Store and SKU Conversion Analysis Summary

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[GitHub Project Link]

April 17, 2025

Key Findings

1. **Performance Disparity**
   - Store conversion rates range from **34.6% (Store_15)** to **66.5% (Store_39)**.
   - SKU conversion rates vary between **41.8% (SKU_12)** and **58.6% (SKU_11)**, highlighting consistent high-performers.

2. **Top Performers**
   - Stores: **Store_39 (66.5%), Store_49 (64.6%)**, and **Store_44 (63.1%)**
   - SKUs: **SKU_11 (58.6%), SKU_7 (56.1%), SKU_16 (54.8%)**

3. **Underperformers**
   - Stores: **Store_15 (34.6%), Store_14 (36.5%), Store_36 (37.6%)**
   - SKUs: **SKU_12 (41.8%), SKU_19 (44.3%), SKU_20 (45.1%)**

4. **Revenue vs. Conversion Mismatch**
   - High-revenue SKUs such as **SKU_3** have moderate conversion rates.
   - **SKU_10 in Store_10** had 927 visits with **0% conversion**, indicating untapped potential.
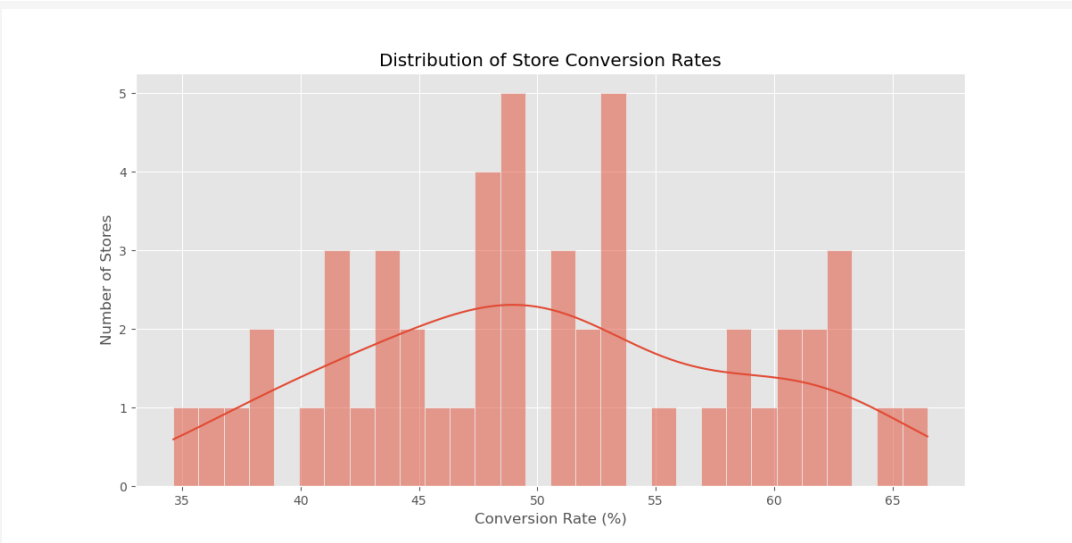
Distribution Analysis

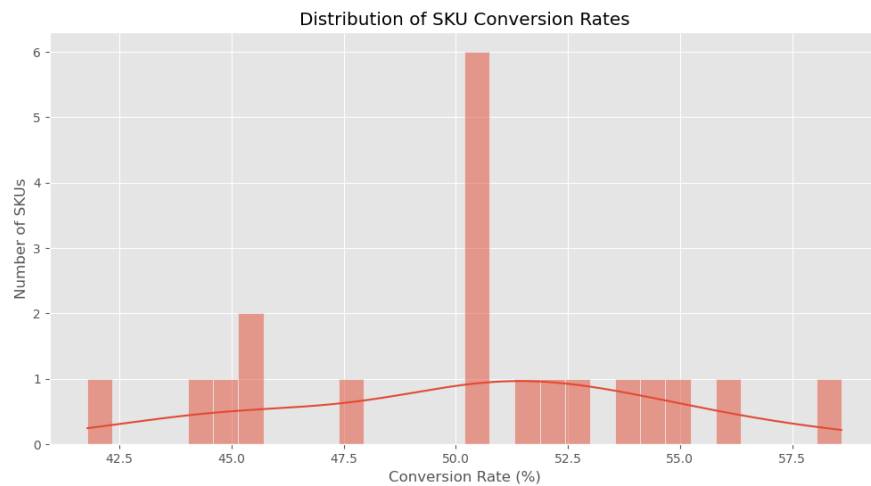**Figure 1.** *Distribution of conversion rates across stores*

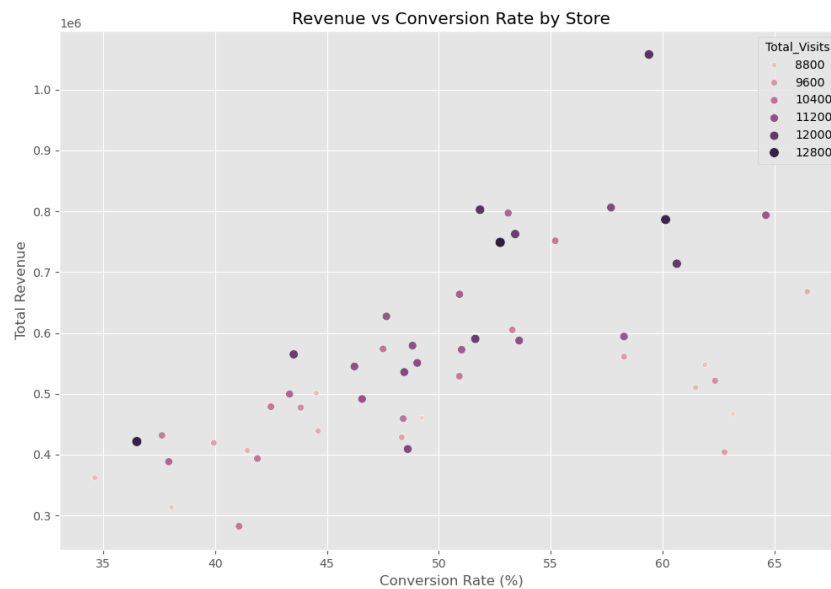**Figure 2.** *Distribution of conversion rates across SKUs*

Figure 3. *Revenue vs. Conversion Rate by Store*

Recommendations

1. **For Top-Performing Stores**
- Share successful strategies such as staff training and store layout optimization.
- Expand these practices to new stores for consistency.

2. **For Underperforming Stores**
- Conduct audits to detect inefficiencies (e.g., stockouts or delays).

- Provide targeted staff training to enhance customer service.

3. **For High-Conversion SKUs**

- Increase stock availability to prevent missed sales.

- Highlight them in promotional campaigns.

4. **For Low-Conversion SKUs**

- Adjust pricing or bundle with better-performing products.

- Improve shelf placement in high-traffic zones.

5. **Data & Team Enhancements**

- Implement real-time monitoring dashboards.

- Combine centralized and embedded analytics teams for context-rich insights.

Expected Impact

Metric	Projected Improvement
Overall Revenue	15–20%
Inventory Turnover	10–15%
Conversion Rate (Bottom Stores)	8–12%

Table 1: Expected Performance Improvements

Next Steps

Prioritize quick wins (e.g., SKU placement) while developing long-term plans like staff development and inventory realignment.