

Team 9

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Executive Summary (The Look)

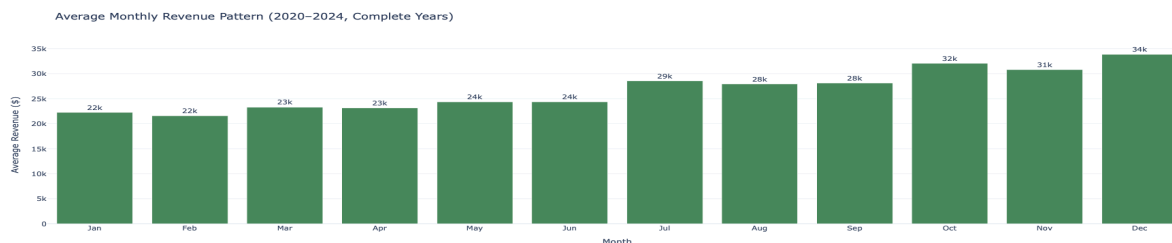
For our project, we selected “The Look” dataset, and conducted end to end analysis to identify KPI’s for long-term success, and seek data-driven solutions to issues facing the company. The KPI’s we selected for this mission were total revenue, average order value, and repeat purchase rate. We used both time related and segmented analysis to derive key insights and tracked them using advanced SQL, window functions, and CTE’s. By monitoring these specific metrics, while also considering some secondary performance indicators, we wanted to discover what are drivers for the growth of the company, as well as to develop recommendations and long-term solutions to help the company thrive in the long-run.

The Look Dataset illustrates a mid-size online retailer. It contains transactional, customer, product, and other relational data to explore real-world trends in global commerce. The dataset allows for segmentation in geography, gender, amount of products bought, and in limitless other ways. We will be using this dataset to analyze trends, create visualizations, and demonstrate important trends which will contribute to the long-term success of The Look.

We started off by identifying the total revenue trend, as well as the revenue aggregated by month to try to account for seasonality. Looking at the total revenue line chart, we can see a very large rise starting to occur in around mid 2024, and increasing rapidly to present day. This sharp rise indicates a strong change in the company’s performance, rapidly expanding and growing in the industry.

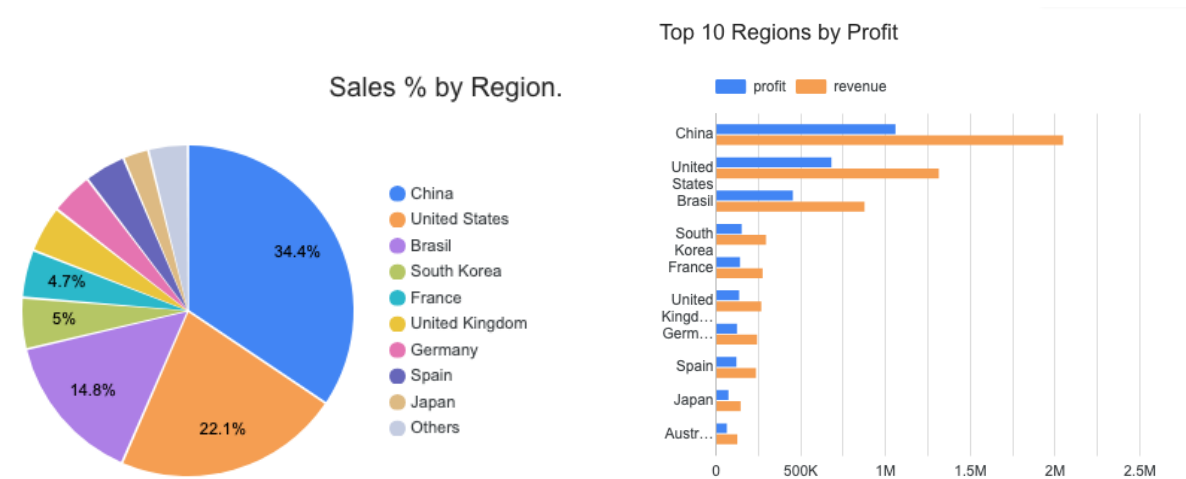


Regarding the monthly revenue pattern, we see a pretty normal seasonality bar chart, with the highest revenue coming in the fourth quarter, with a slight bump around the middle summer as well. We removed 2019 and 2025 from this aggregation, as they are not full years and thus would skew the data. We can use this data to better understand demand fluctuations and ramp up/scale down operations depending on what time of the year it is.

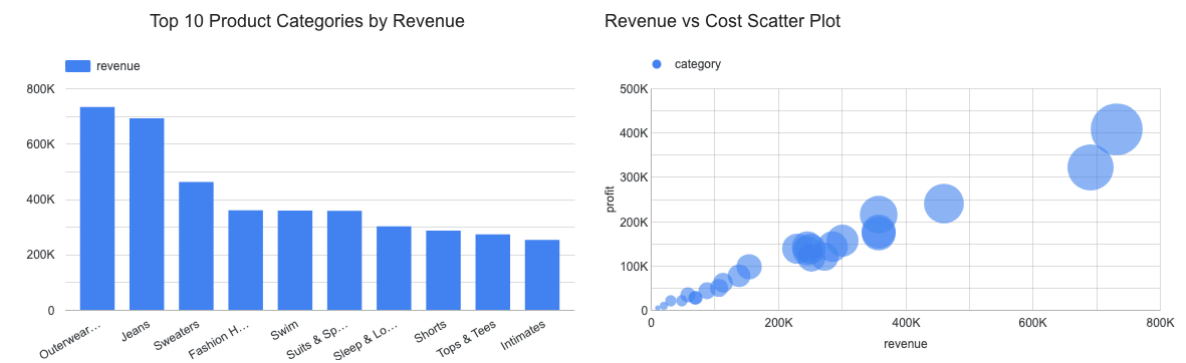


After analyzing these overall revenue trends, we want to figure out what was *driving* these changes, and leading to the company’s overwhelming success, especially in late 2024 and 2025. Using AI-assisted

SQL we explored differences in spending behavior, gender breakdown, and other factors which could explain some of these changes.



The regional breakdown of sales and profit reveals both concentration and opportunity within The Look’s current market footprint. The Sales % by Region and Top 10 Regions by Profit visuals show that China and the United States together generate over 55% of total revenue, with China alone contributing 34.4%. Despite this dominance, profitability is strongest in Asian markets such as China and South Korea, where margins are higher relative to operating costs. In contrast, Western markets show strong revenue volume but thinner profit margins, suggesting potential inefficiencies in fulfillment or pricing strategy. This regional contrast highlights a key opportunity for The Look to balance its portfolio and maintain growth in mature markets, while expanding profit-focused operations in emerging ones.

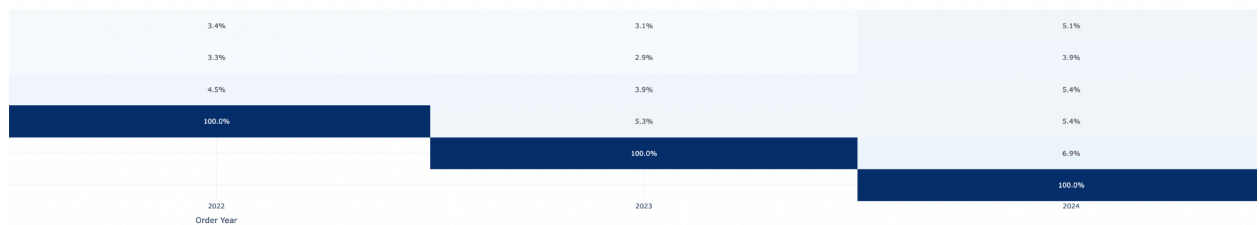


The Top 10 Product Categories by Revenue chart highlights that Outerwear & Coats and Jeans remain The Look’s strongest performers, together generating roughly \$1.4 million in sales over the last 30 days. These categories anchor the company’s revenue base and demonstrate consistent, high-margin demand across regions. Meanwhile, smaller categories such as Sleepwear and Intimates show reliable contribution, suggesting potential for targeted growth through seasonal or niche marketing initiatives.

The Revenue vs. Cost Scatter Plot reinforces these findings, revealing a clear positive correlation between higher revenue and profitability. Larger bubbles in the upper-right quadrant represent premium apparel categories that deliver both strong sales and higher margins. This relationship emphasizes that

The Look's most sustainable path forward lies in expanding its premium product offerings and refining pricing strategies to prioritize long-term value over short-term discounting.

One other notable thing we did was derive the feature "Retention Rate" from the dataset (Full code found in [Unit1_MaxMatteucci_DIVE.ipynb](#)). We did this because we wanted to see how the company was retaining users over time. What we found is the company has done a very poor job of retaining users; however, they are still growing at a rapid rate. We believe they can succeed more and accelerate their growth by maintaining more existing, loyal customers through loyalty programs or other incentives.



In conclusion, there are a few key actionable steps we should take in-order to improve The Look's performance in the long-term. First of all, we should work to streamline operations especially in North America to increase profit margins, as their profit margin in the United States is lower than in countries such as China (which is the highest share of their revenue and profit). We should also work hard to develop a loyal customer base by starting loyalty programs in order to develop a strong network of repeat customers, stimulating long-term success and stability. We could introduce tiers for example, where when one spends enough money or has enough orders, they receive a reward, or the possibility to purchase an exclusive or limited time item. Additionally, given the consistent increase in revenue, a potential new conversion method is using discounts and running controlled experiments to determine which level of discount boosts profits and increases new customer attainment. After these discount experiments, The Look can use the results to determine whether to use a discount program or to continue as they have to keep revenue consistent.

By implementing these solutions, we are confident The Look will continue to grow, while also developing sustainability in their customer base, a factor which is pivotal to long-term success. By monitoring these KPI's and additional data driven decision making, The Look can maintain its edge and surpass its competition in an evolving digital landscape.