

CAPSTONE PROJECT

Retail Marketing Analysis
Trends and Strategies



AGENDA

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PROJECT OVERVIEW

PROBLEM STATEMENT

The business faces challenges in understanding the factors driving its revenue growth and struggles to effectively retain high-value customers. The lack of insights into which products, regions, or channels are most profitable results in inefficient resource allocation and marketing spend.

OBJECTIVES

- **Analyze Customer Behavior:** To understand the preferences and buying patterns of different customer segments.
- **Assess Sales Performance:** To identify which products, categories, and sales channels are the most profitable and why.
- **Evaluate Marketing Effectiveness:** To determine which marketing channels and campaigns are most effective in reaching and engaging customers.
- **Support Data-Driven Decision Making:** To provide actionable insights that can help refine marketing strategies, enhance customer segmentation, and improve overall business operations.

PROJECT PLAN



BUSINESS IMPACT



Growing Revenue and Profits

Identifying profitable product categories and high-revenue customer groups allows the business to focus marketing and inventory on top-performing items, increasing overall sales and profits.



Attracting and Keeping Customers

Customer segmentation insights support personalized marketing and loyalty programs tailored to customer preferences, boosting satisfaction, loyalty, and repeat purchases.



Boosting Marketing Success

Evaluating channel effectiveness, such as social media reach, enables the company to focus budgets on impactful channels, maximizing ROI and customer reach.



Improving Efficiency

Improved understanding of sales patterns and peak times allows for optimized inventory and resource allocation, reducing operational costs.

ABOUT DATA



Data Source

Kaggle Website



Dataset Size

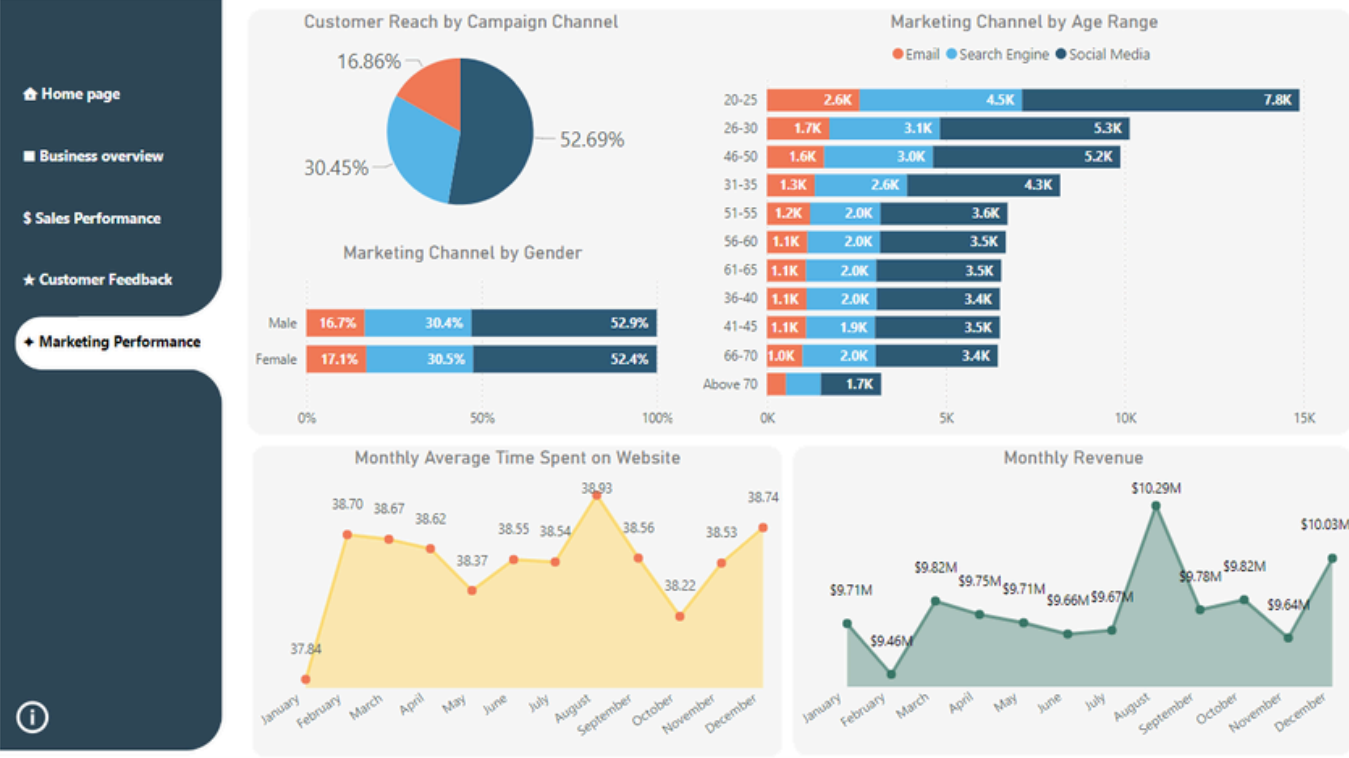
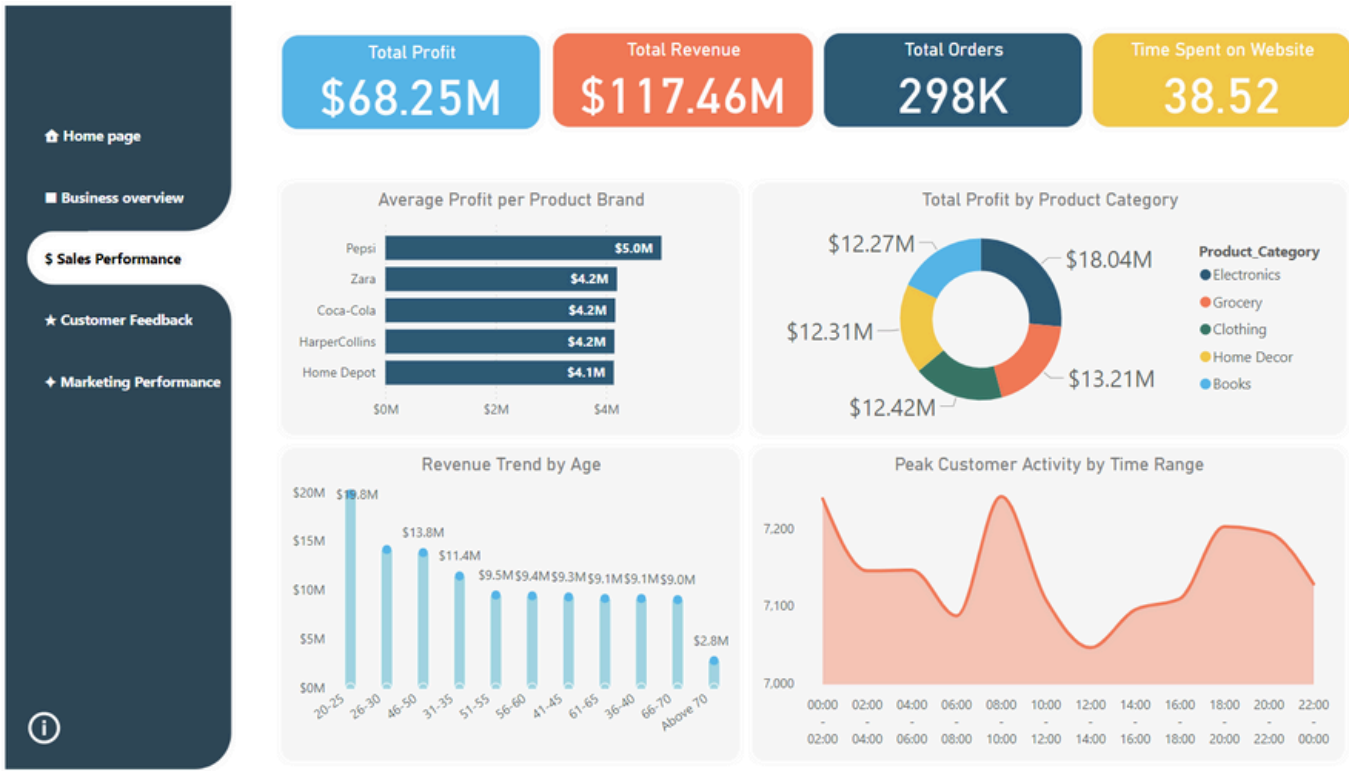
85,819 Records



Number of Columns

39 Columns

DASHBOARDS



RECOMMENDATIONS

REIMAGINE PRODUCT PORTFOLIO AND INVENTORY STRATEGY

- Amplify Social Engagement
- Hyper-Personalized Campaigns
- Event-Driven Campaigns

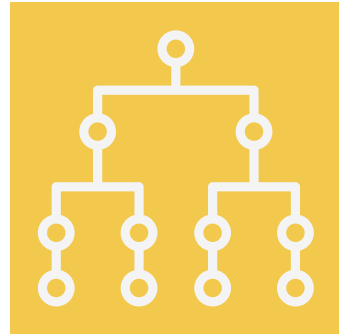
REVOLUTIONIZE MARKETING CHANNEL STRATEGY

- Exclusive Loyalty Experiences
- Predictive Retention Strategy

ELEVATE CUSTOMER LOYALTY AND RETENTION TACTICS

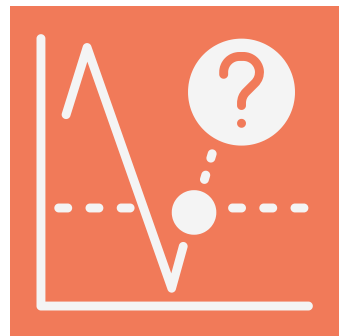
- Demand-Driven Inventory
- Innovate Through Product Bundles

LIMITATIONS



DATA GRANULARITY

The current dashboard relies on aggregated data, providing a high-level overview. Adding more granular data points would enable deeper insights and more targeted analysis.



LIMITED PREDICTIVE ANALYTICS

The current dashboard focuses on descriptive analysis of past data. Integrating predictive analytics capabilities would provide valuable insights into future trends, allowing for proactive strategy adjustments.



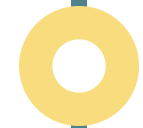
LACK OF REAL-TIME UPDATES

The dashboard currently displays static data. Implementing real-time data updates would allow for more dynamic and timely insights, enabling quicker decision-making based on current trends.

FUTURE IMPROVEMENTS



Enriching Data: Integrating additional data sources, such as customer surveys.



Incorporating Predictive Models: Using machine learning algorithms to predict future trends and customer behavior.



Advanced Analytics: Exploring advanced statistical methods, such as cluster analysis or time series forecasting to deeper insights and uncover complex relationships within the data.

Thank You!

Any questions?



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