# Suraj Singh

**2023JULB01181**

**Jagdish Sheth School of Management, Bengaluru**

# The Souled Store: Business Impact Report

# Business Problem Statement: To optimize product offerings, pricing strategies, and marketing campaigns for maximum revenue and customer satisfaction.

# Dashboard

Below is the Power BI dashboard summarizing the analysis. Attach the dashboard image here.

A screenshot of a computer

Description automatically generated

# Insights

**Total Sales by Category (Bar Chart)**:

* **T-Shirts** dominate sales by price, followed by Oversize T-Shirts and Supima items.
* This suggests T-Shirts are a major revenue driver and should likely receive the most focus in marketing and inventory planning.

**Impact of Discount on Sales (Bubble Chart)**:

* Sales tend to increase with higher discounts, as seen with the increasing bubble sizes at higher discount percentages.
* There seems to be a diminishing return effect as the discount goes beyond a certain point (e.g., above 40%).

**Sales by Franchise/Artist (Bar Chart)**:

* The "The" series appears to be the top-performing franchise/artist, far ahead of others.
* Insights here could be useful for collaboration or licensing strategies to maximize revenue from top-performing franchises.

**Product Ratings Distribution by Rating (Histogram)**:

* Most ratings are concentrated at the higher end (e.g., 4-5 stars), indicating customer satisfaction with products.
* Very few ratings are low, suggesting good overall product quality.

**Sales Distribution by Category (Pie Chart)**:

* T-Shirts occupy the largest share (37.82%) of sales, confirming their importance in the product lineup.
* Oversize T-Shirts and Supima categories are also significant contributors, but with smaller proportions.

**Sum of Number of Ratings by Product Name (Horizontal Bar Chart)**:

* Products like "Solids: White" and themed items such as "Black Panther: Wakanda Forever" and "Superman Logo" receive the highest number of ratings.
* This suggests these are popular items, and they might be worth featuring in promotions or further developing similar products.

# Executive Summary

This report leverages sales and customer engagement data to identify actionable insights for The Souled Store. The analysis focuses on category performance, customer preferences, and the impact of discounts on sales. Key findings reveal top-performing products, customer satisfaction levels, and opportunities to optimize pricing and marketing strategies.

**Key Recommendations:**

1. 1. Focus on high-performing categories like T-Shirts and Oversized T-Shirts.
2. 2. Optimize discount strategies to maximize sales without compromising profitability.
3. 3. Invest in franchises and artists with proven popularity.
4. 4. Leverage customer feedback to improve underperforming products.

# Data Overview

The dataset comprises critical metrics, including Exclusive Price, Original Price, Category, Artist, Number of Ratings, Rating, and Discount (%). These variables offer a comprehensive view of sales performance and customer preferences, forming the foundation for actionable insights.

Key Fields:

1Exclusive Price: Selling price of products.

2. Original Price: Listed price before discounts.

3. Category: Product classifications like T-Shirts and Hoodies.

4. Artist: Franchises or creators associated with the product.

5. Number of Ratings: Count of customer reviews.

6. Rating: Average product rating.

7. Discount (%): Percentage reduction from the original price.

# Insights and Visualizations

* Total Sales by Category: Highlights top-performing categories, with T-Shirts leading.
* Product Ratings Distribution: Demonstrates that most products are rated 4-5, indicating high satisfaction.
* Impact of Discount on Sales: Shows sales increase with discounts up to a threshold, beyond which returns diminish.
* Sales by Franchise/Artist: Reveals customer affinity for franchises like Marvel and The Office.
* Sales Distribution by Category (Pie Chart): Confirms the dominance of T-Shirts in sales.
* Sum of Ratings by Product Name: Identifies highly rated and popular products like Solids: White.

# Visualization Breakdown

**1. Total Sales by Category**

This bar chart reveals that T-Shirts and Oversized T-Shirts are the top revenue generators. These insights are critical for inventory management and promotional focus.

**2. Product Ratings Distribution**

The histogram shows that a majority of products are rated between 4 and 5. This indicates high customer satisfaction and trust in the brand.

**3. Impact of Discount on Sales**

The scatter plot demonstrates the correlation between discounts and sales. Moderate discounts effectively boost sales, but excessive discounts offer diminishing returns

**4. Sales by Franchise/Artist**

The column chart highlights popular franchises and artists. Products associated with 'Marvel' and 'The Office' are customer favorites.

# Recommendations

1. Optimize Inventory: Focus on high-performing categories like T-Shirts to ensure consistent availability.

2. Refine Discounts: Use data-driven strategies to determine the most effective discount thresholds.

3. Expand Partnerships: Collaborate with franchises and artists that have demonstrated strong sales potential.

4. Leverage Customer Feedback: Address lower-rated products to improve overall satisfaction.

# Business Impact

Implementing these insights can significantly enhance The Souled Store's revenue and customer engagement. Optimized product offerings and targeted marketing strategies will maximize returns while fostering customer loyalty.