Efficiency Engineered

ISBA 4715 - SQL Final Project
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https://github.com/breeflores129/efficiency-engineered-revolve

Overall efficiency for Revolve

Revolve

- Online fashion retailer

Plan:

- Enhancing internal business processes and minimizing expenses for their operations, warehousing, and international marketing.
- Leverage internal and competitors data to improve the marketing and finance sectors of Revolve.

Key Roles of Job Description

Software Engineer ✓

REVOLVE · United States · 2 days ago · Over 100 applicants

💼 Remote · Full-time · Mid-Senior level

Major Responsibilities:

Essential Duties and Responsibilities include the following. Other duties may be assigned.

• Analyze user requirement and develop new modules for external customers and internal business processes.

• Implement, maintain and troubleshoot database driven internal applications using SQL, Java, JSP, Spring MVC, Javascript and Redis.

• Troubleshoot issues, perform analyses and provide efficient solutions for operations, warehouse and international marketing teams.

- Financial and planning sectors
- International marketing
- SQL to perform analysis

Color Analysis Leads to Inclusivity

Average Price By Color
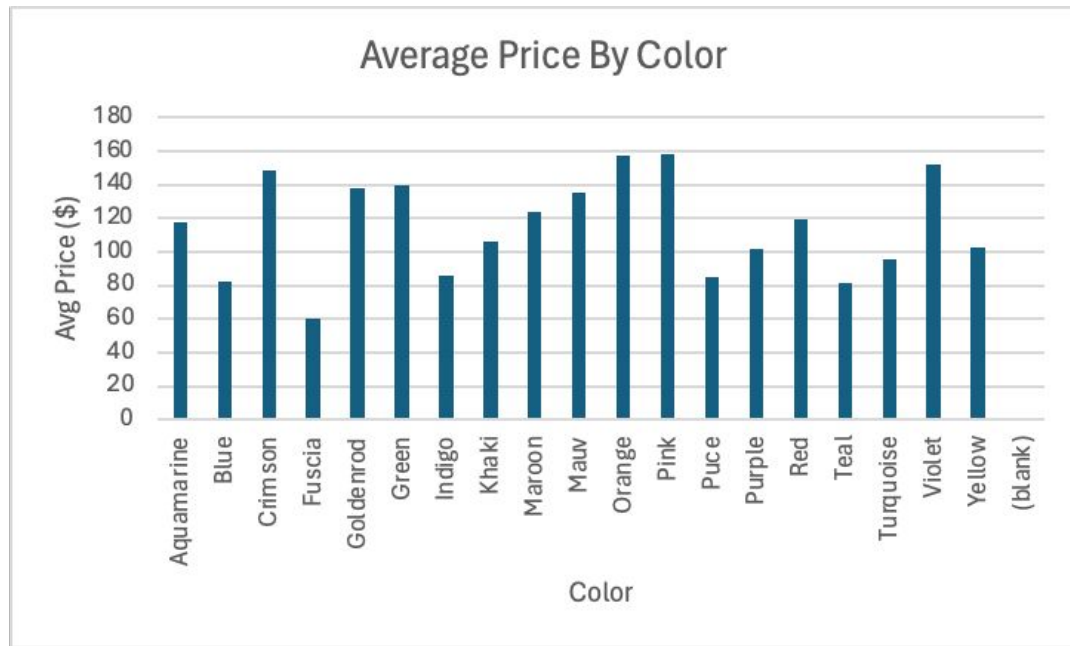
What is the average price by color at H&M?

- Pink and orange lead average price point
- Research international holiday influence
- Boost brand inclusivity image

Sale Promotions Will Increase Revenue

Dress Name vs Prices

Why do certain price points at
H&M attract more buyers?

- Smaller range of prices than Revolve
- Improve sale ads
- Better understanding of customer
  needs

Revolve Web Scrape

Broaden Customer Reach for Increased Sales

What is the average price of
the most popular dresses?

- Average lower than expected
- Promote sales around average price
- Broden customer reach

Min, Avg and Max of 100 Dresses

Bar chart showing $ values for Minimum, Average, and Maximum. Y-axis ranges from 0 to 500. Minimum is approximately 30, Average is approximately 220, Maximum is approximately 440.
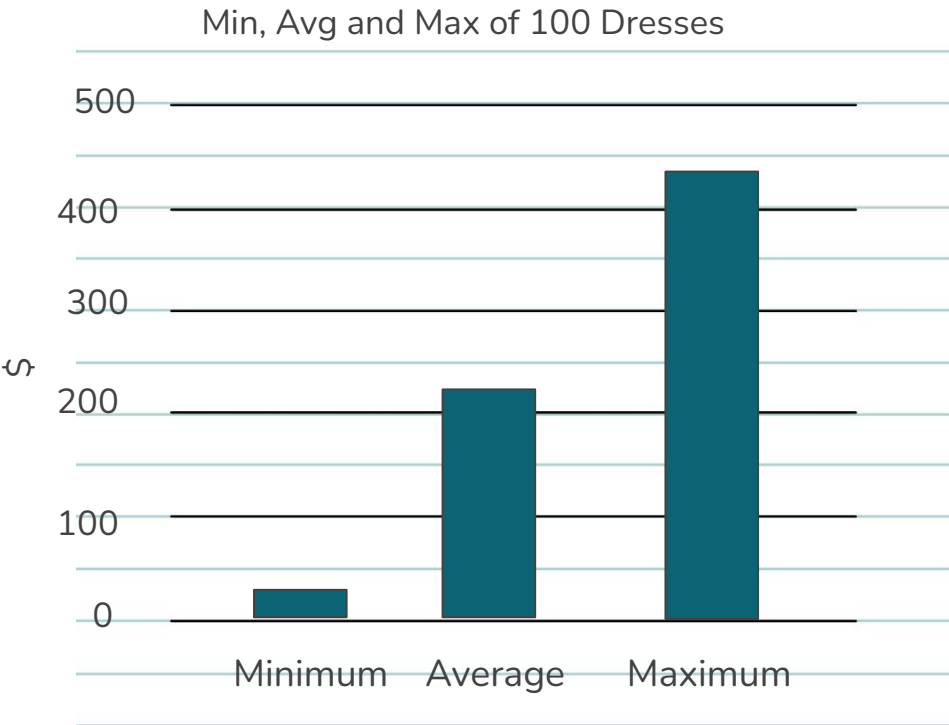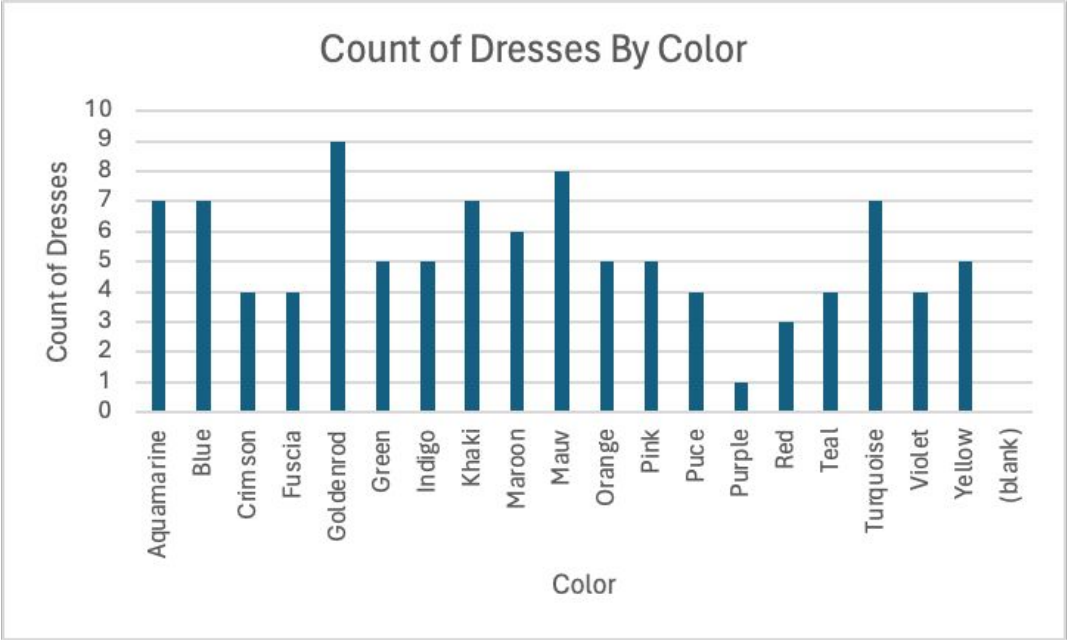
Geography Research Improves UX

What factors contribute to the popularity of certain colors among top-selling dresses?

- Surge of lighter colors
- Country and weather specific ads
- Tailored UX resulting in financial gain

Count of Dresses By Color

New Lens for Revolve

- While aiming to enhance business processes and minimizing expenses for Revolve, I strongly focused on the international marketing and finance sectors.
- Utilized internal data with web scraping Revolve.com and competitor data with the H&M API.
- Proposed promoting sales around the average price point to broaden customer reach, and recommended geography-specific research for targeted marketing.