



Merge? Blackwell - Electronidex

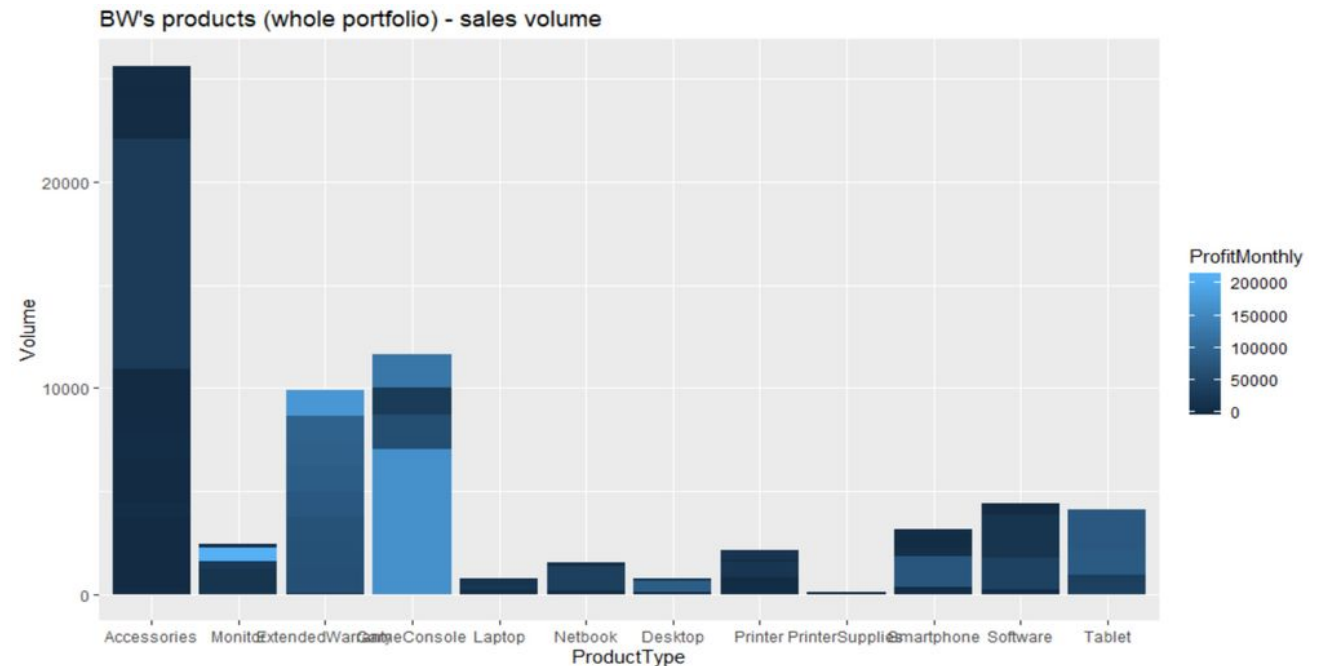
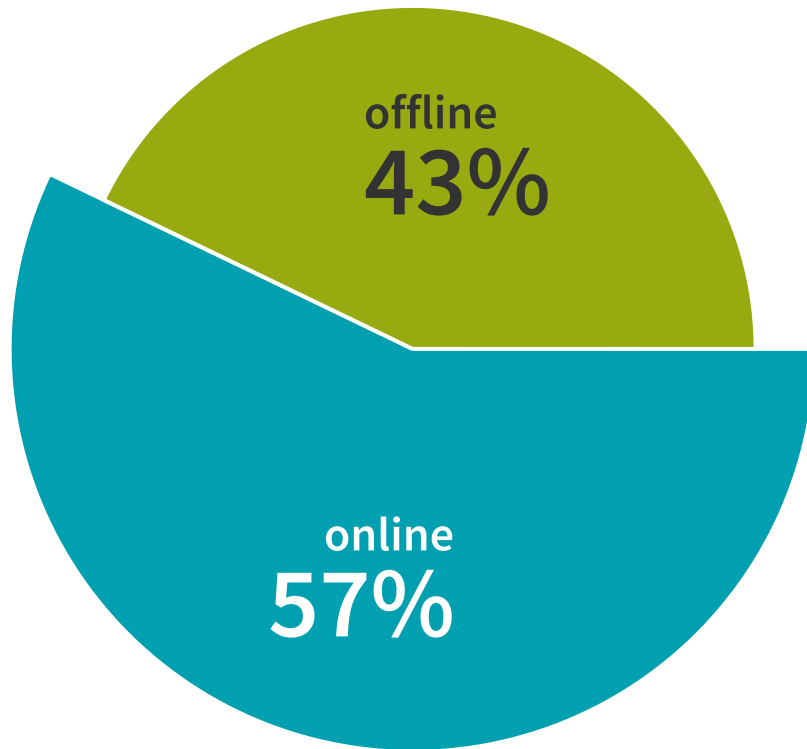
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Outline

- 1 Motivation
- 2 Objectives and goal
- 3 Executive Summary
- 4 Electronidex vs Blackwell: comparison
- 5 Electronidex: market basket analysis

Motivation

Merge? Blackwell - Electronidex



A partnership in online sector could boost sells of high profitable products: monitors, extended warranty and game consoles

Objectives and goal

Merge? Blackwell - Electronidex

Objectives

- Compare sales patterns of Blackwell and Electronidex
- Compare clientele of Blackwell and Electronidex
- Analyze Electronidex's market basket

Goal

- Forecast the benefits of a potential merge between Blackwell and Electronidex

Executive Summary

Merge? Blackwell - Electronidex --> Not recommended with the information available

1 Key findings

- 40% of Electronidex's clientele are companies while BW's are mainly private
- Both companies have similar volume size
- Elec's highest volumes are: accessories, desktop, laptop, monitor.
- Elec have higher volumes of monitor and desktop than BW. Both categories have good profit margin within BW
- BW's highest volumes are: accessories, game console, extended warranty and software.

2 Assumptions

Electronidex's profitability estimated using BW's current category price and profit margin

Executive Summary

Merge? Blackwell - Electronidex --> Not final recommendation with the information available

1 What can get BW with a merge:

- B2B clientele (~40% of Elec's transactions)
- Profit of sales of: monitors, desktops and laptops, which have a “good” profit margin

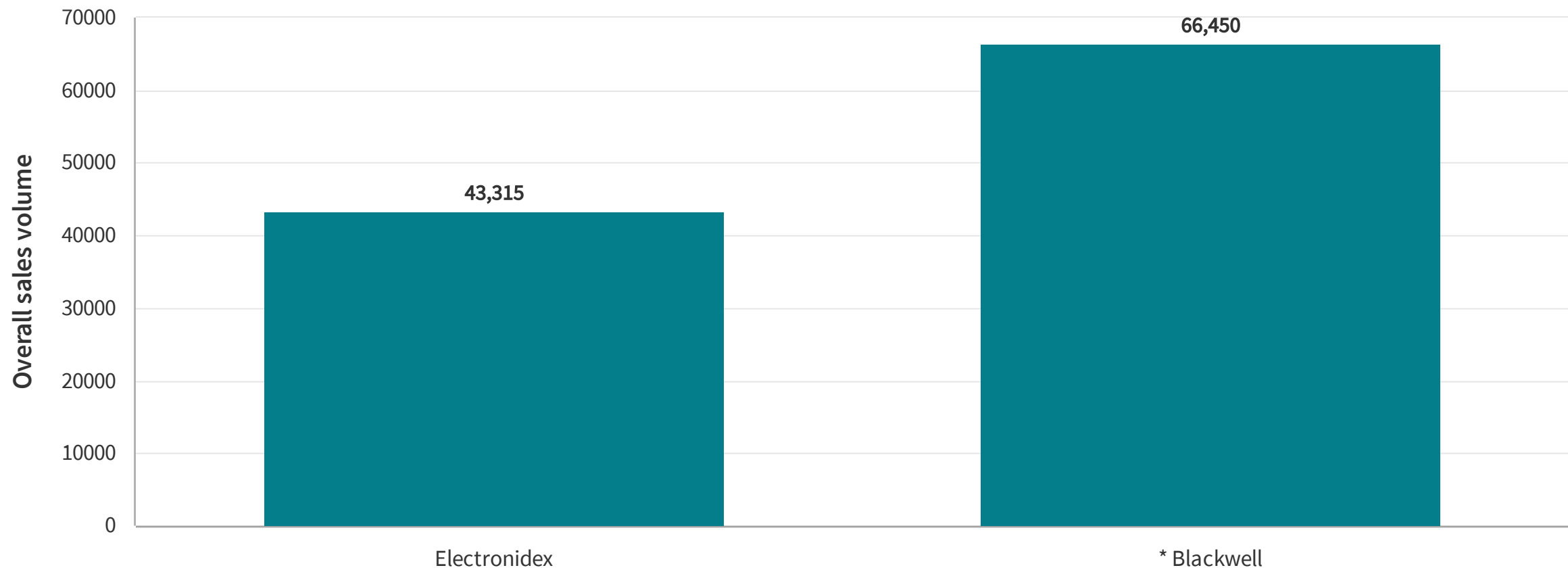
2 Recommendations:

- Cross-selling recommendations offering accessories when buying: monitors, desktops or laptops
- **Cress-selling recommendations offering a desktop when buying: accessories or a laptop**

3 Next steps

- Investigate actual profit margins of Electronidex
- Investigate any patterns for “Gaming” products

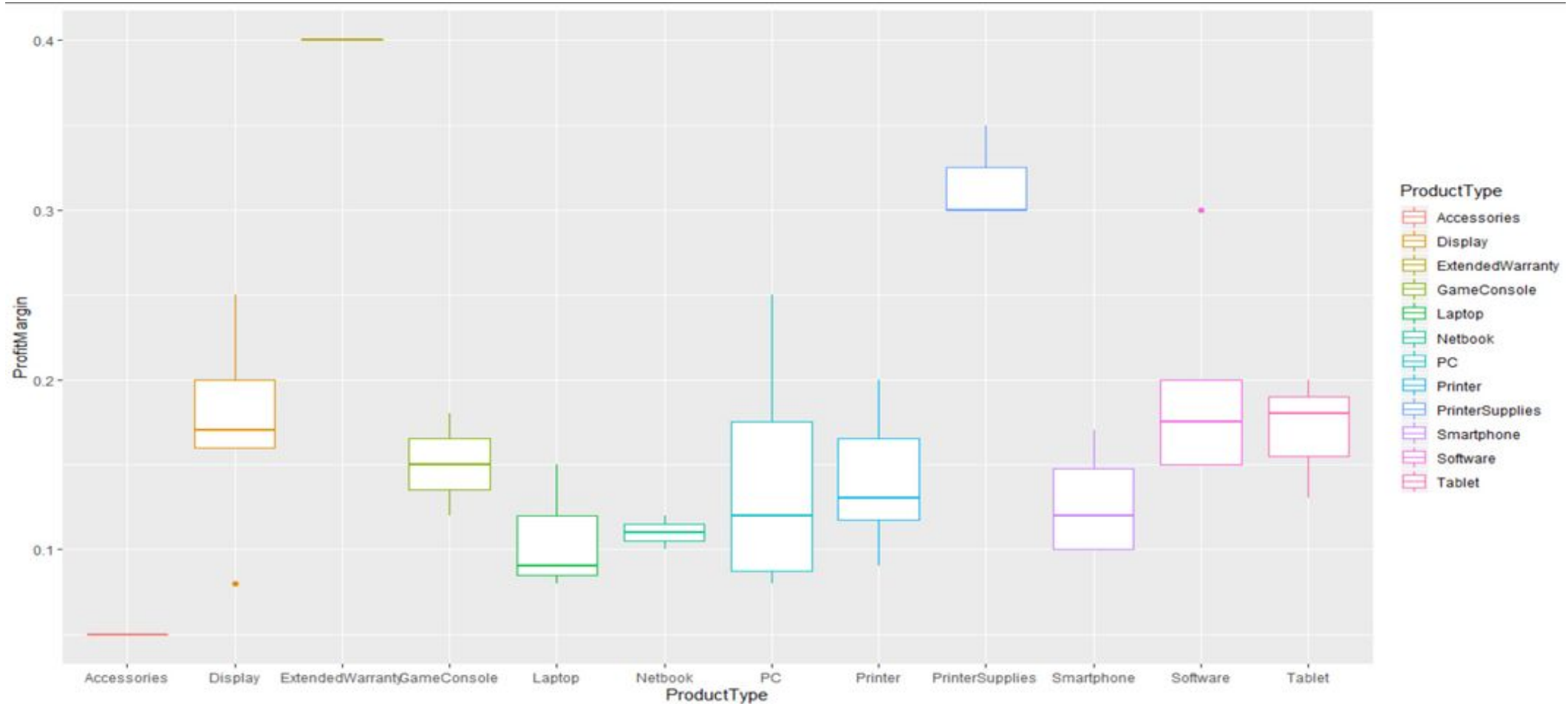
Comparison: Blackwell vs Electronidex



* including predicted sales volume of new products

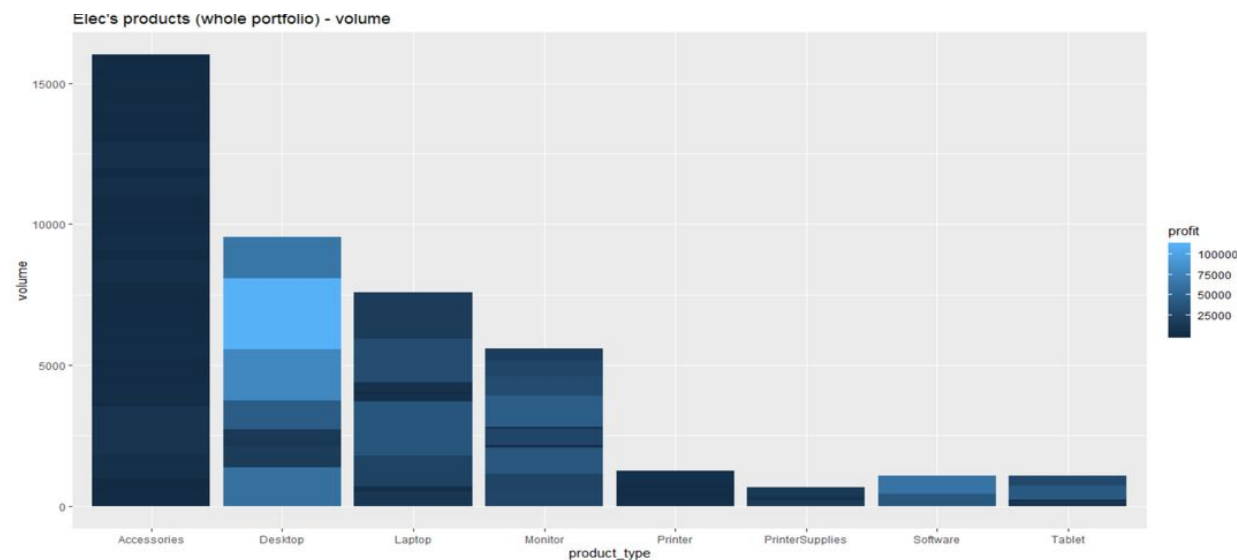
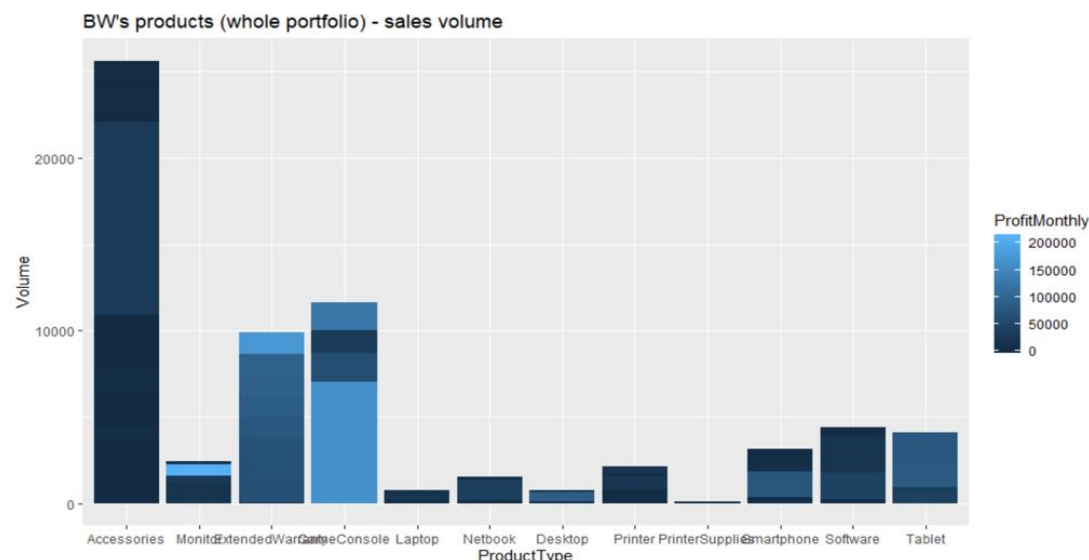
Blackwell's profit margin

Sales patters of Blackwell and Electronidex



Sales patterns of Blackwell and Electronidex

Sales patters of Blackwell and Electronidex



Electronidex: market basket analysis- splitting clientele

Are there any patterns in Electronidex's market basket?

Clientele	Comments
B2C	"0" associations found
B2B	associations found in 60% of transactions or more and with 80% confidence or more

B2B: 3778 transactions

- 3 or more desktops
- 3 or more laptops
- more than 4 items bought

Electronidex: market basket analysis - B2B

Are there any patterns in Electronidex's market basket?

Cat 1	-->	Cat 2	% transactions	% confidence
Monitor	-->	Accessories	64%	95%
Laptop	-->	Accessories	71%	94%
Desktop	-->	Accessories	80%	94%
Accessories	-->	Desktop	80%	84%
Laptop	-->	Desktop	63%	84%

Questions?