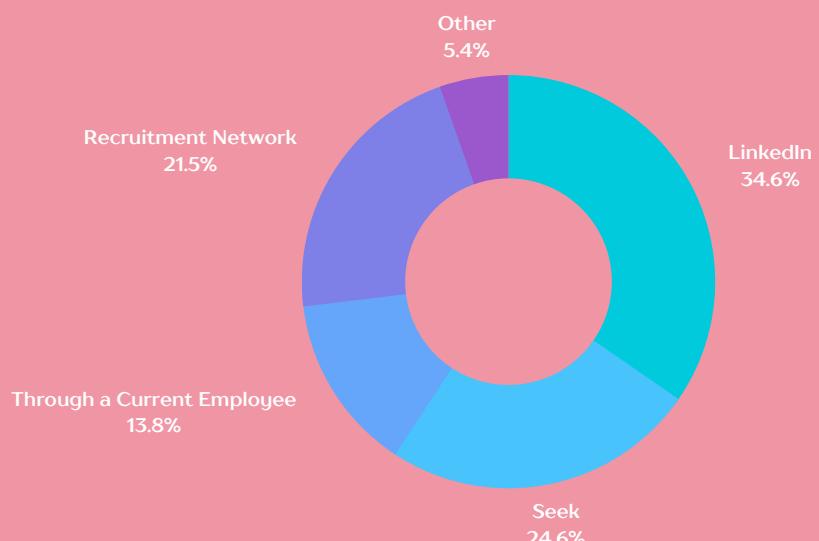
we would create a diversity, equity, and inclusion (DEI) report.
This would look at if the demographics of our workforce match those of the surrounding area, or are some types of people over- or under-represented?

TO COMMUNICATE THE ANALYTICS ABOUT TALENT ACQUISITION

we would present a visualization to show What percentage of employees heard about the role through different sources?

HOW EMPLOYEES HEARD ABOUT JOB OPPORTUNITIES AT MCOCBEAUTY

this was made using kaggle data



EXECUTION

EMPLOYEE PERFORMANCE

DATA & ANALYSIS

To do this analysis you would measure sales performance indicators such as average transaction value and units per transaction we would need the following sales data.

- Transaction date
- Employee code
- The receipt number.
- The items sold.
- The number of units sold.
- The price of each unit sold.
- The total transaction value.

- To calculate the average transaction value, we would sum the transaction value for each employee over the last 6 months and then divide it by the total number of transactions done by that employee over the last 6 months
- To calculate the units per transaction we would sum the quantities of products sold in for each employee over the last 6 months and then divide it by the total number of transactions

DEI REPORT

DATA & ANALYSIS

Demographic data that the company already has from when the employee was hired.

- Race
- Gender
- age
- Sexual orientation
- Disability status

census data that provides information on the demographics of the surrounding area including:

- gender
- race
- age
- sexual orientation
- disability status

- once we have these two sets of data we would clean and prepare the data
- then we would look at if our proportion of different aspects to see if the composition of our organization is similar to the population where we are located. We can use pivot tables and chi-square test to do this.

TALENT ACQUISITION

DATA & ANALYSIS

- Data collected from job applicants when being hired.
- Job applicants would be asked 'how did you hear about this job?'
- They would be offered five different options (e.g., Indeed, LinkedIn, recruitment network, through a current employee, other.) to choose from.

- We would then enter this data into a column in excel.
- Clean the data to make sure there is no missing data.
- Then we would calculate the count of each response as a percentage
- We would then visualize this as a graph

USERS



Supply chain management



CEO



Finance team

These users in the company would like to know about operational analytics so...

- They can make informed financial decisions
- Understand the cost of production
- Know how smoothly our operations are going
- Set appropriate budgets

RELEVANT METRICS

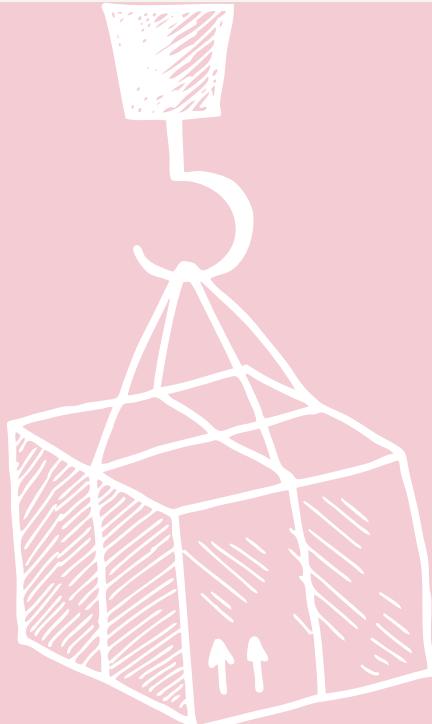
Types of operational analytics that could be done for MCoBeauty

SUPPLY CHAIN MANAGEMENT

For MCoBeauty this could be specifically asking if certain suppliers are disproportionately likely to have their products arrive late?

Who would want to know this?

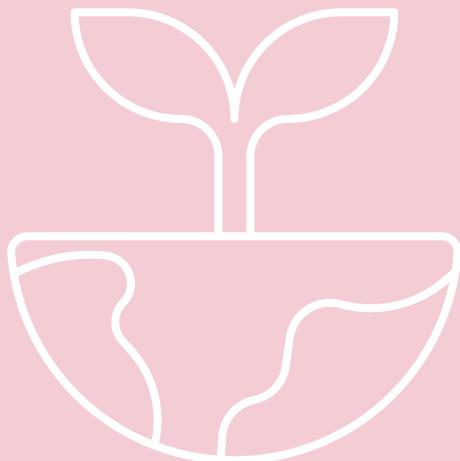
- The CEO would want to know so that they know about the overall happenings in the company
- The supply chain management would want to know about this so they can make executive decisions about what to do if it is found out that a supplier is responsible for late deliveries
- The finance team would want to know about this so they can consider the impact of late suppliers on budgets.



SUSTAINABLE OPERATIONS

For MCoBeauty this could be asking specifically What volume of water is used in our operations?

who would want to know this and why?



- The CEO would want to know about this so they are aware of our current sustainable operations and can have a say in the goals that are set.
- The supply chain management would also want to know as they are the ones who will be tracking the water consumption
- Reducing water consumption is one of the best ways for large companies to reduce their carbon emissions. Knowing our current water consumption allows us to set realistic sustainable goals for the future.
- It is also important to report water consumption to show a company's corporate social responsibility.

COMMUNICATION

TO COMMUNICATE DATA ABOUT SUPPLY CHAIN MANAGEMENT WE COULD SHOW VISUALISATIONS ABOUT LATE ORDERS BY SUPPLIER

LIPGLOSS SUPPLIER



SKINCARE SUPPLIER



FONDATION SUPPLIER



this was made using kaggle data

TO COMMUNICATE DATA ABOUT OUR CURRENT SUSTAINABLE OPERATION WE COULD SHOW THE VOLUME OF WATER USED IN OUR CURRENT OPERATIONS.

250,000

Gallons

VOLUME OF WATER USED IN 2022 PRODUCTION

THIS IS A MADE UP RESULT TO DEMONSTARE THE POSSIBLE FINDINGS

EXECUTION

SUPPLY CHAIN MANAGEMENT

ARE CERTAIN SUPPLIERS DISPROPORTIONATELY LIKELY TO HAVE THEIR PRODUCTS ARRIVE LATE?

DATA & ANALYSIS

- Gather historical data about supplier's deliveries.
- This would include the supplier id, the estimated delivery date, the date the order was delivered, and if the delivery was late or on time.
- We then would do count of late or on time deliveries for each supplier.
- Then we would calculate descriptive statistics (average delivery time for each supplier, percentage of late deliveries etc.)
- This could then be displayed in a visualization.

SUSTAINABLE OPERATIONS

WHAT VOLUME OF WATER IS USED IN OUR OPERATIONS?

DATA & ANALYSIS

- We want to track the water consumption used in our warehouses where we make our makeup products.
- (Theoretically) if we have three warehouses where we produce our products we will track the water bills for these warehouses
- The data will include the billing period (month), the payee (MCoBeauty), the meter reading date, the total water consumption in gallons, the cost of the water.
- To track this we would conduct a time series analysis and visualization, this means we would plot the total water consumption for each month
- we would perform the analysis to find descriptive statistics (average, median, standard deviation) and also see if there are any seasonal trends in the data

USERS



Finance department

- They would want to know this so they can set appropriate budgets, conduct risk assessment and accurately manage the costs of each department

CEO

- The CEO would want to know this so that they are up to date about the profitability and general finance of the company



Investors

- Investors would want to know about finance analytics so they can monitor that the company is doing well

Operations management

- Operations managers would want to know about this so they can use the information to inform their operations

*these are not the real people in these roles, they are just pictures from their ads

RELEVANT METRICS

Types of Financial analytics that could be done for MCoBeauty

FINANCIAL CONSEQUENCES OF MARKETING DECISIONS

Questions MCoBeauty could answer in this area

- Does our profitability vary by product
- Does our profitability vary by store

Who would want to know this and why?

- The finance department would want to know which products and store are the most profitable so they can accurately set budgets
- The operations management would want to know what products and stores are the most profitable so they can send stock accordingly



FINANCIAL CONSEQUENCES OF OPERATIONAL DECISIONS



For MCoBeauty this could be asking things like...

- Which suppliers are most cost-effective?

who would want to know this and why?

- The CEO, finance and operations management where want to know this so that they can try and use the most cost-effective supplier where possible

COMMUNICATION

TO COMMUNICATE THE THE FINANCIAL CONSEQUENCES OF MARKETING DECISIONS WE COULD DO A VISUALISATIONS TO SHOW OUR MOST PROFITABLE PRODUCT AND OUR PROFITABILITY BY STORES



OUR MOST PROFITABLE PRODUCTS



50%
gross profit

OUR FIVE MOST PROFITABLE STORES



over 15%
profit margin



Lynnmall



Lambton Quay



Meridian Mall



Westfield Newmarket



South City Shopping Centre

EXECUTION

PROFITABILITY BY PRODUCT

DATA & ANALYSIS

- Gross profit by product, we would find this by subtracting the cost of goods sold from the sales revenue for each product.
- The sales revenue would be found from sales data
- The cost of goods sold would be found by calculating the cost of the labour, production and materials of the product
- We would then compare the gross profit of each product to see which is the most profitable
- We would display this in a infographic/visulisation like above

PROFITABILITY BY STORE

DATA & ANALYSIS

- We would need the total sales aggregated by each store over the last financial year
- Then we would calculate the operating expense of each store, this would include the sum of utilities, pay, marketing and rent
- We would then calculate the profit margin for the last financial year by subtracting the operating costs from the total sales for each store.
- We would then create a graph to show the most profitable stores in the last year

SUMMARY

Compelling arguments have been established through the report as to why the prepared analytics should be adopted by MCoBeauty. To summaries these arguments, the adoption of these analytics in the outlined four areas will....

- Enhance relevance, keeping the company up to date with the most popular ways of marketing, operating, and producing.
- Give current market and customer insights, allowing the MCoBeauty team to improve their marketing strategies and product development.
- Help improve cost efficacy.
- Help improve our environmental impact.

BIBLIOGRAPHY

1. MCoBeauty Official Website. <https://mcobeauty.com>
2. Santello, G. . Wholesale and Retail Orders Dataset.
Dataset. Kaggle Dataset Link