

Request for an Apparel Brand Analysis

Generation Luxe provides on-trend, high-end apparel for young women and we are committed to offering the best of established and emerging designer brands.

To ensure that Generation Luxe will continue to be on the cutting edge of high-end fashion, we need to add the best emerging brands to our collection each season. For next season, we have already identified ten potential new brands that we believe would be attractive to our customers. However we need additional insight to enable us to narrow that list down to five brands.

Specifically, we need to know which five of our ten candidate brands are the most popular and the most likely to have sustained popularity. Ideally we would look at historical sales towards each of the brands to inform our decisions, however this data isn't readily available. We believe that we can gain meaningful insight by analyzing the sentiment being expressed online towards each brand to answer the following questions:

- Which brands are the most popular?
- Which brands are customers more likely to buy based on their attitudes toward the economy?
- Which brands are trending upward in popularity?
- Which brands are trending downward in popularity?
- Which brands have an inconsistent trend in popularity?
- Which brands will look the best on our customers?

We also believe that fashion critics have some influence in generating interest in fashion brands among our potential customers. It would be helpful to consider, all the other criteria being equal, which five of our ten candidate brands are the most popular among fashion critics.

Once we have narrowed down the ten brands to five based on the analysis, we will need more information on each of the selected five brands to help us make purchasing and marketing decisions.

For each of the selected five brands, we want to know the relative popularity of the brand in the specific product categories we plan to carry (i.e., dresses, skirts, tops and pants). So for example are Brand 1's pants more popular than Brand 2's pants? This insight will help us decide how much of each product category we will order from each new brand we plan to carry.

We also need to decide which color combinations to offer across all the product categories. This year we want to look beyond our own existing data and examine what our competition is doing. To that end, we want to know which retailer will be carrying the most exciting color combinations next season.

Request for an Apparel Brand Analysis

Finally we want to analyze sentiment to help us plan our marketing activities for the five new brands.

To determine what characteristics of each brand to emphasize in our advertising messages we need to know what customers value most about each of the five most popular brands. We also need to know what they dislike, so we can be sure to avoid those characteristics in our advertising campaigns.

This year we are considering adding special promotions around red carpet events for these new brands. During events like the Oscars, there is a lot of press about what brands celebrities are wearing—this press sometimes has an influence on the popularity of the brand among our potential customers, sometimes it has no influence. We want to investigate if any of the most popular five brands are popular with consumers primarily because they are popular with celebrities. This information can help us decide if we should set resources aside for these types of special promotions.

The table below summarizes our information needs we are expecting from the analysis.

Business Context for Questions	Questions to Answer
A. We need to know which of the candidate brands will be the most popular in the coming season and which of them will have the highest likelihood of remaining popular, so we can decide on the brands to add to our collection next season.	• Which brands are the most popular?
	• Which brands are our customers more likely to buy based on their attitudes toward the economy?
	• Which brands are trending upward in popularity?
	• Which brands are trending downward in popularity?
	• Which brands have an inconsistent trend in popularity?
	• Which of these brands look best on our customers?
	• Which brands are the most popular among fashion critics?

Request for an Apparel Brand Analysis

Business Context for Questions	Questions to Answer
B. For each of the product categories we carry, we need to know which items will be the highest sellers, so we can order the right inventory of each brand for each product category.	<ul style="list-style-type: none"> For each product category (dresses, skirts, tops and pants) which brands carry the most popular items?
C. We need to know which retailer may give us additional insight on what color combinations to consider carrying.	<ul style="list-style-type: none"> Which retailer will be carrying the most exciting color combinations next season?
D. We need to know what characteristics customers value most about each brand, so that we can design advertising and displays to emphasize those characteristics.	<ul style="list-style-type: none"> What qualities do customers like about each brand?
	<ul style="list-style-type: none"> What qualities do customers dislike about each brand?
E. We need to know if celebrities have influence on the popularity of a brand so we can consider special promotions linked to red-carpet events.	<ul style="list-style-type: none"> Which of the brands are popular because they are well liked by celebrities?