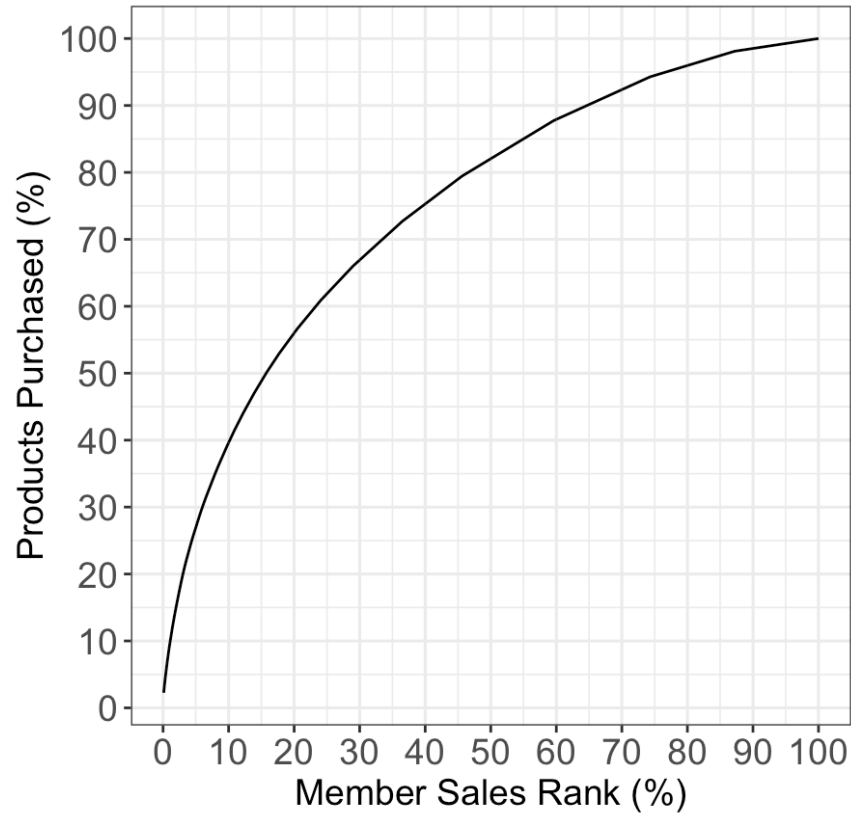
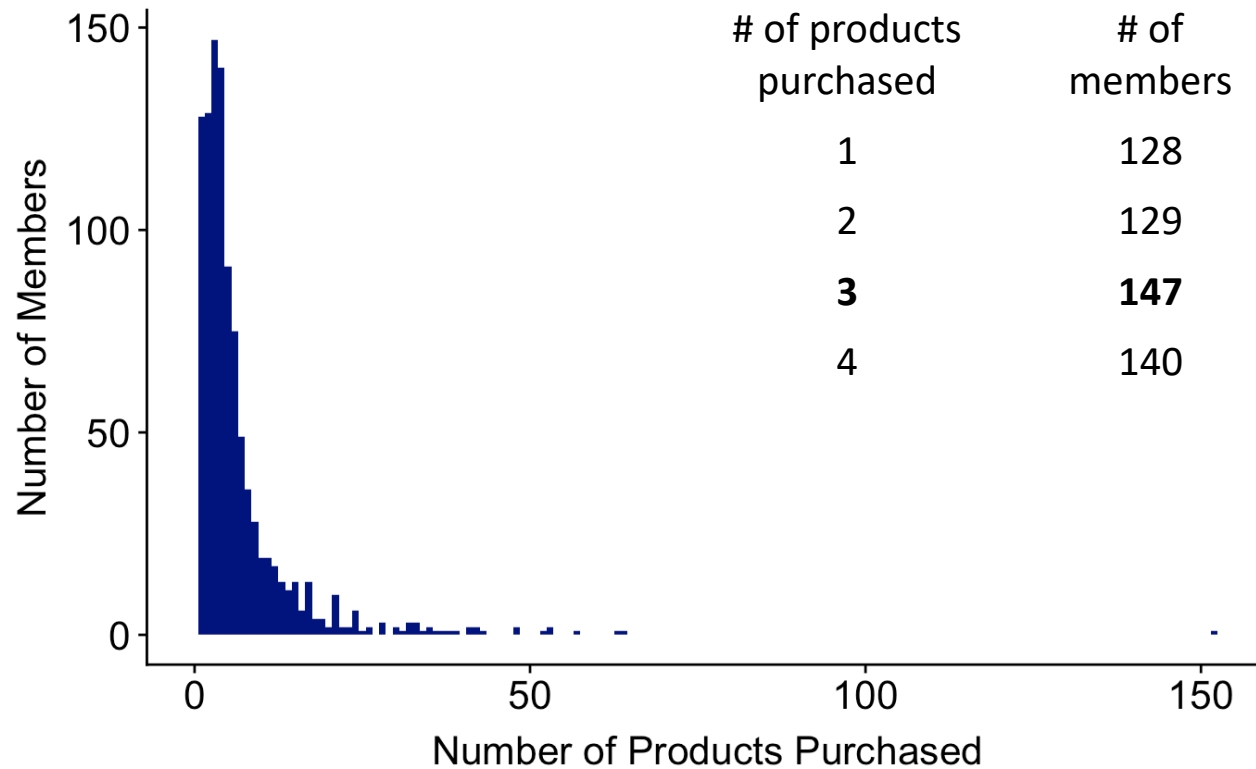


# 50% of products purchased come from 16% of members



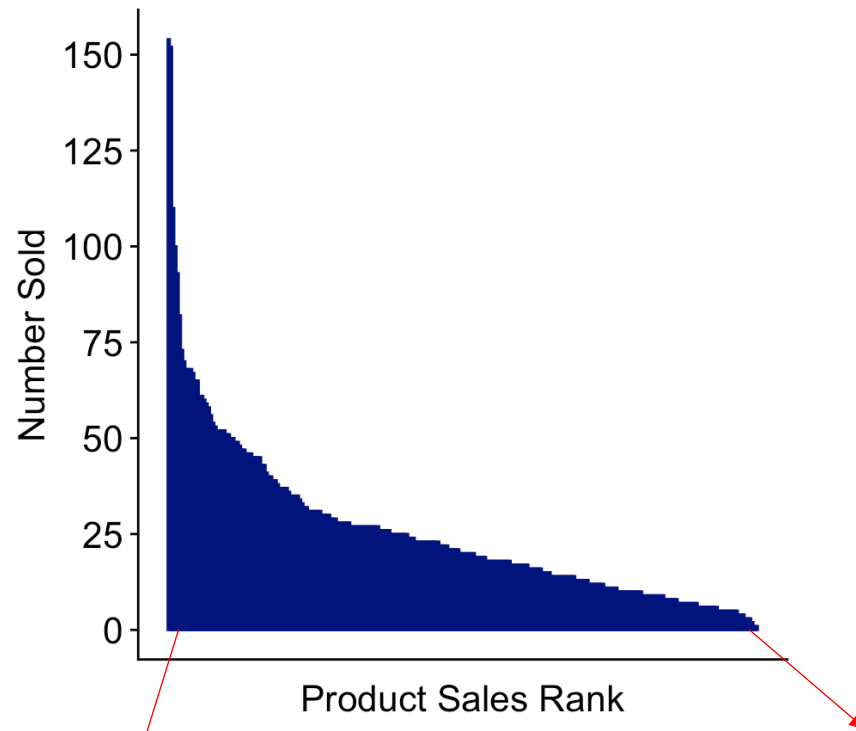
- **80-20 rule: "80% of sales come from 20% of clients"**
- **FabFitFun Flash Sale shows less extreme pattern - 80% of sales come from 46.6% of clients**
- **Ideally we want all members equally engaged in Flash Sale (money spent more accurate metric)**
- ***Follow-up questions:* What type of members buy many products? What type of members buy a single product? How much money are members spending?**

# Majority of members purchased 1 to 4 products



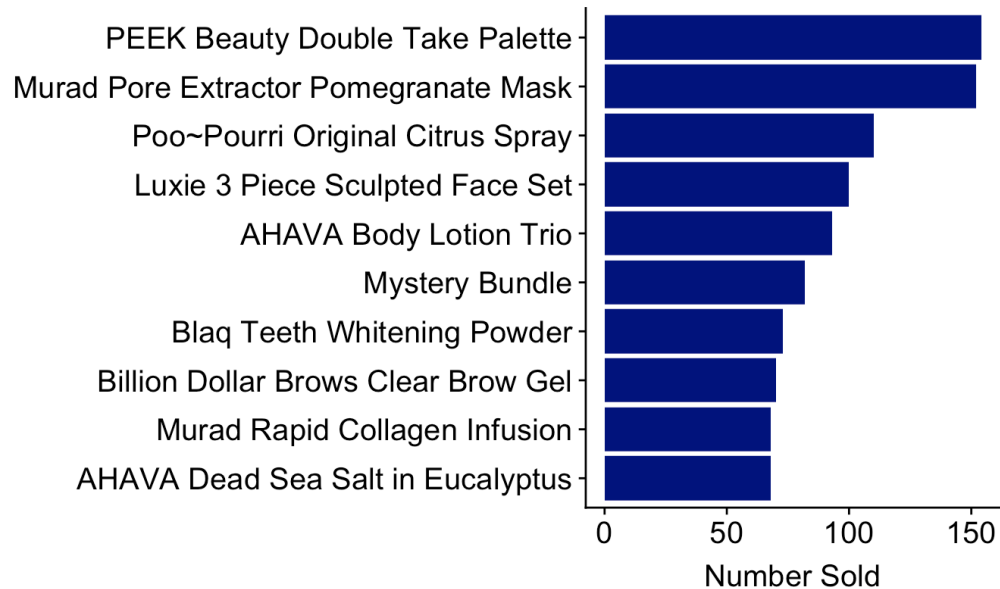
- Cannot determine if members purchase more cheaper items or fewer expensive items
- *Follow-up questions:*
  - Why do members purchase multiple items?
  - Are they trying to hit a free shipping minimum? If so, could be potential incentive to increase sales
  - Is it more popular to offer cheap products or expensive products?

- 80-20 rule: "80% of sales come from 20% of products"
- Less extreme - 80% of sales come from 53% of products

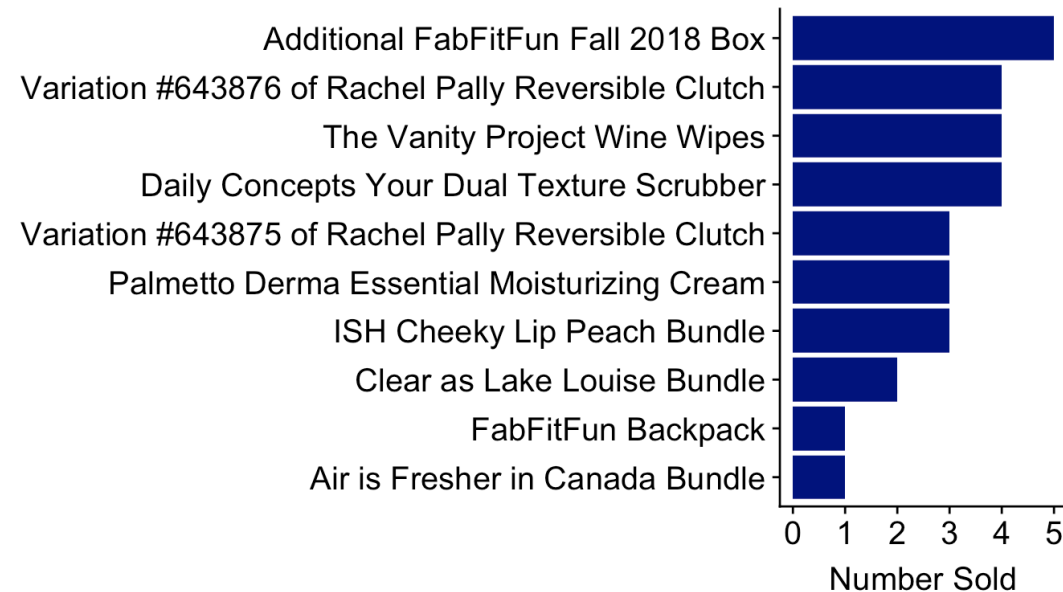


- Top selling products are largely beauty and body products
- Bottom selling products are miscellaneous categories
- *Follow-up questions:*  
What type of products are most popular?

Top 10 selling products



Bottom 10 selling products



- Categorize products based on frequency of words in product names
  - Names are short so categories are somewhat informative
- Identified 8 categories for all 4140 products
- 3 categories for 265 products appear in Flash Sale
- Body products tend to be the most popular
- *Follow-up*: More informative categories with more information, e.g. product description

Category	Top Representative Words
Accessories	Beanie, sunglasses, tote, blanket, bag, clutch, towel, candle, hat, throw
Body	Body, mask, oil, lip, cream
Beauty	Eye, contour, LSH, lip, stick, line, face, arch, shadow, brush

