

BSAN 6050-01
Dr. Wang
10 December 2020



HARRAH'S SUPERSTORE

*Improving Business Performance
across all segments*

~From Las Vegas and beyond~

Kitty Silvia Jack Koa Gianni



TO THE BOARD OF
DIRECTORS OF
HARRAH'S
SUPERSTORE

TABLE OF CONTENTS

01.

INTRODUCTION

Our story

02.

SCALE DOWN

Our findings and
interpretations

03.

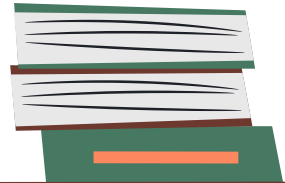
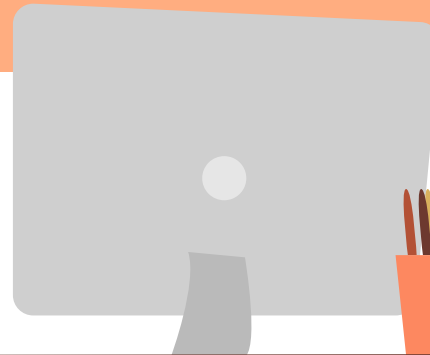
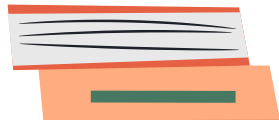
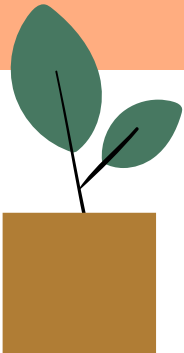
RECOMMENDATION

Improvement plan for the
company

04.

OPEN QUESTIONS

Discussion





THE SITUATION...

PROBLEM

Covid-19
Downsizing
Restructuring
Lockdown

GOAL

Have an efficient
supply chain

Focus on a few
things that we do
best in

STEPS

Scale back

Become a niche

Improve customer
service

PRELIMINARY QUESTIONS



HOW CAN WE COMPETE
IN COVID SEASON?



WHO ARE OUR MOST
VALUABLE CUSTOMERS?



WHO ARE THE CUSTOMERS
WITH THE MOST
POTENTIAL?



WHAT SHOULD WE BE
SELLING?





METHODOLOGY

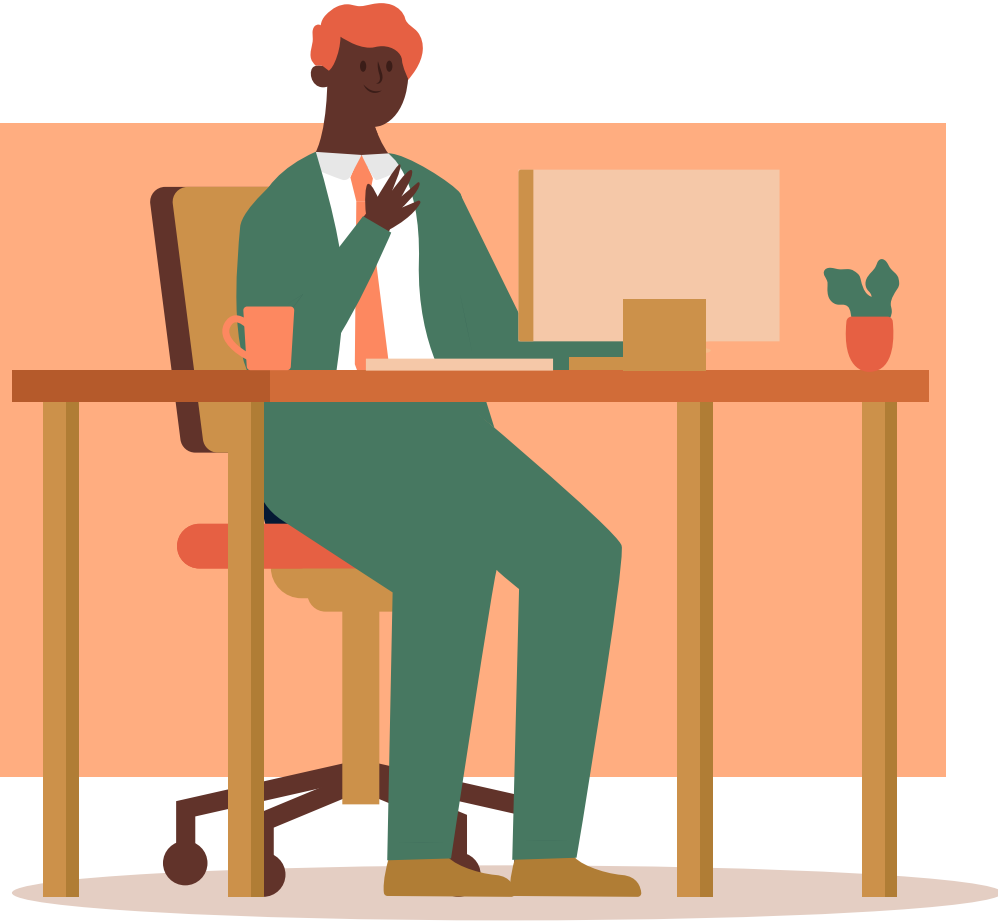


REMOVED NULLS
REMOVED DUPLICATES
GROUPED BY YEAR
R STUDIO
CLV ANALYSIS
OUTSIDE RESEARCH
TABLEAU
LOCATION ANALYSIS

BLOCK 1

PREDICTIVE MODEL

Which factors drive CLV and sales?



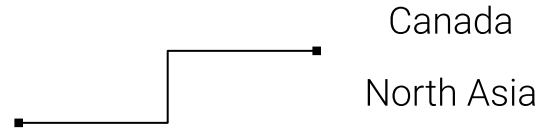
FACTORS THAT DRIVE CLV



COUNTRY



REGION



FACTORS THAT DRIVE SALES



Table Sales

Lithuania

Sweden

Thailand

SHIPPING
COSTS

FACTORS THAT DRIVE PROFITS



DISCOUNTS

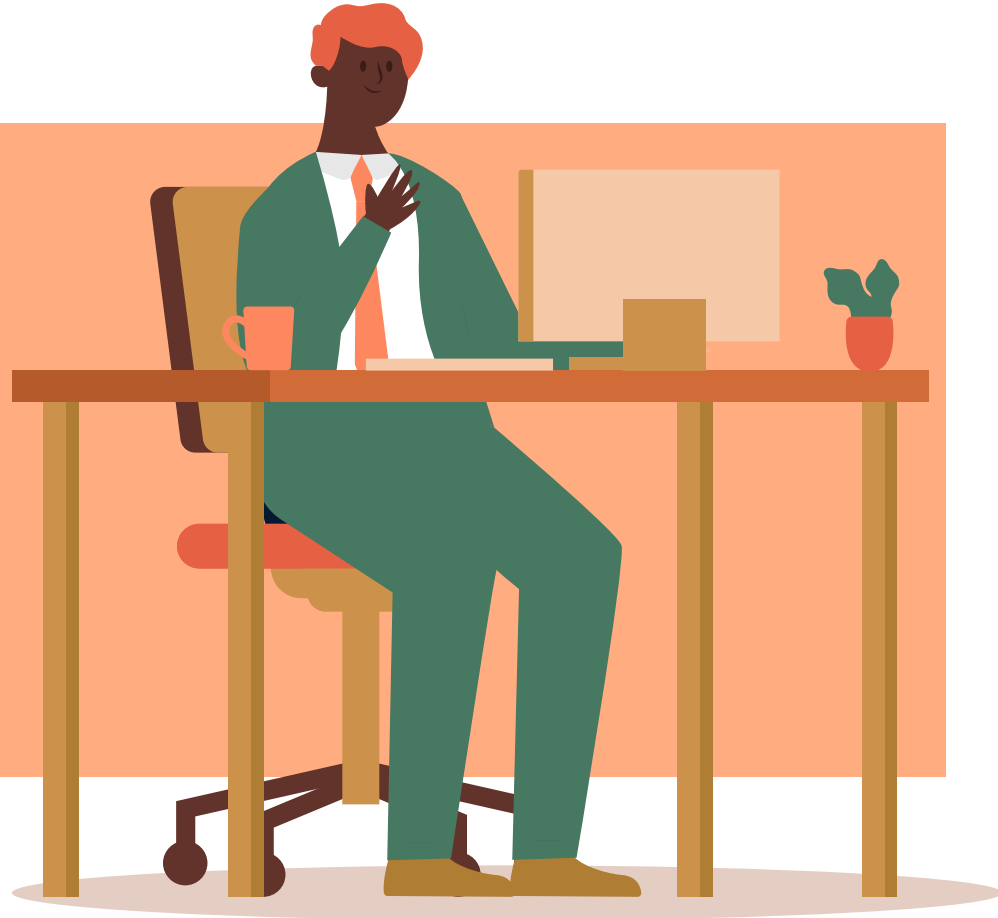


BLOCK 2

PREDICTIVE MODEL

Which product category and sub-categories should we sell?

Where should we sell them?



BLOCK 2

- Relationship of sales vs. product category
- Technology highest average sale
- Office supplies highest average quantity



BLOCK 2 CONT.



SUBCATEGORIES

Sale: Copiers, tables,
bookcases

Quantity: Binders,
storage, art supplies

REGION

Sale: Central, North
Asia

Quantity: Central
America

YEAR

Sale: 2013

Quantity: 2014

BLOCK 3

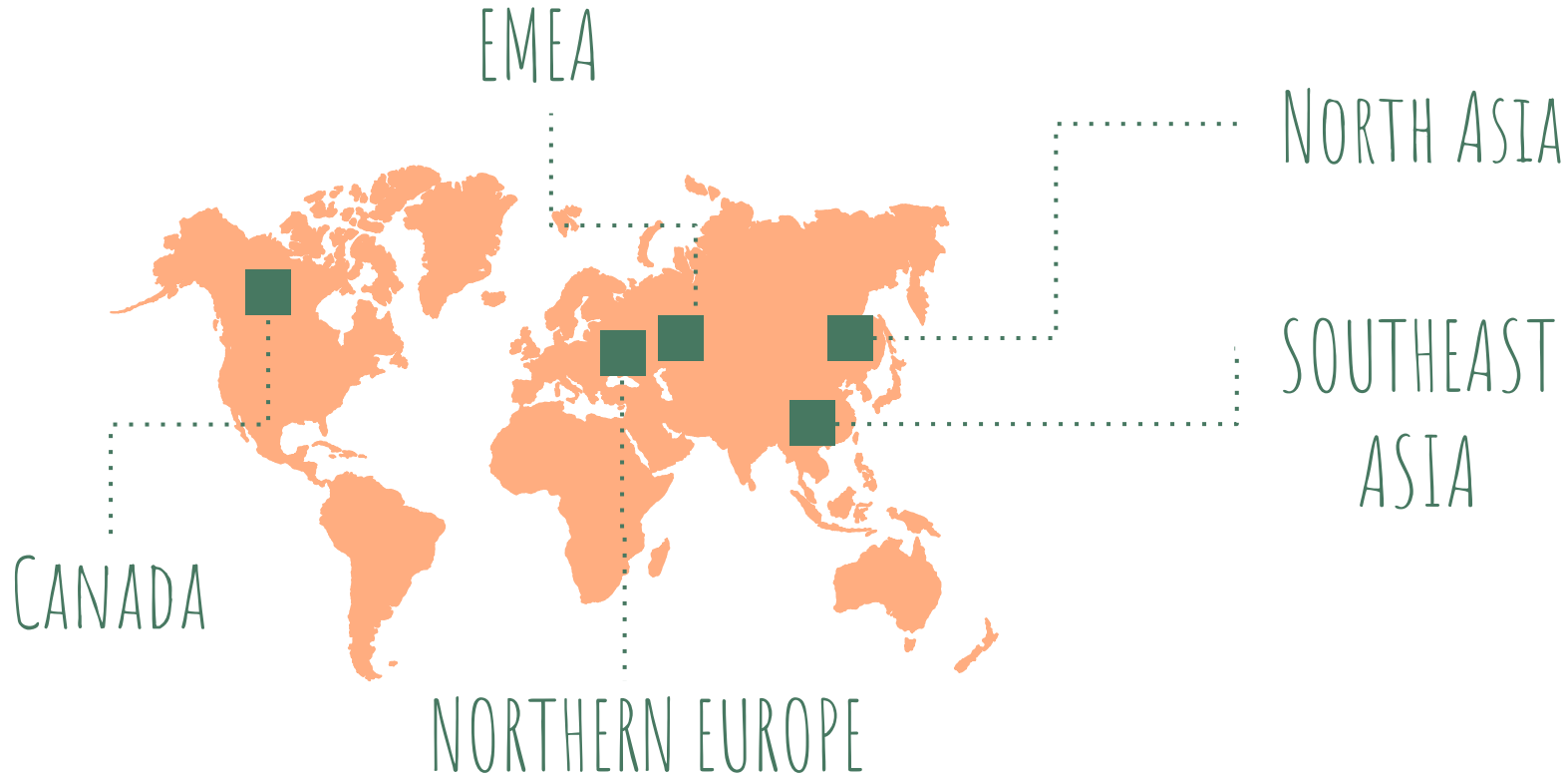
DESCRIPTIVE & VISUALIZATION

How customers are represented in each market?

What should we sell them?



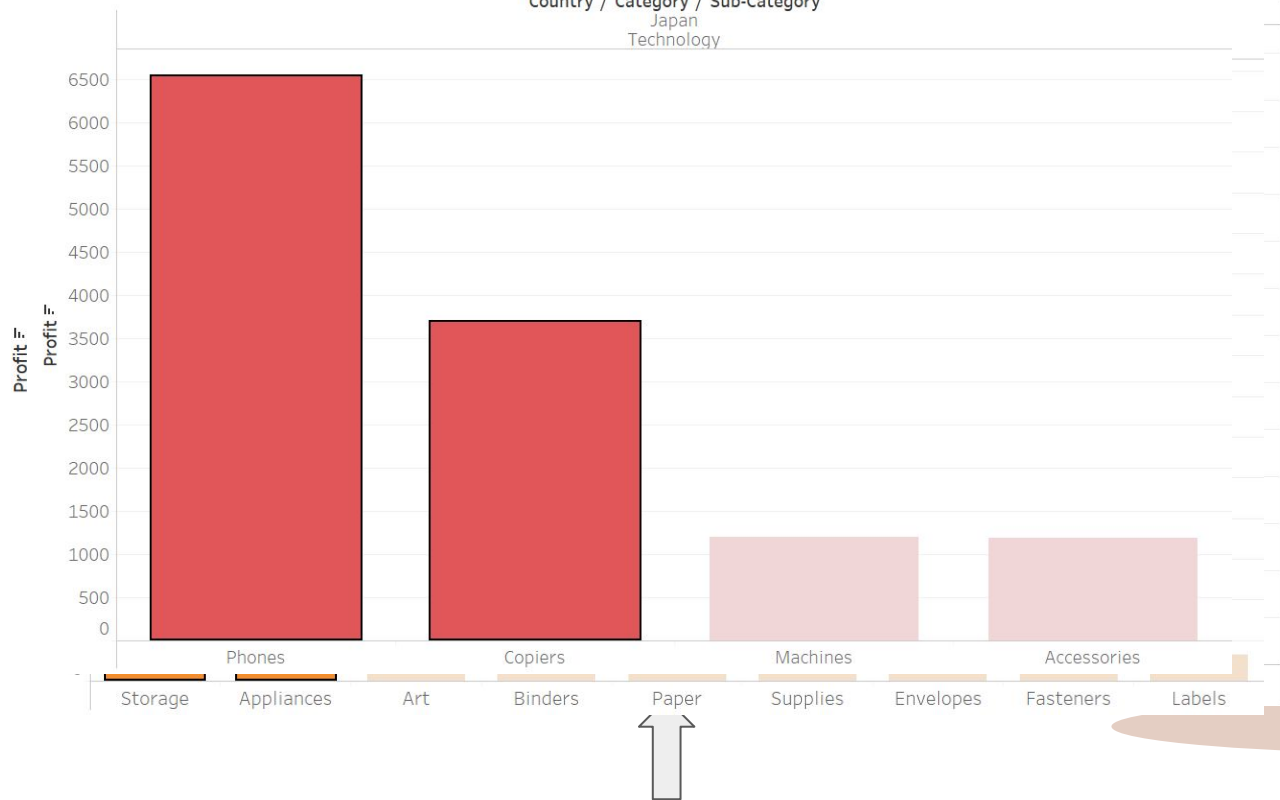
A REGIONAL FOCUS



COMPANIA

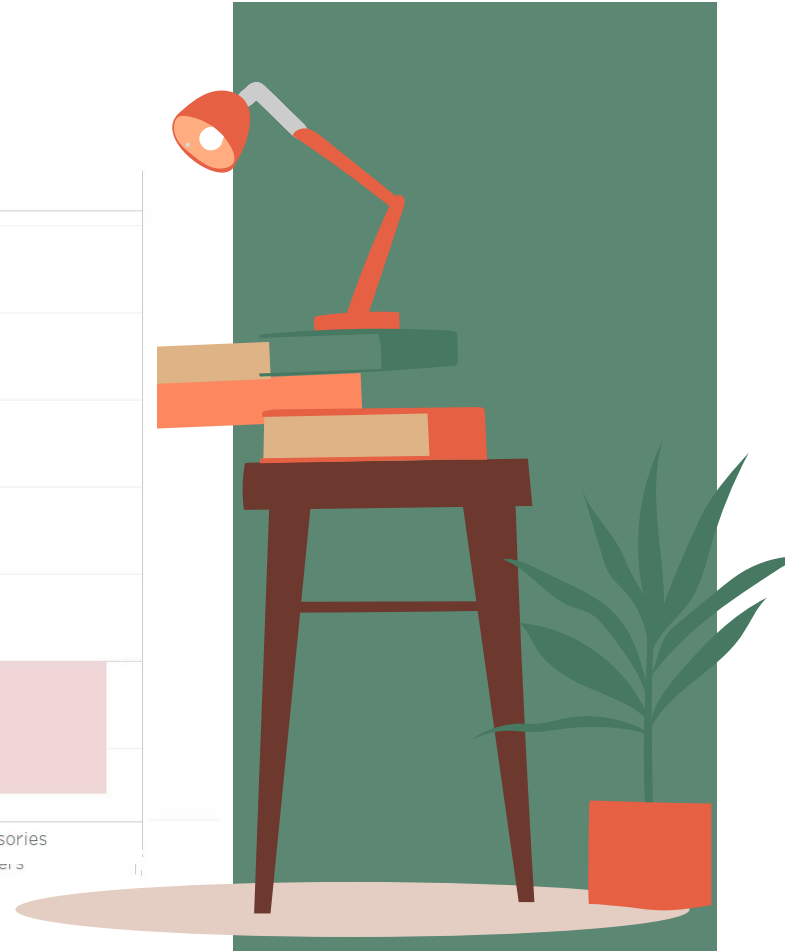
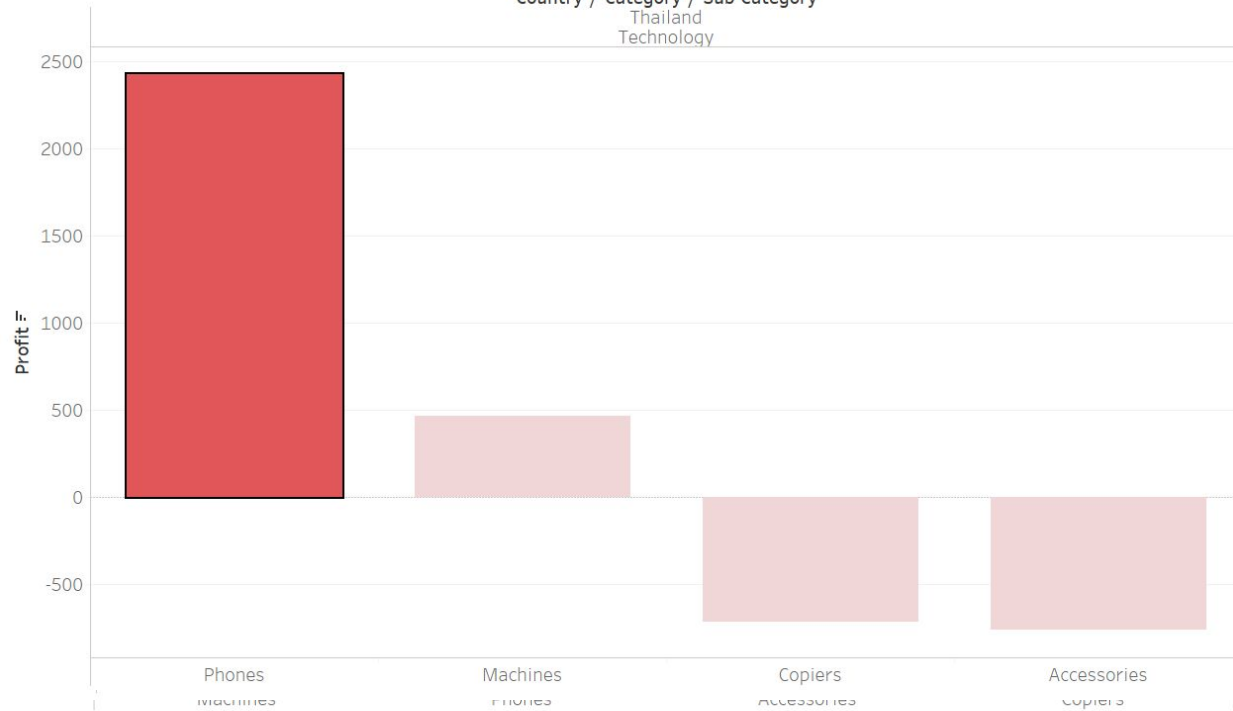


Country / Category / Sub-Category
Japan
Technology



LISTA DE PRODUCTOS

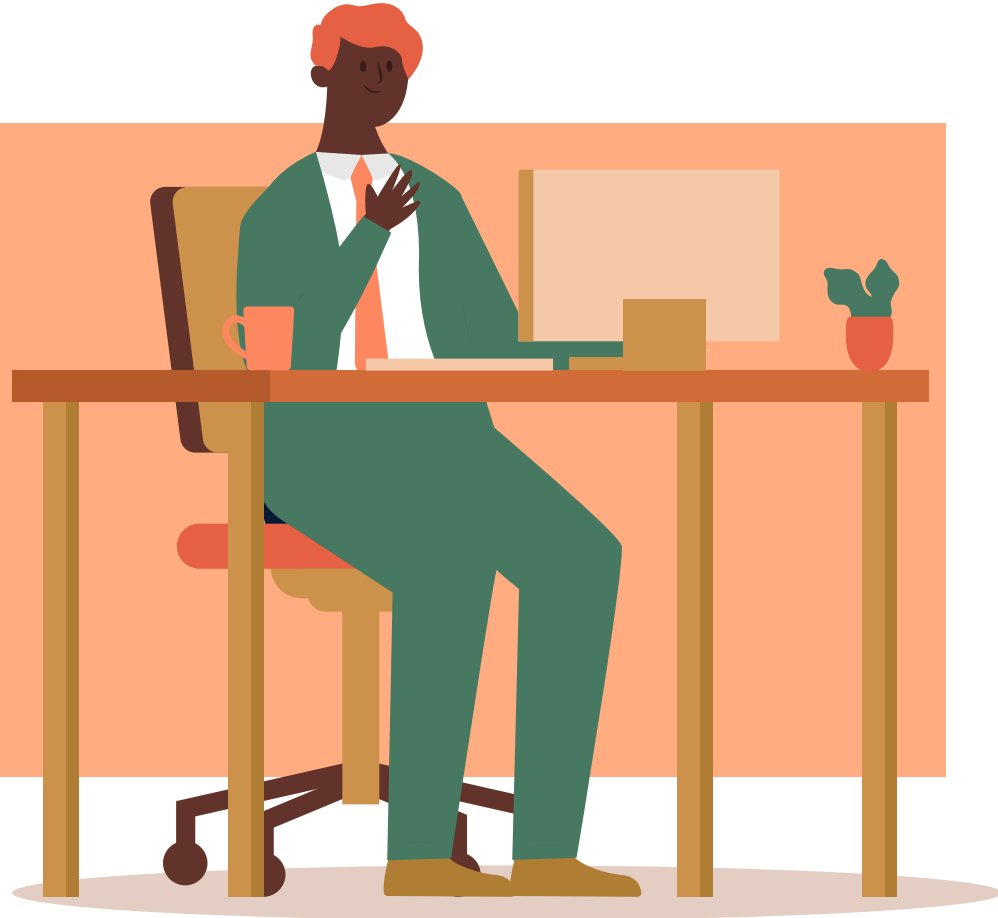
Country / Category / Sub-Category
Thailand
Technology

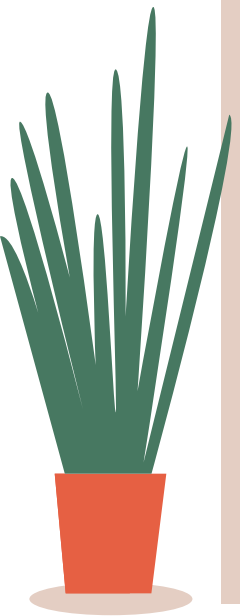


BLOCK 4

BASKET ANALYSIS

Which categories and subcategories are purchased together?





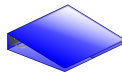
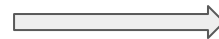
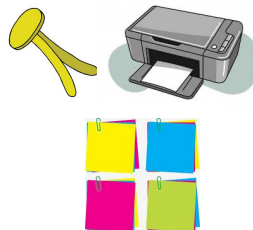
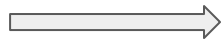
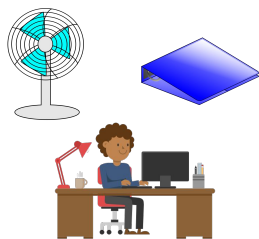
GOAL: IMPROVE
CUSTOMER SERVICE

HOW: BASKET ANALYSIS &
RECOMMENDATION
SYSTEM

Justification:

- “Amazon earned 35% of revenue through its product recommendations.”
- COVID has shuttered our stores across the world.

POPULAR BASKETS



STRENGTHS OF THE BUSINESS

PREDICTIVE MODEL

Wide customer base
Diverse product offerings

QUANTITY AND PRICE

Informs us to capitalize
on the traits of certain
products

DESCRIPTIVE AND VISUALIZATION

Visualize our key
customers and customize
our offering to them

BASKET ANALYSIS STRENGTHS

Rule Implementation



ISSUES AND RECOMMENDED SOLUTIONS

PREDICTIVE MODEL

Shipping costs

Discounts

QUANTITY AND PRICE

Lack of data to explain
relationship, unclear why
it occurs

DESCRIPTIVE AND VISUALIZATION

Not enough investment
on what we do best and
remove what we do not
excel in

BASKET ANALYSIS LIMITATIONS

Avg Support Level very low



SUMMARY OF RECOMMENDATIONS

1.

Lessen shipping costs

Offer discounts



2.

Reduce product line depth
and area of offering to
create a more efficient
supply chain



3.

Focus on key
countries and identify
key areas to improve
on specific product
lines



4.

Perform market basket
analysis/recommendation
system



LEARNING POINTS

Importance of
Preparation Work

Identify which
countries and
products to sell

Identify
characteristics of
products

How products are
commonly
purchased
together



An illustration of a man and a woman in a meeting. The man, on the left, has green hair and is wearing an orange long-sleeved shirt and brown pants. He is sitting on a brown stool at a dark brown table, gesturing with his right hand while holding a white notepad and a red laptop. The woman, on the right, has brown hair in a bun and is wearing a brown patterned sweater and orange pants. She is sitting on a brown stool at a dark brown table, looking at a computer monitor that displays a document with horizontal lines. The background is a solid dark green.

THANKS!

Does anyone have any questions?

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