Retail: Accelerating the Sales of Urban Edge Apparel

Data Analytics and Data Visualization

- **The questions below can be attempted by both data analysis and data visualization members**
  - Were there any significant changes in purchasing habits of the customers over the years?
    - Analyzed the annual Total Selling Price using a line graph. We can say that the company gained significant popularity from 2013 to 2015 with a slight drop in 2015. After this the Sales spiked up in 2017 and 2018. Followed by a slight drop in 2020 and a spike again till 2022. The company faced a Major drop in 2024.
  - Is there any seasonality in purchases for certain products?
  - Which products have seen a significant increase or decrease in quantity ordered over the years?
  - What trends do we notice in the basket size (total items in one receipt)?
  - What trends do you notice for the store with respect to time?
  - **What are the peak sales periods?**
  - **Report**
    - The highest selling products by month and category
    - The least selling products by month and category
    - Orders, Revenue, Quantity by Month
    - In what ways can the store can increase revenue?
  - **Customer Insights:**
    - Develop customer segmentation based on purchase behavior and visualize the results.
    - Illustrate the relationship between the number of orders and the total revenue generated per customer.
  - **Geographical Analysis:**

- ■ Visualize the distribution of sales across different cities, states, and countries.
- ■ Identify top-performing regions and potential areas for expansion
- **We recommend this question only be attempted by those also pursuing the Data Analysis Track**
  - ○ **Create a metric that ranks the products based on their performance. This metric should enable the company to know the product's health and whether they should focus on selling a product more or not.**
    - ■ When creating your metric think of different formula you can create for the same.
    - ■ Be sure to describe the process behind creating your metric
    - ■ Rank the products in the end based on your metric
- **Any other question you can think of!**