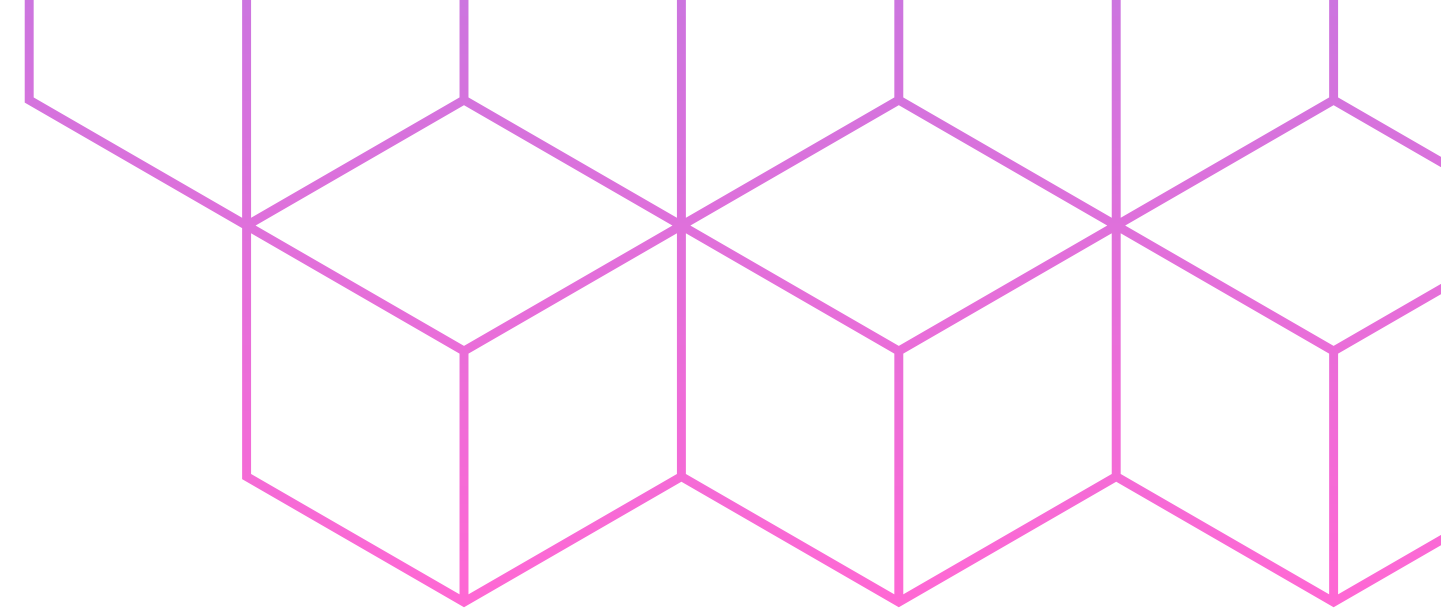


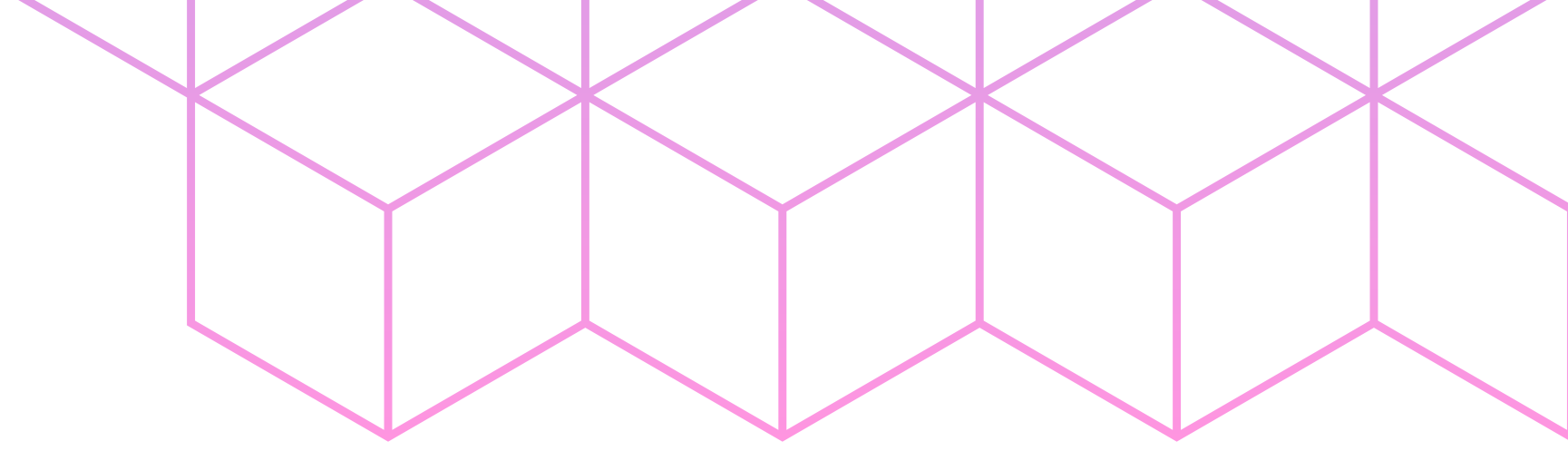
EMI



EMI Brand Positioning

A Case Study

Presented by: Eziamaka Okpalaobieri



Company Overview

Problem Statement

Challenges and Objectives

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Recommendations

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Company Overview

EMI Studios is a black-owned creative studio, with the primary focus on the fashion house, EMI. We are focused on providing high-quality, luxurious fashion pieces for all types of women and men.

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Problem Statement



EMI has a limited market presence, and we need to identify:

- The top-performing brands in the market, categorized by seasonal performance (e.g., Spring, Summer, Fall, Winter).
- How consumer behavior changes with regard to pricing, product categories, and seasonal demand.
- A strategy to align your upcoming brand with the trends and gaps in the fashion industry.

Why are we doing this?

EMI is planning to drop a Summer '25 Collection in May just in time for the Summer.

However, EMI needs more information on the state of the market, especially when it comes to pieces which are in high demand, price points, and consumer behavior. EMI also wants to conduct extensive research that will help them position their brand for success in their Summer release, and beyond.

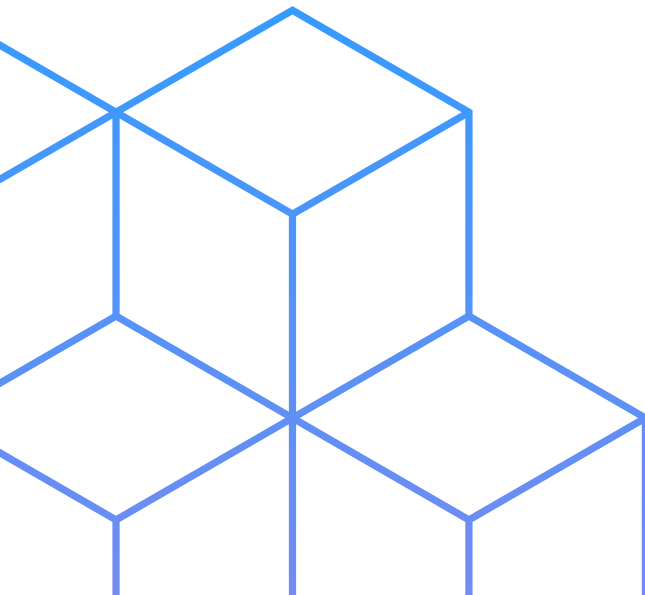
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Objectives

Conduct extensive data analysis in order to:

- Understand consumer behavior for Summer Seasons
 - Reposition our brand in order to maximize sales.
 - Analyzing sales trends, forecasting demand, and optimizing business strategies.
- 

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Competitor Analysis

Competitor Performance based on **Style Category** and **Season**

| Sum of Revenue per Brand | Style Attributes <div></div> | | | | | | | | | | |
|--------------------------|------------------------------|--------------|-------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|----------------|
| Brand | Bohemian | Casual | Edgy | Formal | Glamorous | Minimalist | Preppy | Sporty | Streetwear | Vintage | Grand Total |
| Alexander McQueen | \$5,194.64 | \$69,539.21 | | \$2,602.99 | \$19,185.26 | \$7,244.05 | \$20,969.50 | \$1,252.77 | \$12,332.94 | \$62,108.14 | \$200,429.50 |
| Burberry | \$24,208.73 | \$6,818.84 | | | \$41,351.04 | \$45,364.57 | \$39,763.81 | | \$4,007.74 | \$29,628.67 | \$191,143.40 |
| Calvin Klein | \$831.70 | \$29,697.93 | \$14,880.72 | \$8,471.80 | \$13,131.19 | \$1,560.80 | \$8,901.13 | \$27,561.95 | \$28,809.73 | | \$133,846.95 |
| Jigsaw | \$19,980.94 | | \$8,446.55 | \$28,349.32 | | \$6,646.34 | | | \$11,996.43 | | \$75,419.58 |
| Mulberry | \$17,538.07 | \$55,903.15 | | \$26,642.48 | \$23,095.79 | \$67,523.93 | \$29,905.14 | \$12,072.17 | \$14,656.20 | | \$247,336.92 |
| Ralph Lauren | \$23,132.06 | \$44,294.81 | \$40,667.70 | \$32,691.08 | \$8,499.74 | | \$1,915.42 | \$16,054.66 | \$61,805.10 | \$20,340.61 | \$249,401.20 |
| Ted Baker | \$46,185.21 | \$37,260.57 | \$14,382.01 | \$51,040.23 | | \$27,071.98 | \$49,576.89 | \$5,187.10 | \$10,787.32 | | \$241,491.31 |
| Tommy Hilfiger | \$366.83 | \$35,419.57 | | | \$43,012.89 | \$27,544.26 | | \$23,275.01 | \$7,659.43 | | \$137,277.98 |
| Grand Total | \$137,438.20 | \$278,934.08 | \$78,376.98 | \$149,797.90 | \$148,275.91 | \$182,955.92 | \$151,031.89 | \$85,403.65 | \$152,054.88 | \$112,077.42 | \$1,476,346.84 |

Season

Fall

Fall/Winter

Spring

Spring/Summer

Summer

Winter

Category

Accessories

Bottoms

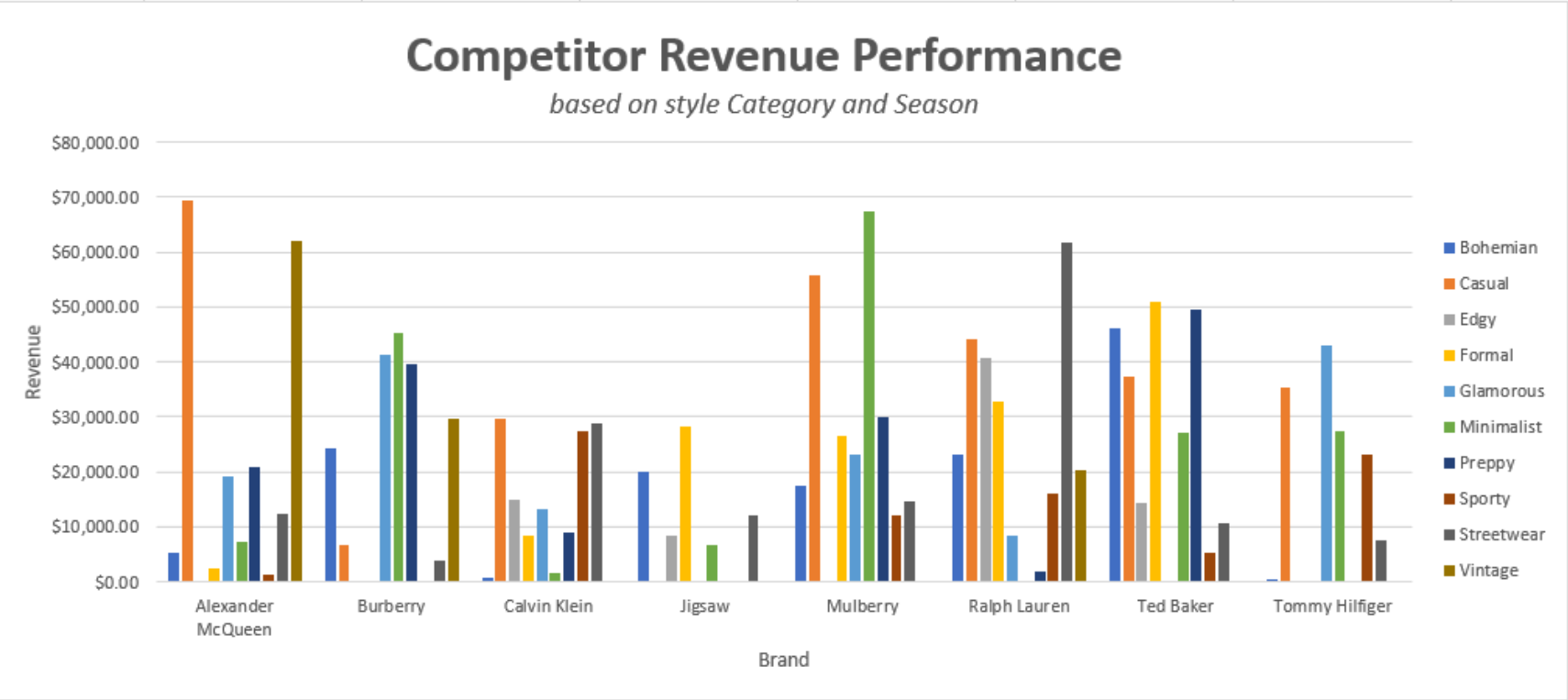
Dresses

Footwear

Jewelry

Swimwear

Tops



Observations

- For the Spring/Summer season, Raulph Lauren was the leading brand across all styles.
- Casual pieces generated the highest revenue across all our competitors

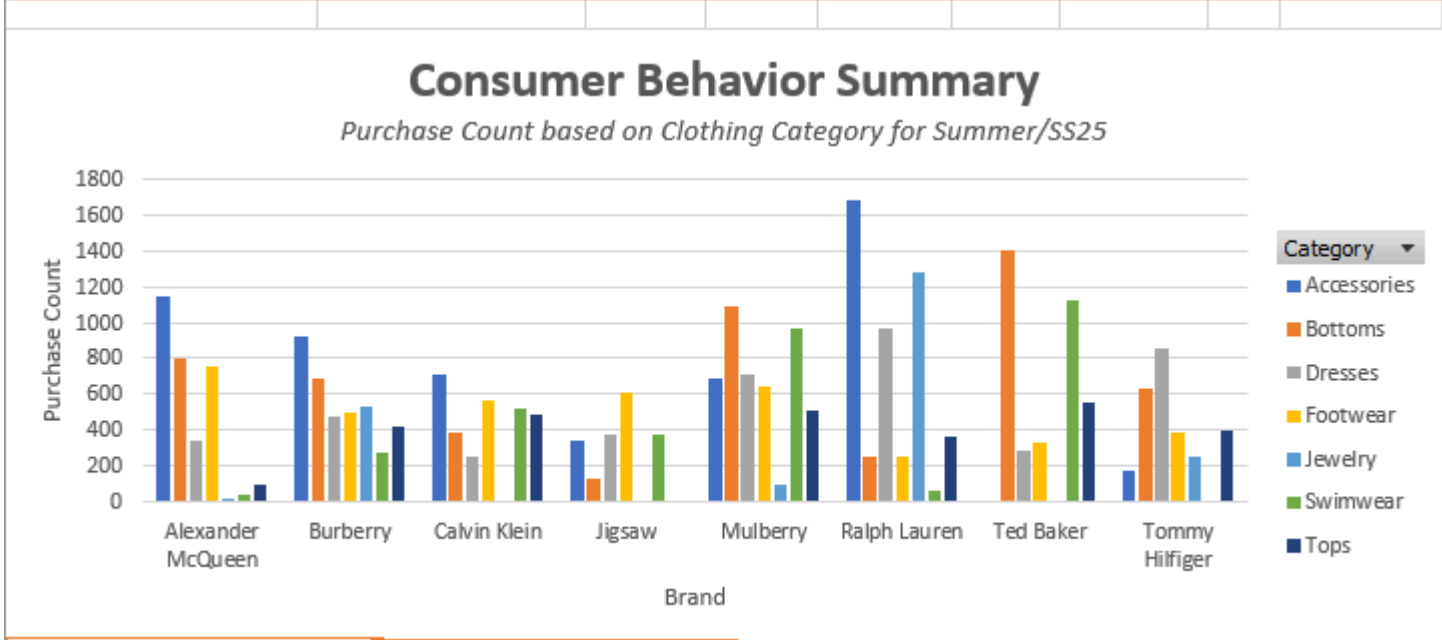
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Source: Add your references here.

Competitor Analysis

Competitor Performance based on Style Category and Purchase Count

| Sum of Purchase Count | | | | | | | | |
|-----------------------|-------------|---------|---------|----------|---------|----------|------|-------------|
| | Accessories | Bottoms | Dresses | Footwear | Jewelry | Swimwear | Tops | Grand Total |
| Alexander McQueen | 1147 | 798 | 342 | 753 | 15 | 41 | 97 | 3193 |
| Burberry | 919 | 691 | 476 | 501 | 530 | 269 | 415 | 3801 |
| Calvin Klein | 706 | 379 | 245 | 560 | | 521 | 486 | 2897 |
| Jigsaw | 336 | 127 | 378 | 610 | | 375 | | 1826 |
| Mulberry | 691 | 1097 | 706 | 645 | 98 | 973 | 506 | 4716 |
| Ralph Lauren | 1688 | 254 | 965 | 249 | 1288 | 62 | 359 | 4865 |
| Ted Baker | | 1401 | 281 | 327 | | 1123 | 554 | 3686 |
| Tommy Hilfiger | 166 | 636 | 860 | 383 | 253 | | 391 | 2689 |
| Grand Total | 5653 | 5383 | 4253 | 4028 | 2184 | 3364 | 2808 | 27673 |



| Brand | Category |
|-------------------|-------------|
| Alexander McQueen | Accessories |
| Burberry | Bottoms |
| Calvin Klein | Dresses |
| Jigsaw | Footwear |
| Mulberry | Jewelry |
| Ralph Lauren | Swimwear |
| Ted Baker | Tops |
| Tommy Hilfiger | |

Observations

- Accessories were the highest sought clothing piece across all brands listed.
- Raulph Lauren is a leading brand for the number of items purchased in this season.

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Competitor Analysis

Competitor Revenue Performance based on Style Category and Age Group

| Brands and Revenue by Age Group and Style Category | | | | | | |
|--|--------------|--------------|--------------|--------------|--------------|--------------|
| | 18-25 | 26-33 | 34-41 | 42-49 | 50-57 | 58-65 |
| Alexander McQueen | \$39,703.57 | \$85,519.13 | \$12,438.69 | \$32,698.07 | \$1,252.77 | \$28,817.27 |
| Burberry | \$4,007.74 | \$32,327.51 | \$39,689.87 | \$52,130.69 | \$2,016.40 | \$60,971.19 |
| Calvin Klein | \$13,780.13 | \$16,174.32 | \$29,905.10 | \$33,523.56 | \$10,167.19 | \$30,296.65 |
| Jigsaw | | \$38,415.30 | \$12,416.01 | \$686.71 | \$8,824.02 | \$15,077.54 |
| Mulberry | \$19,230.03 | \$1,371.95 | \$39,185.05 | \$79,402.15 | \$99,620.33 | \$8,527.40 |
| Ralph Lauren | \$9,454.74 | \$23,770.56 | \$34,023.28 | \$91,772.49 | \$36,291.81 | \$54,088.32 |
| Ted Baker | | \$44,009.10 | \$80,299.81 | \$9,970.00 | \$58,642.18 | \$48,570.22 |
| Tommy Hilfiger | \$27,544.26 | \$19,464.94 | | \$71,022.75 | \$15,389.78 | \$3,856.26 |
| Grand Total | \$113,720.47 | \$261,052.82 | \$247,957.81 | \$371,206.41 | \$232,204.48 | \$250,204.85 |

Category

Accessories

Bottoms

Dresses

Footwear

Jewelry

Swimwear

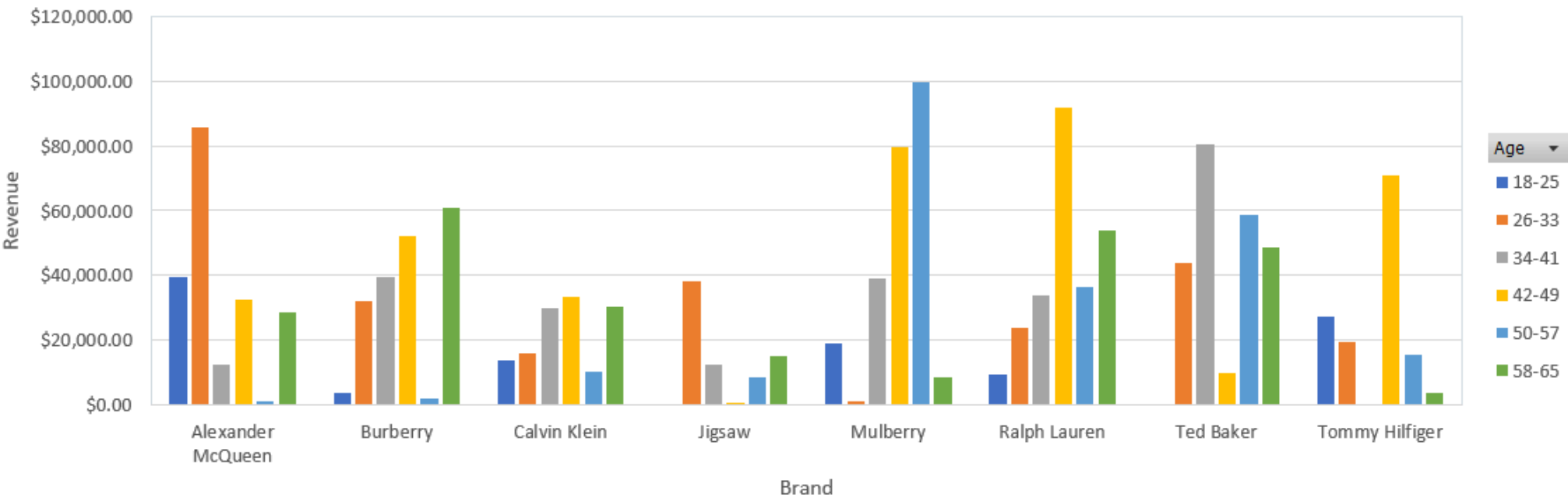
Tops

Observations

- For the Spring/Summer season, Raulph Lauren was the leading brand across all styles.
- Casual pieces generated the highest revenue across all our competitors

Competitor Revenue Performance

based on Age Group and Style Category



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Additional Insights (SQL and R)

Understanding Consumer Behavior based on Purchase Count via SQL

```
1 SELECT *
2 FROM `river-surf-436902-v3.fashion_analysis.fashion_data`
3 WHERE (LOWER(`Style Attributes`) LIKE '%casual%'
4        OR LOWER(`Style Attributes`) LIKE '%minimalist%')
5        AND `Purchase Count` > 400
6 ORDER BY `Season` ASC
7 LIMIT 1000;
8
```

| SQL Results | | | | | | | | | | | | | | | |
|--------------|---|-------|-------------------|-------------|---|--------|---|----------------|------------------|-------|---|-----|---------------|---|-----------|
| Product Name | # | Price | Brand | Category | # | Rating | # | Purchase Count | Style Attributes | Color | # | Age | Season | # | Revenue |
| G2W8 | | 91.28 | Ralph Lauren | Accessories | | 3 | | 416 | Casual | Blue | | 47 | Spring/Summer | | 37,974.04 |
| H6V9 | | 76.92 | Alexander McQueen | Accessories | | 4 | | 426 | Casual | Blue | | 25 | Spring/Summer | | 32,766.98 |
| X9S9 | | 49.32 | Mulberry | Swimwear | | 2 | | 405 | Minimalist | Blue | | 42 | Spring/Summer | | 19,973.57 |
| D0I7 | | 11.38 | Burberry | Jewelry | | 2 | | 422 | Casual | Black | | 30 | Spring/Summer | | 4,802.44 |
| A3A1 | | 89.8 | Burberry | Bottoms | | 2 | | 442 | Minimalist | Blue | | 38 | Summer | | 39,689.87 |
| N0M5 | | 60.87 | Alexander McQueen | Footwear | | 3 | | 404 | Casual | Green | | 27 | Summer | | 24,590.85 |
| S5K8 | | 12.08 | Mulberry | Tops | | 2 | | 476 | Casual | Black | | 59 | Summer | | 5,749.29 |
| Q7Y5 | | 51.11 | Tommy Hilfiger | Dresses | | 3 | | 462 | Casual | Blue | | 42 | Summer | | 23,614.06 |

Observations

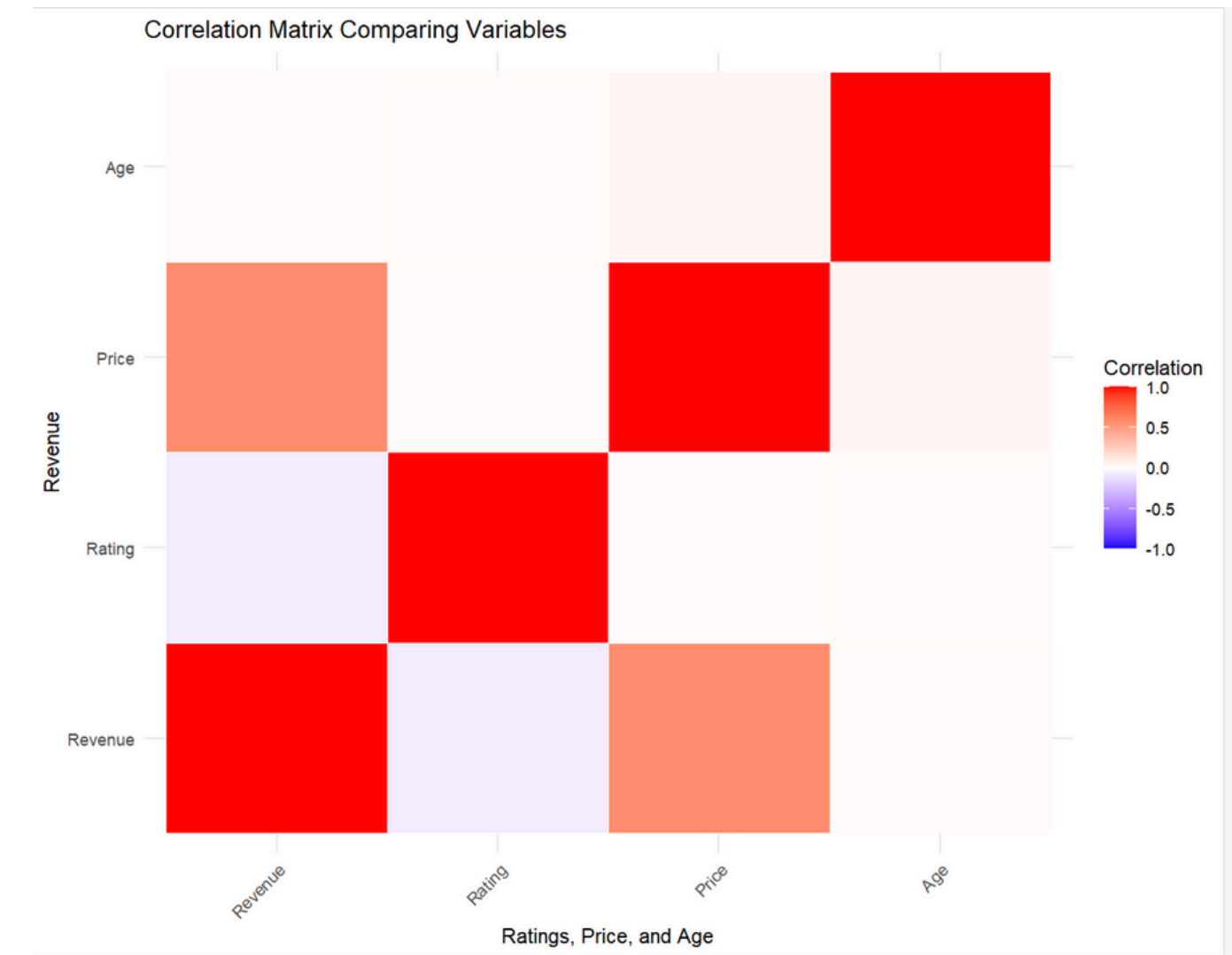
- Blue is a trending color.
- Most purchase bought for the relevant season are Casual.

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Additional Insights (SQL and R)

Understanding Relationships between Variables using R Programming

```
1 getwd()
2 install.packages("tidyverse")
3 library(tidyverse)
4 library(corrplot)
5 library(ggplot2)
6
7 correlation_data <- read.csv("cstudydata.csv")
8 correlation_data <- correlation_data[, c("Revenue", "Rating", "Price", "Age")]
9
10 str(correlation_data)
11 summary(correlation_data)
12
13
14
15
16 cor_matrix <- cor(correlation_data, use = "pairwise.complete.obs")
17
18 corrplot(cor_matrix, method = "circle", type = "upper", tl.cex = 0.8)
19
20 glimpse(correlation_data)
21
22
23 cor_matrix_melt <- melt(cor_matrix)
24 ggplot(cor_matrix_melt, aes(Var1, Var2, fill = value)) +
25   geom_tile(color = "white") +
26   scale_fill_gradient2(low = "blue", high = "red", mid = "white", midpoint = 0, limit = c(-1, 1), name = "Correlation") +
27   labs(
28     title = "Correlation Matrix Comparing Variables",
29     x = "Ratings, Price, and Age",
30     y = "Revenue"
31   ) +
32   theme_minimal() +
33   theme(axis.text.x = element_text(angle = 45, hjust = 1))
34
```



Observations

- There is an extremely slight positive correlation between Age and Revenue and Price
- There is a negative correlation between Rating and Revenue. This could be due to:
 - Buyers remorse after hopping on a trend
 - Lower satisfaction levels
 - Over spending budget of customer
 - Quality concerns

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Recommendations and Strategy

EMI will be Focusing on Casual and Minimalist clothing / pieces for the Summer rollout.

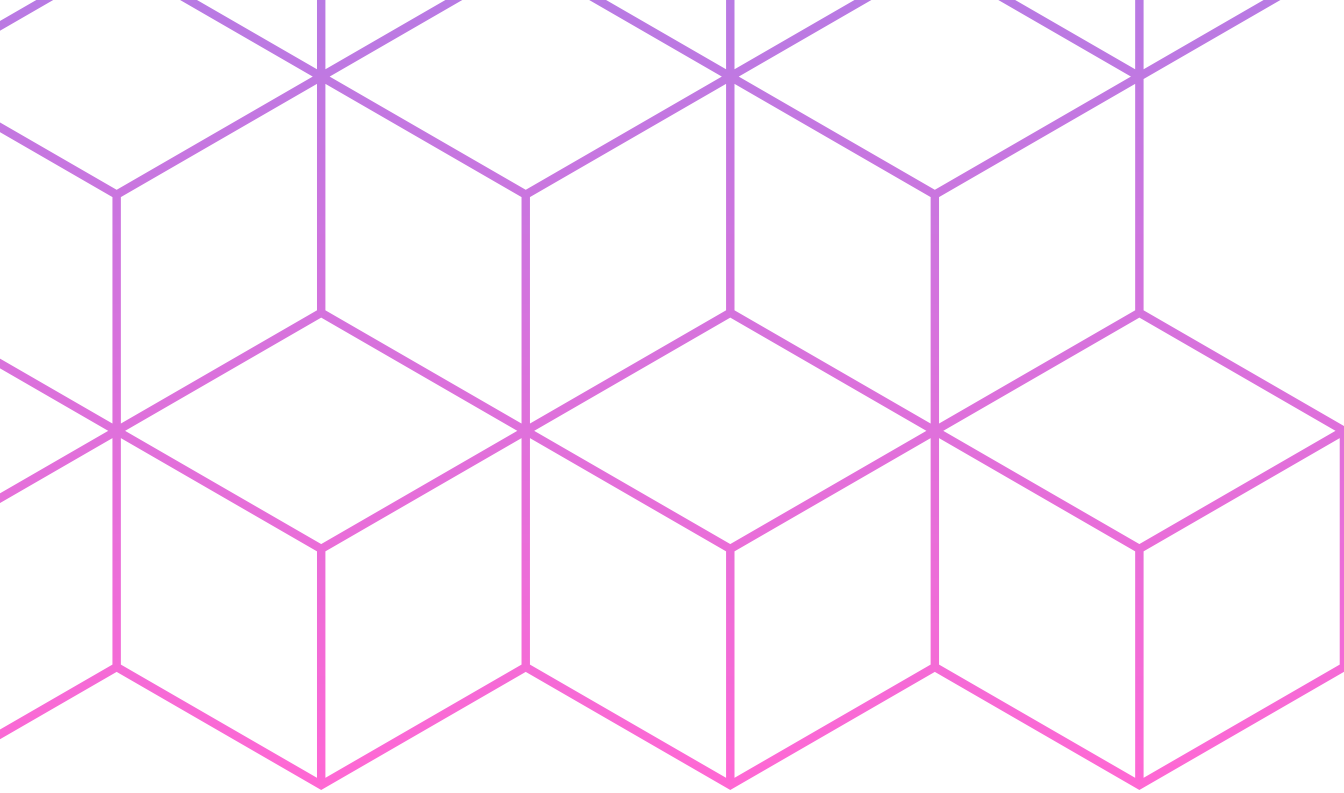
EMI will focus on designing a collection primarily with Accessories, Dresses and Swimwear

EMI's collection should be designed around a blue theme, using different hues of blue, with other colors as accents colors.

EMI shall set price points, on average, to \$45, and consider demand factors, especially for customers between 42-49 years of age.

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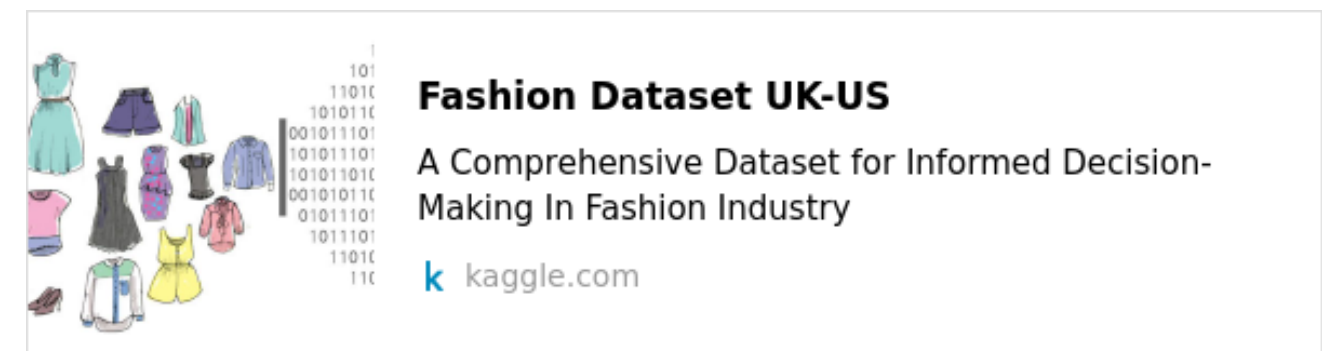


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References

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Dataset via Kaggle



Thank You!

EMI

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