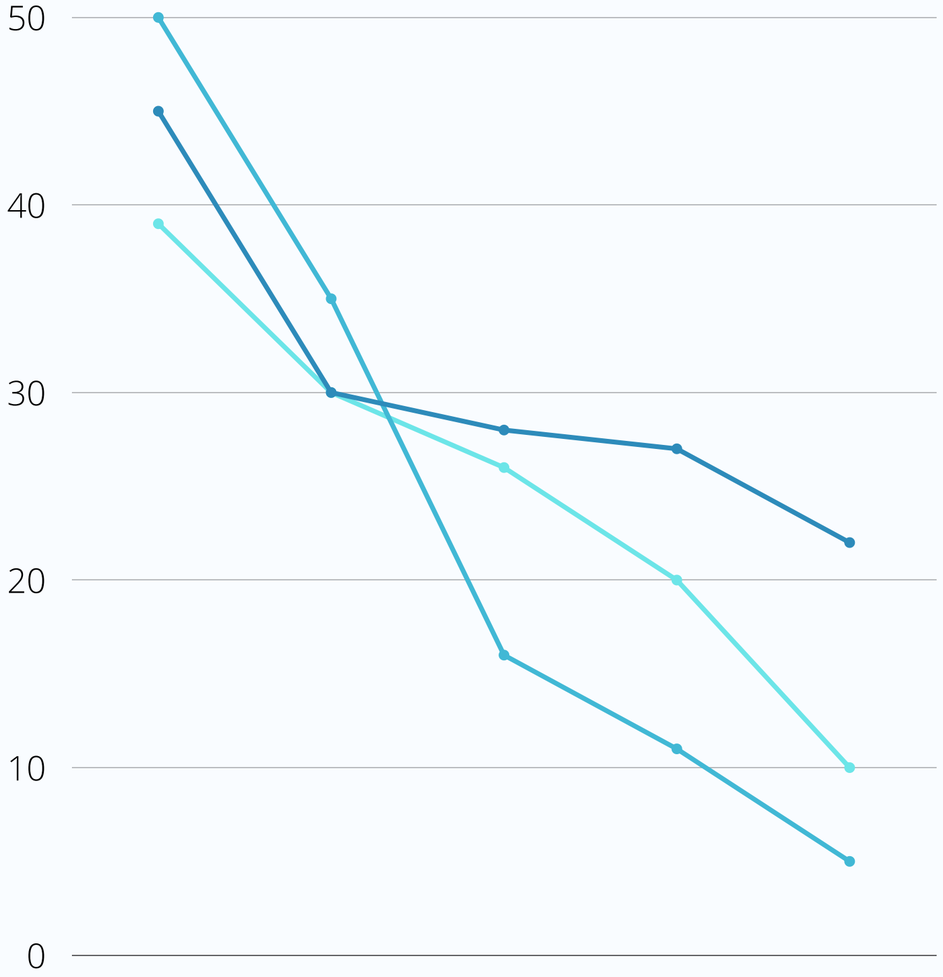
HOW CAN WE BOOST OUR SALES

February 2021

AGENDA

TOPICS TO BE COVERED

1. Background & Target
2. Data Insights
3. Modelling
4. Summary & Recommendation



There are 55% customers who spent less than transactions average.

Best-selling products decreased by 10%

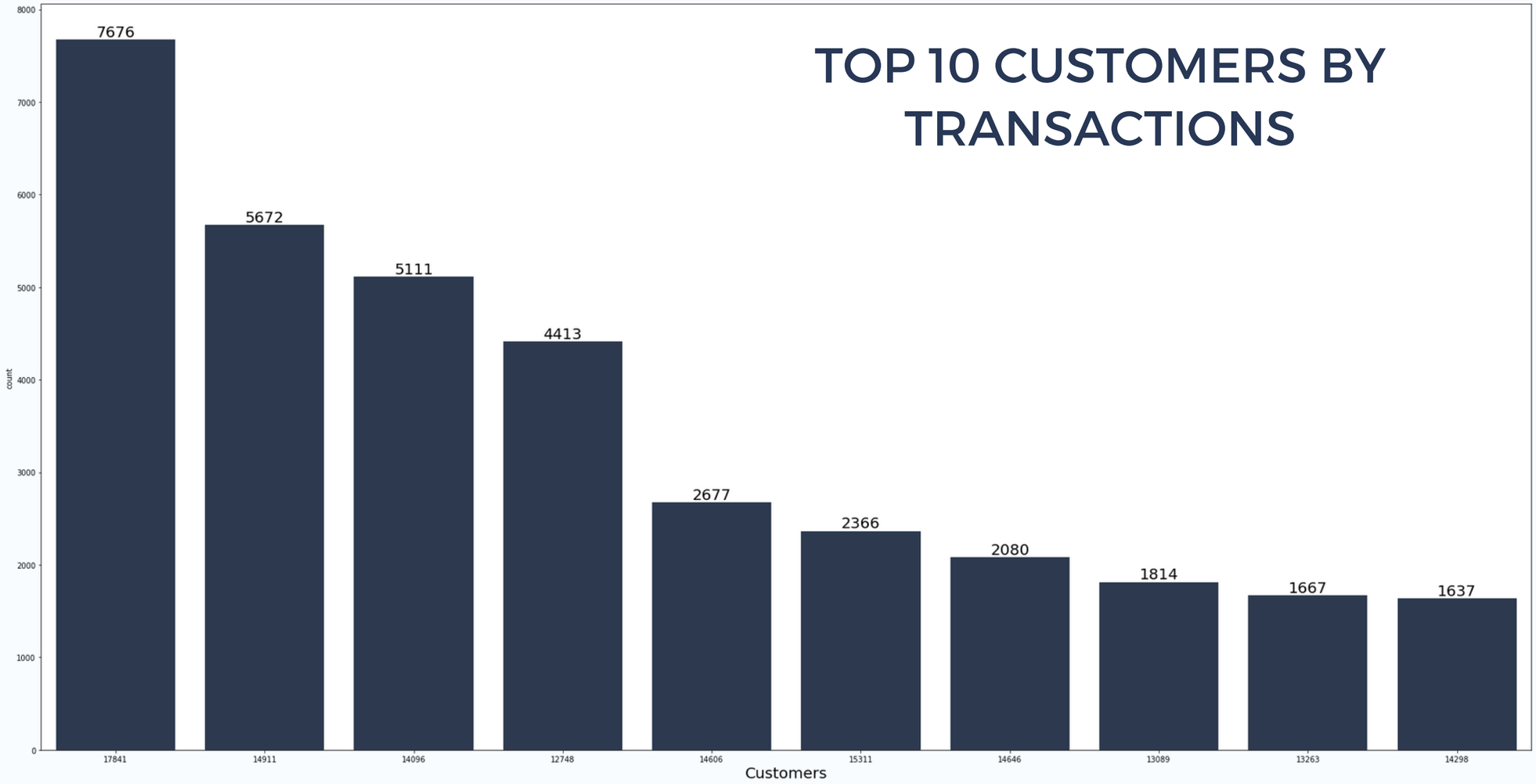
BACKGROUND

TARGET

Increase revenue by 10%

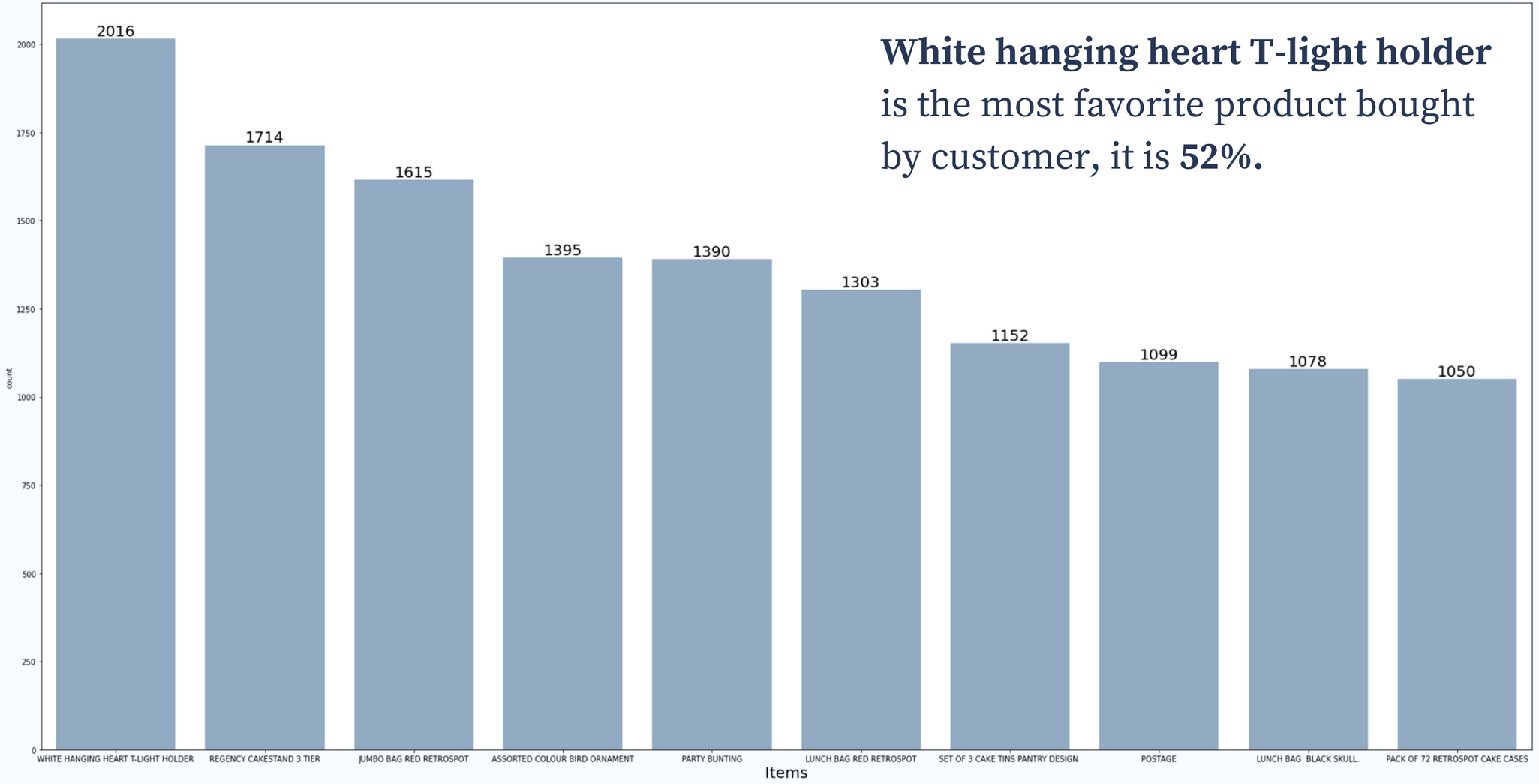
Increase recurring customer by 5%

INSIGHTS



The first customer has transaction **85 times higher** than the average.

TOP 10 PRODUCTS



White hanging heart T-light holder is the most favorite product bought by customer, it is **52%.**

THE BOOSTER: MODELLING

We will implement Market Basket Analysis to enhance our product recommendation.

Create the Basket Data

Data Encoding

Apriori Implementation

Finding Association

MODELLING RESULT

LIFT

GREEN REGENCY TEACUP AND SAUCER and **ROSES REGENCY TEACUP AND** SAUCER are the items which have the highest association since these two items have the highest lift value, it is **17.194200.**

SUPPORT

Also, the two items have support value **0.031582** which means there are **3.15%** out of total transactions that 2 items were sold together or it is **539 times.**

CONFIDENCE

From the highest confidence value, customer tends to bought **ROSES REGENCY TEACUP AND SAUCER** after **GREEN REGENCY TEACUP AND SAUCER.**

BUSINESS RECOMMENDATION

PRODUCT LIST POSITION

We could display ROSES REGENCY TEACUP AND SAUCER **near** GREEN REGENCY TEACUP AND SAUCER.

BUNDLING PROMOTION

10% off for ROSES REGENCY TEACUP AND SAUCER + GREEN REGENCY TEACUP AND SAUCER.

PRODUCT RECOMMENDATION

We could recommend ROSES REGENCY TEACUP AND SAUCER **after** customer buy GREEN REGENCY TEACUP AND SAUCER.

DISCOUNT BY RECOMMENDATION

Customer get **10% off** if they buy ROSES REGENCY TEACUP AND SAUCER after customer buy GREEN REGENCY TEACUP AND SAUCER.

THANK YOU & STAY SAFE!

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