

---

---

## CASE 12 MEMORANDUM

---

---

**TO:** OPERATIONS MANAGER

**FROM:** ALEXANDER HICKEY

**SUBJECT:** CIS 300-03

**DATE:** APRIL 20, 2019

**CC:** PROFESSOR DOS SANTOS

---

This memorandum serves to highlight the analysis compiled using engagement data for the years 2010 and 2015. Please read below for business translations.

Queries compiled from both 2010 and 2015 data tables showed that Christmas Eve, Valentine's Day and the day before New Year's Eve are the most popular days to propose. Other popular days to propose include June 25<sup>th</sup>, March 2<sup>nd</sup> and January 20<sup>th</sup>.

In 2010, couples spent, on average, \$2,245 on engagement rings. In 2015, that number rises slightly to \$2,264. The most popular dates to propose (listed in previous point) are also the days when couples will spend more on rings. Therefore, the company could maximize revenue by increasing prices on these days.

In 2010, couples dated for, on average, 11 months before getting engaged. That number rose to 13 months in 2015. The trend shows that couples are waiting longer to propose as the years go by.

The behaviors of couples who have church weddings and those who have out-of-church weddings do not differ at all. In all regions, even regions that experience a higher amount of church weddings, couples date for, on average, roughly proportionate to the total average months dated. Couples who do not have church weddings spend, on average, only six dollars more on engagement rings than those who have church weddings.

The total percentage of church weddings has decreased by roughly 10% from 2010 to 2015. All regions but one were inconsistent as to the percentage of church weddings. The Northwest had the most consistent percentage of church weddings across 2010 and 2015, and had the highest percentage in 2015, at 62%. The Northeast had the highest average of months dated for both 2010 and 2015. It is important to note that couples who wait longer typically spend more on their engagement rings. That being said, it would be prudent to focus marketing efforts on the Northeast region while increasing prices on the most popular proposal days.

Thank you for your time.