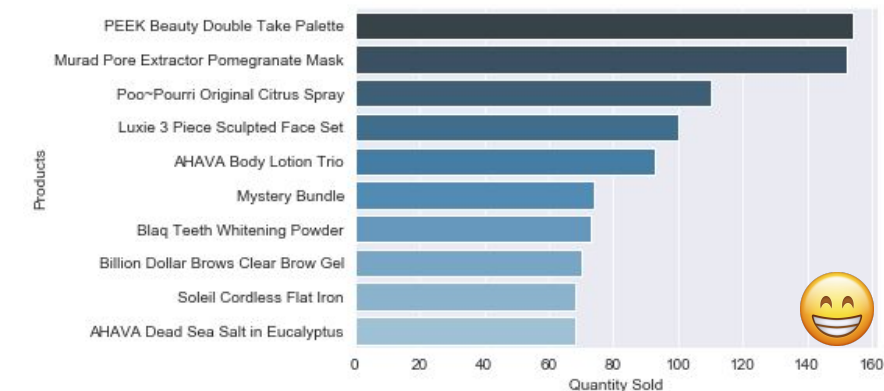




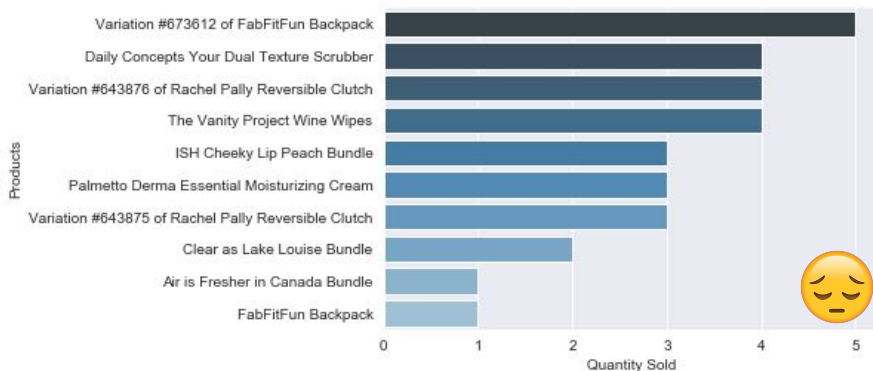
Data Exercise

Garima Garg

Top and bottom 10 products in terms of sales



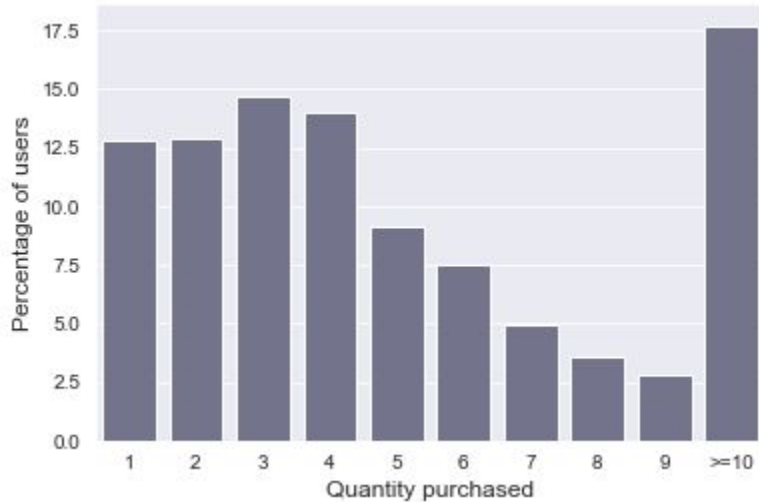
Observation: Top 10 products primarily included makeup and face related articles, while bottom 10 products included other accessories.



Recommendation: Makeup and face products are very appealing among our users, so we may want to double down on that.

Note: Only 6% of products were sold from the catalog.

More than 87% people bought 2 or more products



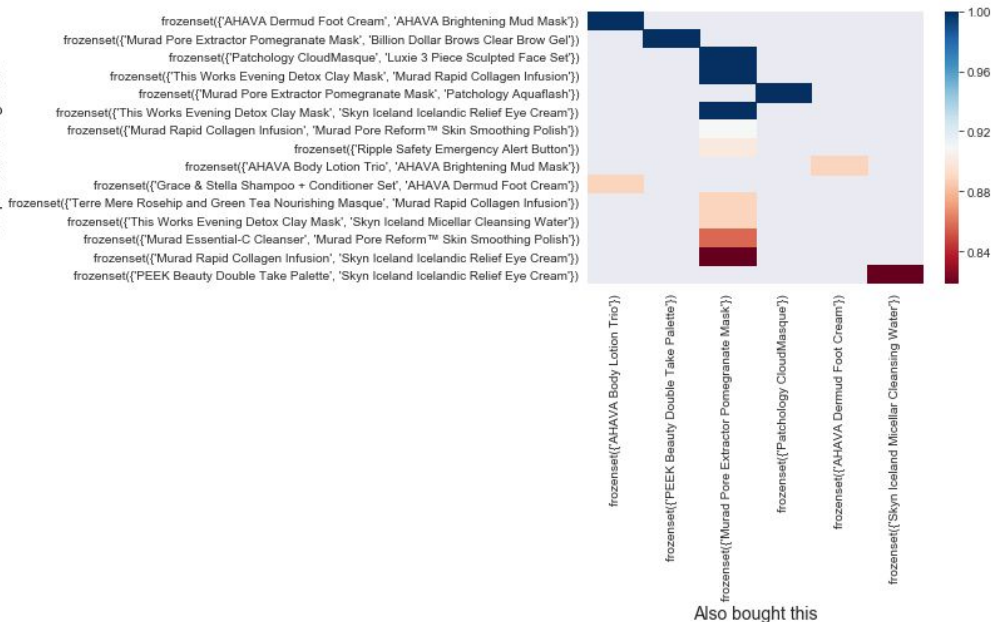
Observation: While around 13% people bought only one product, around 17% bought more than 10.

Recommendation: Through this data, we identified power users, who bought more than 10 products - we may want to understand their characteristics, to target them and similar people in the future.

Note: The data funnel is drawn for people who visited the website and bought at least one product.

People who bought this, also bought that!

People who bought this



Observation: 100% customers who bought AHAVA foot cream and mud mask together, also bought AHAVA lotion.

Recommendation: The combinations of products identified to do well should be highlighted. That is, when people buy a product X on the website, we can recommend them to buy Y as well.

Note: This plot was generated using Association Rule Mining techniques, and shows the basket with confidence level of 80% and more. Confidence scale from 0.8 to 1 is shown in the plot above.