

Sell That Twice Business Analysis



Juan Herrera

Assumptions and Risks

- Customer's buying pattern will remain the same from those in the past
- Patterns may not be enough to predict future customer's purchases

Client

Sell That Twice wants to use data to learn about customers



Using historical sales data from past customers



Hypothesis

Understand customer's buying patterns to predict future customer's purchases will help us increase customer retention

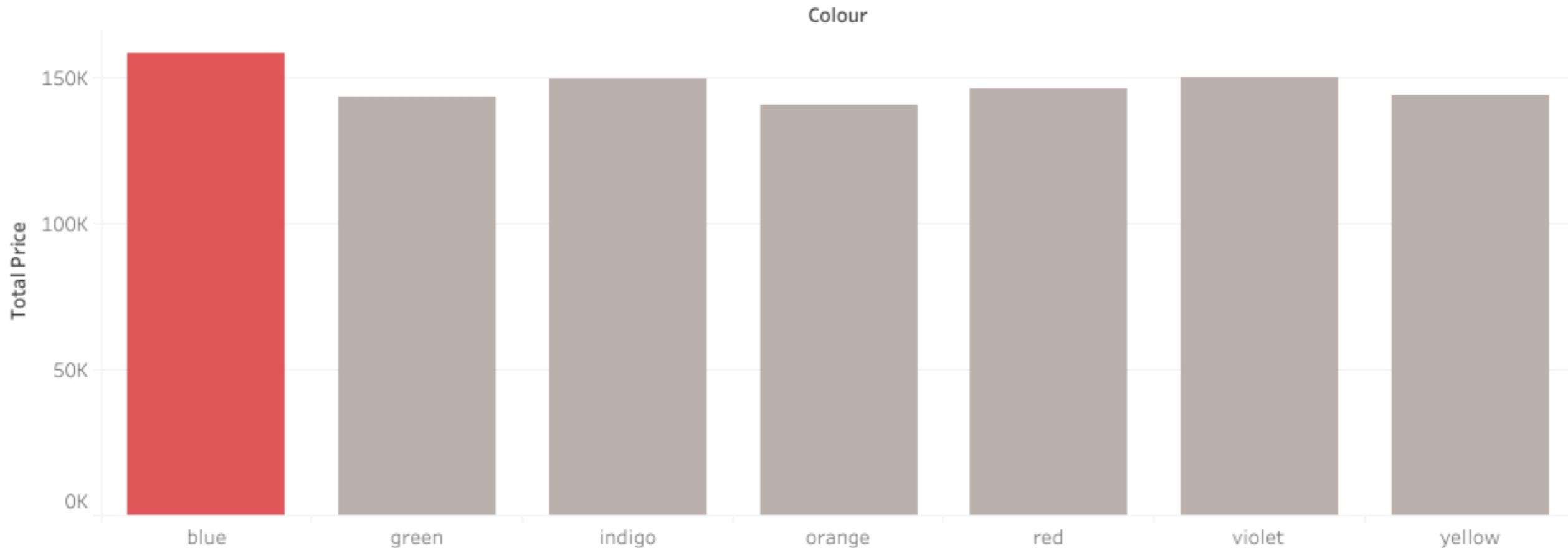
Data Science Solution



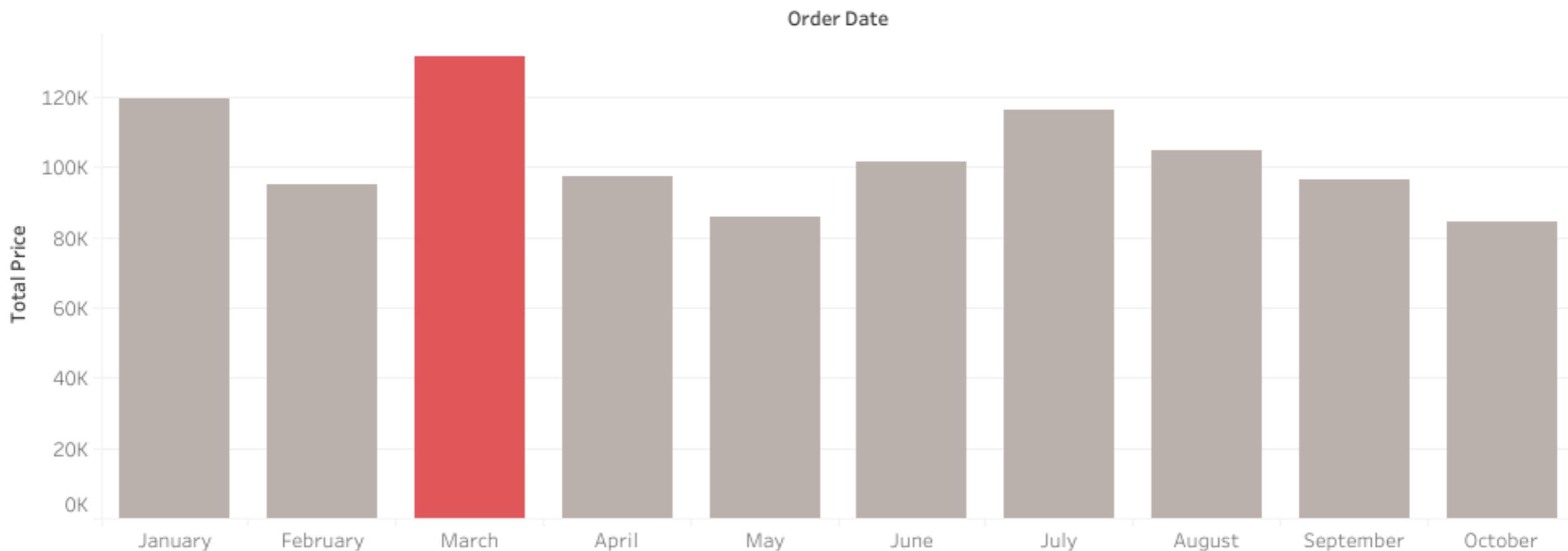
Customer segmentation by age, state, gender, etc



Total Revenue per Color

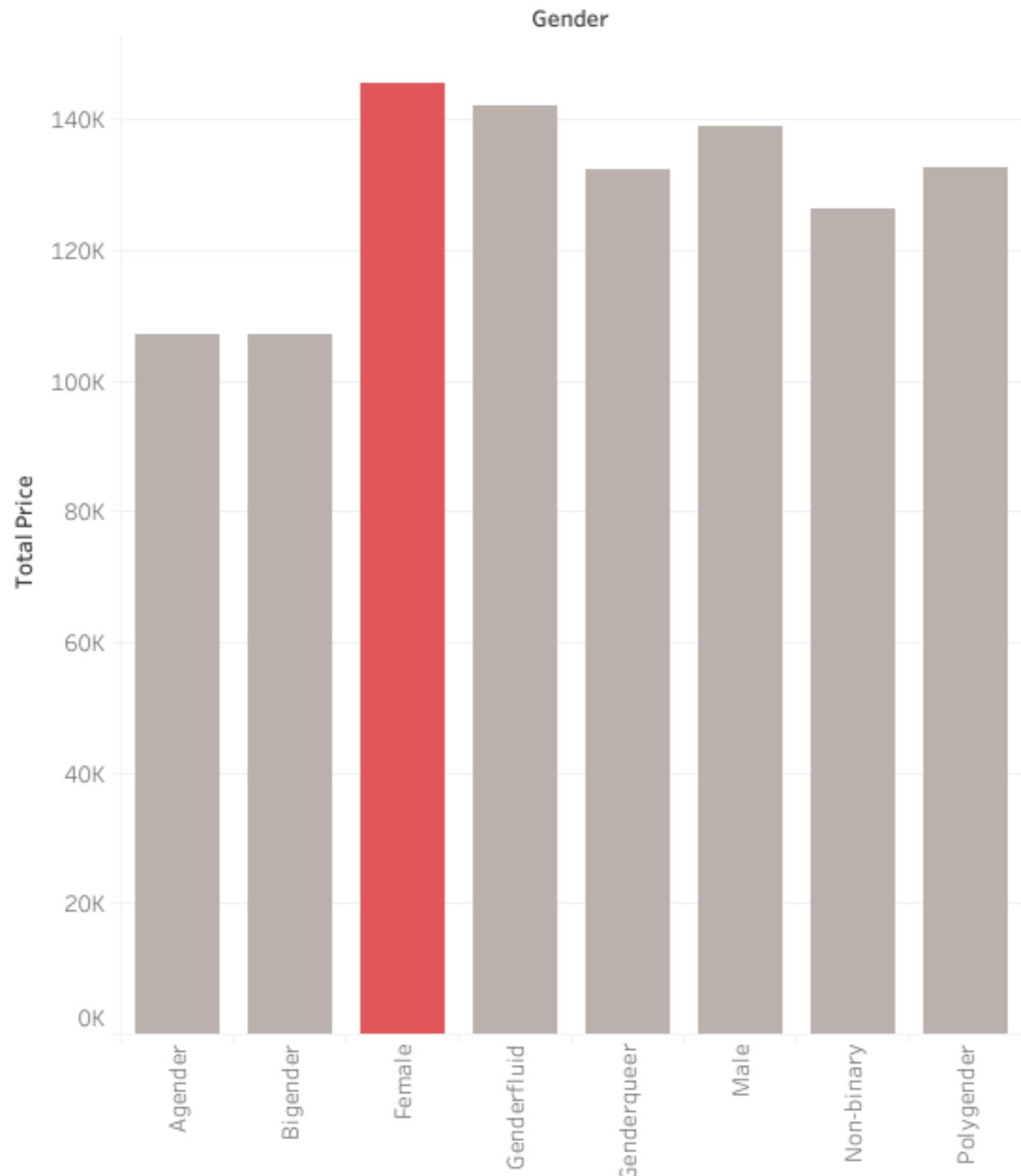


Total Revenue by Month



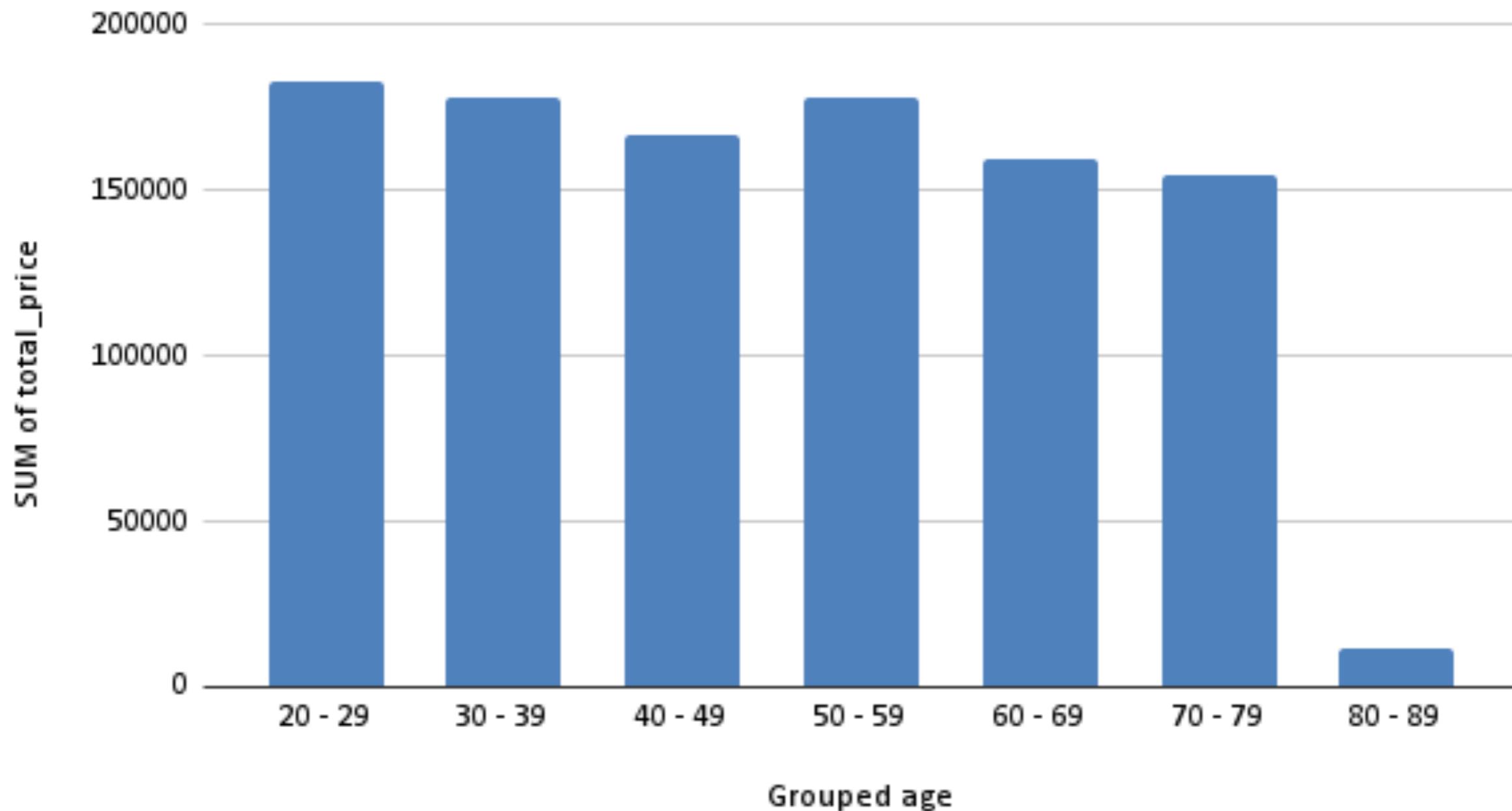
Gender

Total Spending by Gender



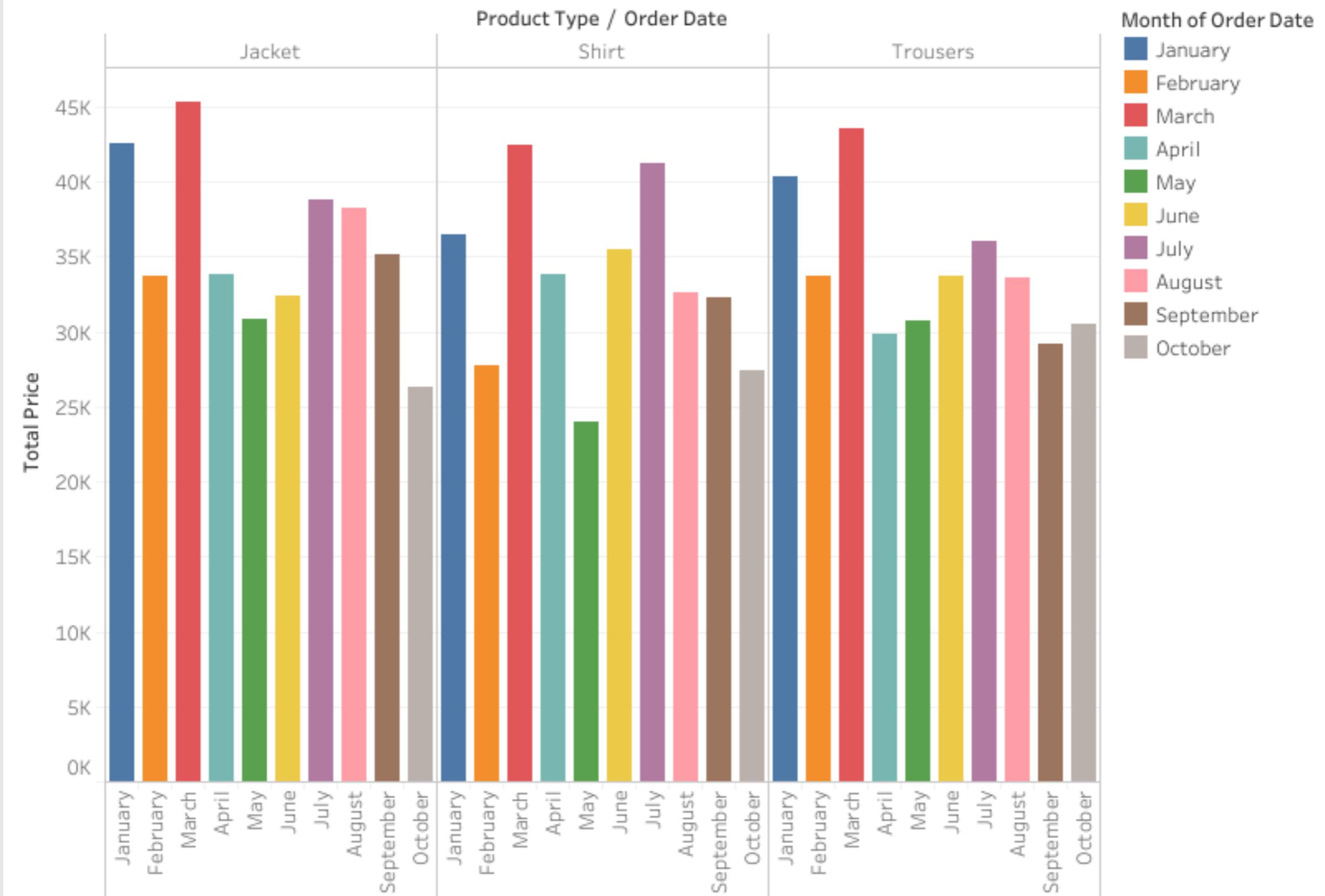
Age

Total Revenue per Age



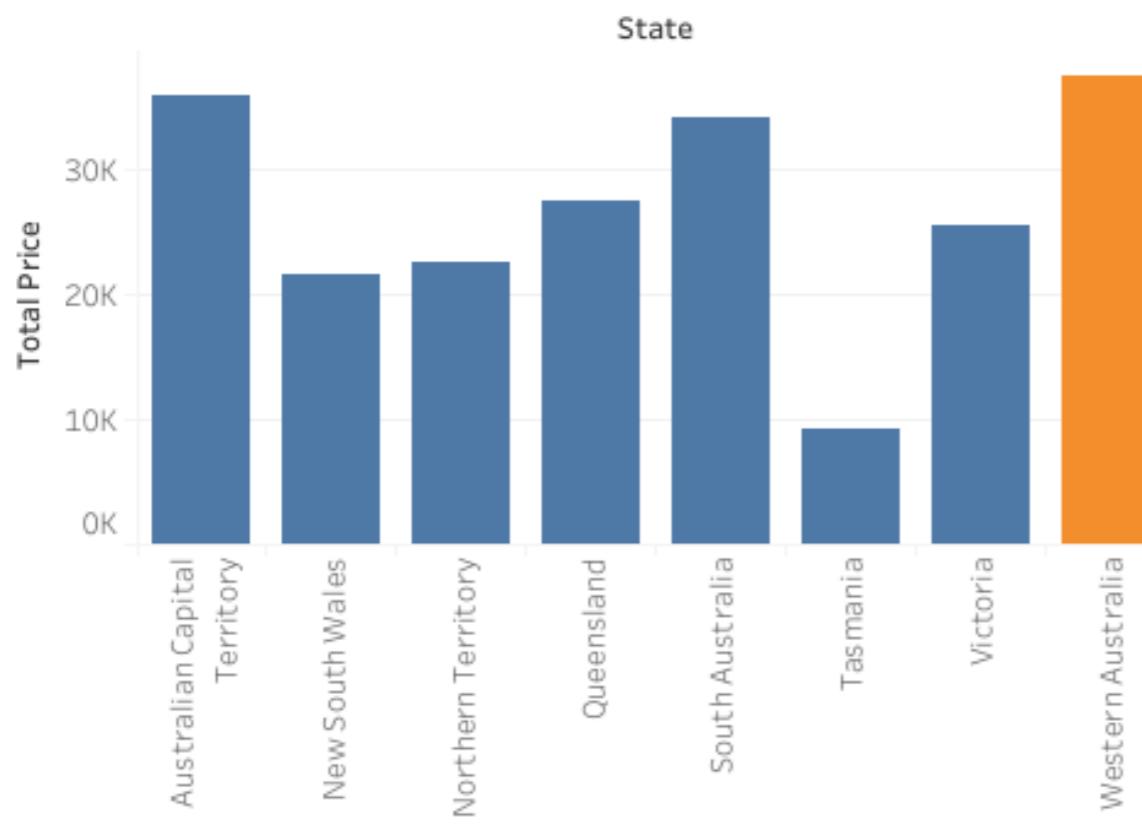
When is Each Item Selling?

Total Revenue per Product Type

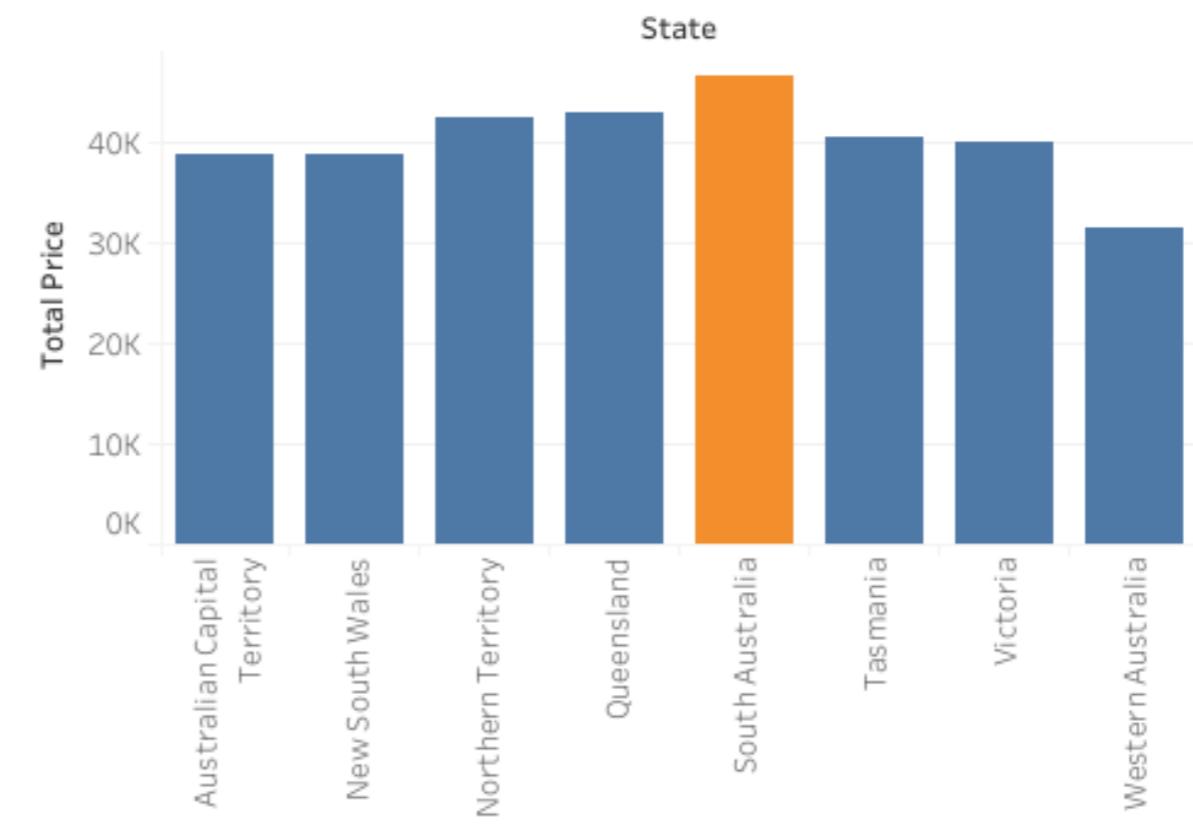


Per Season

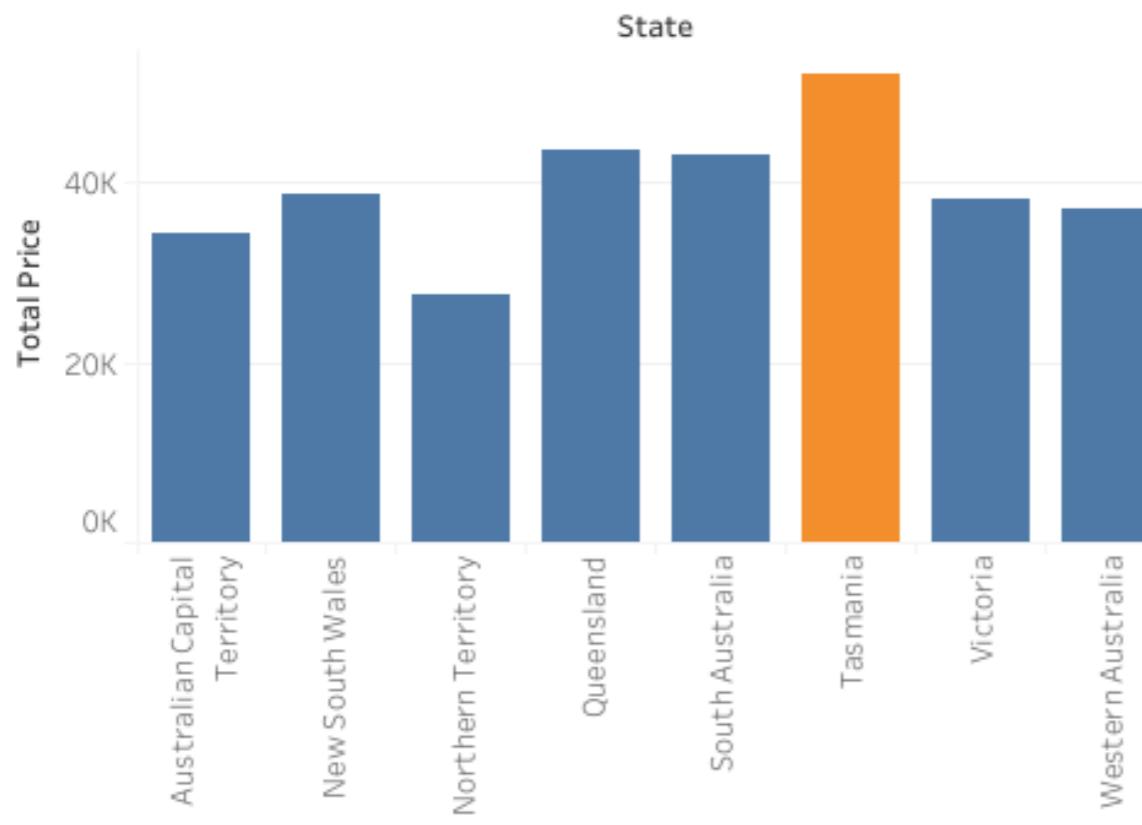
Summer



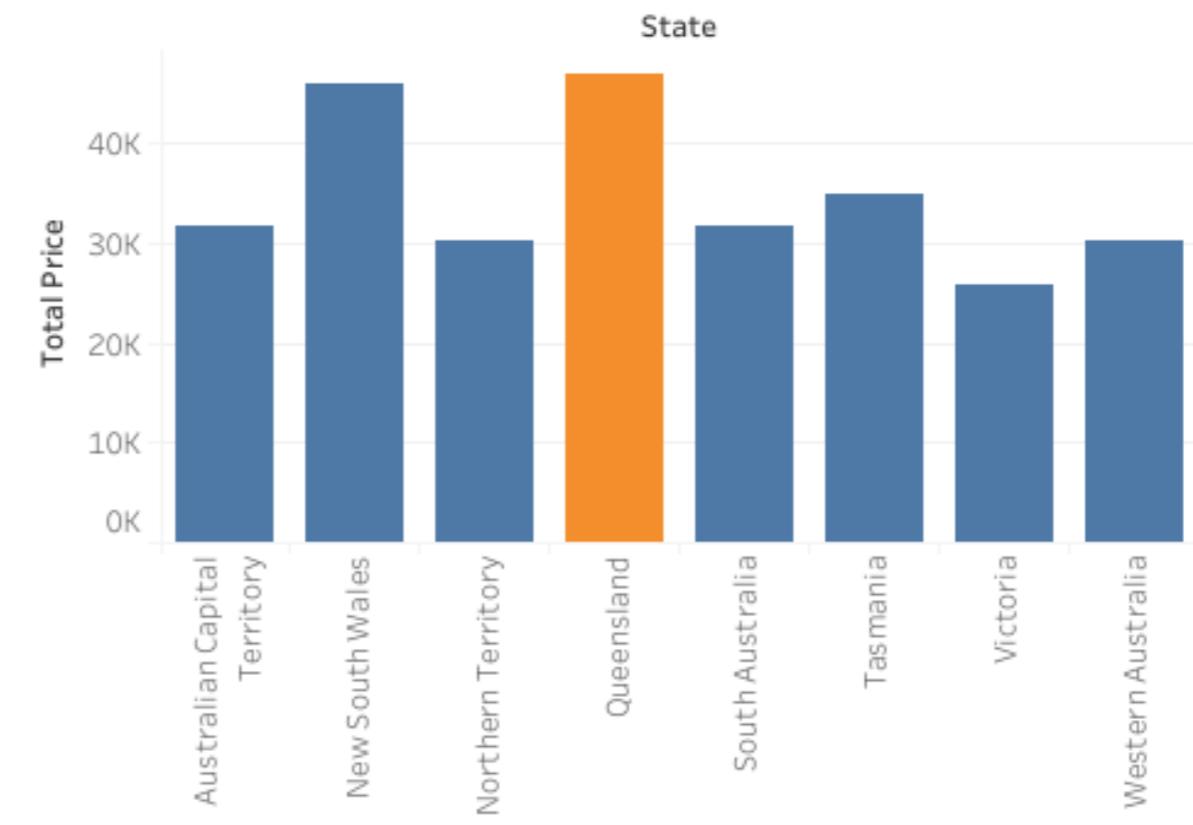
Winter



Autumn

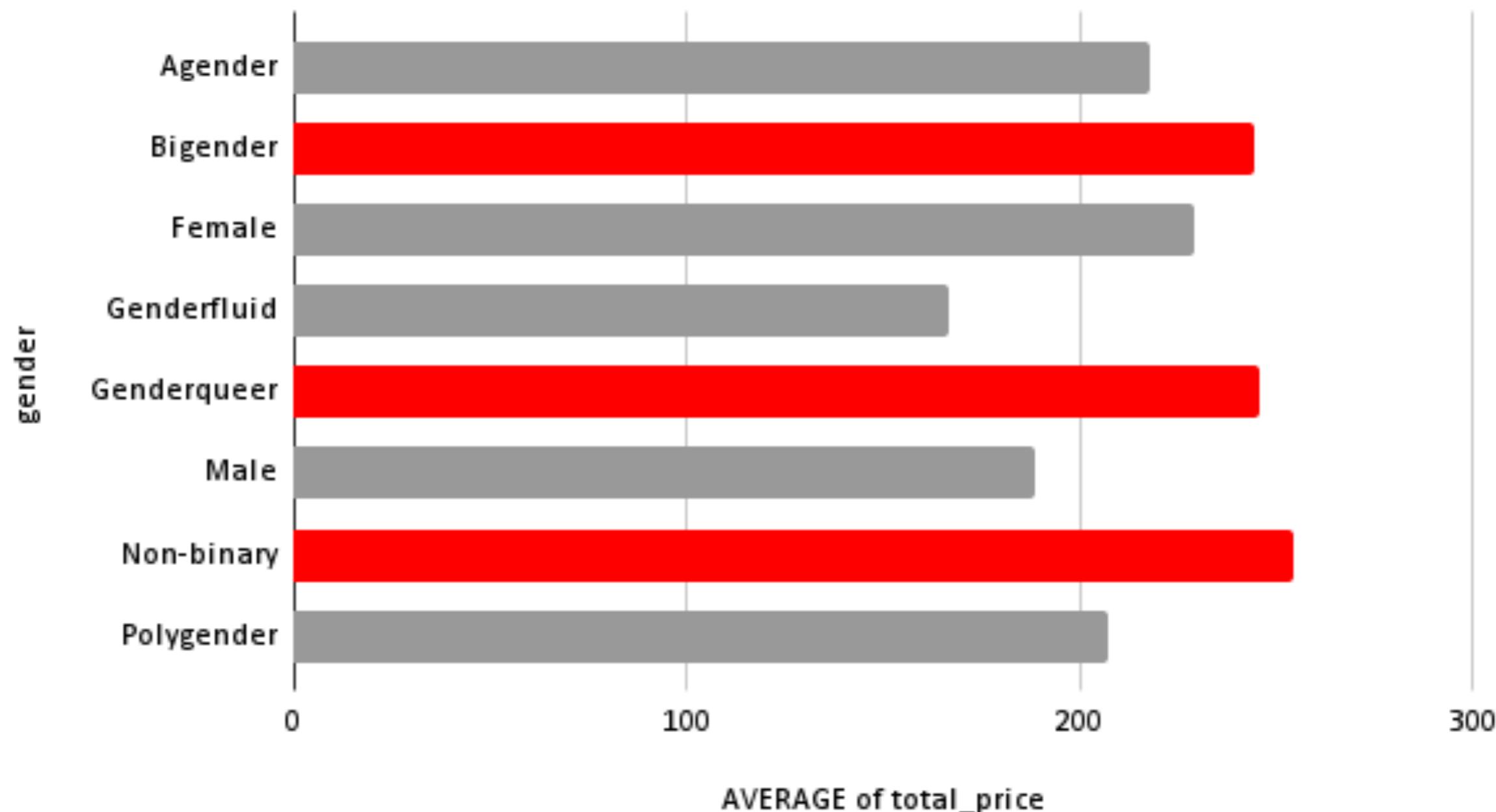


Spring



Gay and Lesbian Mardi Gras

Average Spending per Gender Two Weeks Before Gay and Lesbian Parade



Recommendations

- 1. Promotions for jackets and shirts before Gay and Lesbian parade**
- 2. Design new blue items for the month of March**

Appendix

