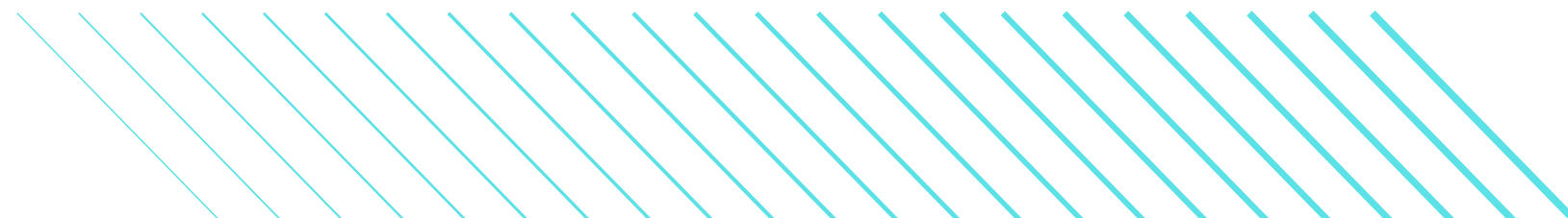
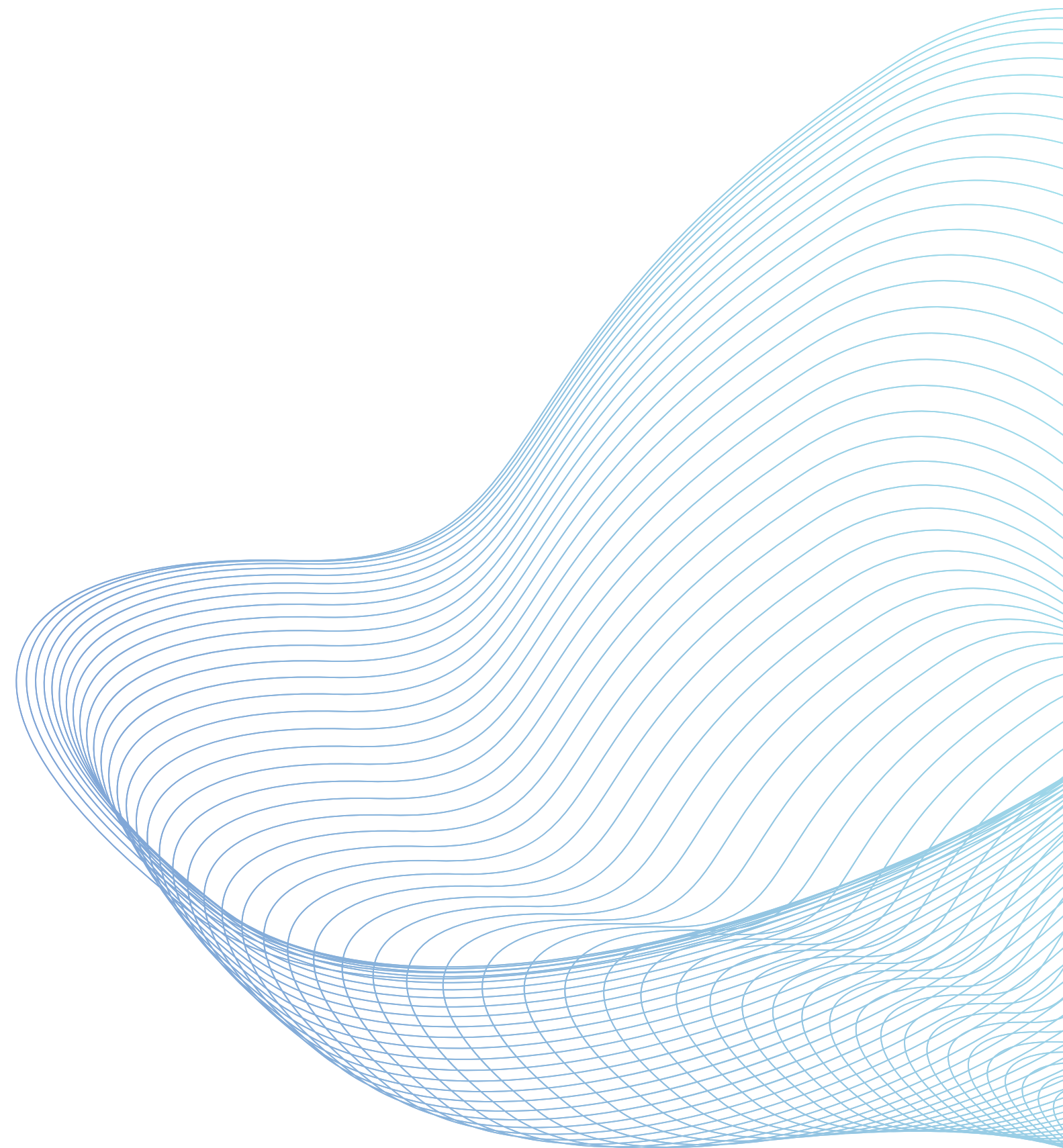




AAJ WARDROBE



KPIS

- **Conversion Rate**
- **Mean Delay Time**
- **Product return rate**
- **Customer Retention rate**
- **Inventory Turnover Ratio**
- **New Customer Acquisition**



ABOUT COMPANY

AAJ Wardrobe is E-Commerce platform which offers a wide range of clothing. Their store is located in the heart of the city of Calgary.

Additionally, AAJ Wardrobe has its own website allowing customers to shop online and enjoy home delivery services.

Problem Statement- AAJ Wardrobe an e-commerce clothing store aims to boost its business profits to \$500,000 within the next two years.



CONVERSION RATE

- **Why**

The conversion rate has a big impact on sales. Even a small increase (like going from 2% to 3%) can greatly improve sales and revenue without spending more on marketing.

- **Cost / Efforts**

Low

Web analytics tools like Google

Analytics or CRM tools

- **How KPI is measured**

The conversion rate is typically measured as the percentage of visitors to a website or platform who complete a desired action, such as making a purchase, signing up for a newsletter, or filling out a form

- **Target**

Increase the conversion rate by 25% in 6 months.

MEAN DELAY TIME

- **Why**

In e-commerce, customers expect timely deliveries, and meeting or exceeding those expectations increases satisfaction and loyalty. Delays can lead to negative reviews, customer complaints, and lost future sales

- **Cost / Efforts**

Moderate

Requires integration between the shipping carriers and logistic systems

Effort- Collect and analyze data from various sources (E- Commerce Platform)

- **How KPI is measured**

Time between when an order is placed and when the customer receives it

- **Target**

Reduce mean delay time by 30-35% in 6months

PRODUCT RETURN RATE

- **Why**

In the clothing industry, sizing issues and product quality can lead to high return rates that impacts profitability

- **Cost / Efforts**

Low to moderate.

Return data is often tracked automatically by e-commerce platforms and fulfillment centers

- **How KPI is measured**

$$\text{Number of returned products} / \text{Total products sold} \times 100$$

E-commerce platform's analytics or return management system automatically track and report return transactions.

- **Target**

Reduce the return rate to 10% in next quarter

CUSTOMER RETENTION RATE

- **Why**

Retention rate is crucial because retaining existing customers is more cost-effective than acquiring new ones, and loyal customers tend to spend more time.

- **Cost / Efforts**

Low to moderate. Data is readily available from customer purchase history and analytics platforms.

- **How KPI is measured**

Customer relationship management (CRM) systems and e-commerce platforms monitor repeat purchase behavior to calculate retention rates.

- **Target**

Aim to achieve a retention rate of 60-65%

INVENTORY TURNOVER RATIO

- **Why**

It helps companies control inventory costs, including storage, insurance, It provides insights into customer preferences and market trends, helping businesses stock products that are in demand

- **Cost / Efforts**

Moderate to High.

Data comes from warehouse systems and daily sales data

- **How KPI is measured**

The Inventory Turnover Ratio is calculated by dividing the Average Inventory by the Cost of Goods Sold

- **Target**

Aim to bring inventory ratio on 5-6 times annually

NEW CUSTOMER ACQUISITION

- **Why**

It is vital for business growth and shows how well marketing efforts are attracting new buyer.

- **Cost / Efforts**

Moderate to High. Data comes from e-commerce and marketing platforms (google analytics, shopify, sponsored ads, influencer marketing)

- **How KPI is measured**

Marketing and CRM tools track new customer registrations and first-time purchases, providing insights into acquisition rates.

- **Target**

Aim for 10-20% growth in newcustomer acquisition quarterly.

**THANK
YOU**

