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DSC630 Final Project Executive Summary

**Examining Sales Data from an Anonymous Home Goods Company**

Our goal for this project was to understand the sales and product dataset of an anonymous home goods online retailer. We wanted to understand it well enough to be able to identify critical issues or problems within the company and be able to provide strategic recommendations based on our findings.

During our initial exploration of the data, we encountered a few interesting aspects. We saw that this company was responsible for $6M in sales in the U.K alone for the most recent year of data that we had available. They had over 15K transactions, sold 3,735 unique products, and had 3,809 customers. While all of this sounds great, we did notice trouble for the company. The company's sales had decreased over the last two years by -7%. If the company continued down this path in the next year, they'd see another -4% decrease in sales revenue.

These decreases in sales revenues are hugely significant for the company to identify and take action. Our task with this study became using data science to uncover areas ripe for sales development. The number one way we found to counteract sales decreases was by segmenting our customers and assigning marketing and sales strategies dependent upon each category. Segmenting allows for better custom sales solutions, and a higher likelihood of being able to turn around revenue to YOY increases instead of decreases.

We segmented all of the company's customers and placed each customer into either a low-value, medium-value, or high-value group. From there, we recommended these five strategies for increased sales:

1. Incentive Programs

2. Email Marketing

3. Social Media Branding

4. Monitoring Customer Segment Movements

5. SEO Optimization

Our hope for this project is that the company has a newfound perspective on how to interpret and use their data to create profitable sales and marketing strategies.