

Opportunities for Growth for Company 324

Data Analysis in the Sports Gear
Category

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Strategic Question 1

How could Company 324 raise sales?

- We can look at the benefits of changing pricing during seasonal peaks that other companies have experienced. Looking at the drop in price and surge in sales brings back customers year round for the sales peak.

Strategic Question 2

How does company 324 increase their internet channel?

- We can look at how company 278 and 814 were able to increase their internet channel. By looking at how 278 and 814 performed we might be able to replicate what those companies have.

Introduction and Industry Background

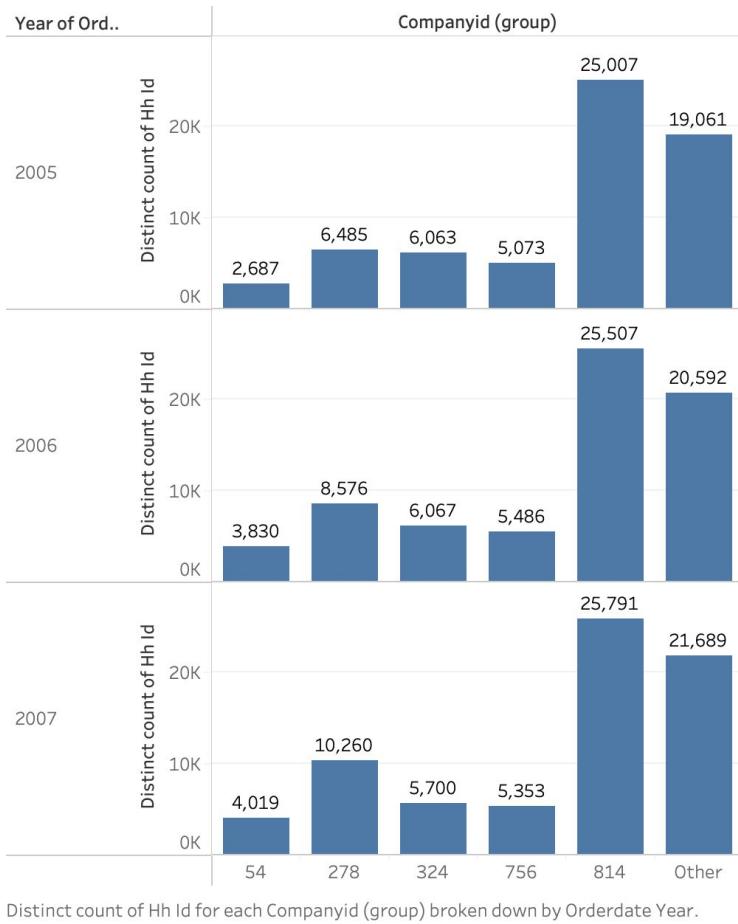
- What is the current profile of the industry?

The sales of our company 324 lag behind Companies 278 and 814. Our goal is to use the marketing strategy and improve online presence and increase sales through pricing.



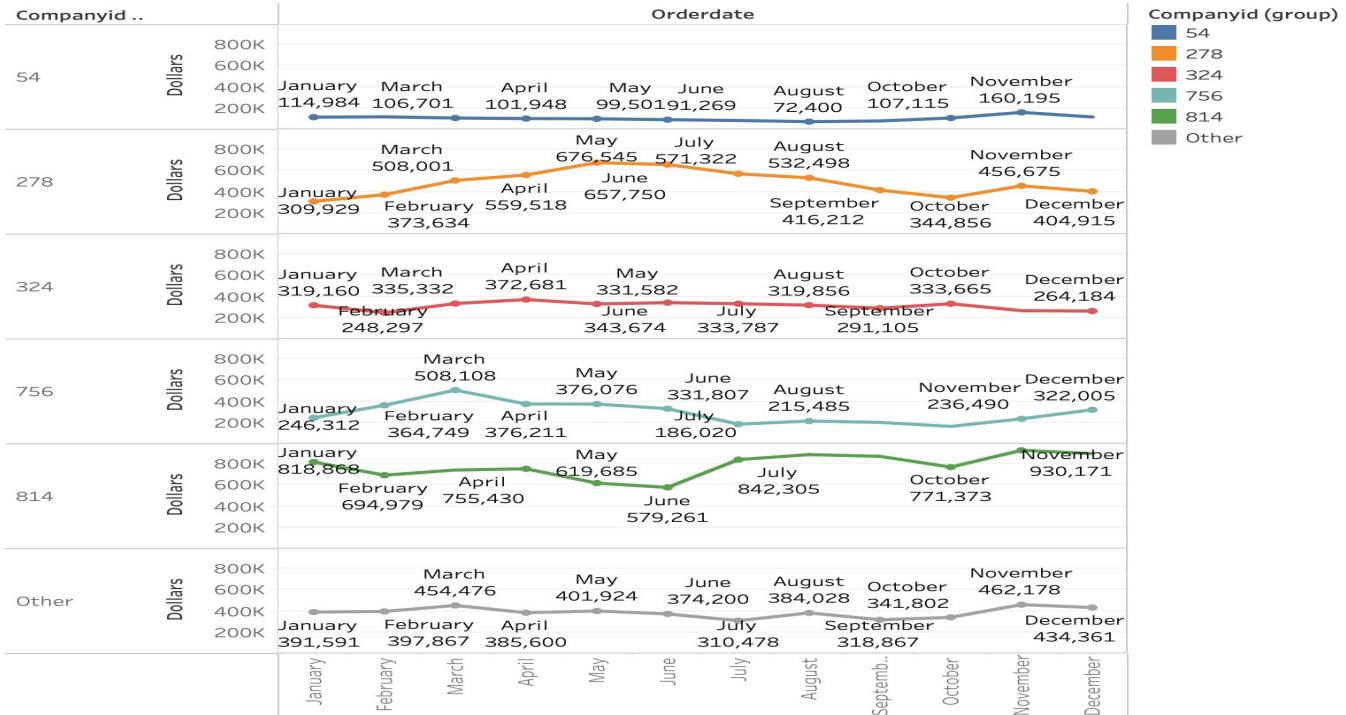
Introduction & Industry Background con't

During our sample periods, in the year 2005, Company 324 had the least amount compared to companies 278 & 814. As the years went on, Company 324 did not improve much compared to the other two companies.



Leading firms

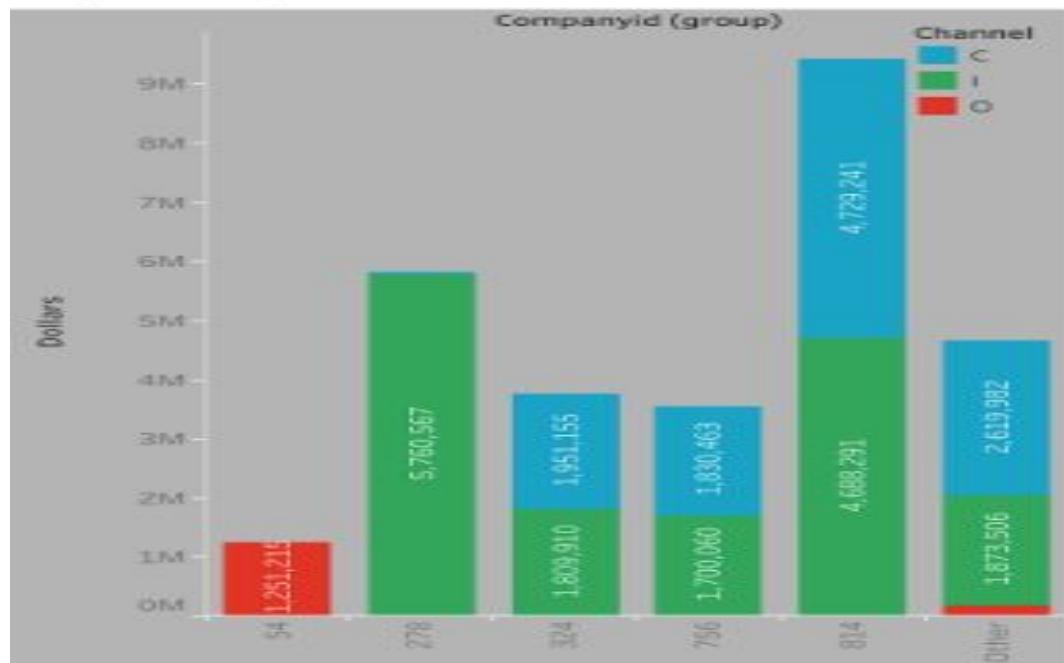
This chart depicts the trends of the companies.



The trend of sum of Dollars for Orderdate Month broken down by Companyid (group). Color shows details about Companyid (group). The marks are labeled by Orderdate Month and sum of Dollars.

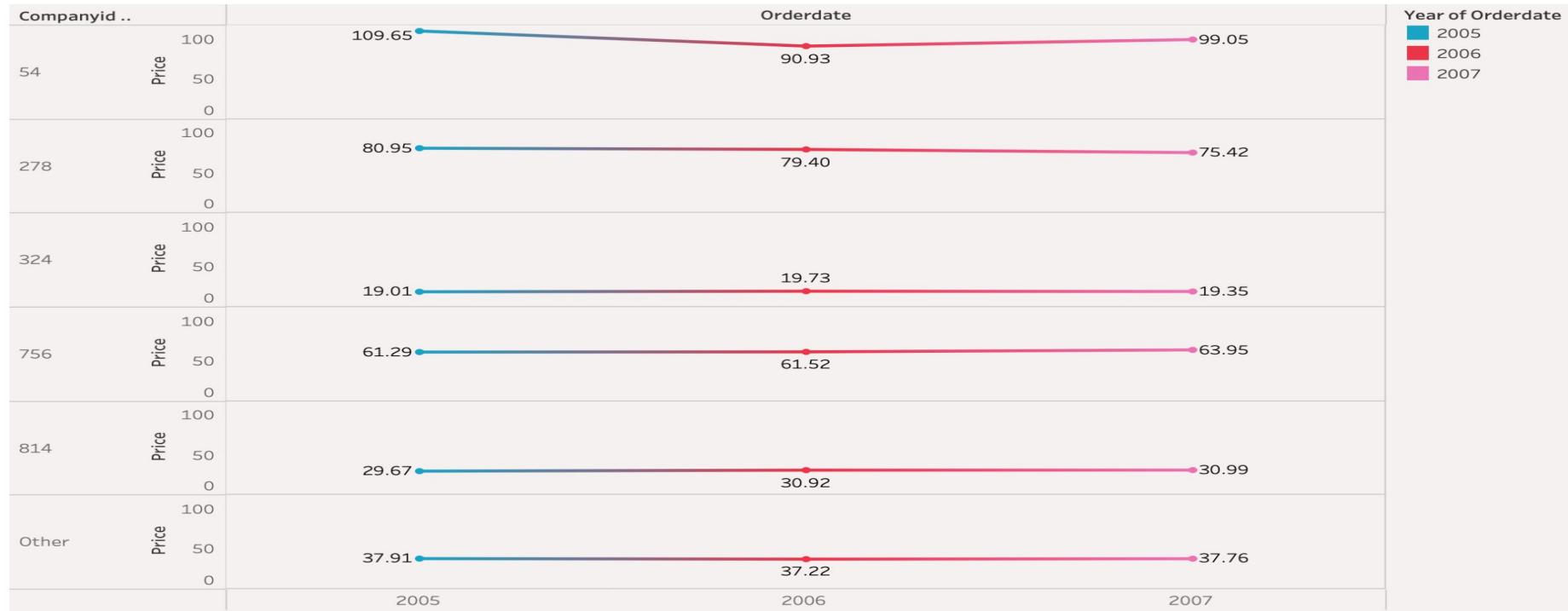
Channel Sales

Top 5 Companies Total Channel Sales



Sum of Dollars for each Companyid (group). Color shows details about Channel.

Pricing Patterns



The trend of Price for Orderdate Year broken down by Companyid (group). Color shows details about Orderdate Year.

324

Row Labels	Sum of return_in_0607noformat	Count of Hh Id
1	728	2022
2	980	2021
3	1421	2020
Grand Total	3129	6063

Row Labels	Sum of return_in_0607noformat	out_of	loyalty
1	728	2022	0.36003956
2	980	2021	0.48490846
3	1421	2020	0.70346535
Grand Total	3129	6063	0.51608115

814

Row Labels	Sum of return_in_06072	Count of Hh Id
1	7581	8336
2	7643	8336
3	7665	8335
Grand Total	22889	25007

Row Labels	Sum of return_in_06072	out_of	loyalty
1	7581	8336	0.90942898
2	7643	8336	0.9168666
3	7665	8335	0.91961608
Grand Total	22889	25007	0.91530371

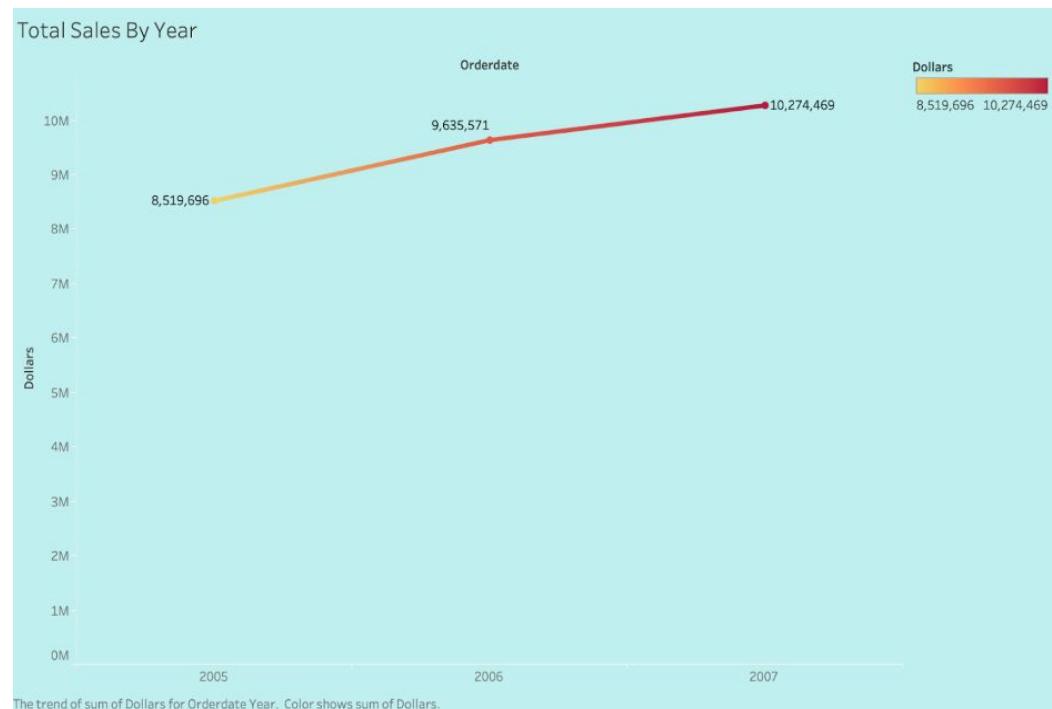
278

Row Labels	Sum of return_in_06072	Count of Hh Id
1	2058	2162
2	2062	2162
3	2039	2161
Grand Total	6159	6485

Row Labels	Sum of return_in_06072	out_of	loyalty
1	2058	2162	0.95189639
2	2062	2162	0.95374653
3	2039	2161	0.94354466
Grand Total	6159	6485	0.94973015

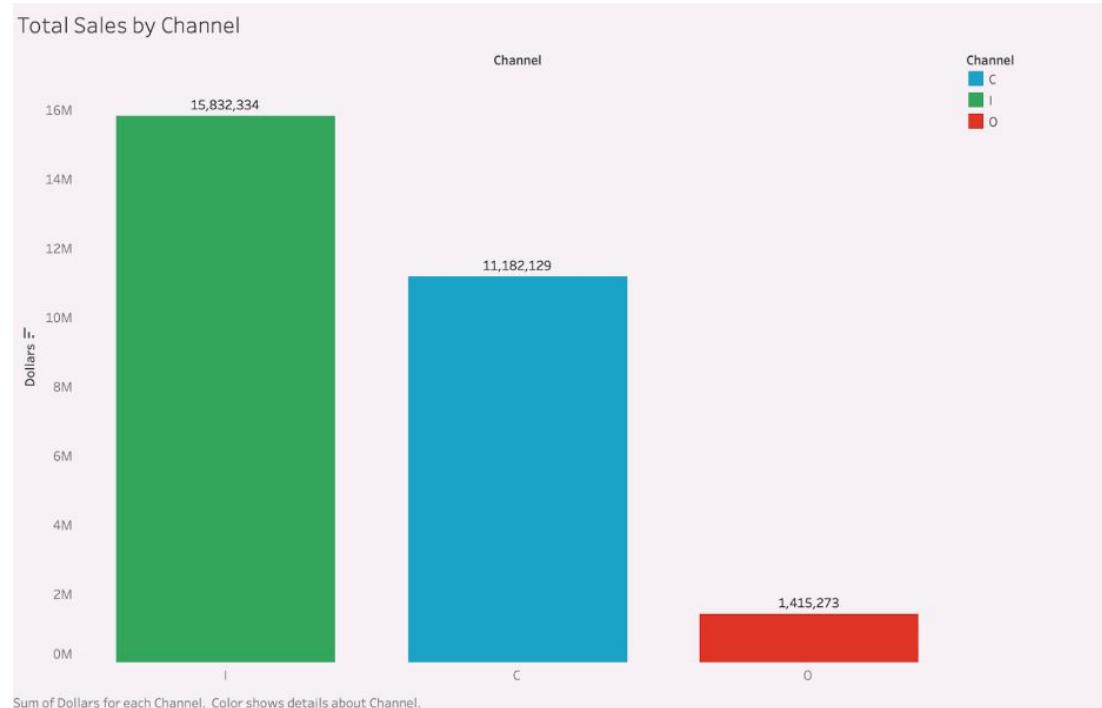
Total Sales by Year

- The Sports Gear Equipment industry is growing. Sales increased between 2005 and 2007.



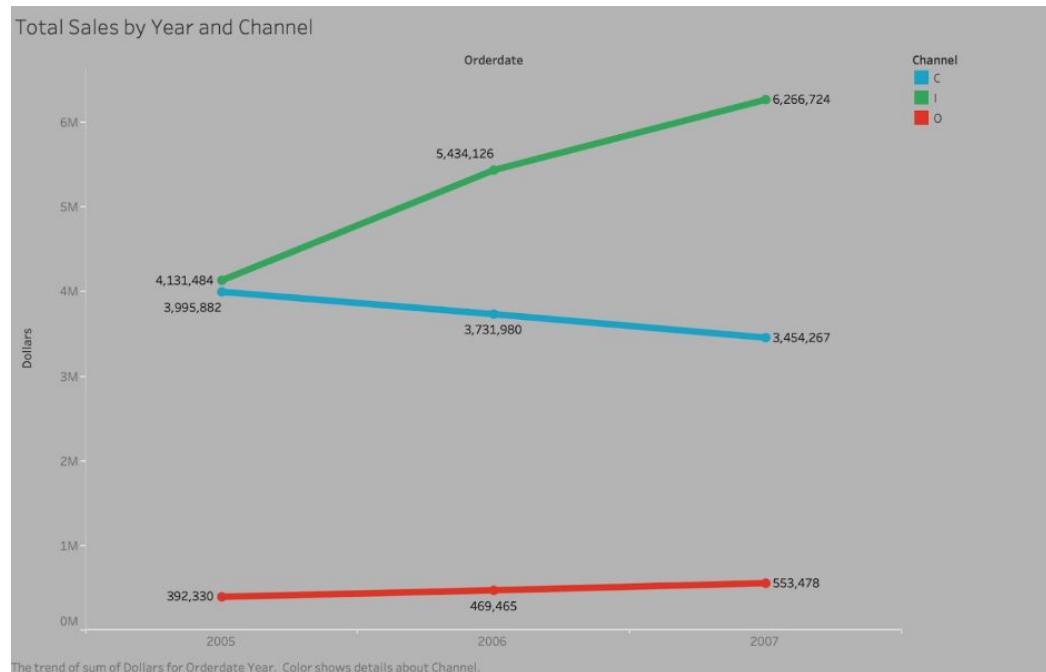
Total Sales by Channel

- The catalog channels display the highest sales.



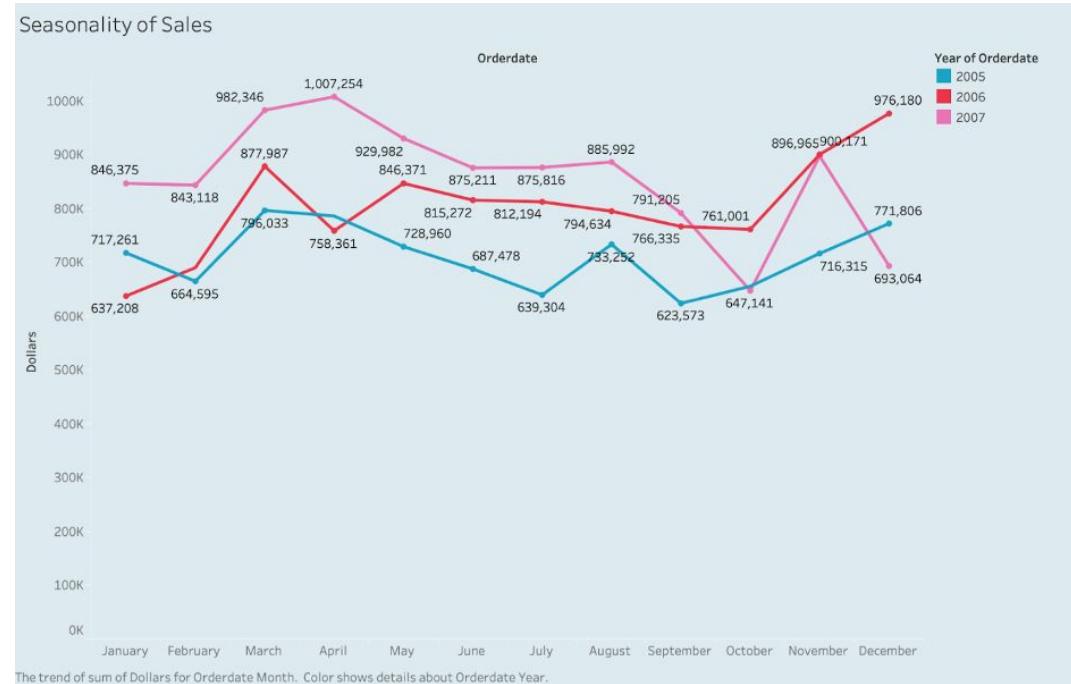
Total Sales by Year and Channel

- The Internet has the highest growth. The other channels do not display growth.



Seasonality of Sales

- In all three years it shows an increase in March and towards the end of the year.



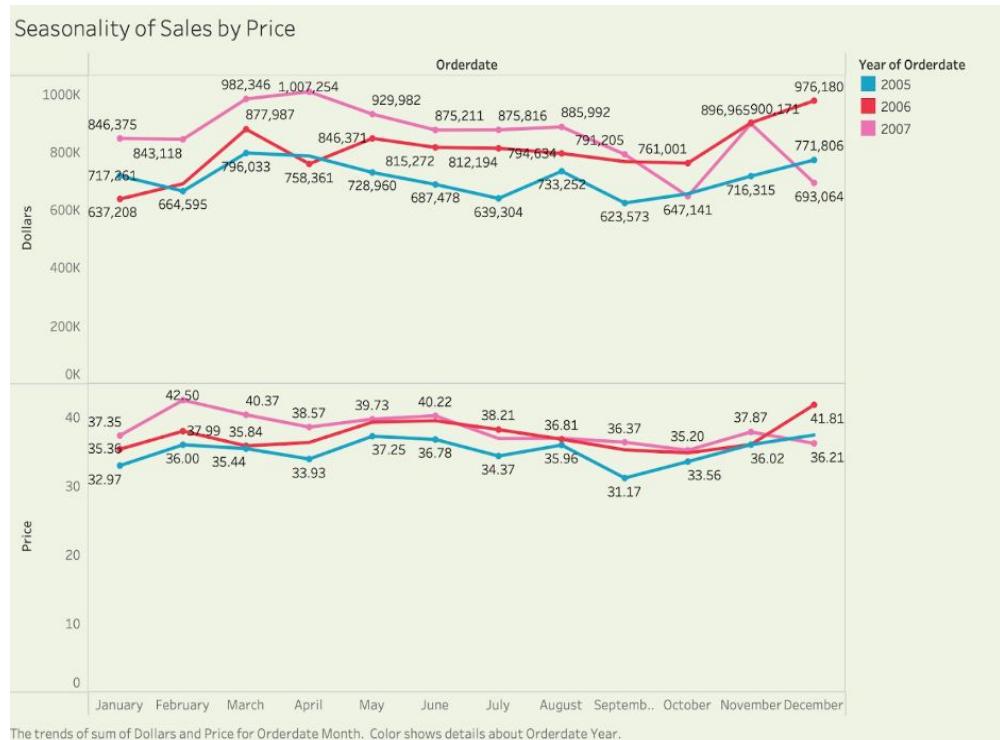
Seasonality of Sales by Channel

- The Internet channel increased while the other two channels stayed stagnant. In November and December there is an increase in sales.



Seasonality of Sales and Price

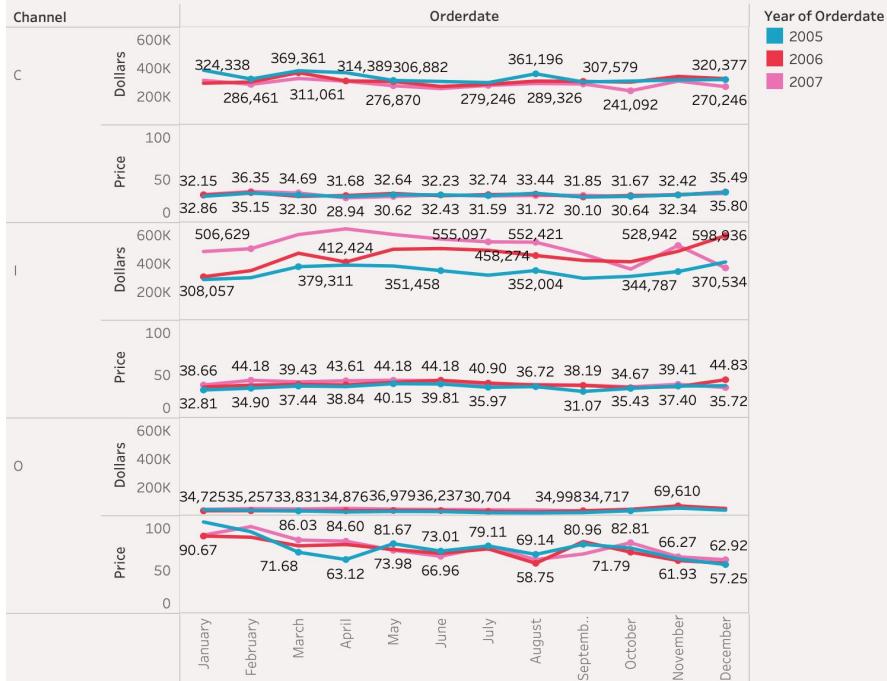
- When prices are increased the number of sales are increased. Large amount of sales in March and November in terms of seasons.



Seasonality of Sales and Price by Channel

- Internet channels fluctuate throughout the year while the other channels stay steady.
There is an increase in sales in the months November and December.

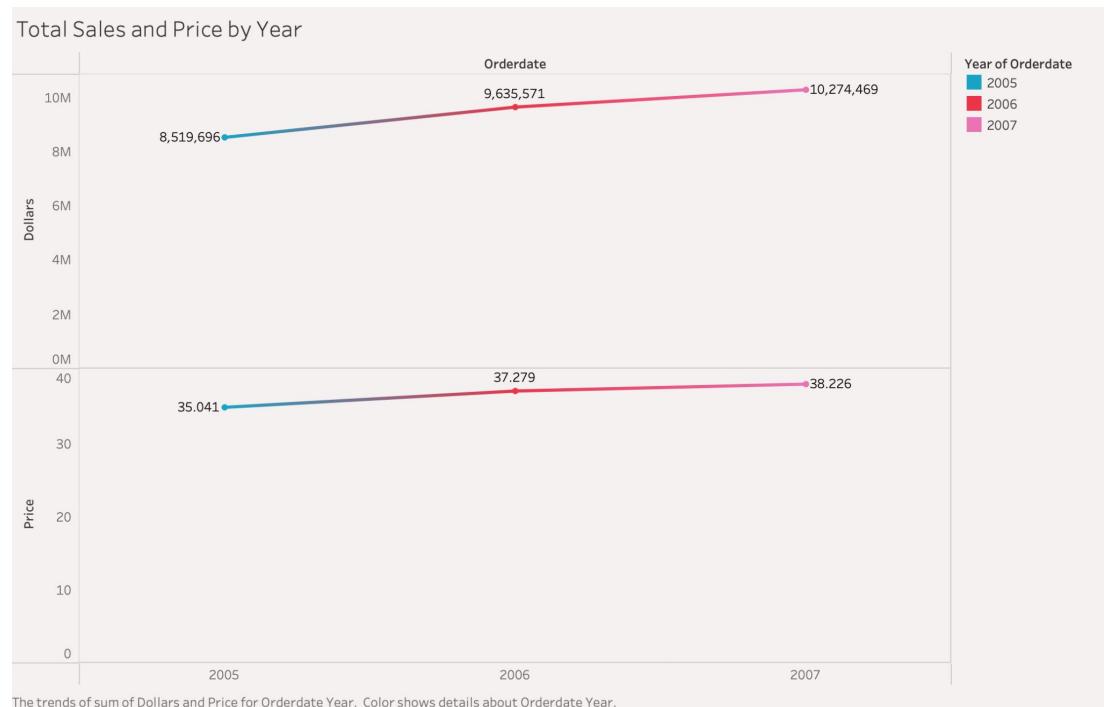
Seasonality of Sales and Price by Channel



The trends of sum of Dollars and Price for Orderdate Month broken down by Channel. Color shows details about Orderdate Year.

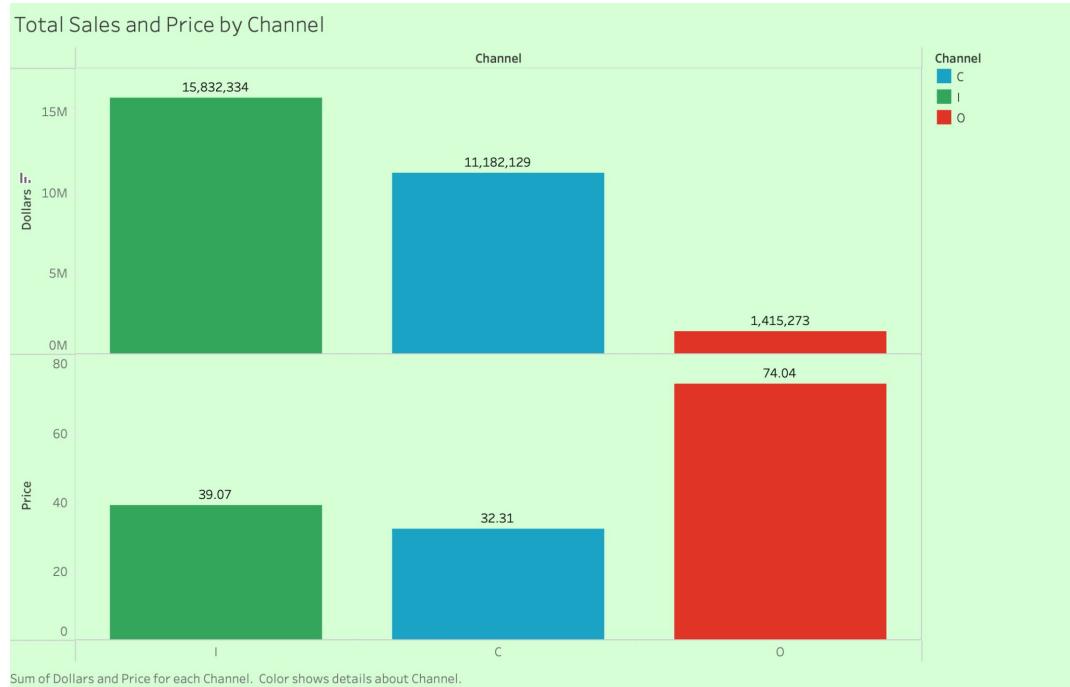
Total Sales and Price by Year

- Sales and prices coincide.



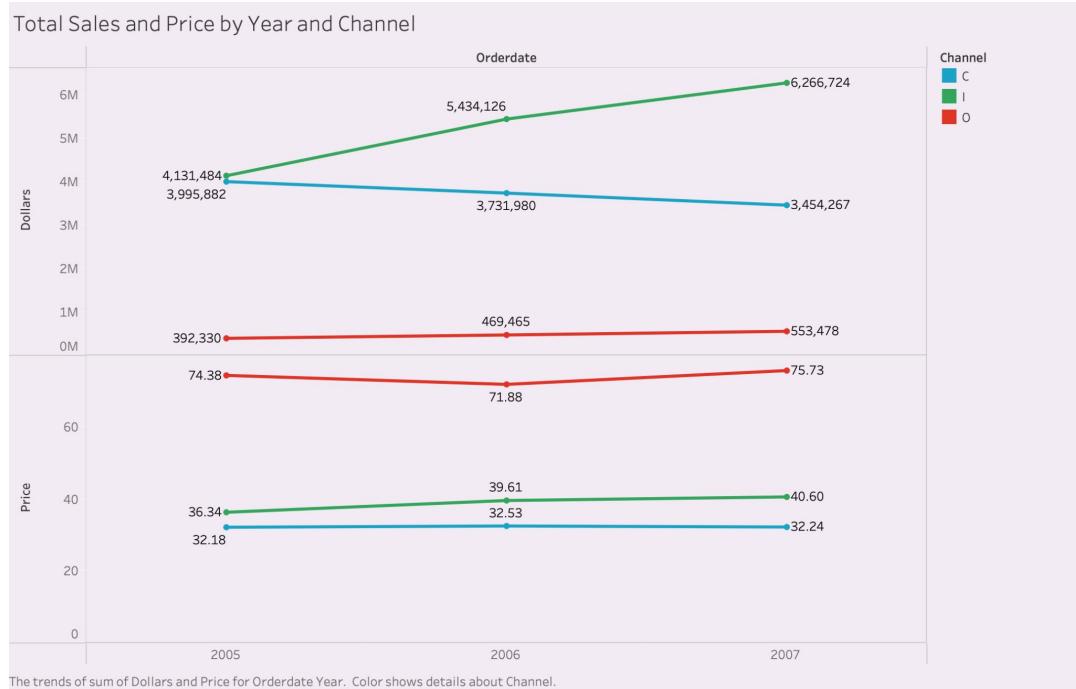
Total Sales and Price by Channel

- The internet has the highest sales.



Total Sales and Price by Year and Channel

- The sales and price remain steady.



Top Companies and Their Market Share

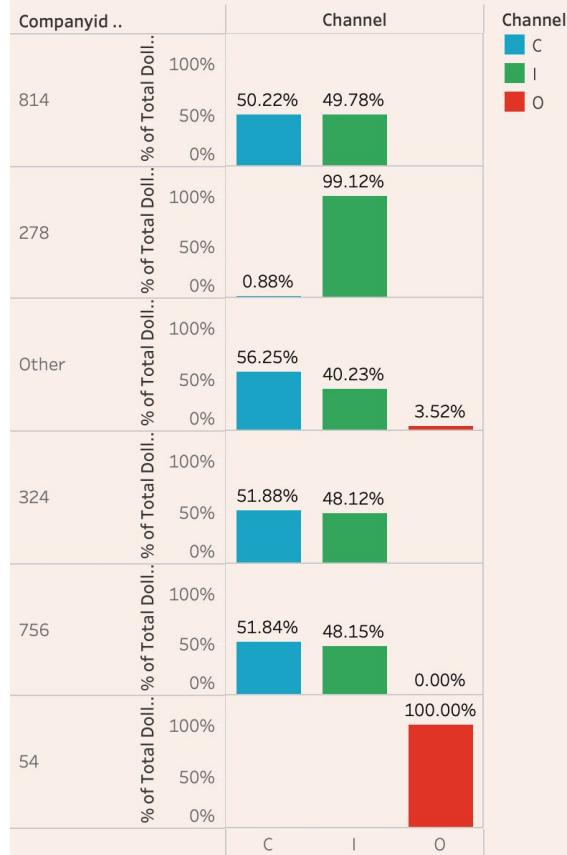
- The top company holds 33.13%.



Top Companies and Their Channel Usage

- Company 54 distributes via other channels. Other companies distribute 56.25% of the time.

Top Companies and Their Channel Usage



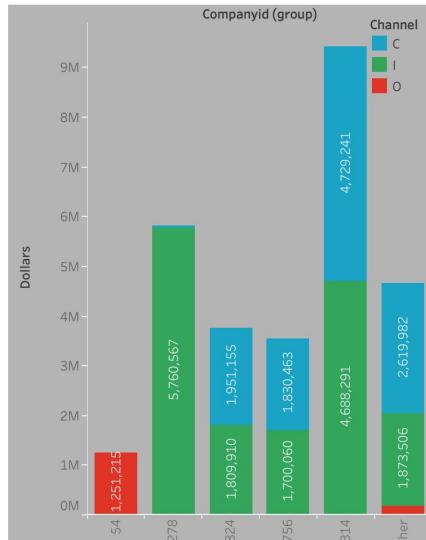
% of Total Dollars for each Channel broken down by Companyid (group). Color shows details about Channel.

Channel Use

- Company 814 held the top position in sales with both Internet and catalog
- Company 278 ran second with only Internet use

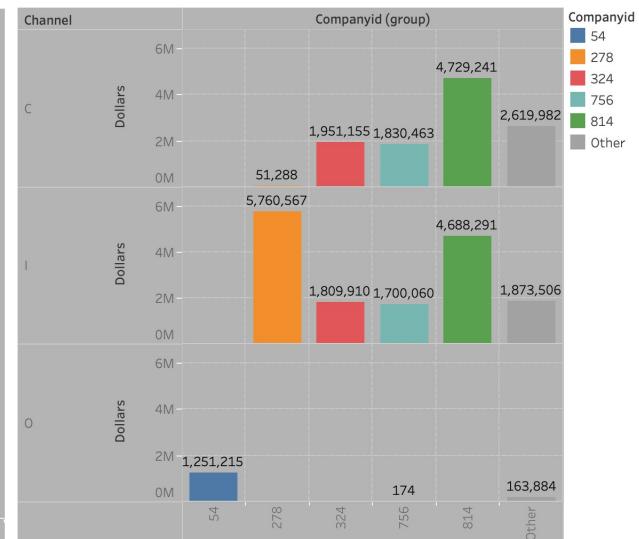
Showing Channel Use: Prefer the RHS One

Top 5 Companies Total Channel Sales



Sum of Dollars for each Companyid (group). Color shows details about Channel.

Top 5 Companies Channel Use (\$) Generated



Sum of Dollars for each Companyid (group) broken down by Channel. Color shows details about Companyid (group). The view is filtered on Companyid (group), which keeps 6 of 6 members.

Top Company Trends

- Over a 3 year period companies 814 and 278 saw a significant increase in sales
- Company 814 had a slight price increase (\$1.32) in 3 years
- Company 278 had a price decrease (\$5.53) in 3 years
- Company 324 remained the most stagnant in sales over the 3 year period with minimal price change (0.34\$)

Top Company Trends

Total Sales by the Top 5 Firms Over a 3 Year Period



The trend of sum of Dollars for Orderdate Year broken down by Companyid (group).

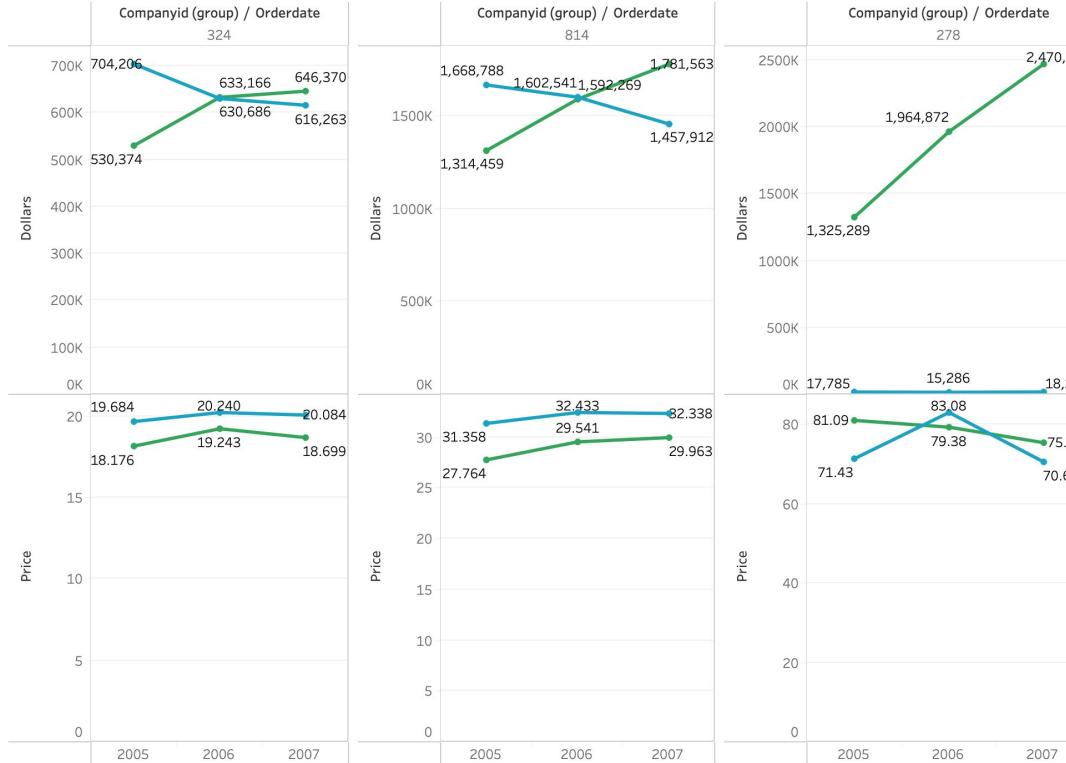
Average Prices of the Top 5 Firms Over a 3 Year Period



The trend of Price for Orderdate Year broken down by Companyid (group).

3 Year Period Total Sales & Average Price

- Catalog sales are declining for all companies compared to Internet sales
- Internet prices for 324 & 814 have been lower than catalog prices. However 324 has not seen significant sales in either channel throughout the period

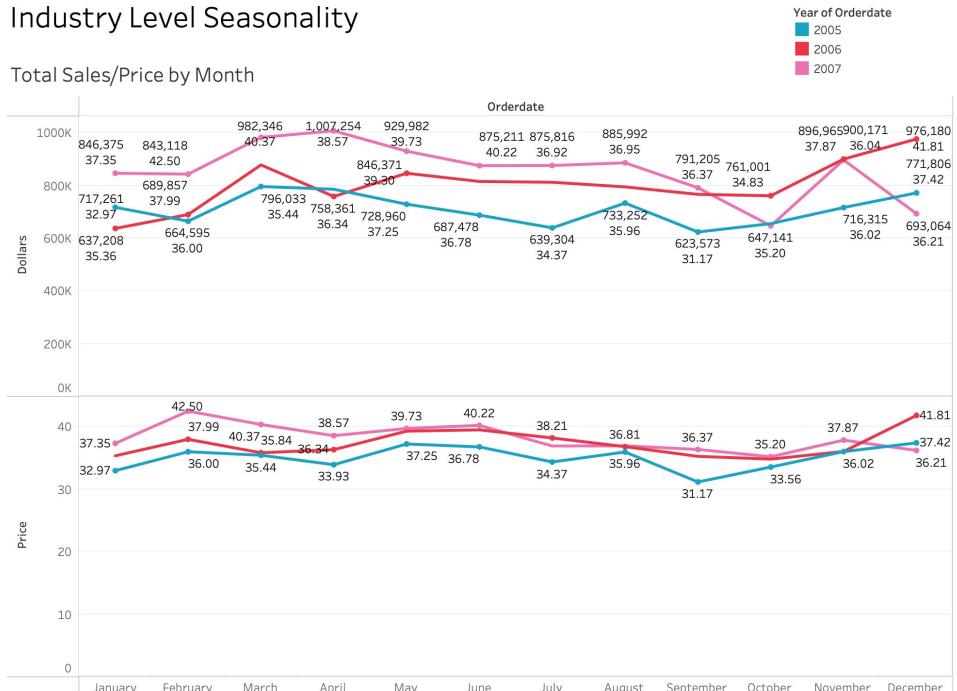


Industry Seasons

- Seasonal dip in prices reflect highest peaks in sales through March-May for all 3 years
- Low sales season beginning in August to November correlate with very little price change

Industry Level Seasonality

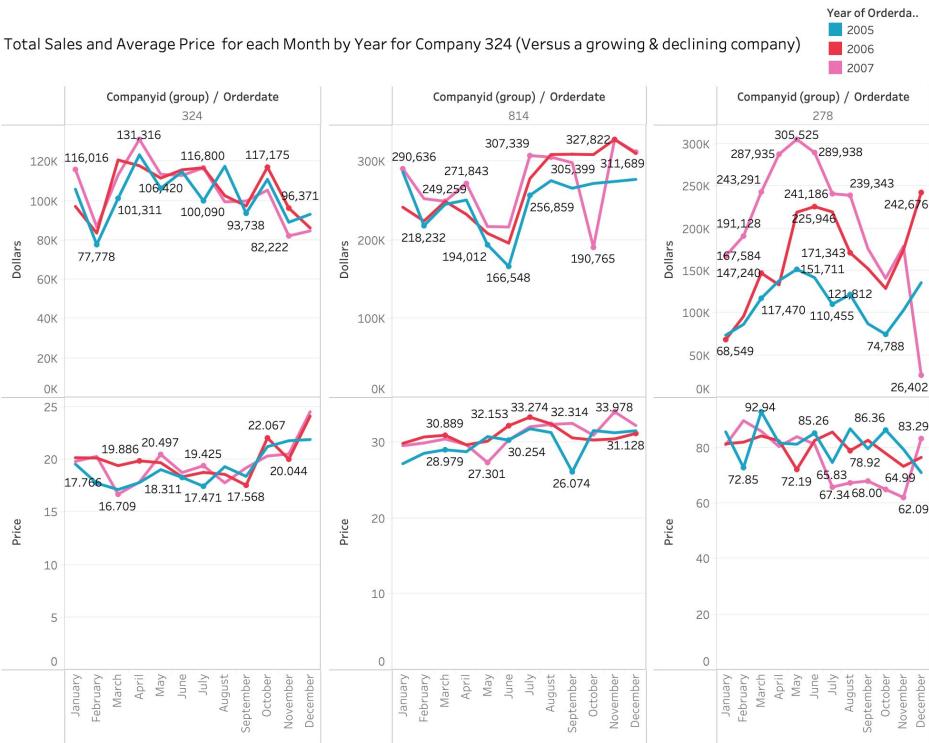
Total Sales/Price by Month



The trends of sum of Dollars and Price for Orderdate Month. Color shows details about Orderdate Year. For pane Sum of Dollars: The marks are labeled by sum of Dollars and Price. The data is filtered on Channel, which keeps C, I and O.

Total Sales Each Month by Year

- Companies 324 and 278 both decreased in sales in 2007.
- For company 324, every year in February their sales decreased.
- For company 278, their sales were lowest in January each year.
- Company 324 steadily increased their prices each year.



Top Companies and Total Sales Over 3 Years

- Over a 3 year period, 278 saw the highest spike in sales.
- Throughout a 3 year period, company 324 prices remained consistent.
- Companies 324 and 814 had the lowest prices, however 814 was able to produce more sales.

Total Sales by the Top 5 Firms Over a 3 Year Period by Channel

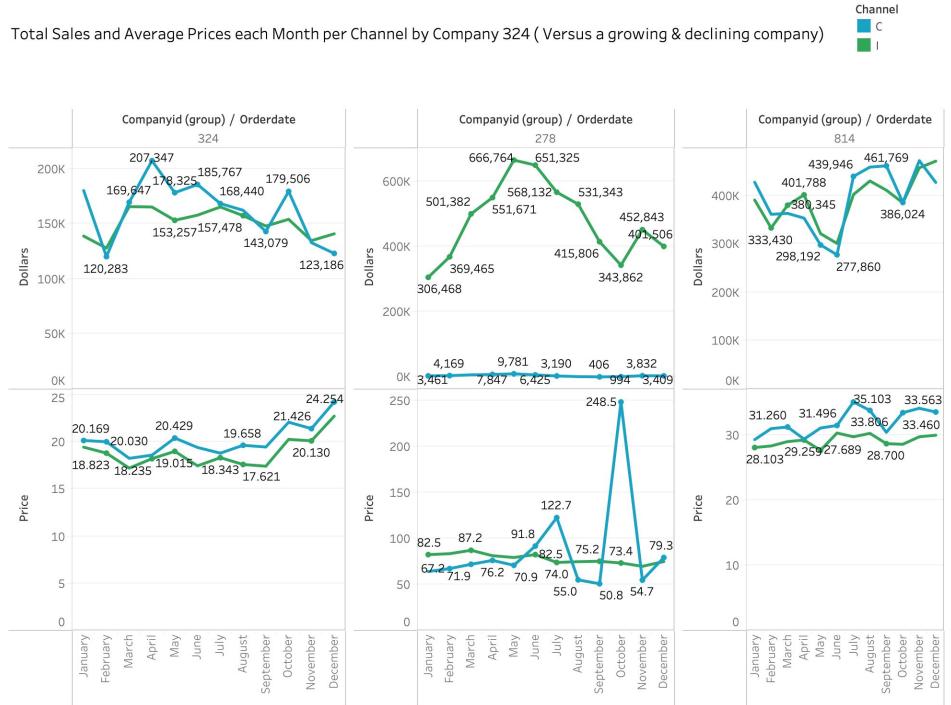


Average Prices of the Top 5 Firms Over a 3 Year Period by Channel



Total Sales and Average Prices by Chanel

- Company 278 had a significant increase in price from September-October.
- Company 324 channels resulted in a decrease in sales.
- A gradual increase in price is shown for company 814.
- There was a peak increase in sales for Internet from January-May for Company 278



Conclusion

In conclusion, the data collected for Sports Gear Equipment suggests that their highest sales come from catalog purchases and their lowest sales come from internet. However, when prices vary, sales in channels become fluctuant, creating opportunities for improvement. Additionally, we found sales prices have a direct effect on total sales. Lowering sales prices in connection to the seasons helped in increasing sales.