



FASHION RETAIL ANALYTICS

PROJECT

HayHO TEAM

MEET OUR TEAM



BUI THU VAN

LEADER - BUSINESS
ANALYST



LE CHI HAO

MEMBER-BUSINESS
INTELLIGENCE ANALYST



TRAN MINH PHUONG

MEMBER-ECONOMIC
CONSULTANT



HOANG NGUYEN QUYNH GIANG

MEMBER - BUSINESS
INTELLIGENCE ANALYST



TRAN TRIEU VY

MEMBER - DATA
ANALYST

TABLE OF CONTENT



01 INTRODUCTION

02 PROBLEM STATEMENT

03 SOLUTION OVERVIEW

04 METHODOLOGIES

05 CORE FUNCTIONALITY

06 TIMELINE

07 LIMITATIONS & FUTURE ENHANCEMENTS

08 CONCLUSION

01. INTRODUCTION



The company aims to gain a comprehensive overview of its business situation. Therefore, the Business Intelligence (BI) department collaborates closely with the Research and Development department to collect and analyze data. The goal is to extract meaningful insights from this data to refine the business strategy and shape the direction of the company in the future. After the analysis, the acquired insights will be integrated into a model, creating unique solutions to address challenges or support specific business strategies.



MVP (MINIMUM VIABLE PRODUCT)

1. A comprehensive Business Intelligence (BI) solution, focusing on retail market analysis.
2. A Product Recommendation System based on product information, supporting the development of new company products.
3. Establishing a trend analysis system to identify the peak of a product in the market.

OUR MVP GOALS

01

PROVIDE COMPREHENSIVE INSIGHTS

Create a user-friendly dashboard that provides a comprehensive view of trends, pricing, and customer feedback in the fashion retail industry.

02

NAVIGATING BUSINESS CHALLENGES

Highlight the constraints and challenges that the business is currently encountering in its operational landscape.

03

PROPOSING SYSTEM INNOVATIONS

Based on the business strategy, propose specific system solutions to address challenges for the enterprise.

02. PROBLEM STATEMENT

The main problem that the MVP seeks to solve

The goal is to gain insights into the fashion retail market to make informed business decisions for the future.

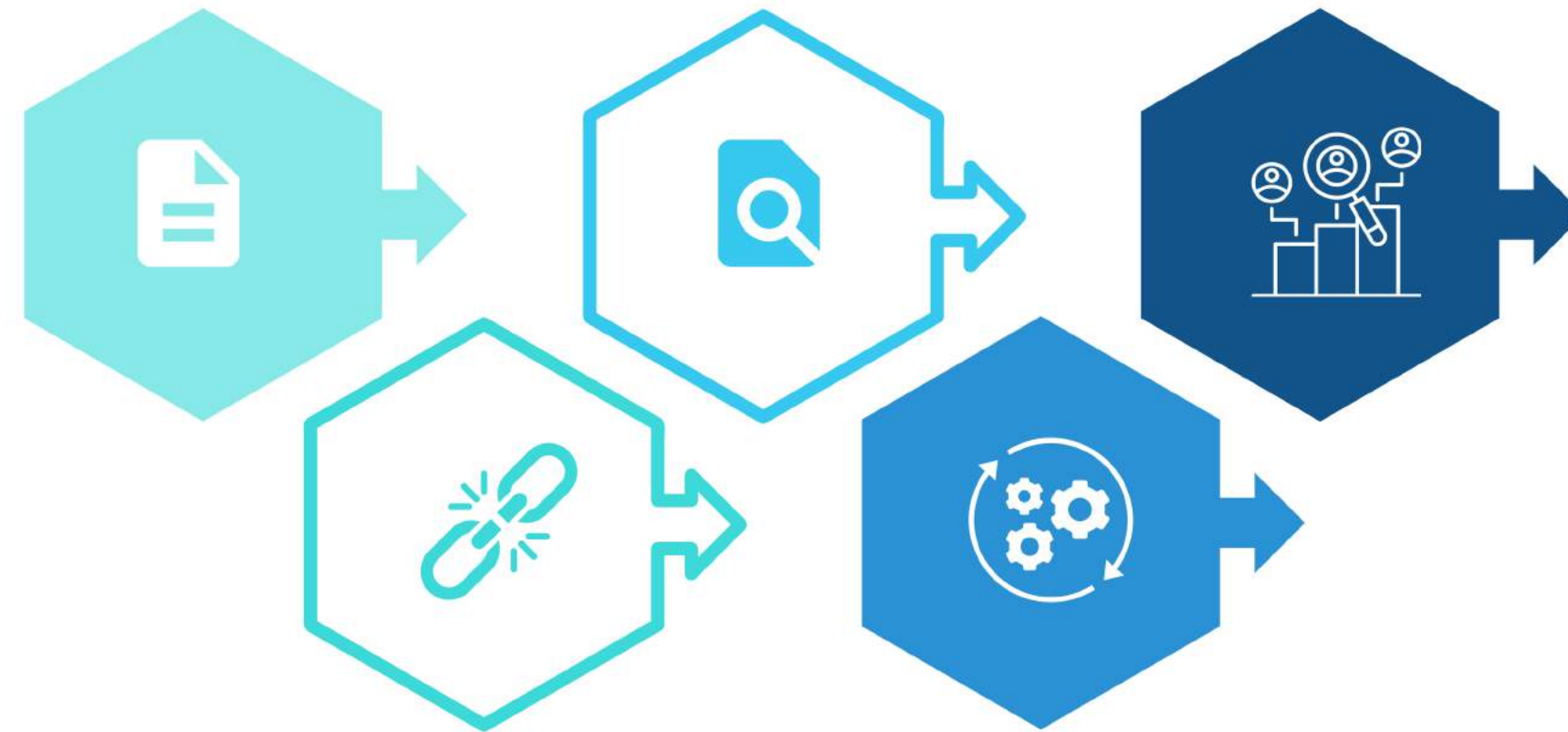
Provide an overview of trends, fluctuations, and opportunities in the fashion market.

1-Lack of Detailed Insight

Client tells us of what they want and need. Timelines are set.

2-Data Disconnection

Creative team gathers materials and inspiration.



3-Lack of Comparative Data with Competitors

We brainstorm to get the final idea.

4 - Lack of Measures

Difficulty in measuring business performance and providing accurate key performance indicators (KPIs)

5 - Lack of Customer behaviour knowledge

Multiple customer files with different shopping trends result in product launches or service offerings lacking personalization.

COMPETITIVE LANDSCAPE

01

Current Competitors

List and evaluate key competitors in the fashion retail industry

02

Current Competitors

Analyze how they use data to shape business strategies and leverage market opportunities.

03

Competitive Advantages

Identify the strengths and advantages that competitors are using to gain an edge in the market.

CURRENT WARNINGS AND SHORTCOMINGS

PROBLEM STATEMENT

Current Warnings and Shortcomings & Competitive Landscape

Decision-Making Risk

Lack of detailed and reliable information may lead to inaccurate or strategic business decisions

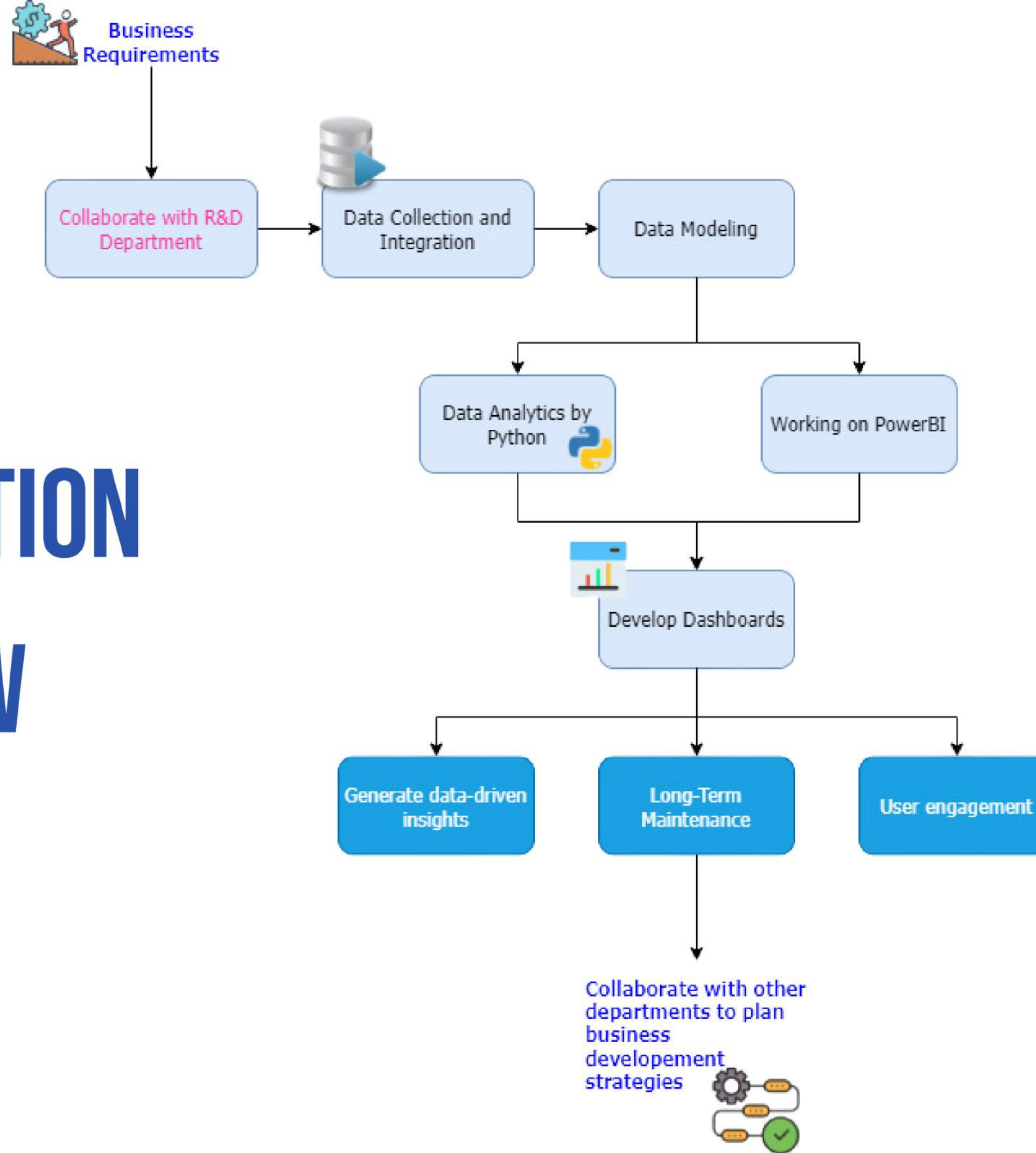
01

Enhancing Competition

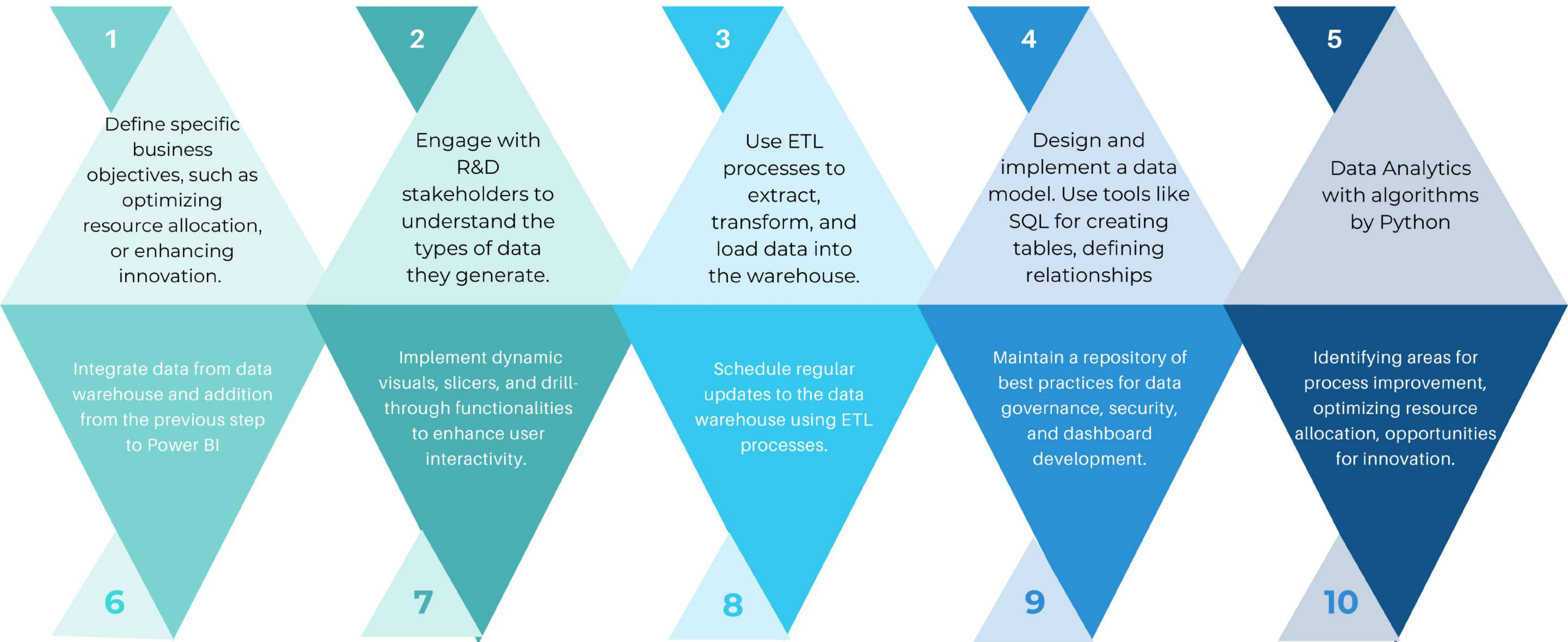
Competitors may be using rich data and analytical technology to enhance competition, while the current business lacks this capability.

02

03. SOLUTION OVERVIEW

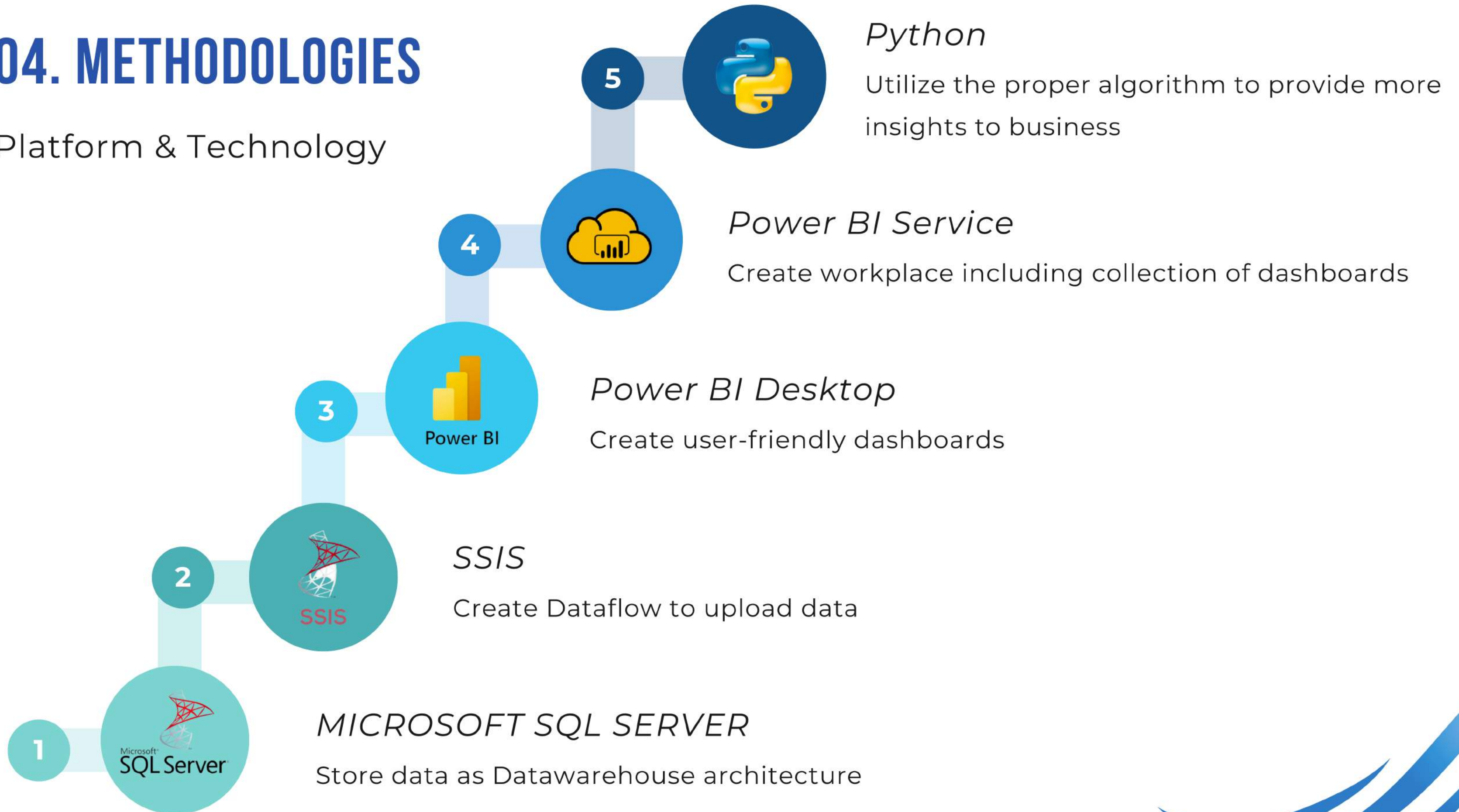


03. SOLUTION OVERVIEW



04. METHODOLOGIES

Platform & Technology



05. CORE FUNCTIONALITY

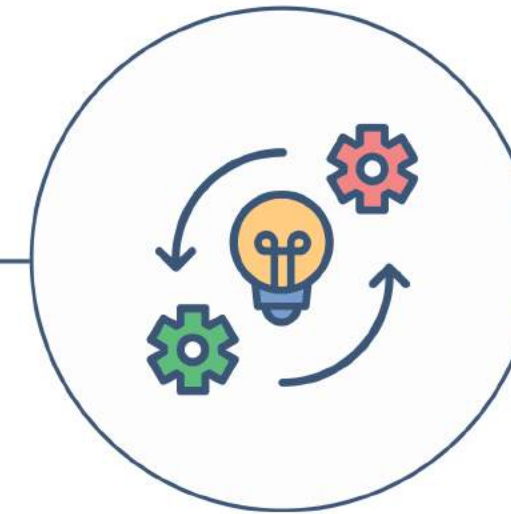
01

A COMPREHENSIVE BI SOLUTION, FOCUSING ON RETAIL MARKET ANALYSIS.



Load On-Demand Business-driven Data Warehousedata

This functionality allows users to request and access relevant data tailored to their business requirements in real-time. The system ensures flexibility by enabling the extraction, transformation, and loading (ETL) of data as per the current business demands.



BI report

An extensive dashboard comprising:

1. Overview: Time-based trends in the retail market.
2. Store/Channel: Seasonal trends over time, sales forecasts, performance analysis, metrics, location insights, and product details.
3. Customer: Segmentation, RFM analysis, Customer Lifetime Value (CLV), Predicted CLV, metrics, and distributor relationships.

05. CORE FUNCTIONALITY

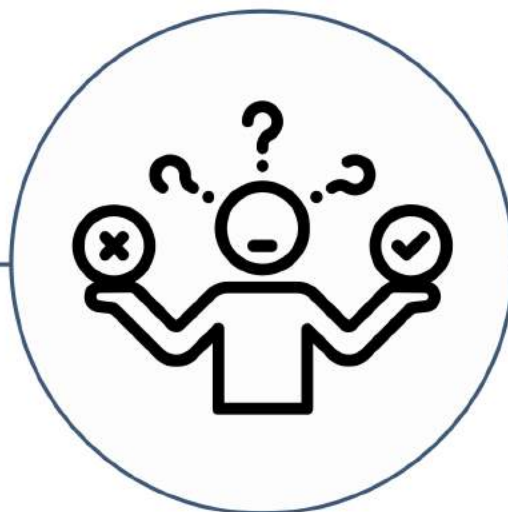
02

**A PRODUCT RECOMMENDATION SYSTEM BASED ON PRODUCT INFORMATION,
SUPPORTING THE DEVELOPMENT OF NEW COMPANY PRODUCTS.**



Product Suggestion System

Based on product information, create a product suggestion system to support the company's new product development process.



Existing Data Integration

Integrate the latest product information to ensure that the recommendation system can understand and reflect recent market trends.



Feedback Data

Collect and analyze feedback data from users to improve recommendation system performance and optimize recommended products.

05. CORE FUNCTIONALITY

03

ESTABLISHING A TREND ANALYSIS SYSTEM TO IDENTIFY THE PEAK OF A PRODUCT IN THE MARKET.



Trend Analysis System

Build a trend analysis system to determine the peak of a product in the market.



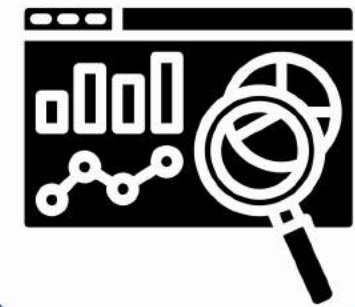
Product Peak Prediction

Use data and analytical models to predict when a product will reach its peak in the market cycle.



Product Performance Tracking

Collect and track product performance metrics to better understand its fluctuations in the market.

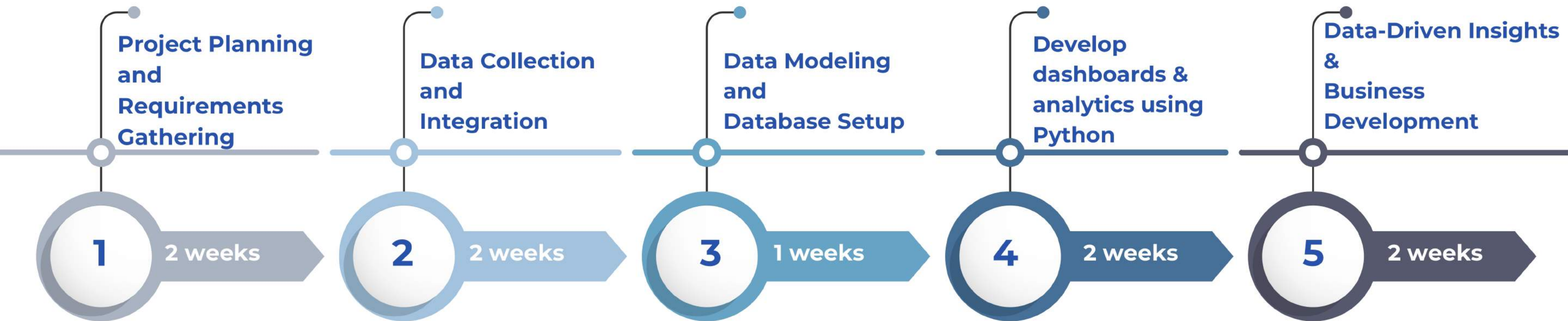


Integrating Market Information

Integrate market data to provide a comprehensive view of the factors influencing product peak.



06. TIMELINE



07. LIMITATIONS & FUTURE ENHANCEMENTS



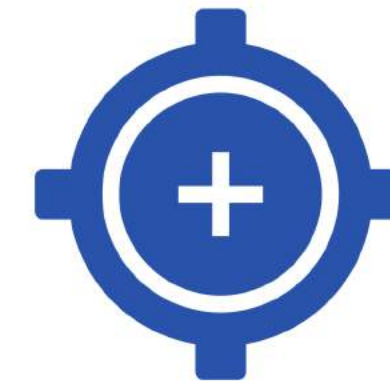
DATA SHORTAGES

DLimitation: It is challenging to collect the data accurately and highly reliable.



SYSTEM PERFORMANCE

Limitation: System accuracy and performance need to be maintained, especially when handling large volumes of data



AUTOMATED DATA UPDATES

Development Direction: Utilize Azure Data Factory or Azure Logic Apps to schedule and automate the data update process on a regular basis. This ensures that the data is always up-to-date and accurate.



08. CONCLUSION

The development and implementation of our MVP, aptly named "Fashion Retail Analytics," marks a significant milestone for company in the pursuit of comprehensive insights and strategic excellence within the dynamic landscape of the fashion retail industry.

In summary, the "Fashion Retail Analytics" MVP has not only fortified analytical capabilities but has set the stage for continuous innovation and strategic excellence in the dynamic realm of fashion retail for management.

**THANKS FOR
YOUR TIME!**

