



CASE STUDY

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AGENDA

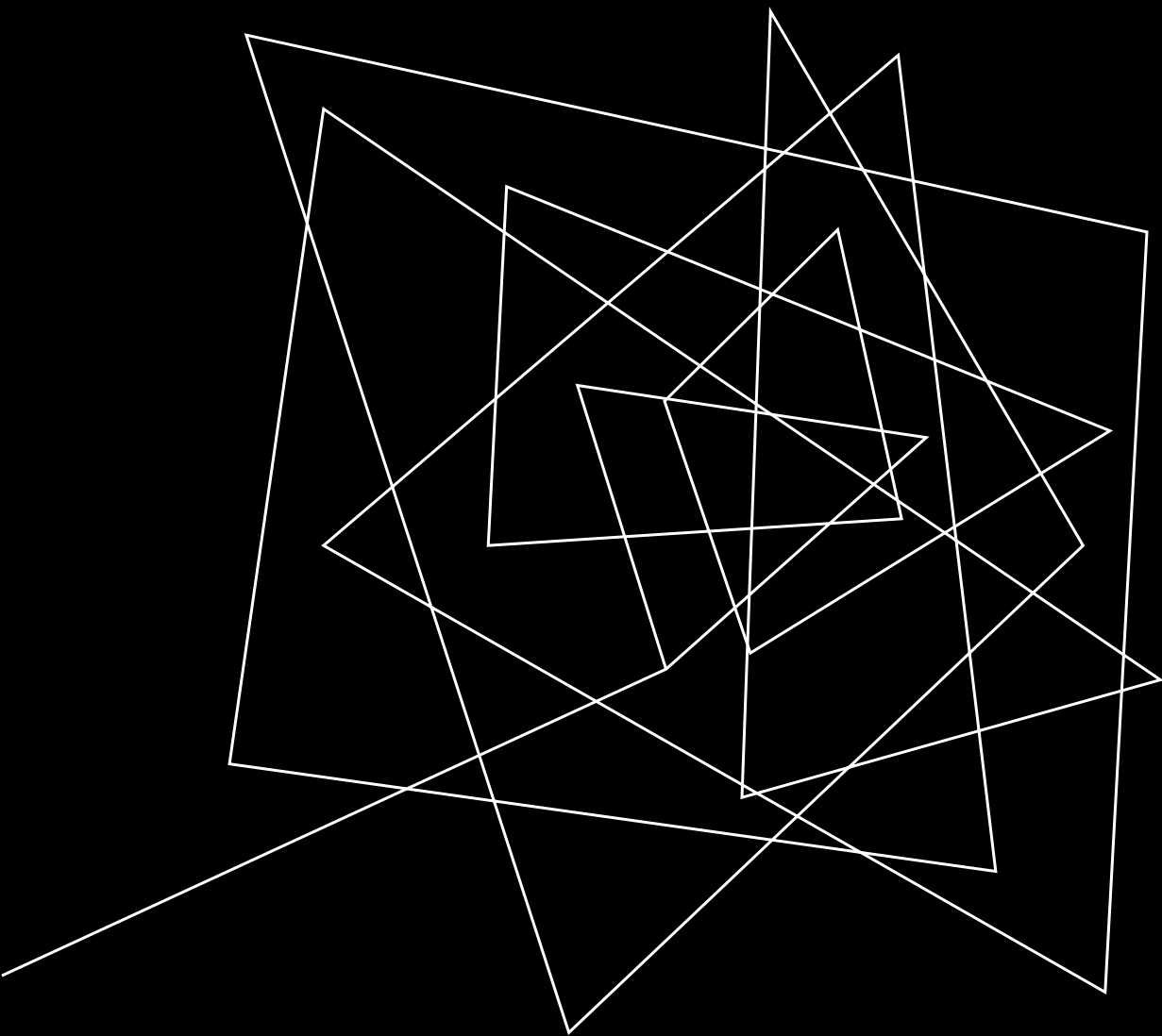
Market Scenario

Growth Opportunities & Weakness

Corrective Action Plan

Analysis Refinement

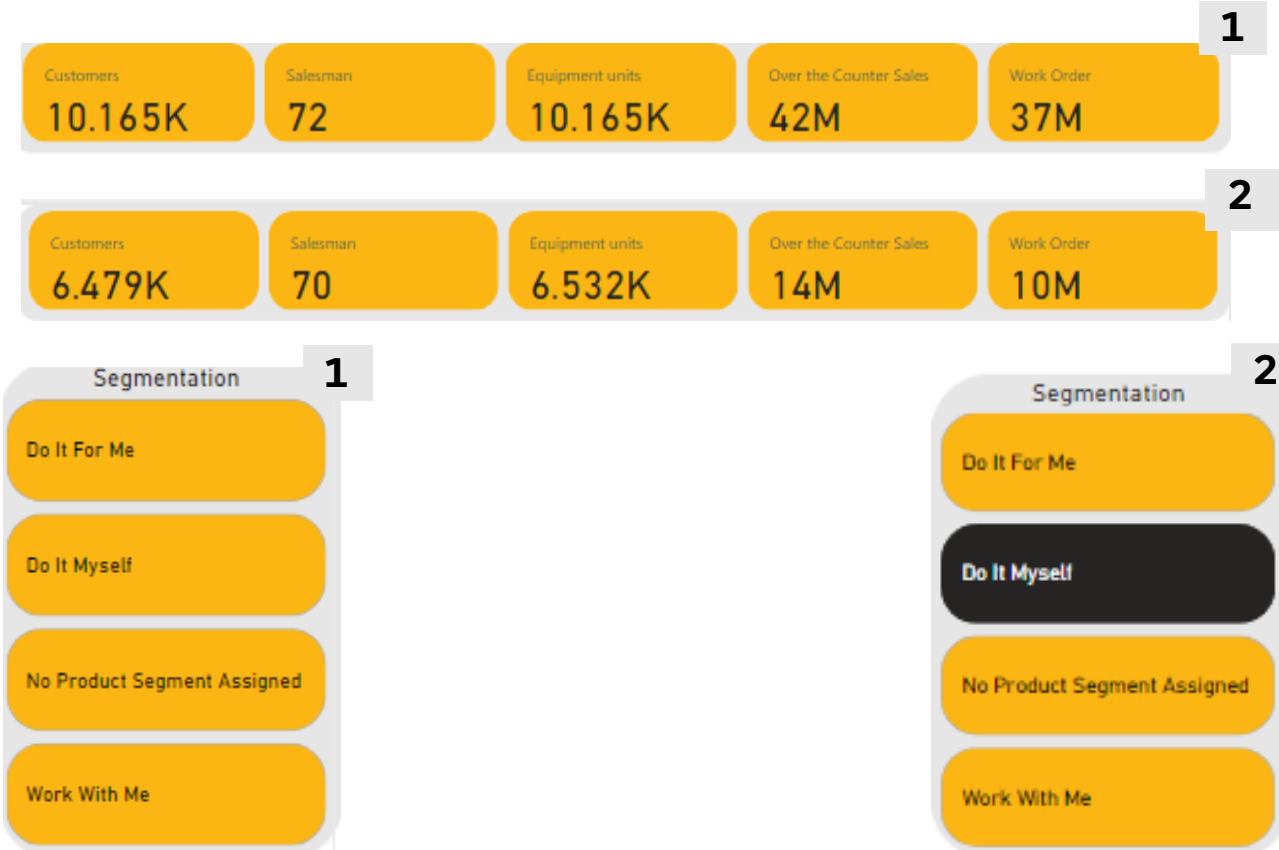
Additional Analysis



MARKET SCENARIO

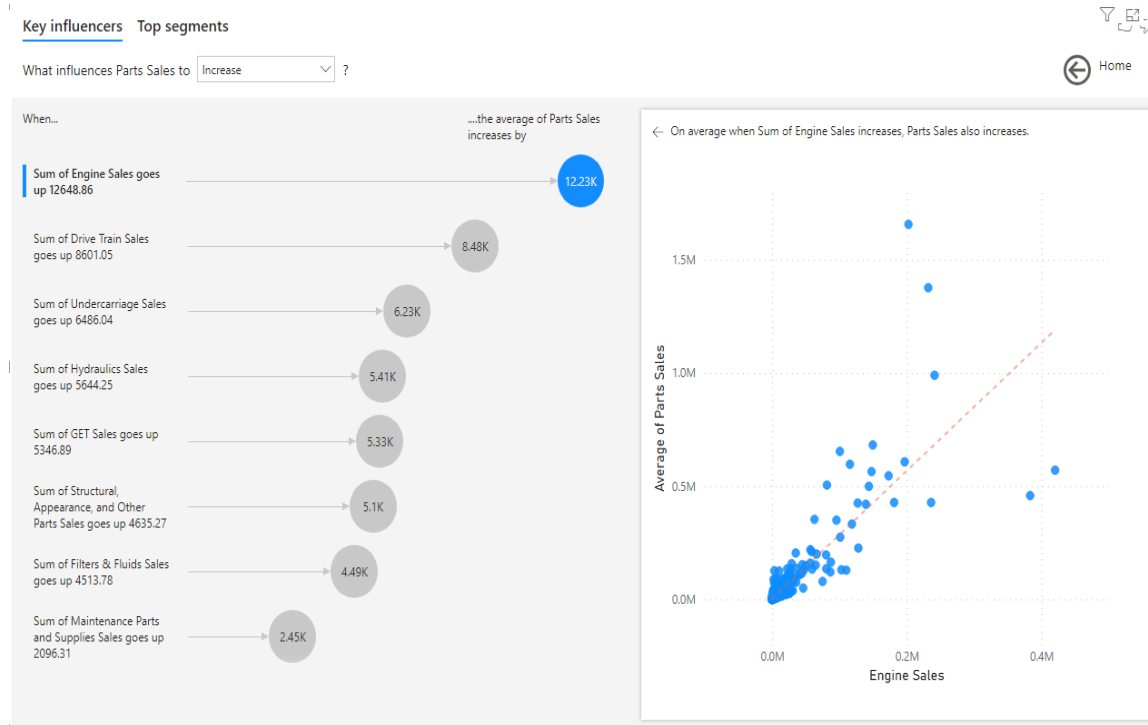
Market & Current Situation

MARKET SCENARIO

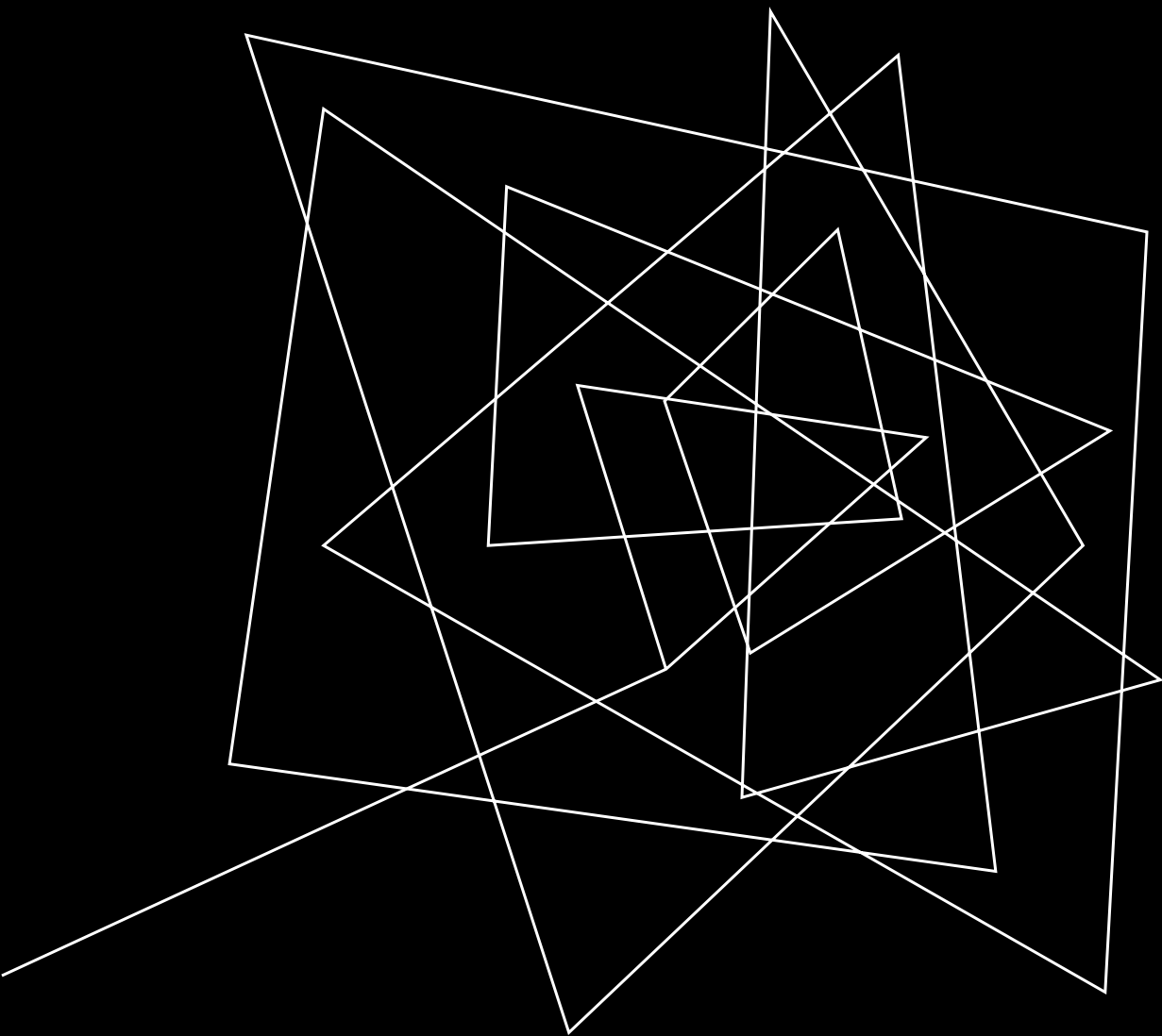


- Market Seems to be competitive
- Maximum sales coming from **Ankara** and **Adana**
- **Do it myself** is the most Popular segment
 - **CENGIZ INHEEG HEN.GIC.E.H** (Customer ID: 344800) is the most profitable customers
- **Ethemsalman** is the top salesman

MARKET SCENARIO



- Average **Part Sales is high/increases** in case of Do it for me or work with me segmentation – Hence, we have high opportunity in these cases
- Part Sales is **highly dependent** on the sales of other items as well this can be viewed from the key influencers chart
- Work with me and Do it for me have **higher increases sales opportunities**



GROWTH OPPORTUNITIES

Weaknesses

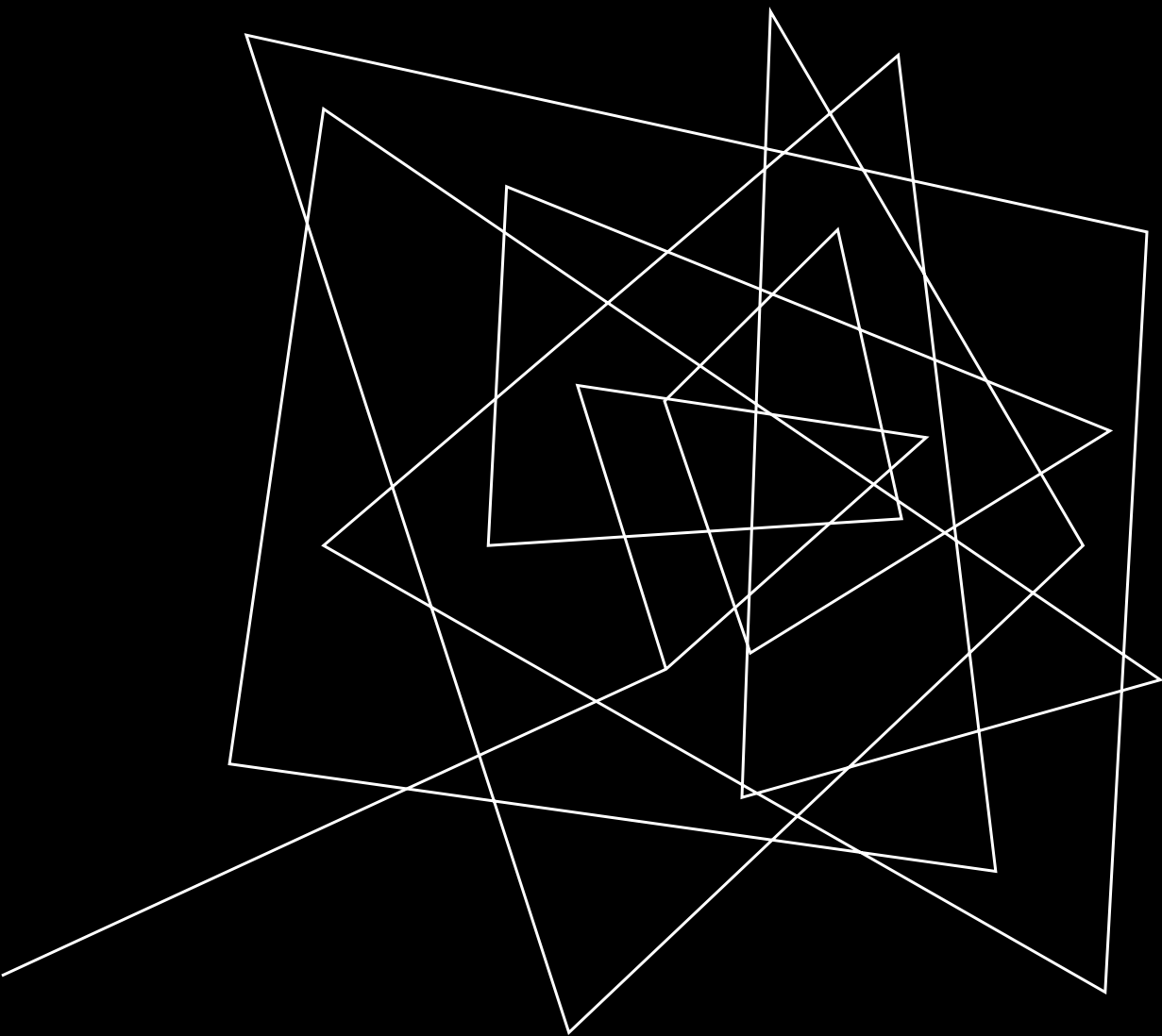
GROWTH OPPORTUNITIES

OPPORTUNITIES

- **Target most popular segments** that is **Do it myself** and focus on selling this segment aggressively.
- **Expand into new markets** – Data shows most sales are limited to Ankara and Adana. Expand into other cities to reach more customers
- **Offer customer loyalty** discounts

WEAKNESS

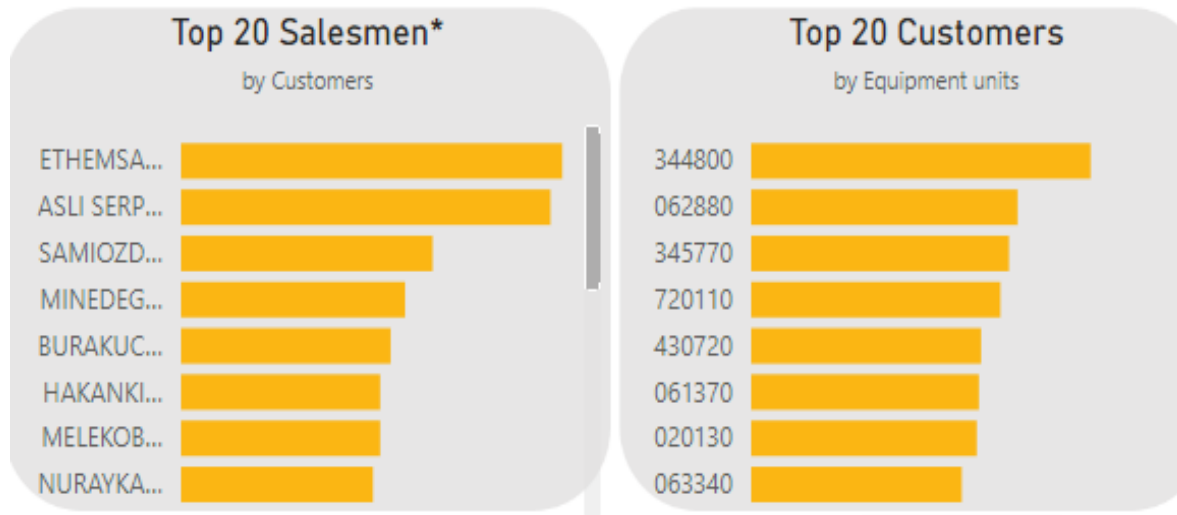
- **Sales are not distributed** across products
- Lack of focus on key customers – as some customers are purchasing more units than the others
 - **Limited** customer base
- **Over reliance on work order** sales and under utilisation of over-the counter sales



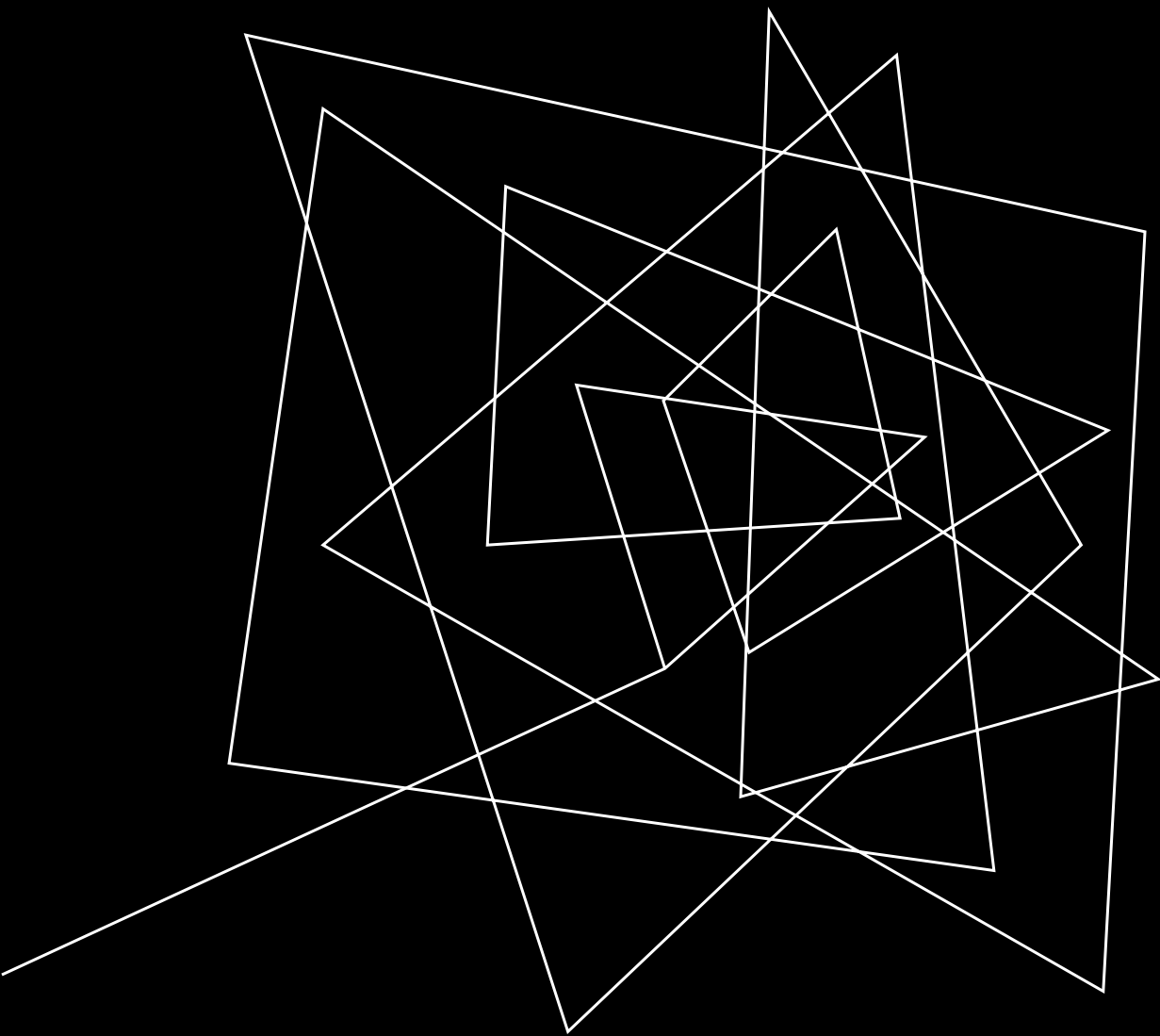
CORRECTIVE ACTION PLAN

Customer Focus

ACTION PLAN



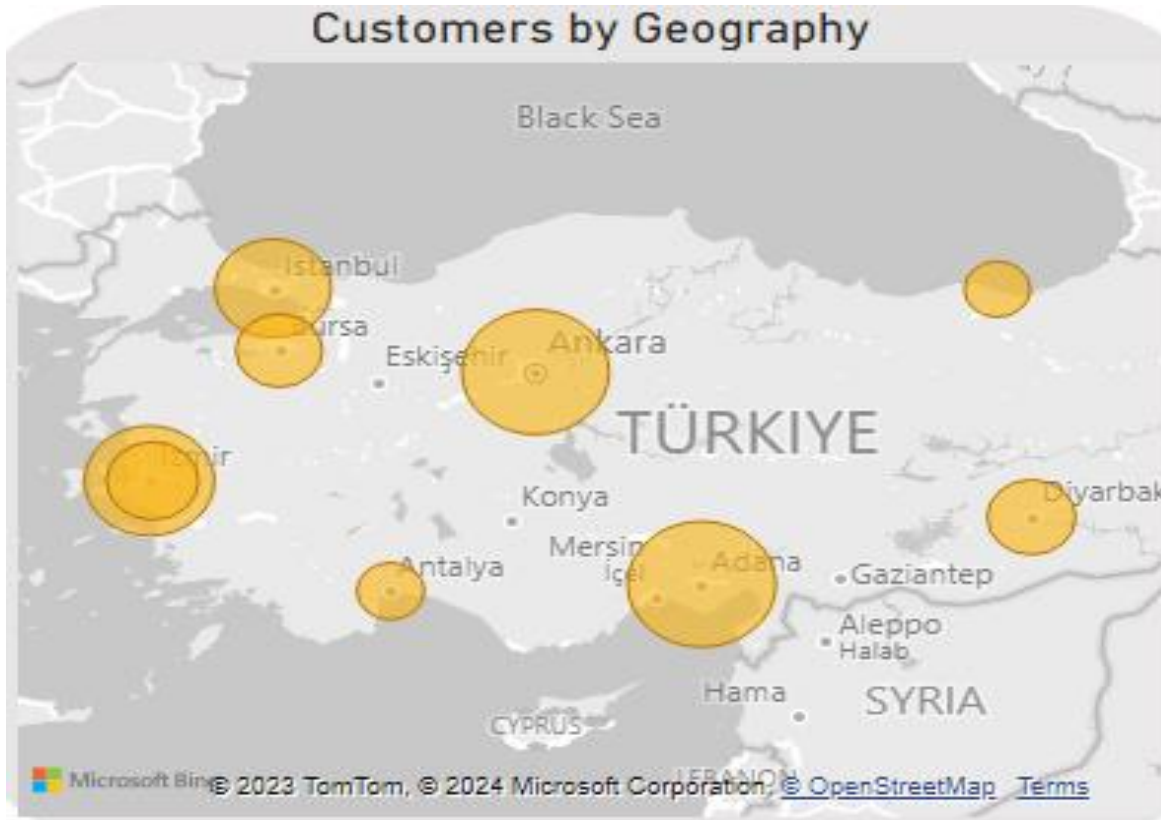
- **Focus on customers** who purchase multiple units at a time
- Give specific **incentives** to repeat customers – like exclusive discounts, loyalty programs or extended warranty offers
 - Expand over the counter sales
- Target new customer segments
 - Offer training and support services to the customers



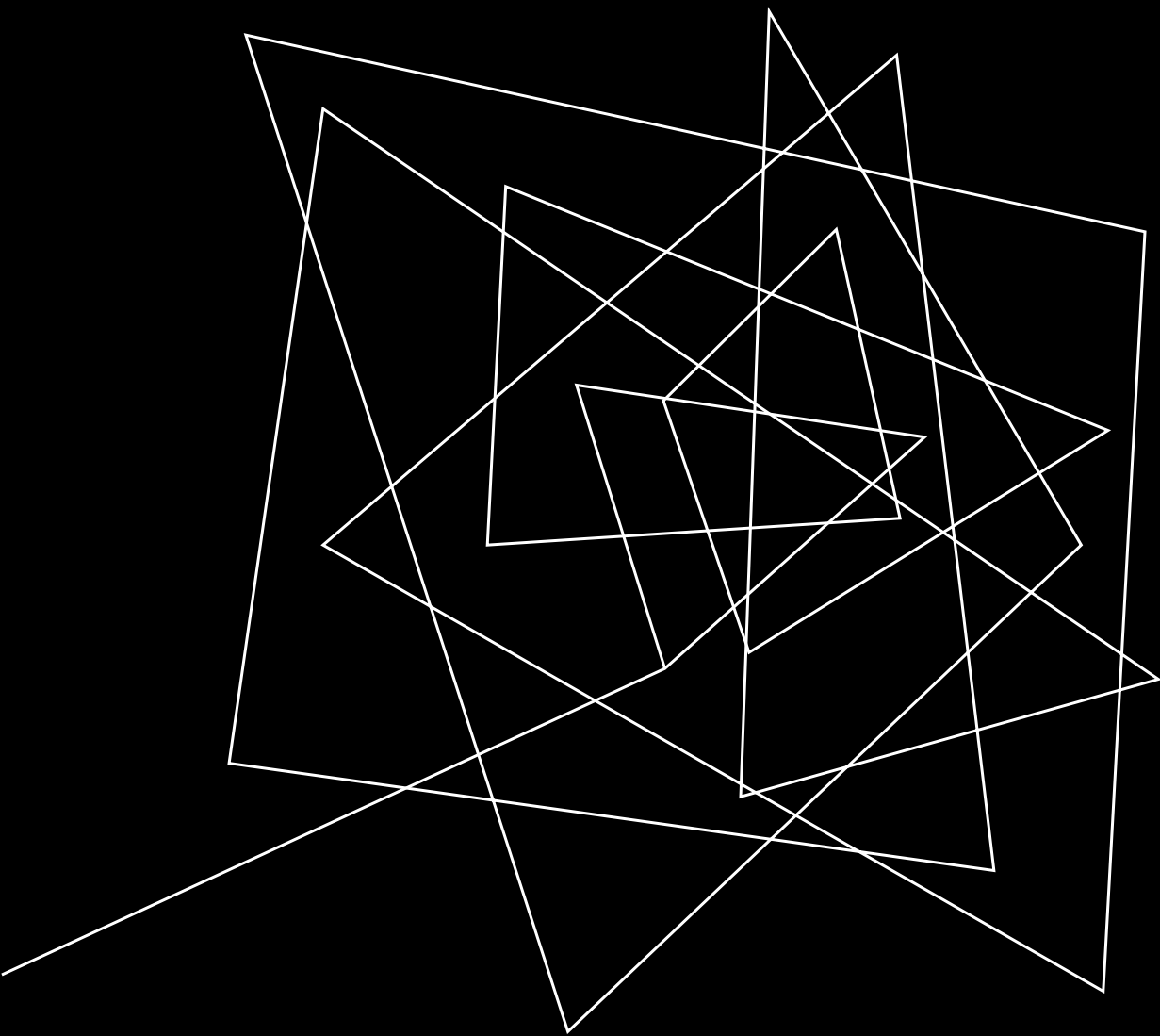
ANALYSIS REFINEMENT

Using Data

ANALYSIS REFINEMENT

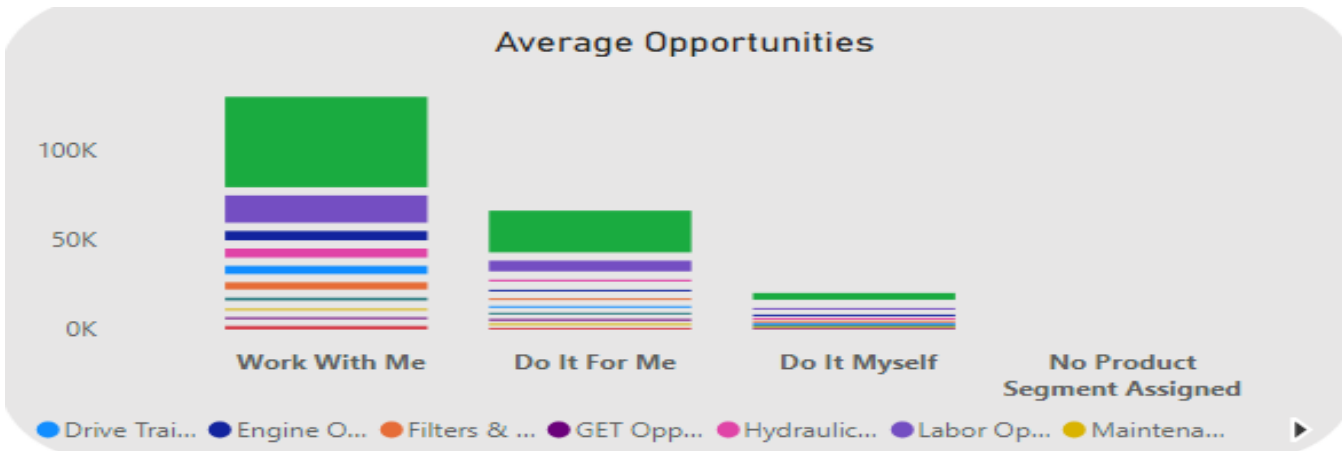
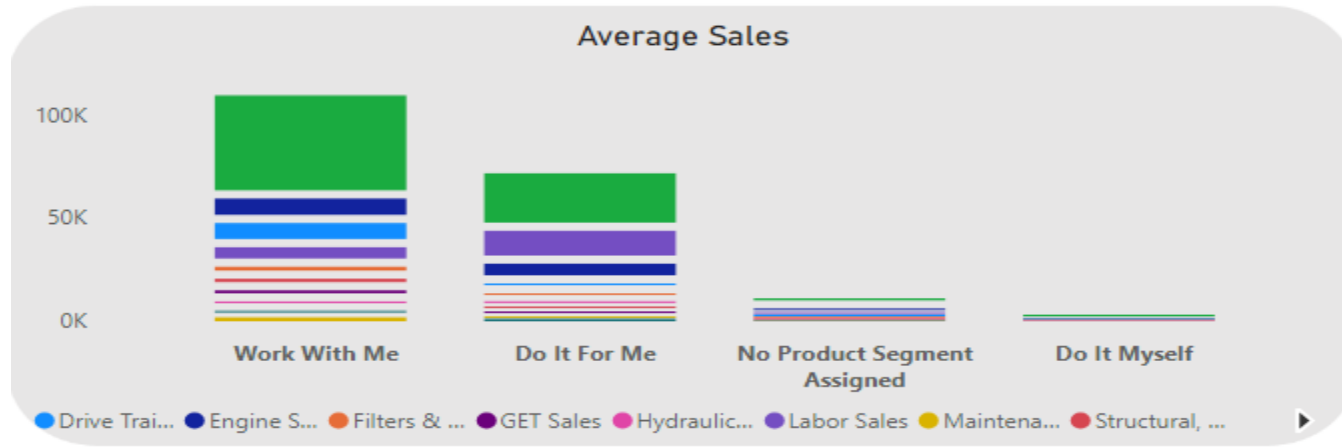


- **Customer Demographics** and their purchasing patterns – can be collected **through surveys**, feedback forms etc.
- **Pricing** and Competitor **data** – through **public records** and industry reports
- Industry trends and market forecast – **through research reports** and publications



ADDITIONAL ANALYSIS

ADDITIONAL ANALYSIS



- Track sales trends over time to identify patterns and trends
- Figure out relationship between sales and other variables
- Social Networking analysis

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THANK YOU