

2024 Towson University Data Analytics Competition

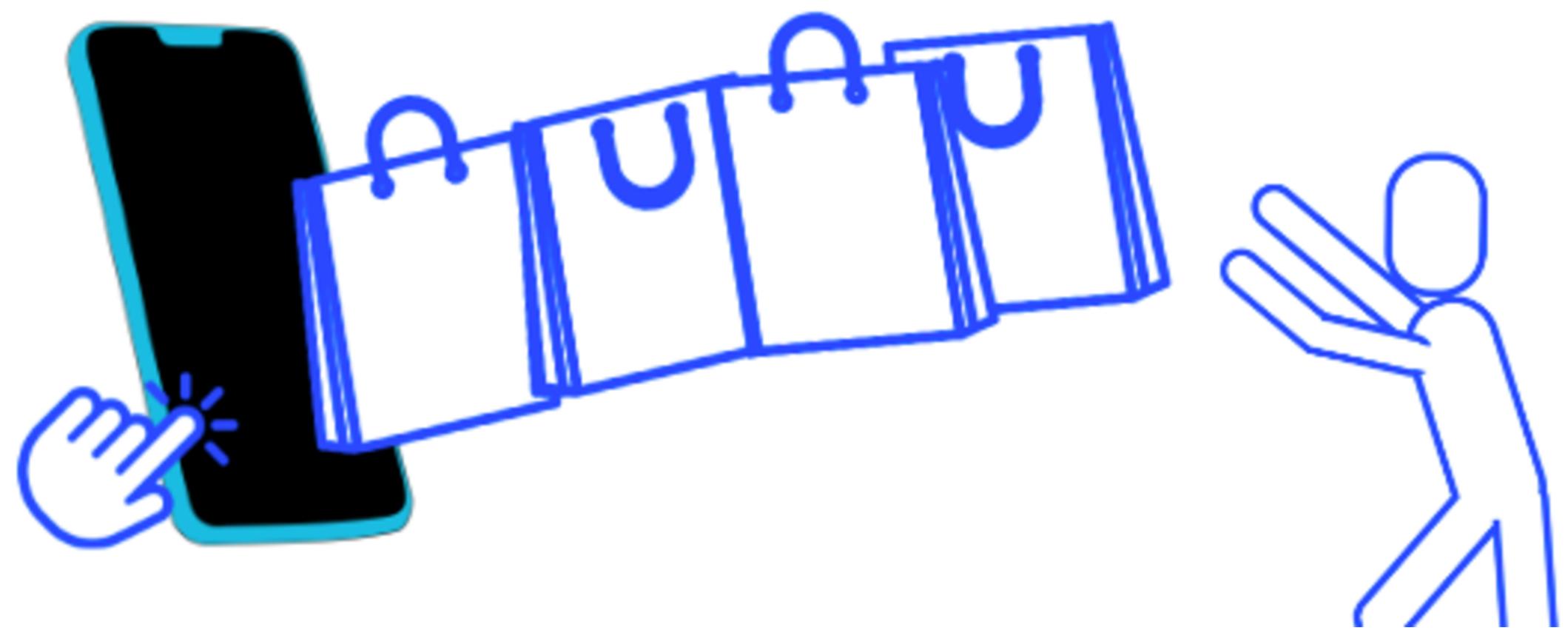
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Introduction

DAP Global aims to enhance purchasing conversion on retail websites through strategic analysis of customer data using Price Spider analytics. By dissecting 26 months of purchase data, we intend to identify trends, optimize marketing strategies, and refine the user experience to drive increased conversions.



Where to Buy ?

Seller's Lead Conversion

Seller's Purchase Conversion

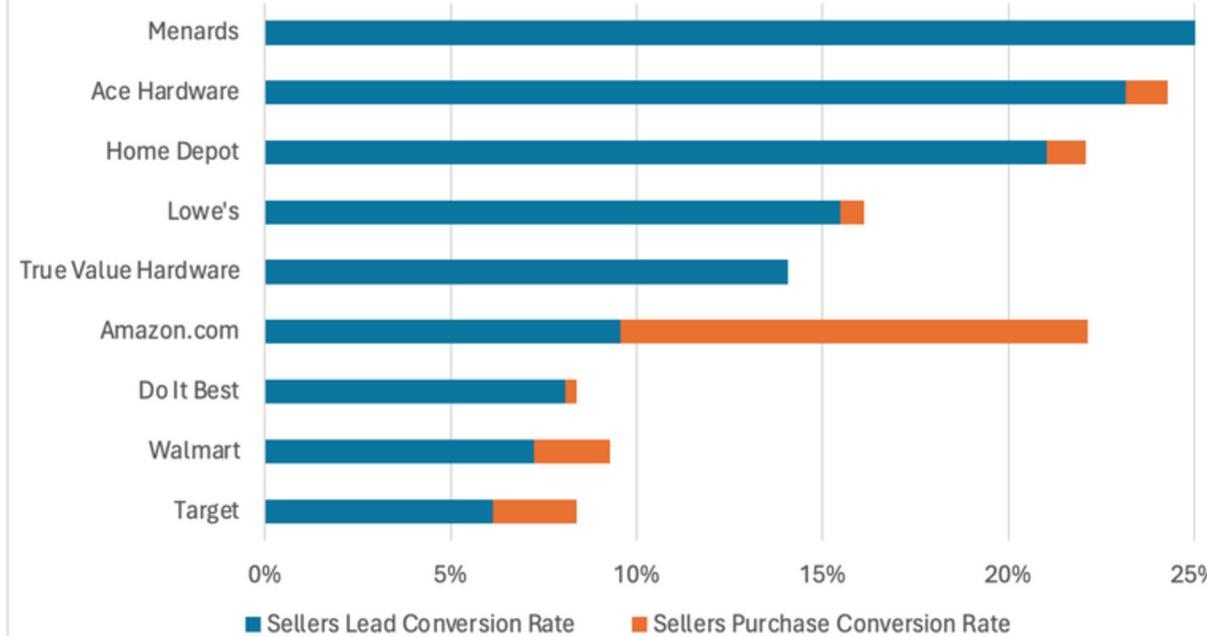


The viewer saw the option to click on this retailer, and actually clicked

Once on the retailer's website, they actually purchased a product from them

amazon

Retailer Conversion Rate



Very high purchase rate, so customers like Amazon

So the customer purchased from Amazon, but did they purchase a DAP product?

Yes!

Amazon brings in the third highest sales for DAP

... but not always 😊



MENARDS

TrueValue

Sales data is not available for Menards and True Value Hardware



True Value no longer has an ecommerce website. I recommend finding out why Menards is not collecting sales data



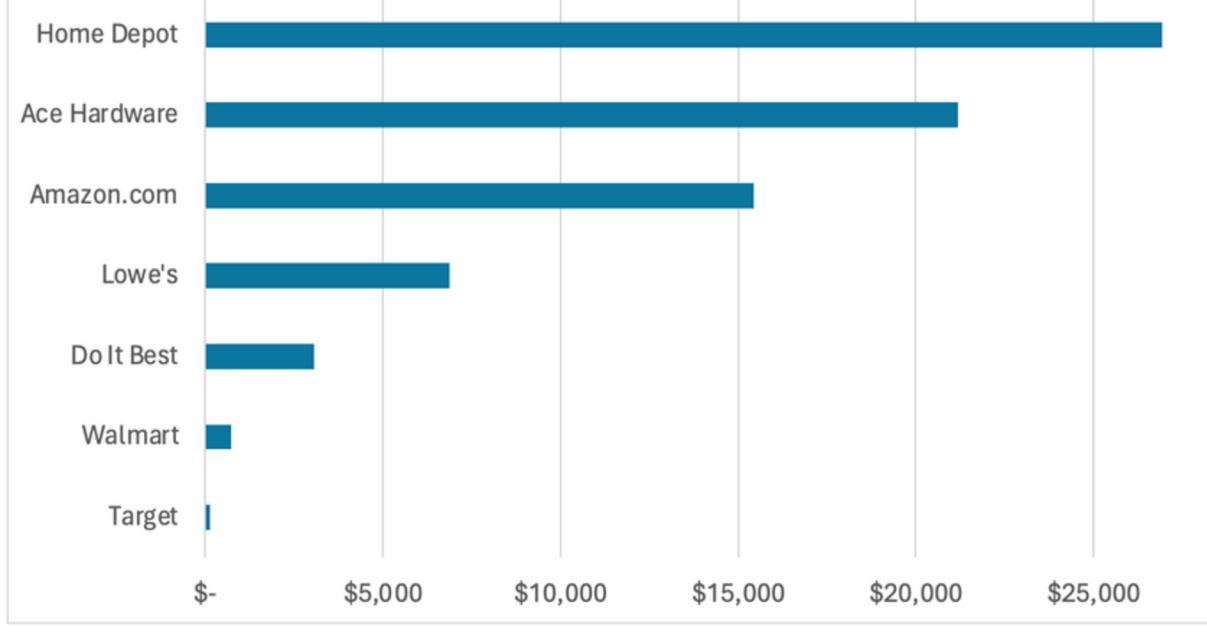
LOWE'S

Lowe's total DAP sales numbers are low considering that they have the highest average order value

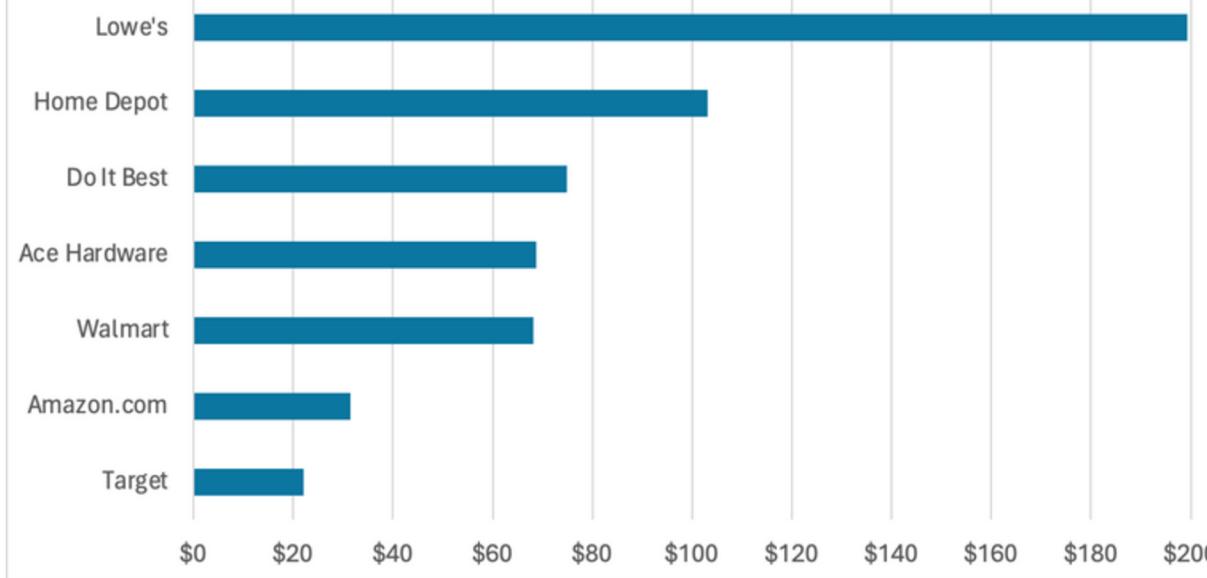


I recommend trying to get customers to purchase more products from Lowe's. The "How?" will be discussed later!

Sum of DAP Sales



Sellers Average Order Value



Amazon's average order value is only \$31, meaning they are probably selling the cheaper DIY products

I recommend prioritizing Amazon as the first option when customers click 'where to buy' for DIY products



DAP Popular Products



Popular Products

50%

(468 products)

Other

DAP Seal 'N Peel Clear Polymer Door, Siding and Window Sealant 10.1 oz	RapidFuse 7079800171 Plastic Kit Adhesive Primer, Clear	Kwik Seal Ultra 5.5 oz. White Advanced Siliconized Kitchen and Bath Caulk
DAP 7079809165 Repair Eclipse Wall Patch, 6 Inch, Clear	Touch 'n Foam Max Fill Tan Polyurethane Foam...	DAP Dry Mix Concrete Resurfacer 5 lb
DAP Products Rapidfuse Ultra Clear All Purpose Adhesive,...	DAP 707980867 6 Concrete Filler,...	Dynaflex Ultra 10.1-oz White Paintable...
Dap 18836 DAPtex Plus Ltx Foam Sealant...	33 Glazing 128-oz Waterpr...	DAP Max Fill 12 Oz. Triple Expanding Foam...
DAP Alex Painter's 10.1-oz White Paintable Latex Caulk	Elasto Patch 10.1-oz...	DAP 7079809161...
DAP RapidFuse Gel Adhesive Control Applicator, 0.13 Oz...	Touch 'n Foam Mouse...	Alex Painter's...
PRO Caulking Tool Kit	DAP 3.0 Crystal Clear...	DAP 7079889093...
	Silicon e Max 10.1...	DAP 7565012530...
	DAP Pro Caul...	Dynaflex 230 Clay...
	4 in. Eclip se W...	DAP DYNAGRI P 9 Oz....
	DAP Alex Flex...	Dynagrip Polyuret...
	2 in. Eclipse Wall...	Dynagrip 230 Clay...
	DAP Red 100 %...	Dynagrip 230 Clay...
	Gray Cement 1....	Dynagrip 230 Clay...

Quantity (# of units sold)



There are 12 professional products and 495 other products

39 out of 507 products make up half the quantity of sales (# of units sold)

2 out of those 39 are professional products

Room for Improvement

Only 14 products sold over 30 units in the 26 month period

Out of the 12 professional products...

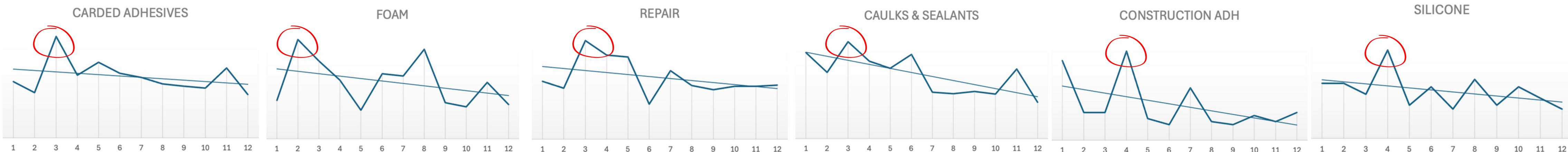
- 11 sold 30 units or fewer with
 - 9 selling <= 10 units
 - 1 being returned
- Only 1 professional product sold over 30 units



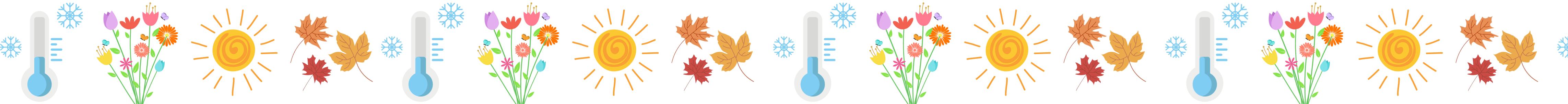
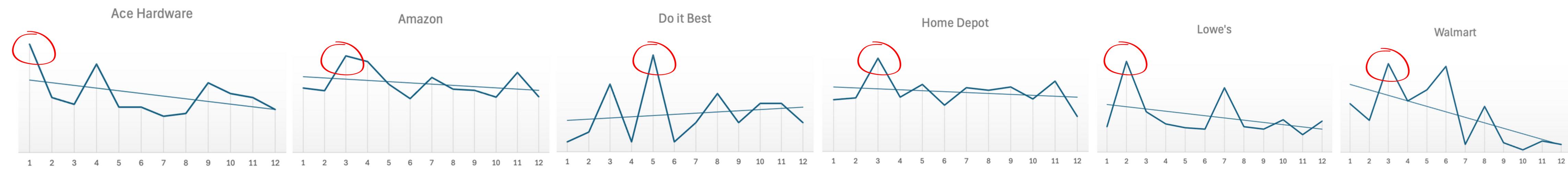
I suggest conducting a thorough review of your product line to evaluate if you would benefit from discontinuing underperforming products

Seasonality

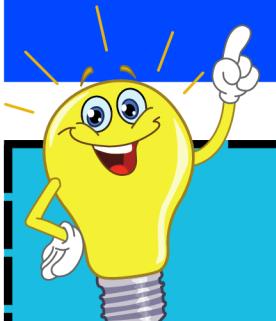
These graphs show when someone searched for these product categories



These graphs show the number of units sold by retailer



While there isn't a pronounced seasonal pattern, there are discernible peaks particularly in the early calendar months for both product demand and retailer activity. There is a noticeable overall downward trend as the year progresses.

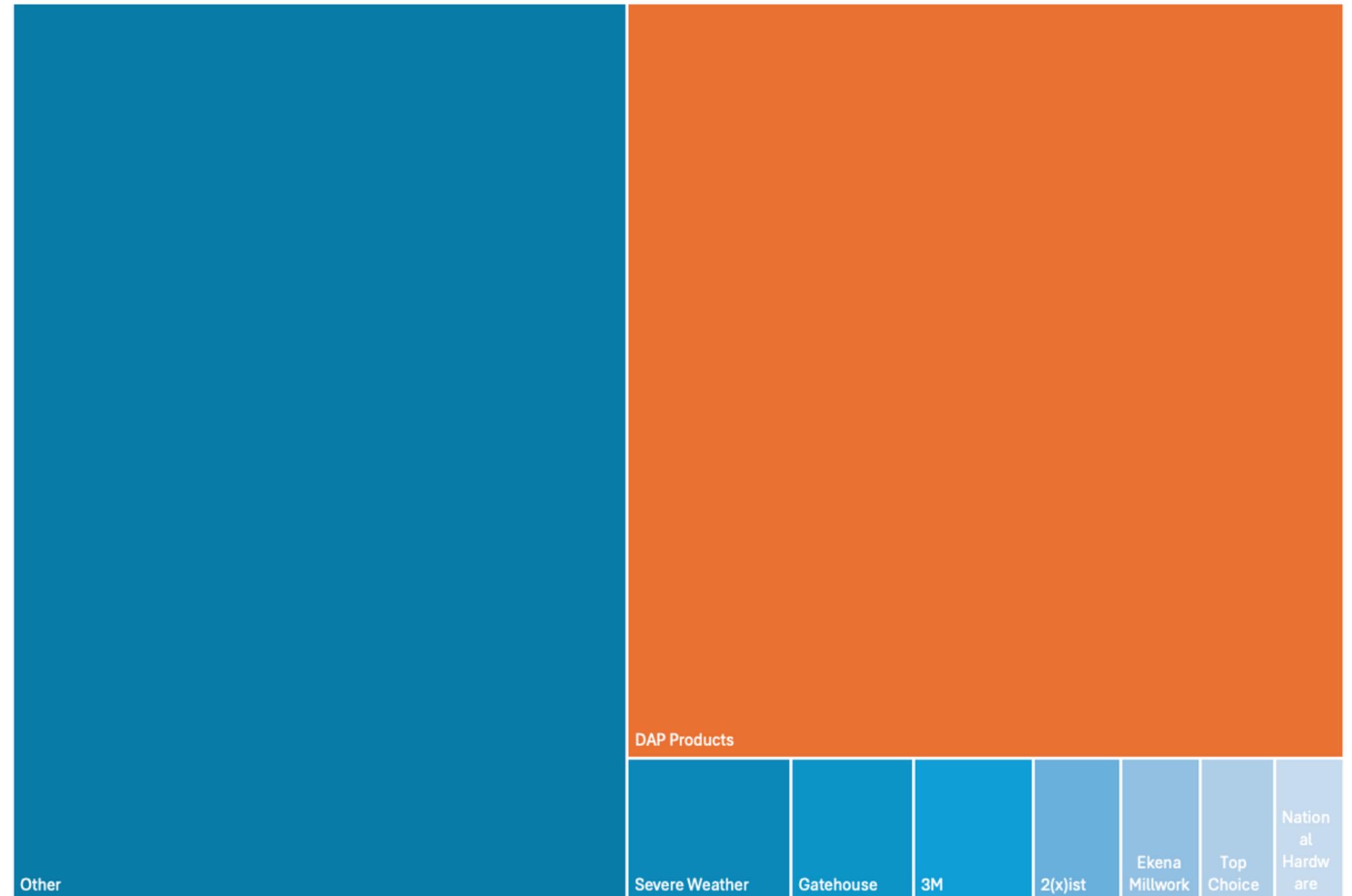


I recommend making it a priority to market more and keep products in stock in the early months of the year

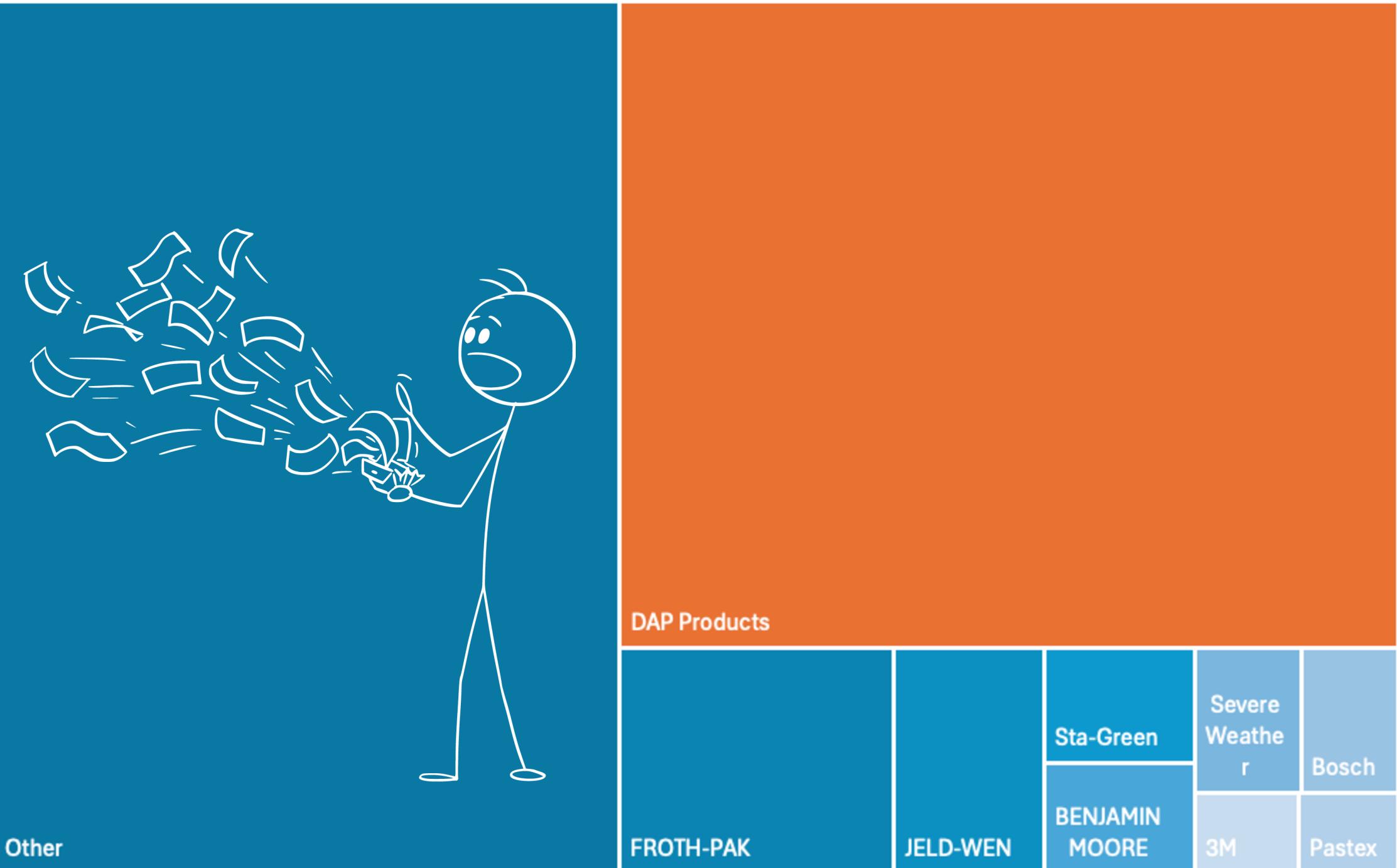


Competition

Number of Units Purchased by Brand



\$ by Brand



Severe Weather is most competitive in quantity of sales

Froth-Pak is most competitive in dollar amount of sales



Did the customer purchase a DAP product?

Yes! DAP has the biggest share of the market. While they have many competitors, they do not have a significant competitor.

Competition: FROTH-Pak



Who did FROTH-Pak buyers purchase from?



What items were in their cart?

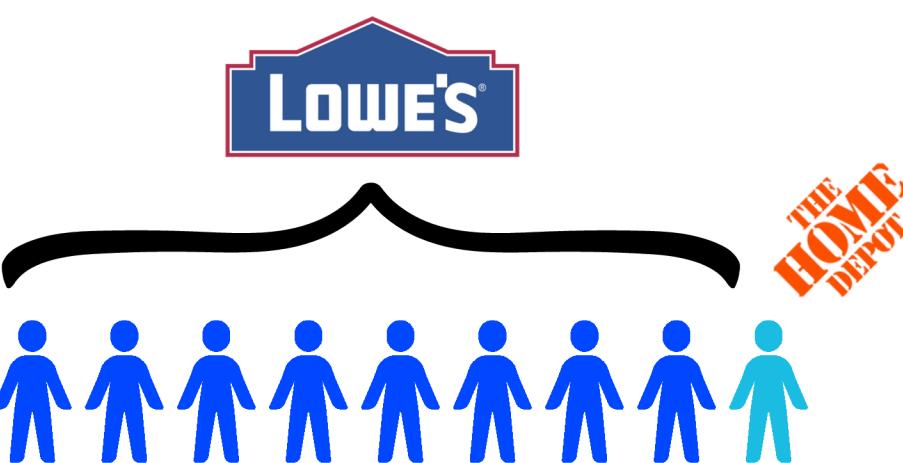
Sales Seller Name	Sales Product Name	Sales Cart Cart Product Description	Sales Cart Cart Quantity	Sales Cart Cart Subtotal Currency
Lowe's	Touch 'n Foam Pro System 600	LOW GWP 620 Sealant Foam Insulation Kit USA	4	\$1,463.88
Lowe's	Touch 'n Foam Pro System 601	LOW GWP 620 Sealant Foam Insulation Kit USA	1	\$788.00
Lowe's	Touch 'n Foam Pro System 602	LOW GWP 650 Insulation Foam Kit 1424-oz Spray Foam Insulation	1	\$826.00
Lowe's	Touch 'n Foam Pro System 603	FROTH-PAK 200 (1.75 PCF) Sealant	1	\$388.00
Lowe's	Touch 'n Foam Pro System 604	LOW GWP 650 Insulation Foam Kit 1424-oz Spray Foam Insulation	1	\$832.51
Home Depot	Touch 'n Foam Pro System 605	FROTH-PAK 200 (1.75 PCF) Sealant	7	\$2,646.00
Lowe's	Touch 'n Foam Pro System 606	Low GWP 200 Spray Gun Spray Foam Insulation	1	\$388.00
Lowe's	Touch 'n Foam Pro System 607	Low GWP 210 Insulation Foam Kit 484-oz Spray Gun Spray Foam Insulation	2	\$944.92
Lowe's	Touch 'n Foam Pro System 608	Low GWP 200 Spray Gun Indoor/Outdoor Spray Foam Insulation	2	\$778.00



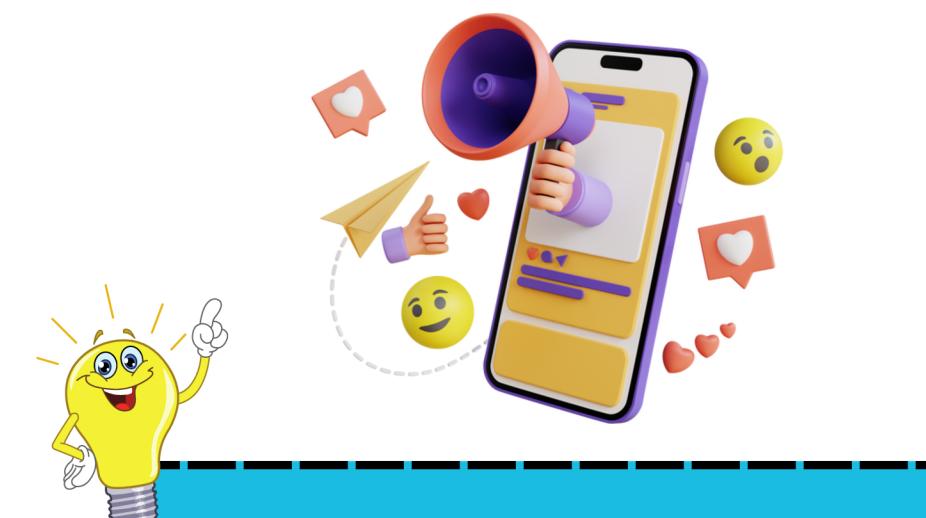
Despite selling only 20 products across 9 orders, FROTH-Pak is the leading competitor in terms of total dollar amount of sales



This is because the products are for PROFESSIONALS and EXPENSIVE!



8 out of 9 professionals ordered through Lowe's



I recommend implementing enhanced marketing strategies for these types of products on Lowe's website

The DAP foam insulation product was out of stock on Lowe's website for two weeks in March. Considering March's high demand for foam insulation, this stock shortage could have significant repercussions.

DAP vs. FROTH-Pak Marketing on Lowe's site for 2 of above products

DAP

FROTH-Pak

Product

DAP Touch N Foam Low GWP 600 1808-oz Spray Gun Indoor Spray Foam Insulation

Picture



1 review

Price - \$976

Product

Touch 'n Foam Professional Low GWP Foam Kit 200 1.75 PCF FR ICC

Picture



0 reviews



I recommend offering a coupon to customers who
review your products

Price - \$457

Product

Froth-Pak Low GWP 650 spray Gun Indoor/Outdoor Spray Foam Insulation

Picture



55 reviews

Price - \$1,083

Product

Low GWP 210 Insulation Foam Kit 484 oz Spray Gun Spray Foam Insulation

Picture



54 reviews

Price - \$457

Video Comparison for Professional Products on Lowe's site

DAP

FROTH-Pak

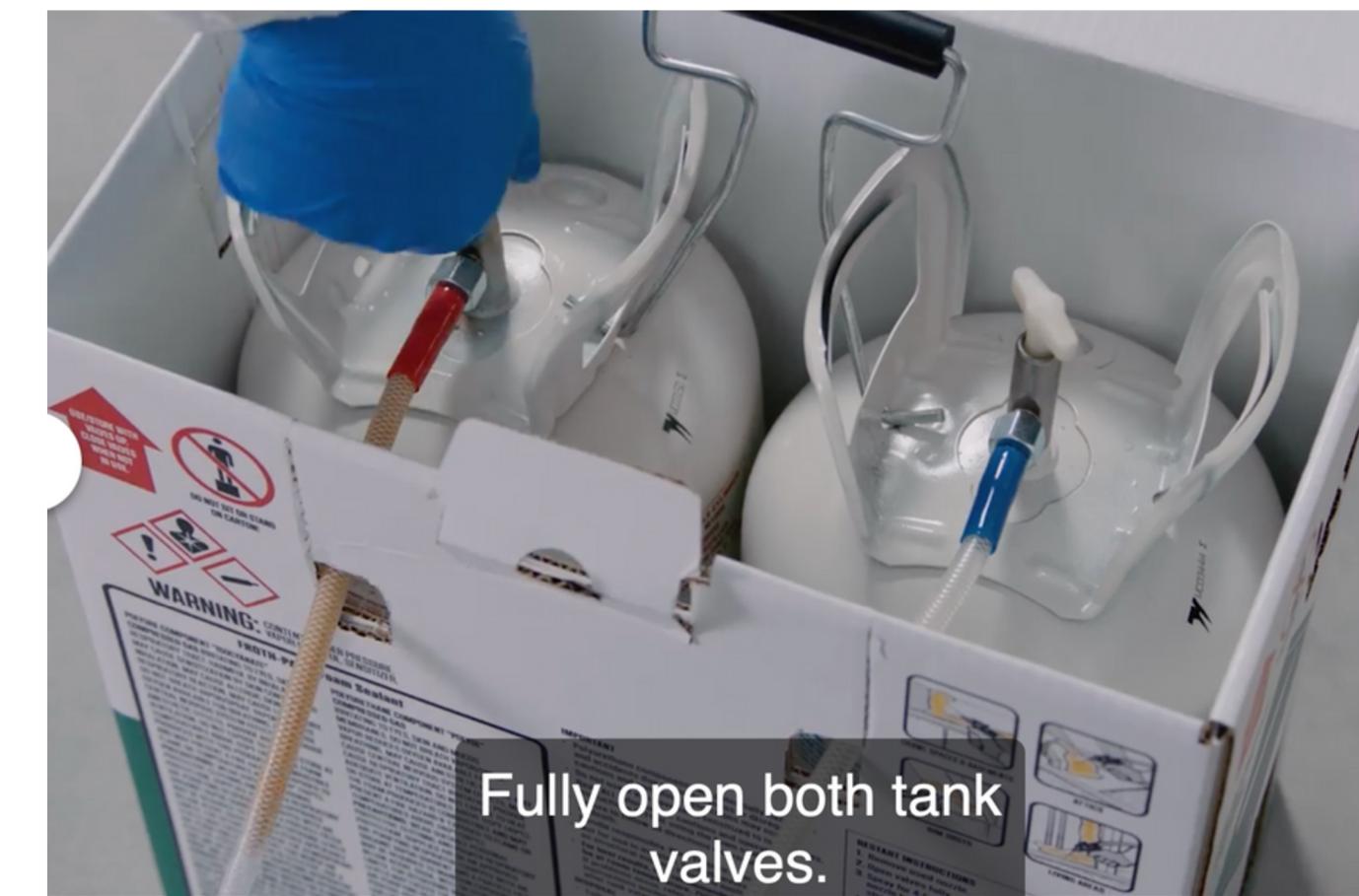
Snapshots from Page



Snapshots from Page



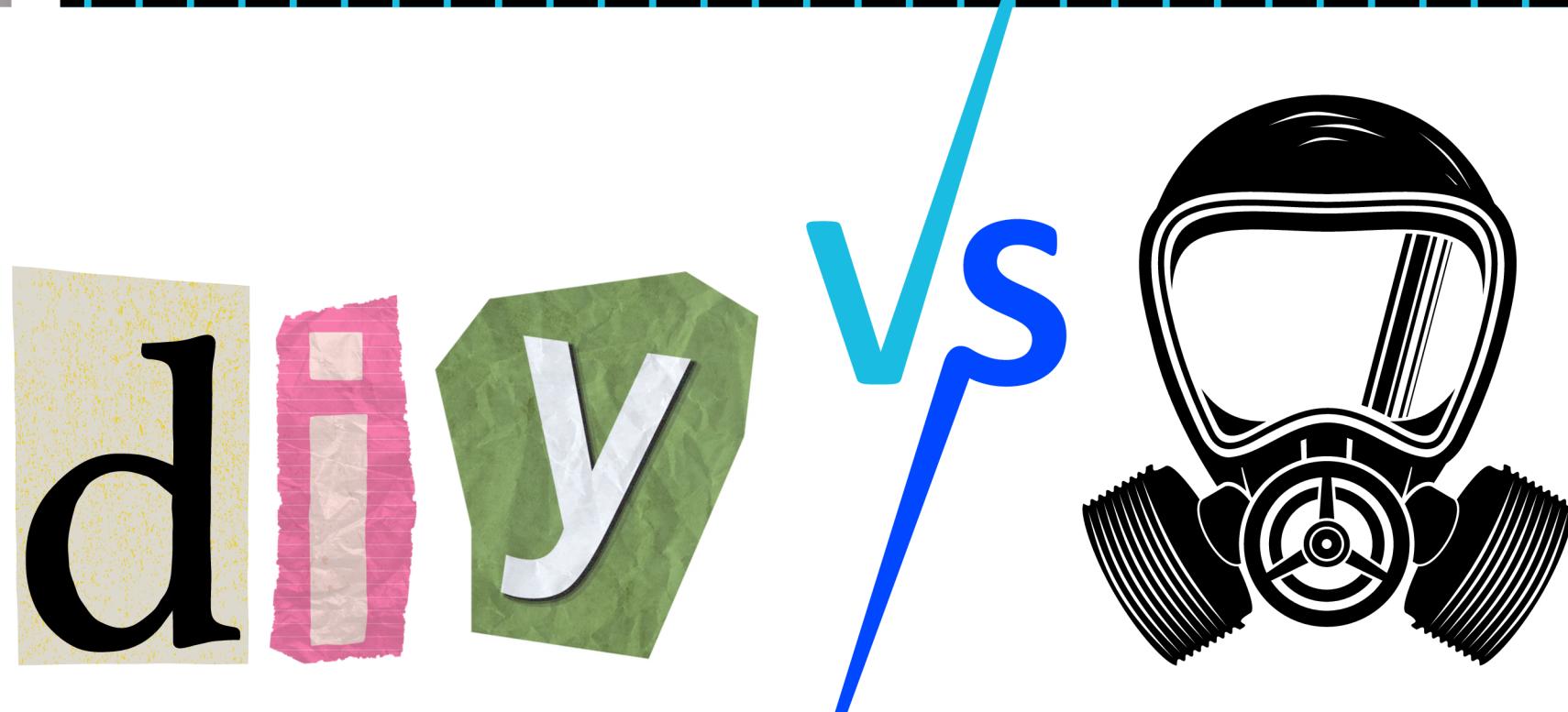
The DAP video caters perfectly to DIY enthusiasts, but I suggest that DAP directs professional product videos towards industry professionals, mirroring the strategy adopted by FROTH-Pak



- Very general
- Professional product not mentioned in video
- Same video used for all products on website
- short description next to product



I recommend you add a longer description!



- Step by step instructions
- Mentions safety / safety hazards
- Related to product they are selling
- Caters to professionals
- Different videos for different products
- Long description next to product

Conclusions

KEEP UP
the good.
WORK

TO DO LIST

- Post professional product video
- Encourage customer reviews
- Keep products in stock

Market professional products better through Lowe's to increase sales

Focus on the opportunities and do what you are really good at. Cutting down your product line reduces manufacturing costs and advertising

	Discontinued	Buy Now
	✓ In Stock	Buy Now
	Out of Stock	Buy Now

