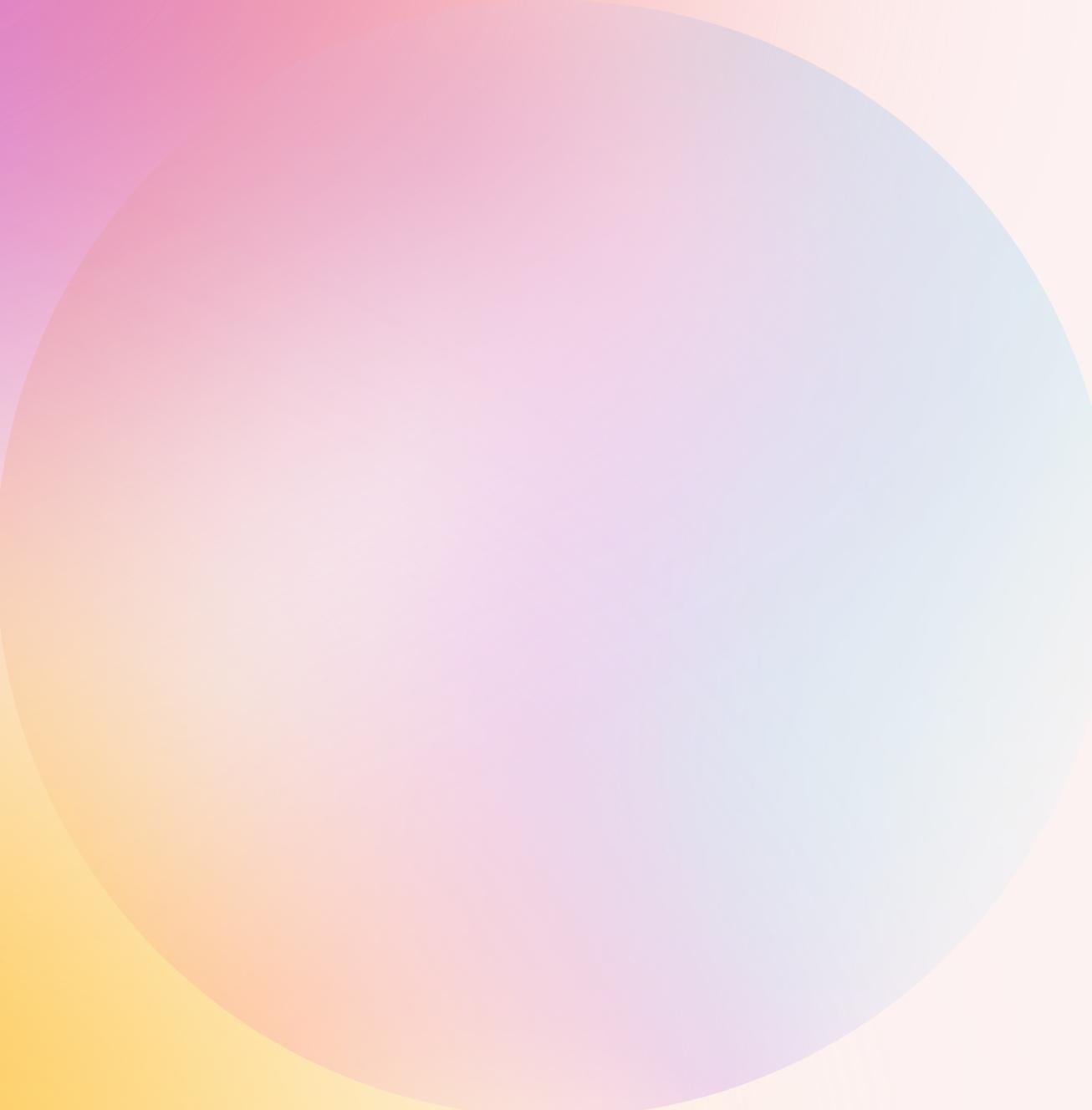


Retail: Assess Sales Outlets' Performance Presentation

Agenda

- 
- 1 Carry out exploratory data analysis
 - 2 Assess the performance of the sales outlets
 - 3 Test statistical hypotheses
 - 4 Visualize your findings

Goals

Timedelta of Data 2016-12-01 / 2017-02-28

01

What do you
want to
achieve and
why?

02

Who's
interested in
what you
produce?

03

What
decisions will
be made
based on your
analysis?

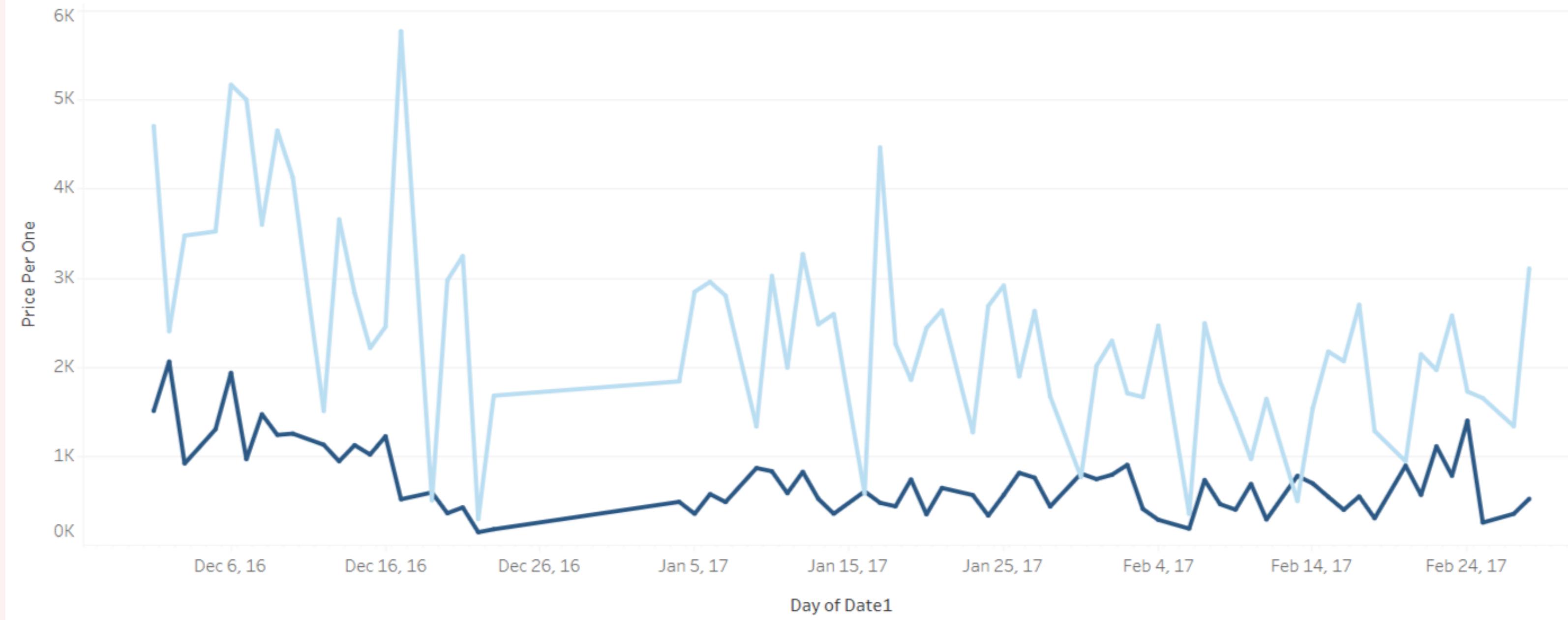
Product

Low unit price
Low return rates – **0.01%**
Top 5 five items that sell the most and Top 5
most profitable items – **22720 21843 85066**
22827 21754(that have price)
We have Top items that don't have price
because that is the gift included in LP
Number of transactions with 0 price per one and
loyalty program: **3651**

Shops and LP

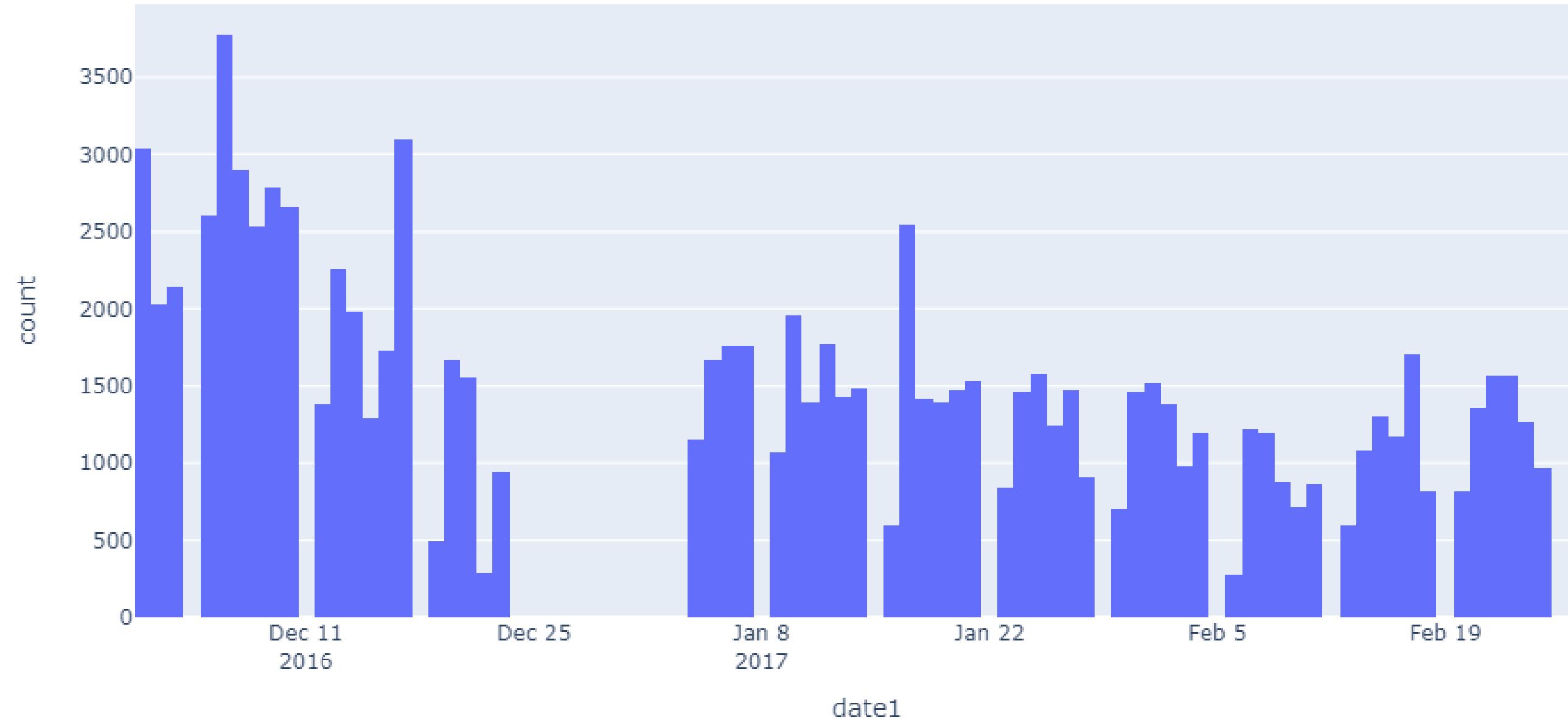
Share of loyalty program members: **22.28%**
Share of non-members: **77.72%**
Shops 0, 15 and 1 are where non_members buy
the most items
Shops 2,13 and 26 where members of LP buy
more items

Value per Day by Loyalty Program



- Light blue is non members of LP
- Dark blue is members of LP

Date of event



- Counted purchases by date
- See the seasonality, Christmas holidays

Conclusion

- Was tested hypotheses -membership in the loyalty program is positively correlated with higher sales per outlet.
- Correlation between loyalty program membership and sales per outlet: -0.6053793284833499
- The correlation coefficient between loyalty program membership and sales per outlet of -0.605 indicates a moderate negative correlation between these two variables. This means that there is a tendency for outlets with higher loyalty program membership rates to have lower sales volumes, and vice versa.
- One possible explanation for this negative correlation is that customers who are members of loyalty programs may be more focused on getting discounts and rewards, which could lead them to choose lower-priced items or wait for sales before making a purchase.
- As for recommendations, if the goal is to increase sales per outlet, it may be worth considering ways to incentivize loyalty program members to spend more. This could involve offering exclusive rewards or discounts for higher-dollar purchases or highlighting higher-priced items as part of the loyalty program benefits. Alternatively, it may be worthwhile to explore other marketing strategies that could drive sales without relying solely on loyalty programs.