



ANALYTIXLABS

## Case Study



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# Case Study

## **Business Case Objective:**

- One of the leading retail chains in London having more than 15 stores which sells Laptops and accessories.
- The company would like to define the product strategy and pricing policies that will maximize company projected revenues in 2016.

## **Data Availability:**

1. Point of Sales POS Transactions: 2015 Year Laptop Sales information
2. Laptops: Laptop's configuration & product information
3. Store Locations: Store's geographical information

## Case Study

- Q1. Which are the top 20 laptop configurations that were sold in 2015? Make the '20' dynamic
- Q2. For these top '20' laptops, has the average price varied with time?
- Q3. Are average prices for these top '20' laptops consistent across all the 15 stores? (use laptops as filters)
- Q4. Does laptop sales vary by Month OR Day of the month? (eg: More Sales in December or Low Sales at the end of the Month)
- Q5. Do stores with lower average pricing also sell more?
- Q6. Reduce the 864 Configurations to 32 Configuration groups. Do this by making High-Low groups for each of the 5 configuration parameters. How does the average price for these 32 configuration differ from each other?
- Q7. On average how far do customers travel to buy laptops? (Create the distance between Customer and Store as
$$Distance = \sqrt{square(COSX-OSX) + square(COSY-OSY)}$$
- Q8. Does store proximity help in increasing sales of the store?
- Q9. Create a Store-view dashboard to include worksheets related to Store numbers (Use interactive filter)
- Q10. How does the Story look?

# Contact Us

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