

Babson Analytics Hackathon | Merchandising Analytics Case Study

Problem Statement

Our customers use visual media to inform, educate, and inspire purchasing decisions. You recently launched an A/B test that showed when Rich Media (i.e. video, 3D imagery, and interactive content) is present on our Product Details Page (PDP), we see upwards of 7% conversion rate lift depending on the Product Class and content type (see Exhibit A & B for details). The Wayfair Merchandising team is looking to capitalize on this opportunity by increasing Rich Media content across the catalog. Not every product has this content as we rely on Suppliers to use our proprietary visual merchandising platform, called WayMore, to [design a PDP layout](#) that differentiates their products (see exhibit C below for an example).

We have provided you with multiple datasets at the product class, Supplier, and SKU level that will help inform what Rich Media gaps exist (see Appendix for details on full dataset).

The Merchandising Analytics team (you) has been tasked with building a recommendation on one or more of the following topics:

- *Supplier outreach strategy -- including Suppliers to target, prioritized SKU lists, etc.*
- *Opportunity size for filling Rich Media gaps*
- *Improve the customer experience through product content optimization*
- *Any other recommendations for Merchandising Leadership*

Merchandising Leadership is looking to you to create a 5-7 minute executive level presentation that outlines your findings and recommendations.

Appendix

Data & Definitions


- [Dataset CSVs](#)
 - *Supplier Data*
 - *Note: $suid = 1$ is not an actual supplier. This is an aggregation of supplier data at the SKU/Store level (i.e. multiple suppliers can sell the same SKU, therefore to get the true Revenue for a SKU, you must aggregate).*
 - *Module Count Data*
 - *Content Recommendation Data*
- [Data definitions](#)

[Exhibits A&B can be accessed here](#)

Exhibit A: Conversion rate increase breakdown by class and content type

Exhibit B: Content type definitions

Exhibit C: Example PDP WayMore Layout



Nora 12' Firm Hybrid Mattress
New Nora from \$599 Sleep
FREE 2-Day Shipping
\$515.00 was \$615.00
As low as \$415/mo. for 12 mos. [Get the 0% APR Credit Card!](#)
Shipping for a business? [Shipping for a business](#)
FREE 2-Day Shipping on select options
Get it by Thu, Feb 22 Order Today!
Shop by [Size](#) [Color](#) [Material](#)
100-Night Free Trial [See Details](#)


Search from 100
Select Mattress Size
Select Quantity
1

[Home](#) [Add to Cart](#)


Coverage for accidental stains (food, beverages, pet, etc.)
Warranty Included

[View](#) 10 Years - \$24.99


Highlights




The Perfect Balance
Nora Hybrid takes your sleep one step further with the support of a firm mattress combined with the comfort of a memory foam top.




Fast, Free, Easy Shipping
The Nora Hybrid Mattress ships in a box for easy delivery to your doorstep. Unbox, unroll, and unwind in no time.



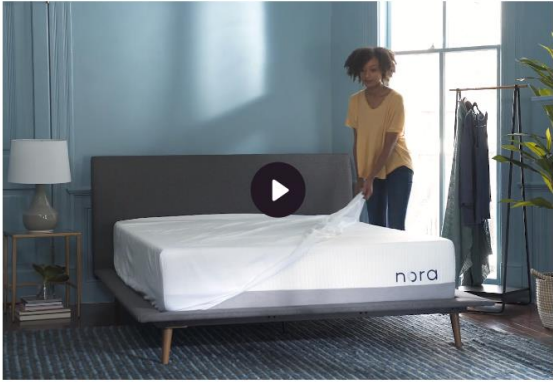
Comfort for Everyone
Nora Hybrid's encased coil base moves independently, ensuring proper stability while minimizing movement disturbance. And with three layers of support, it's a win-win-win for everyone.



We Believe in Options
Our mattress works on any slatted foundation, whether it's our Nora Adjustable Base, Nora Foundation, a platform bed, or a box spring. So, you make the call.



10-YEAR WARRANTY



Ready for Your Best Sleep?
Meet Nora. Our carefully crafted premium mattress is easy to unbox - which means you'll be resting in no time.