

INSIGHT JOB

DATA ANALYTICS OF PUBLIC

**Business Analytics and Personalization
Technologies**

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Public

Agenda

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General
Observations

02

NPS
Analysis

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Employee
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Conversion
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Suggestions



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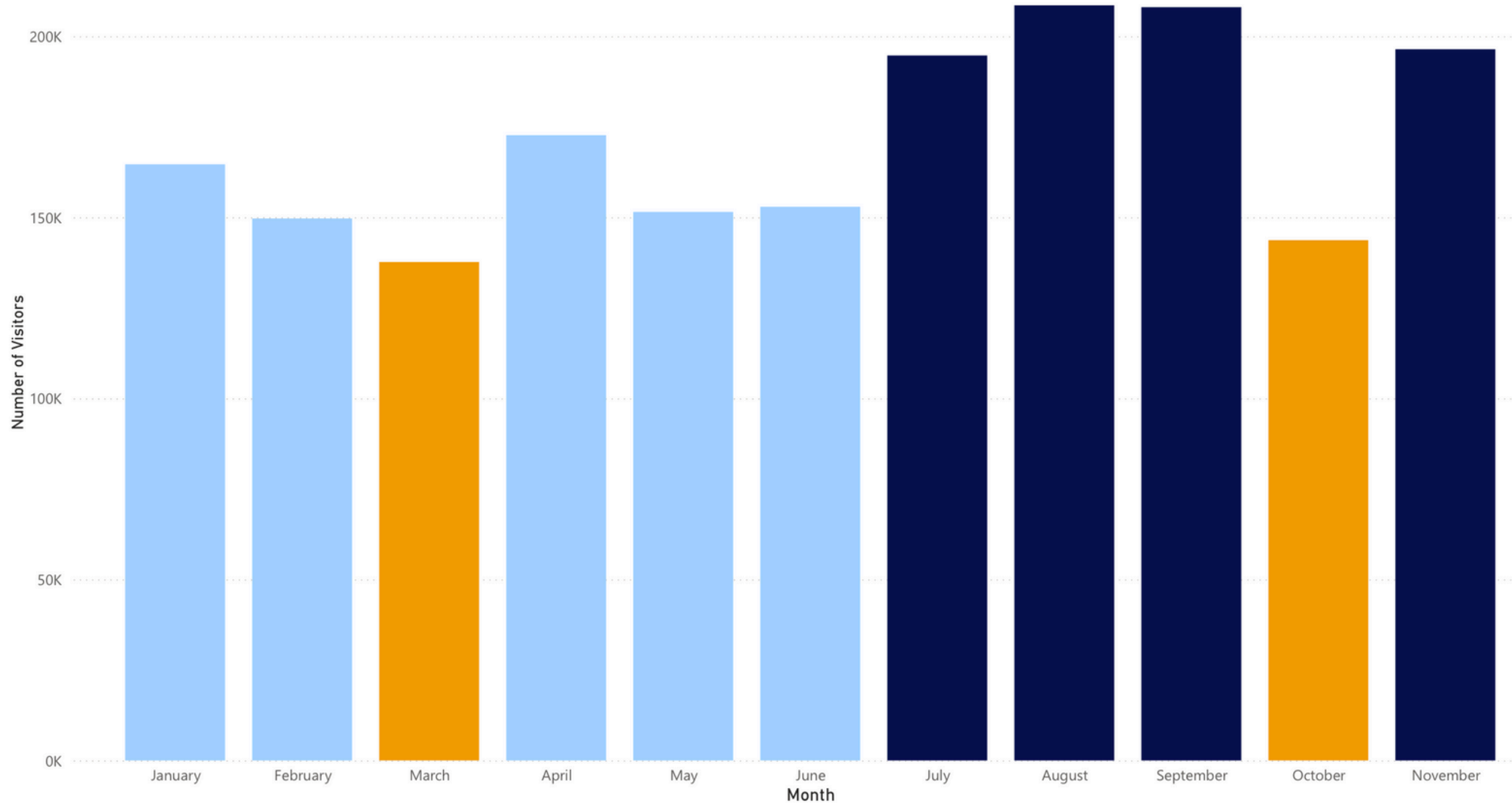
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Visitor trends over time



Key Insights

Peak months (July – September)

Perhaps due to summer sales, back-to-school demand.

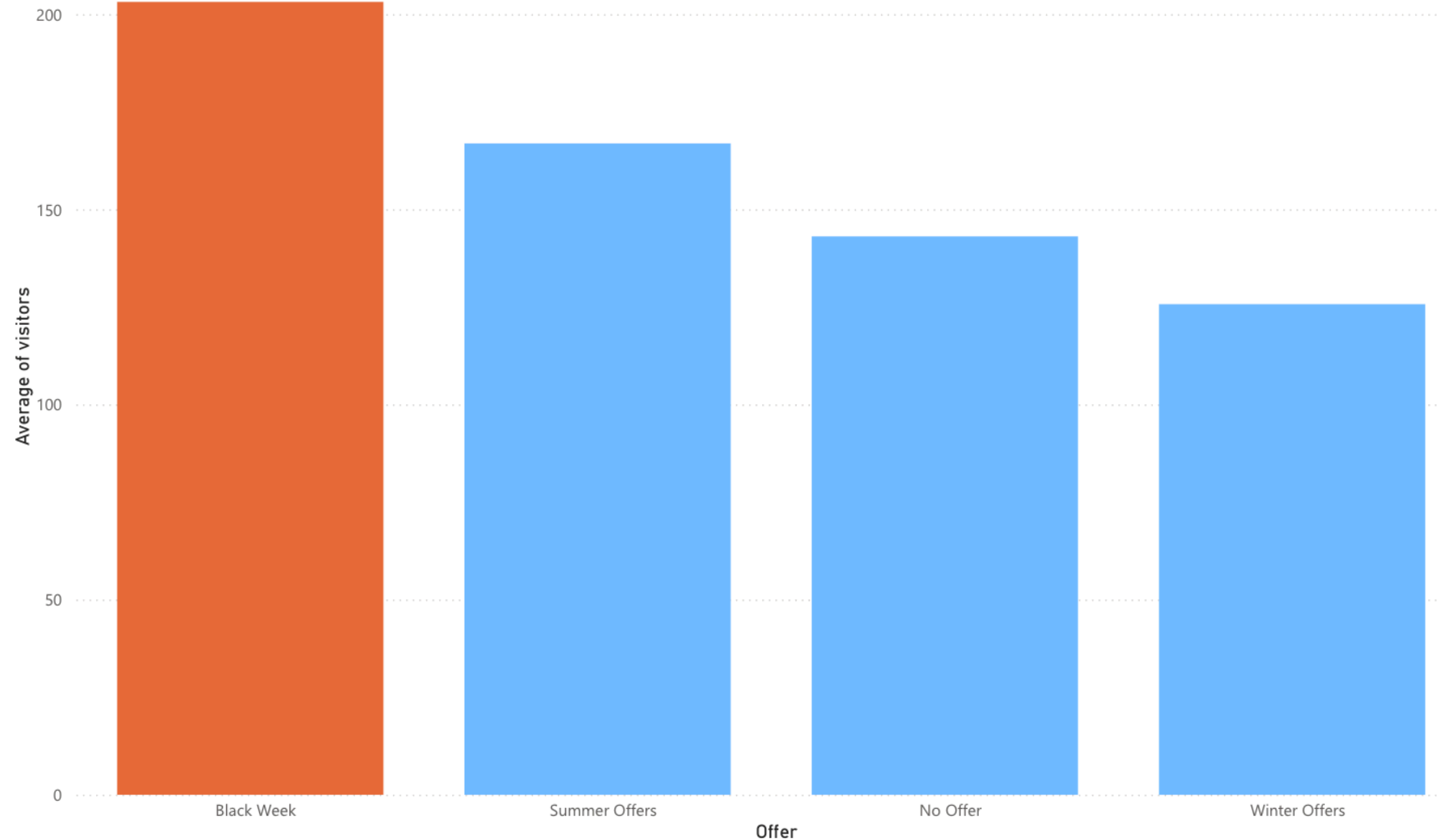
Low-traffic months (March & October)

Perhaps due to end of winter sales and Pre-Black Month pause,



Save this piece of information for later!

Impact of Offer Periods on Store Traffic



Key Insights

Black Week → Highest traffic

Perhaps due to heavy discounts and limited-time deals driving urgency.

Summer Offers > Winter Offers

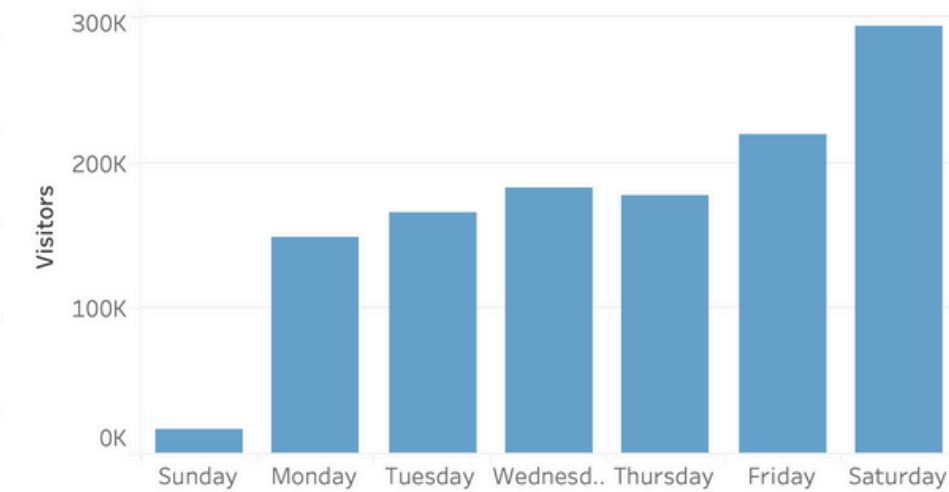
Could be due to increased leisure time or vacation shopping.

Winter Offers underperform

Possible reasons: Post-holiday spending fatigue, colder weather discouraging store visits, or less attractive discounts.

Key Shopping Days Across Offer Periods

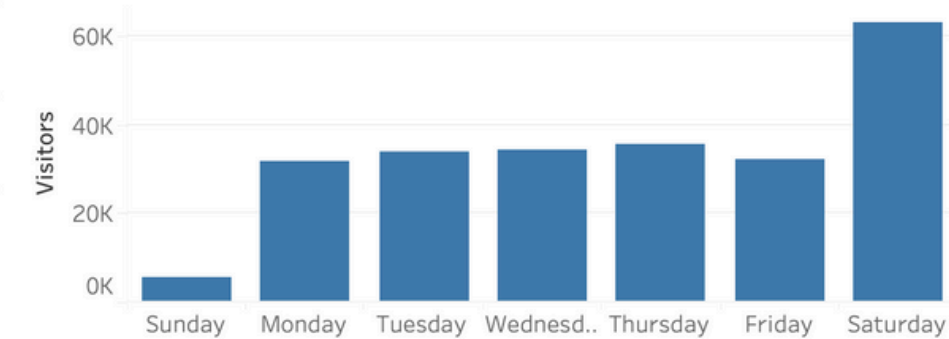
No Offers



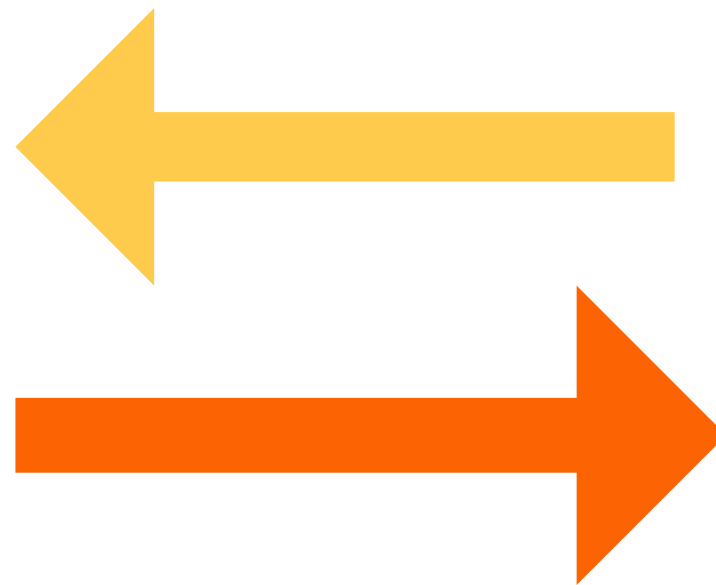
Black Week



Winter Offers

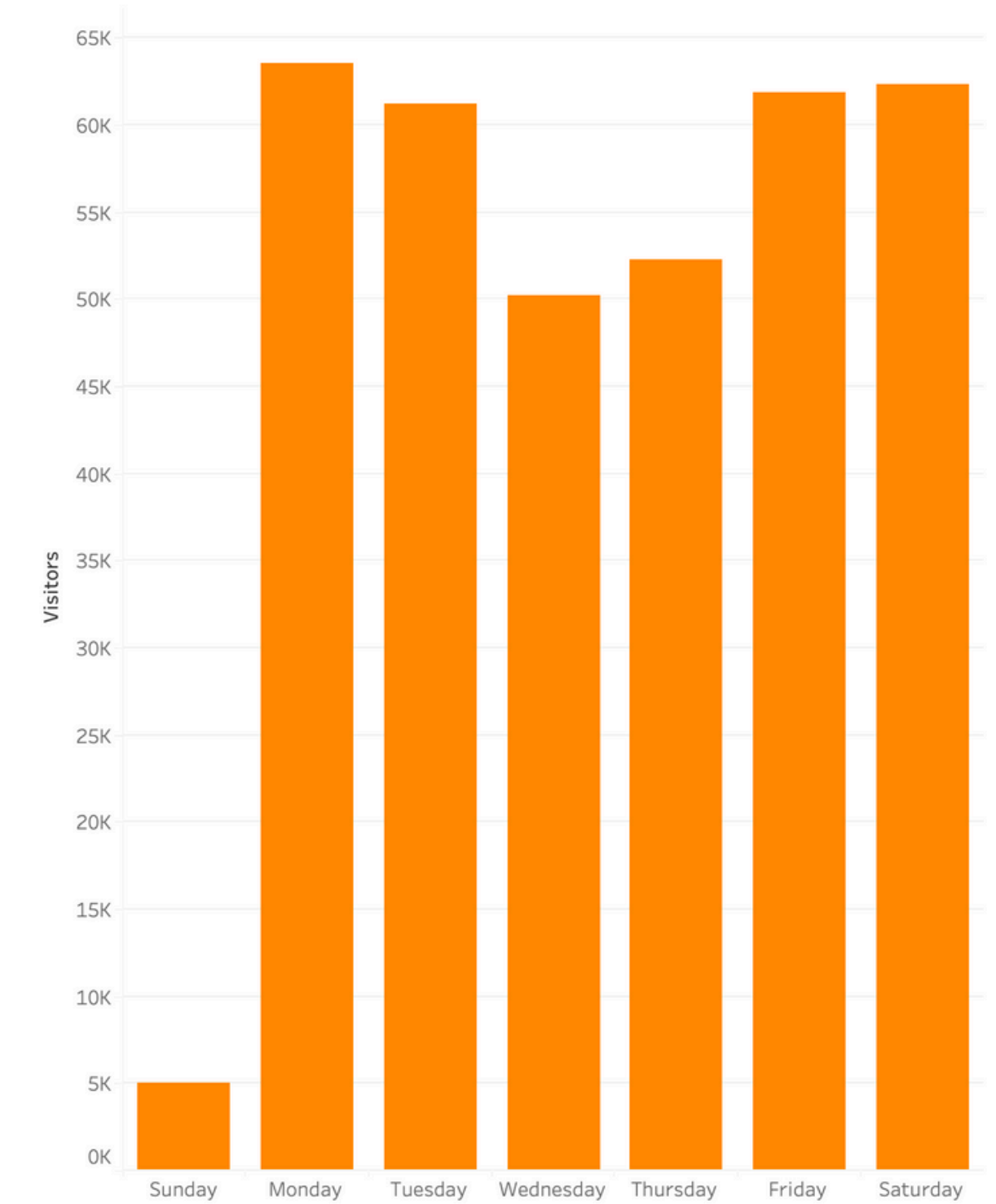


Overall, **Fridays & Saturdays** are the **busiest** shopping days across all periods.

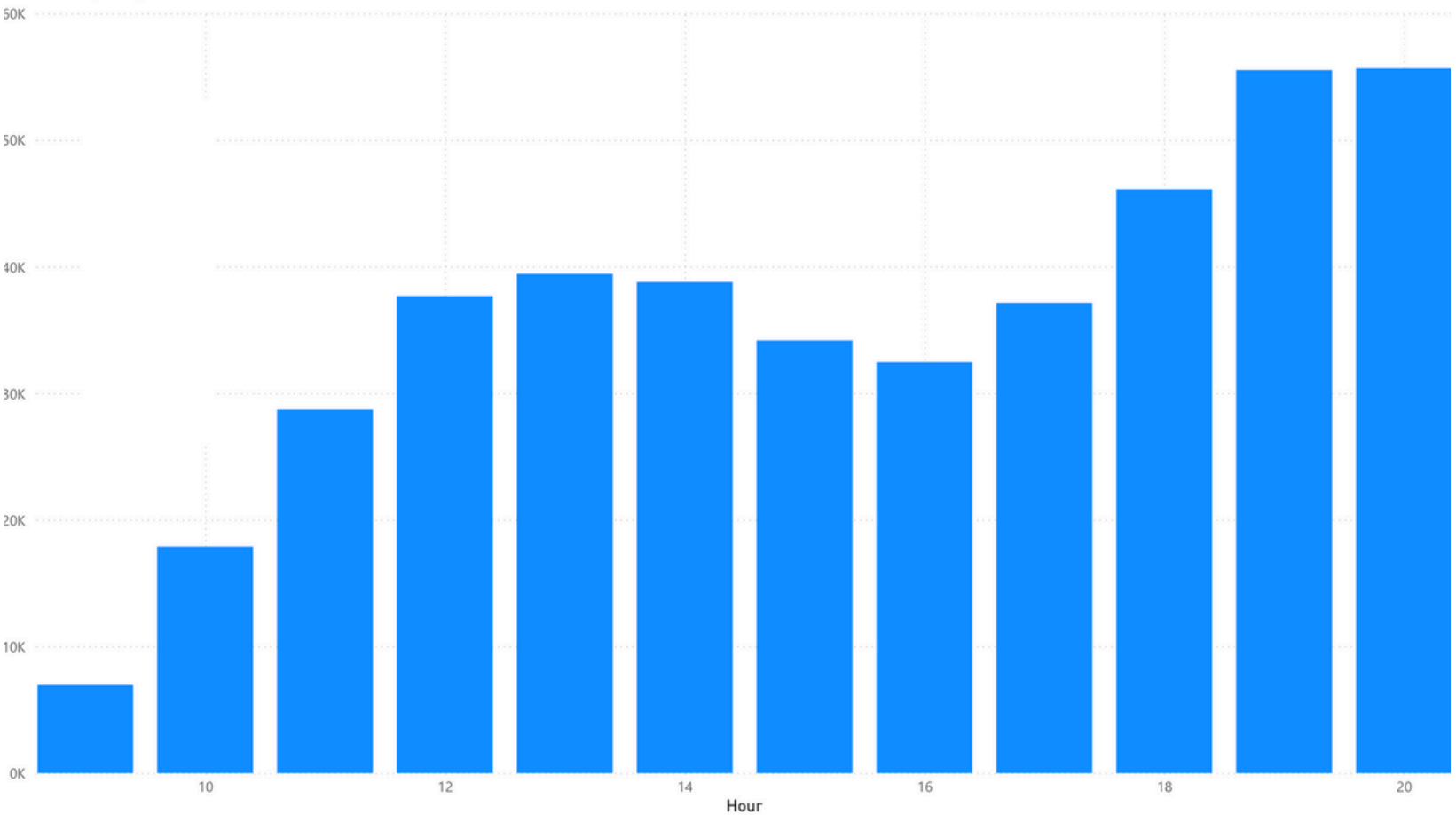


Summer Offers break this pattern, with a more even distribution of visitors throughout the week.

Summer Offers



Shopping Behavior by Hour: Weekdays vs. Weekends

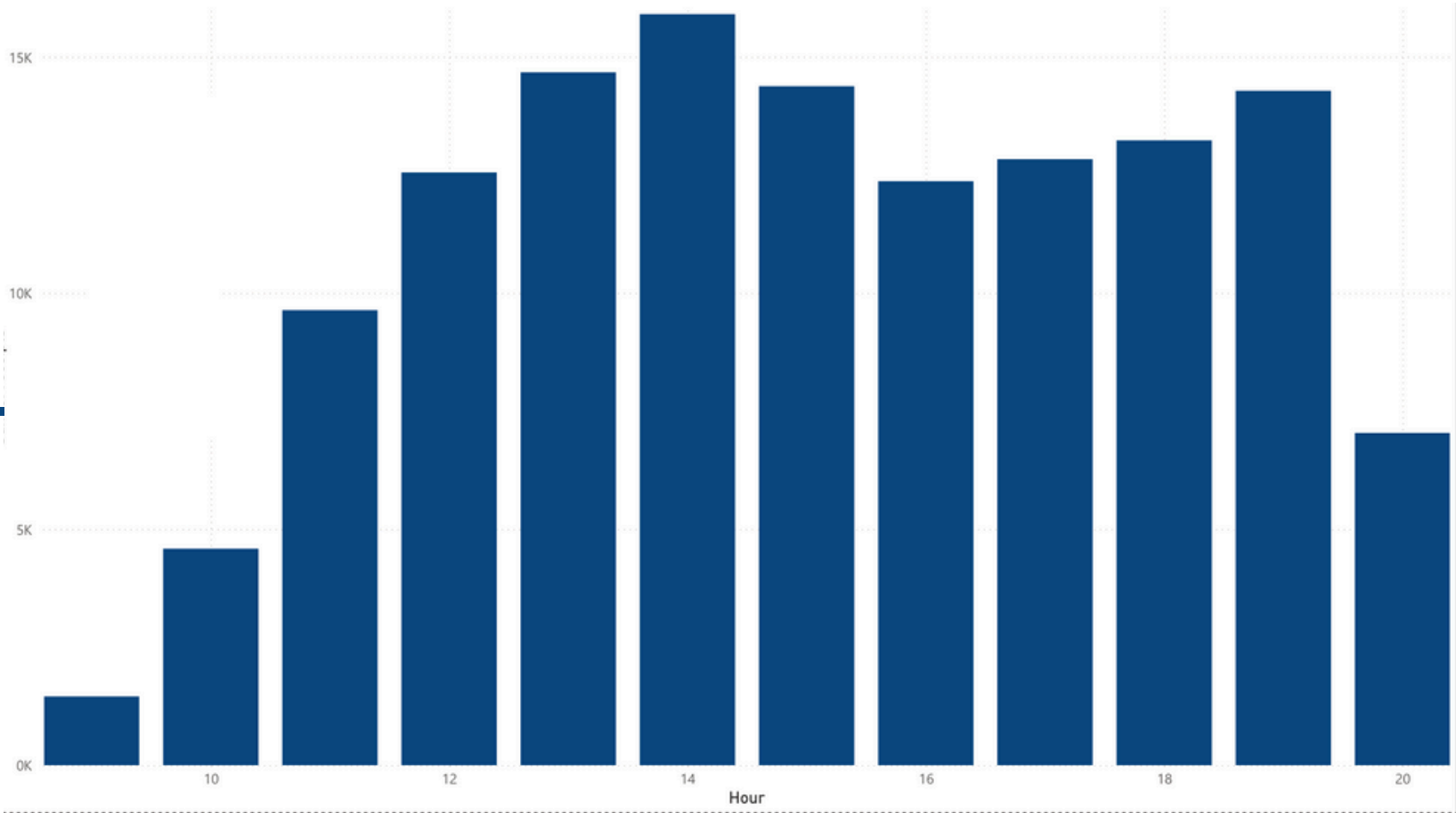


Weekdays

Shopping activity peaks in the **evening**, at **18:00 - 20:00**, aligning with typical work schedules.

Weekends

Peak at **14:00**, but shopping remains more **evenly distributed** throughout the day, as customers have more flexibility in their schedules.



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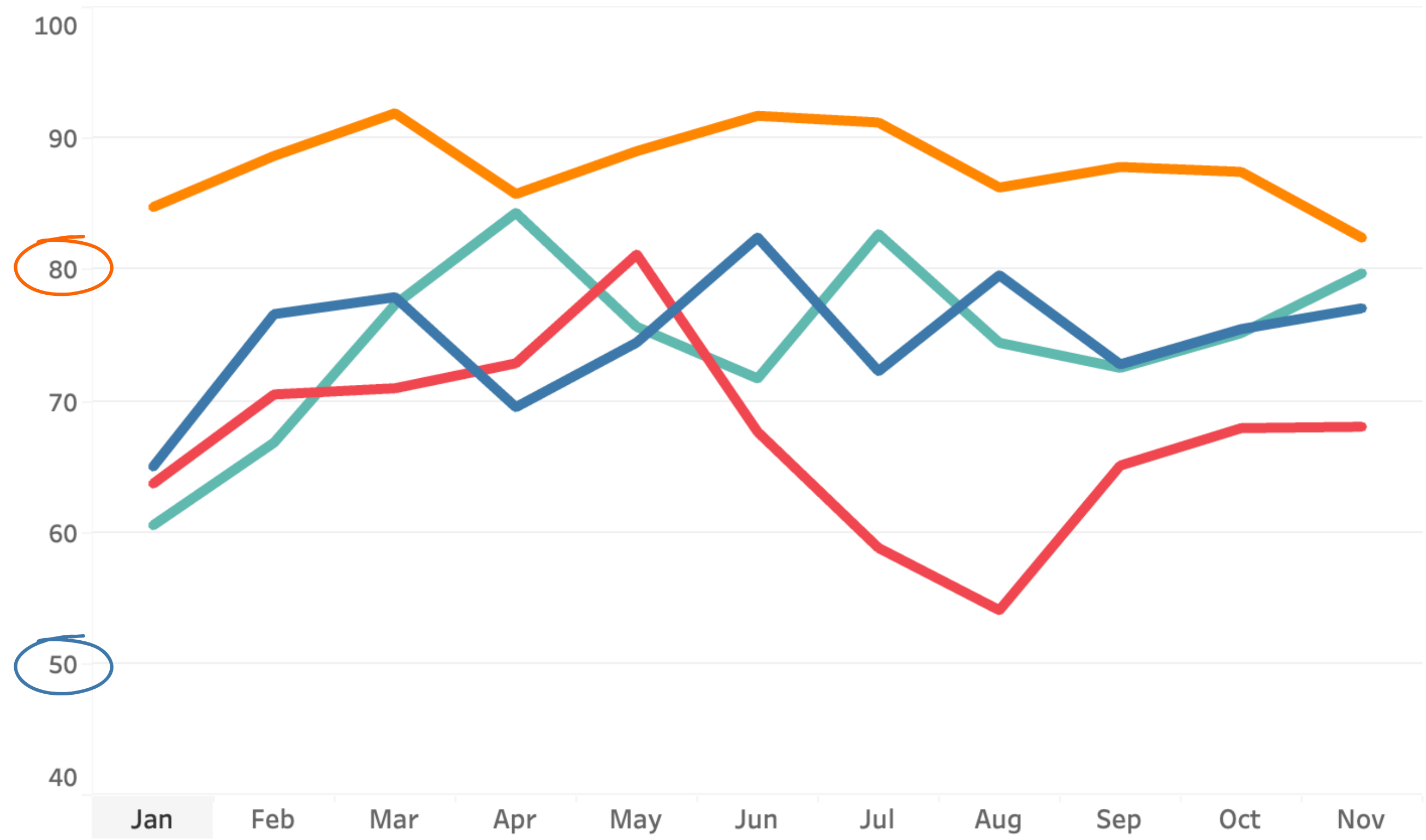


NPS

Above 50:
excellent

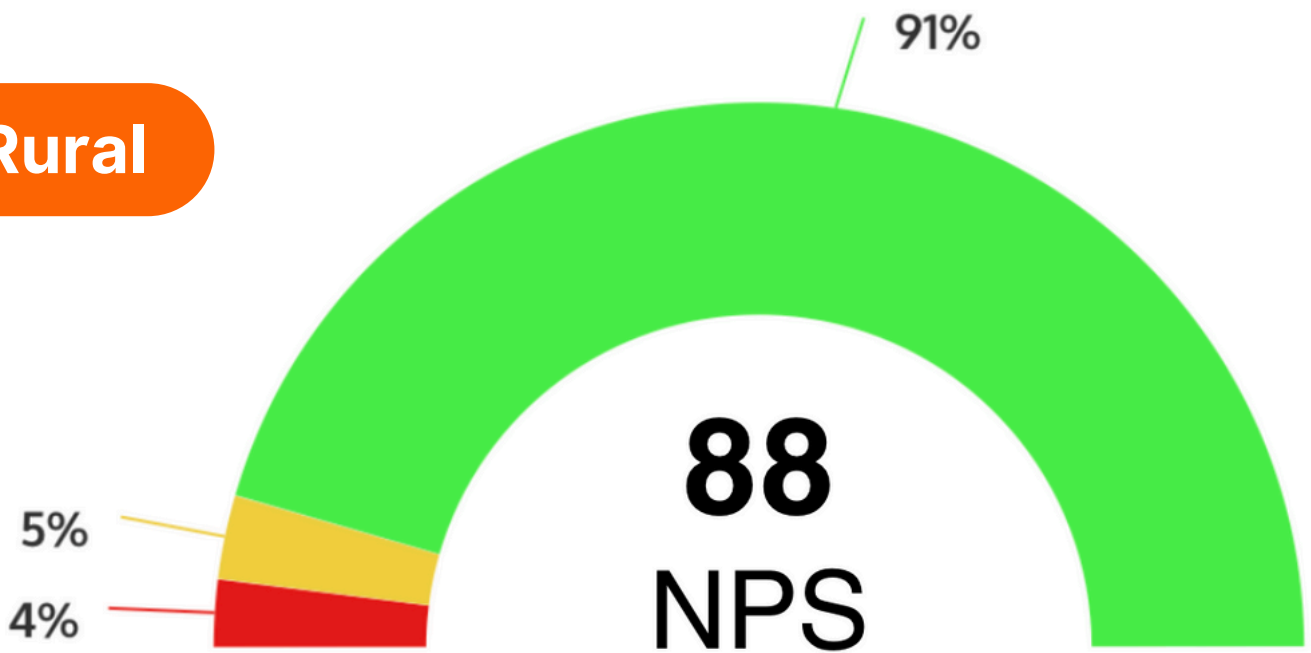
Above 80:
world-class

- Public + Home
- Small Rural Store
- Small Athens Store
- Mall Store

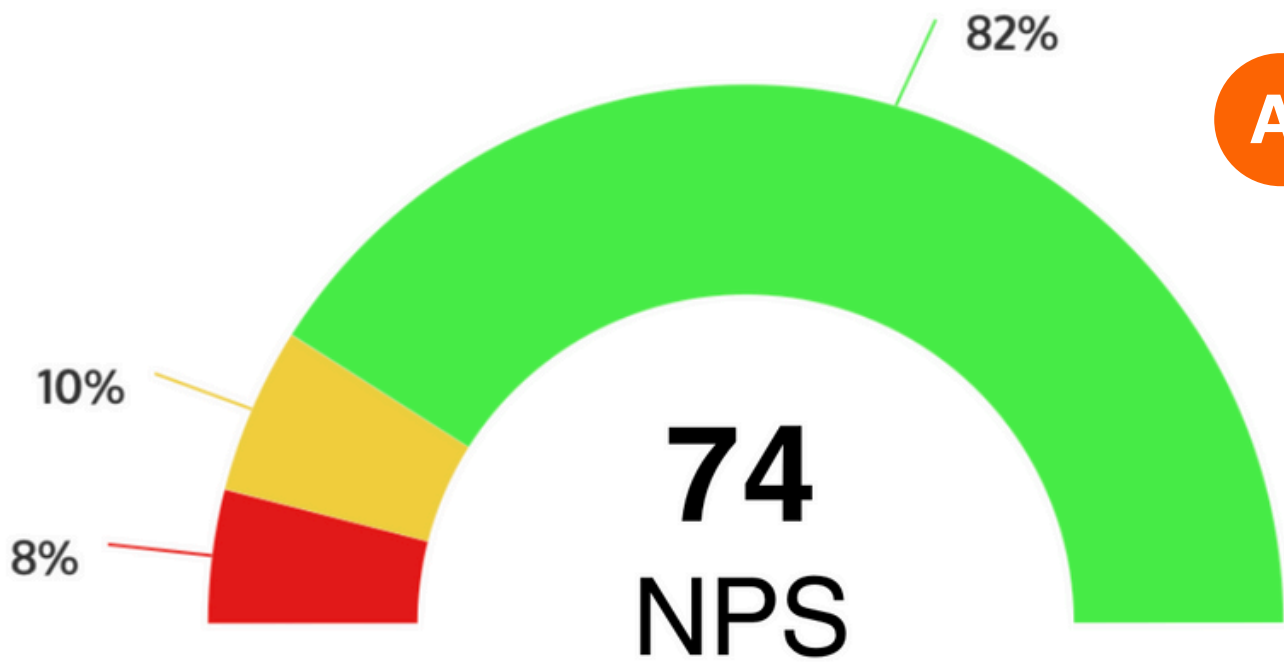


NPS Scores Across Store Types

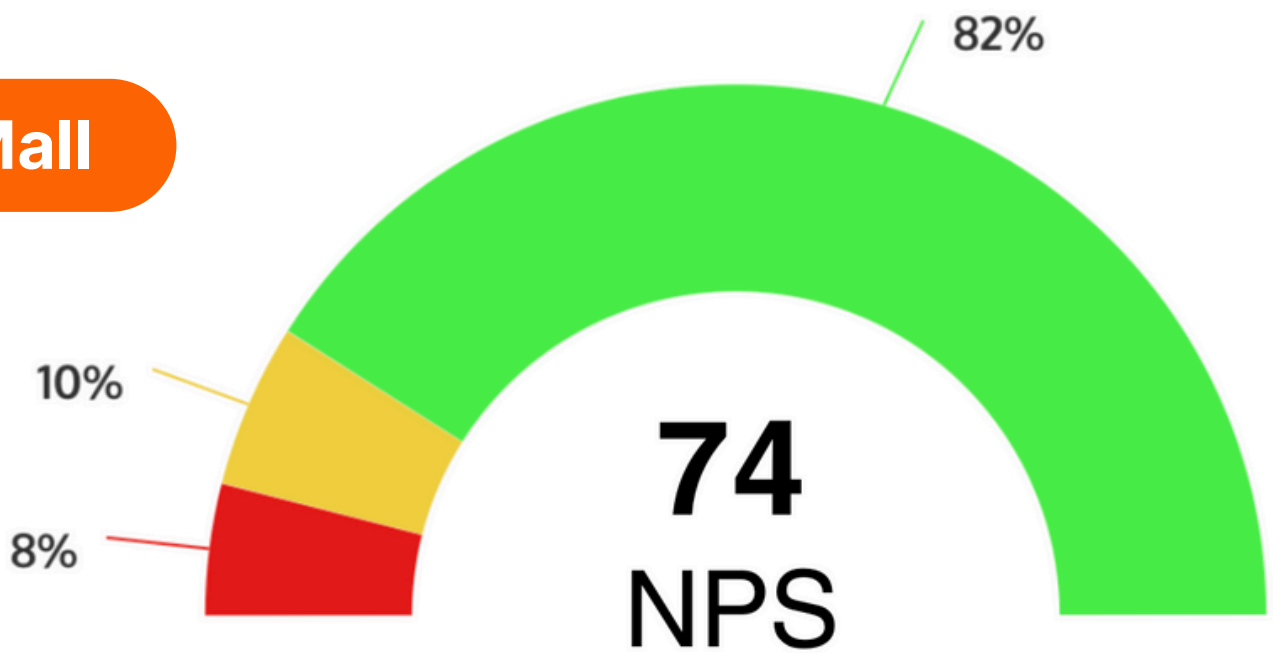
Rural



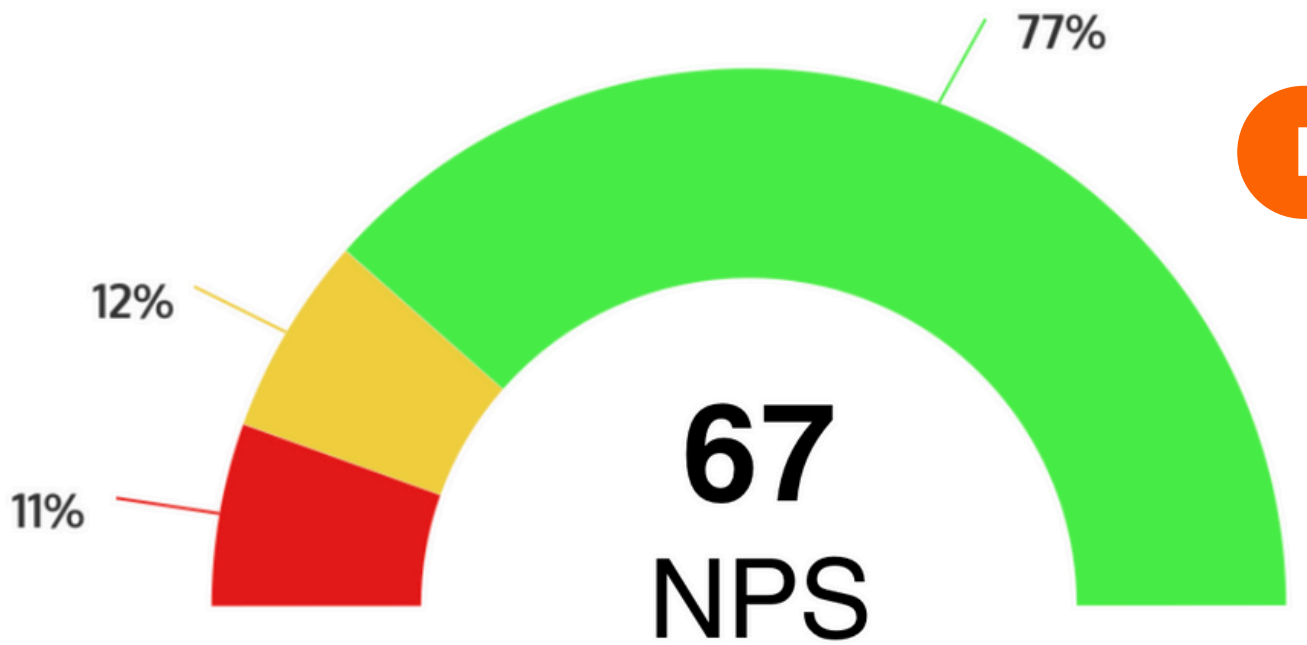
Athens



Mall



Home



● Detractors ● Passives ● Promoters

Gold, Silver, and... Needs Improvement?

Small Rural Store

Mall Store

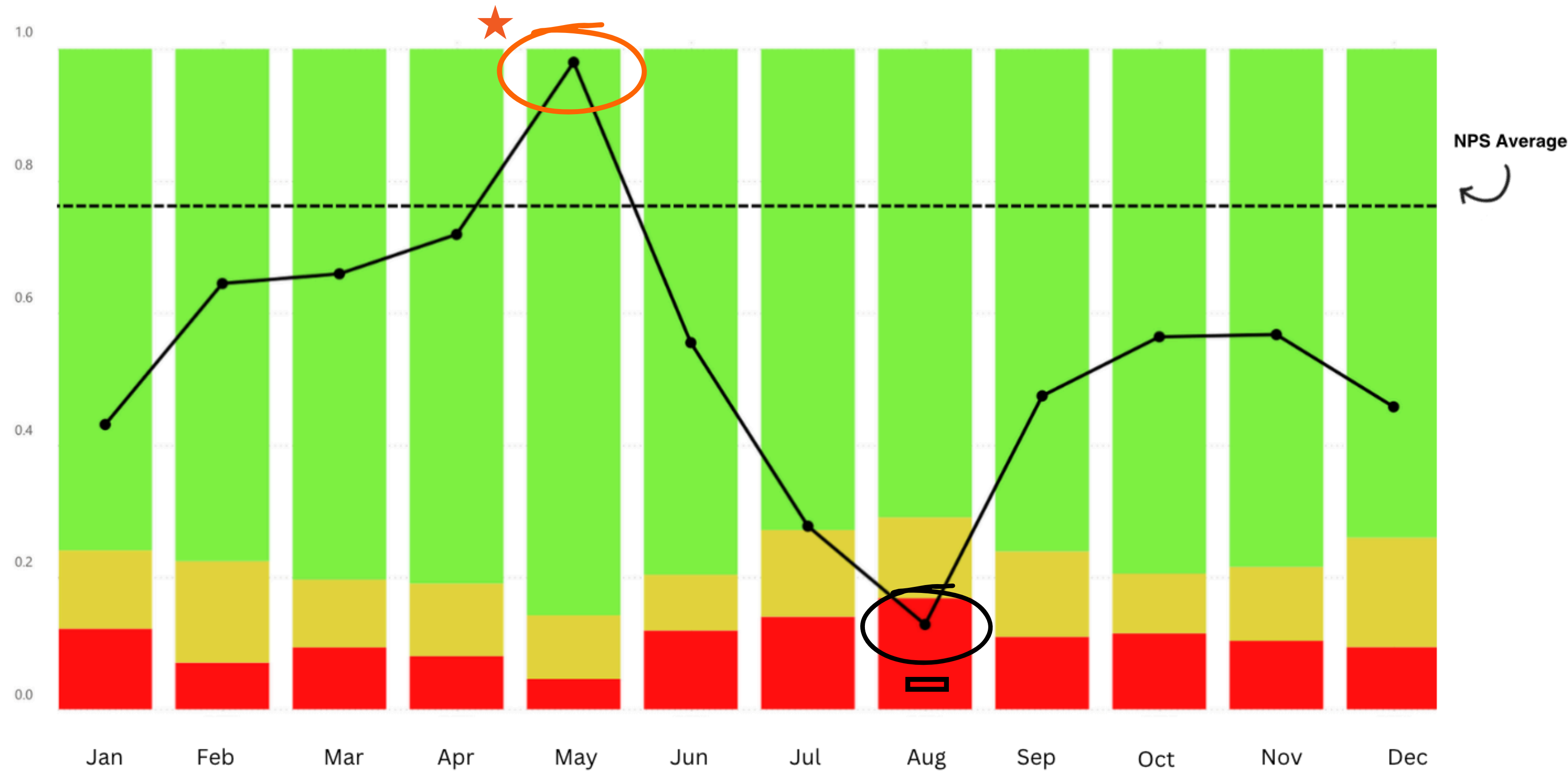
Small Athens Store

Public+Home

The Struggling Performer?



Deep Dive into Public+Home NPS Performance



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EMPLOYEE WORKLOAD

Calculates the average number of visitors assisted per employee during an hour: **visitors/employees** per hr

Our thought

We needed a metric based on which we could assess how much customer-facing activity each employee handles.

High employee workload: the store is **understaffed**

Low employee workload: the store is **adequately staffed** or even **overstaffed**

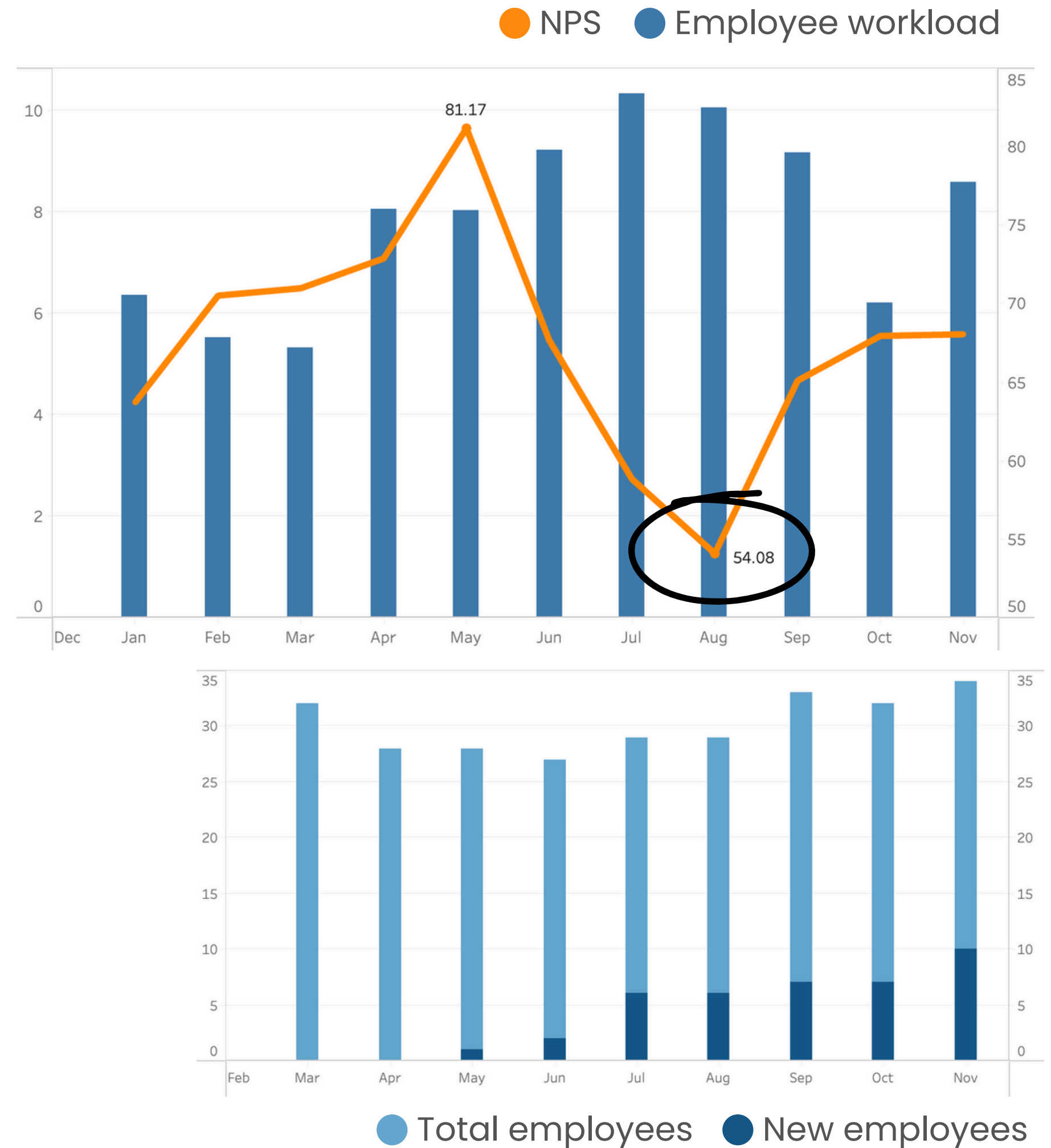
Public + Home

NPS – Workload

Correlation = -0.59

Biggest NPS drop:
June to September

Due to **high workloads** combined
with **inexperienced staff**



Small Rural Store

Notable drop of NPS in November despite having the **lowest employee workload** of the year.

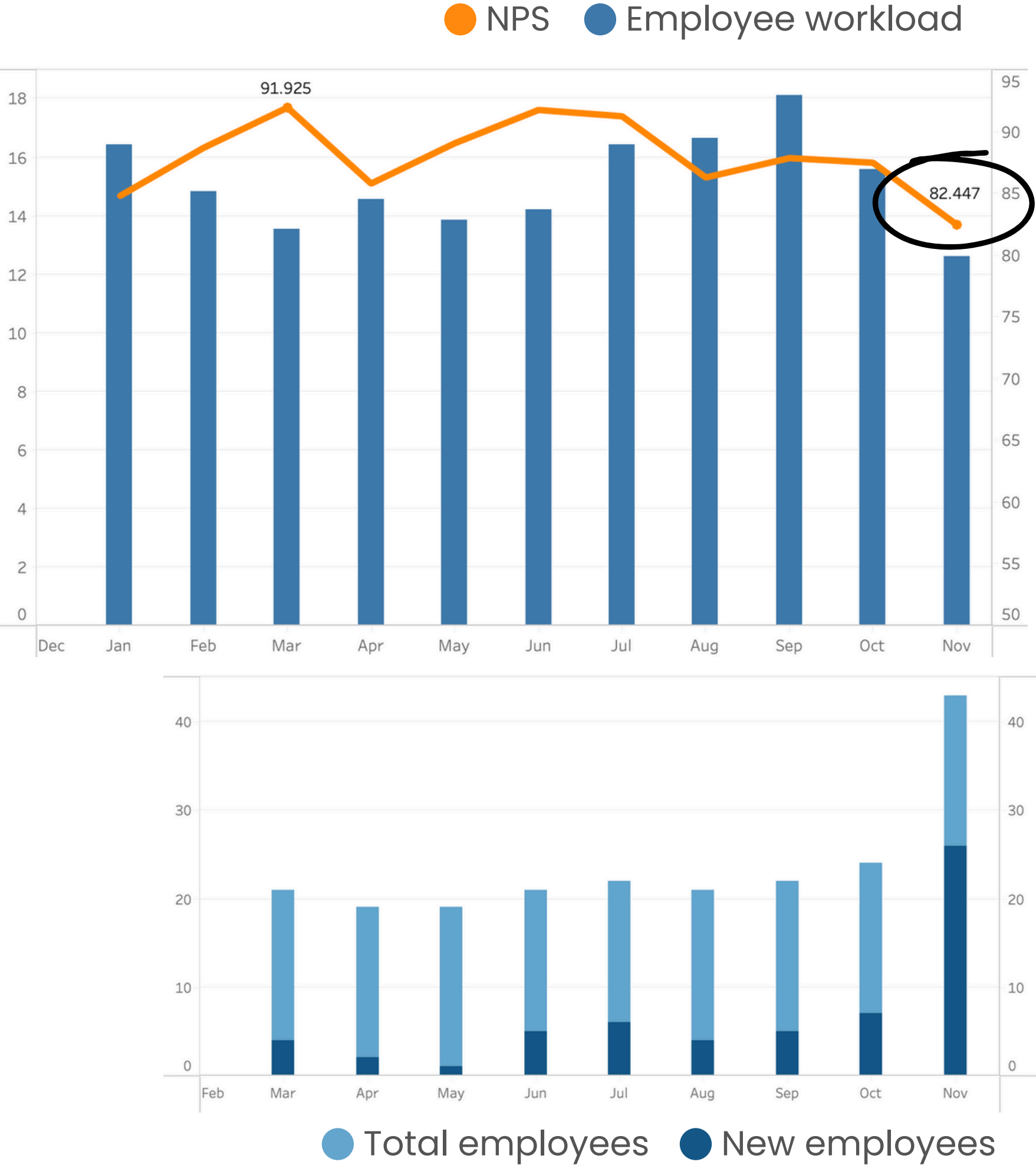
Over half the employees are **new**

Black week

Avg employee workload: 16

Rest of November

Avg employee workload: 10



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CONVERSION RATE

For each date and hour available, we created a new measure: the Conversion Rate. It is defined as: **Receipts/Visitors**

Our thought

We needed a metric based on which we could tell **how efficiently** stores manage to **convert their visits into sales**.

High CVR could indicate **powerful customer support**, while sudden **drops** set an alarm for **service deterioration**.

Overall View

Most productive months of the year:
March and October with a **36%** CVR



Months with the fewest visits are the most effective ones.
Less traffic => better service!

On the contrary, during high demand months conversion rate **drops significantly**



Least productive period of the year:
Quarter 2 (April, May, June) with **29%** CVR

Overall most productive weekday:

Thursday with **34%** (Friday is a close second with 33%)

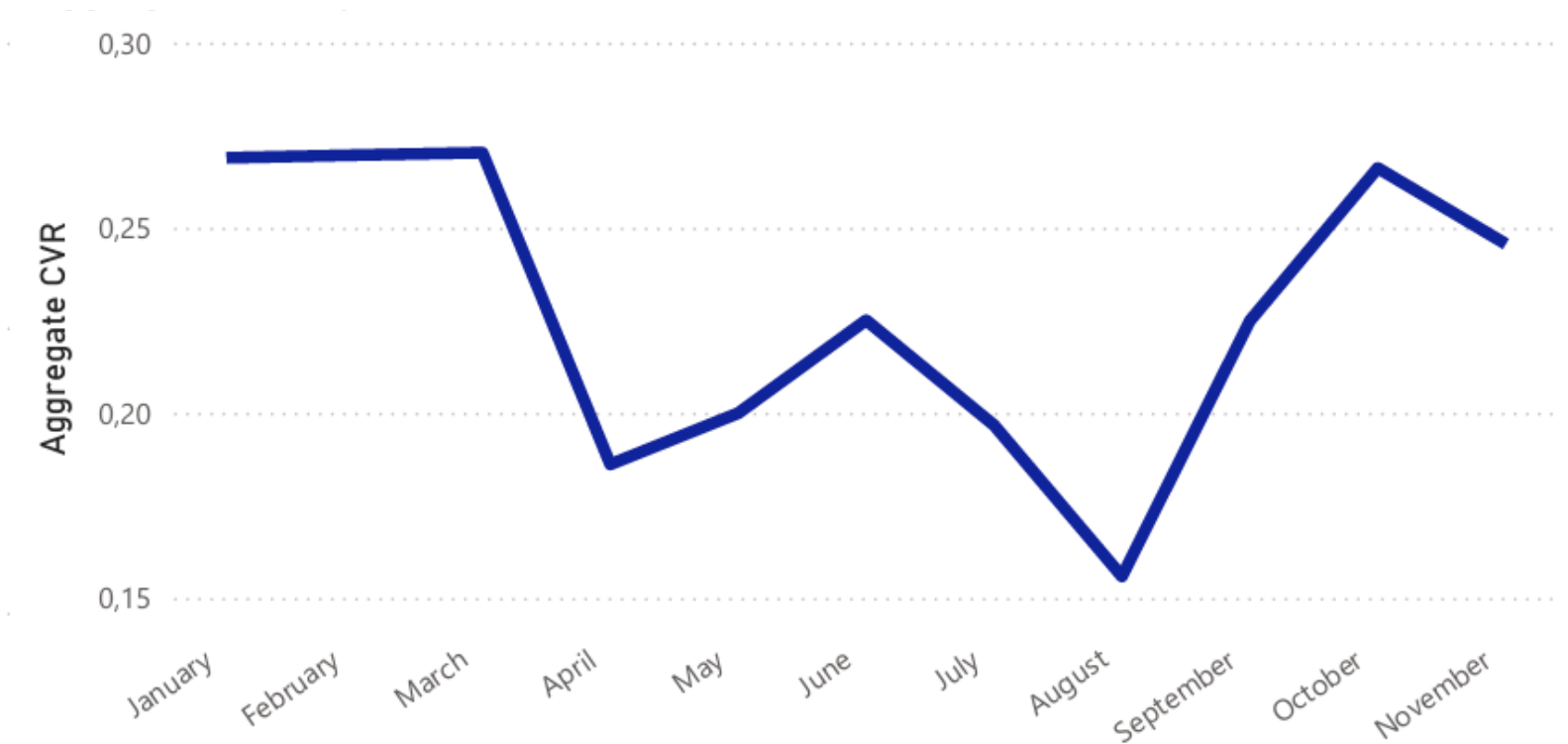
Public & Home

Most productive months of the year:

March and October with **27%** CVR

Overall most productive weekday:

Wednesday with **25%**



Least productive period of the year:

Quarter 3 (July, Sept., Oct.) with just **19%** CVR

Performance at P&H is quite **below overall average**, meaning that this store has **not been able to capitalize** its opportunities (visits).

Small Store Athens

Most productive months of the year:
March and October with **32%** CVR

Overall most productive weekday:
Thursday with **29%**



Least productive period of the year:
Quarter 3 (July, Sept., Oct.) with just **23%** CVR

Slightly **better** than P&H, but still performance at Small Store in Athens is **underwhelming**.

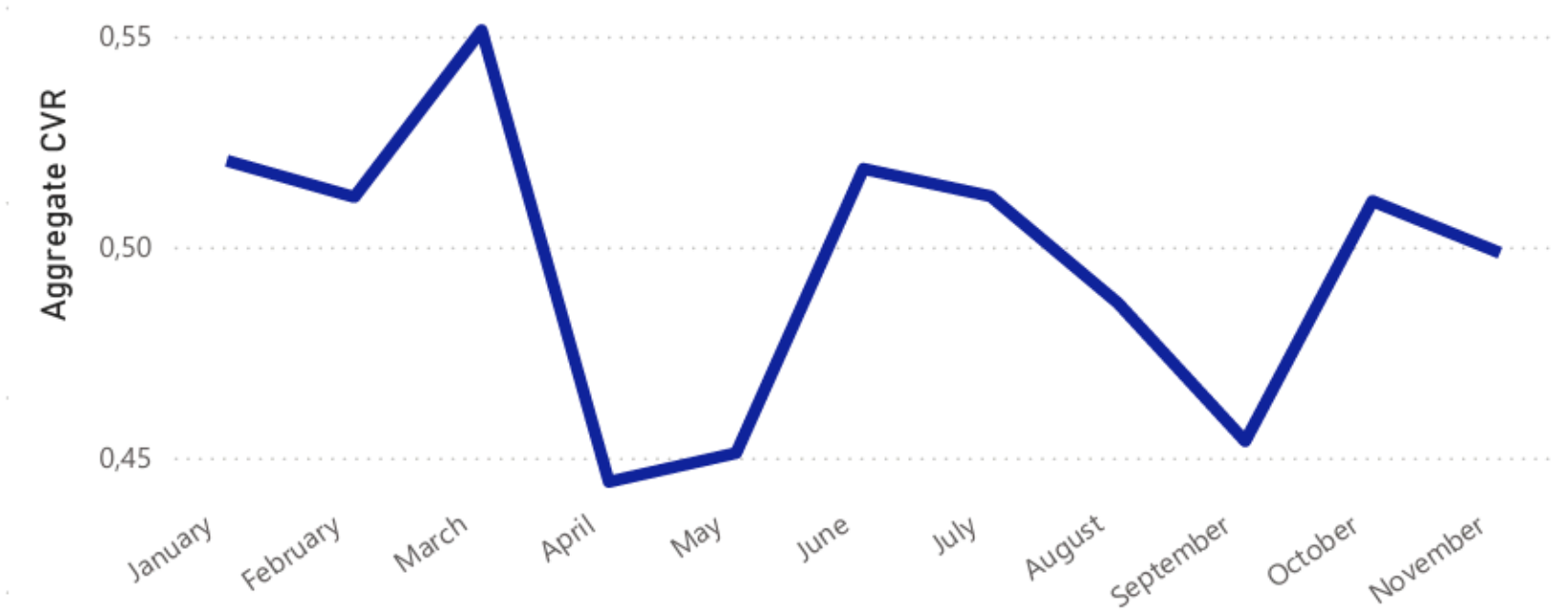
Public Mall

Most productive months of the year:

March with **55% CVR**

Overall most productive weekday:

Sunday with **60% CVR**



Least productive period of the year:

Quarter 2 (Apr., May, June) with **high 47% CVR**

Great sales conversion ability, with even the “worst” period being way better than overall “best” period.

Sundays seem to be a great boost for this store's sales.



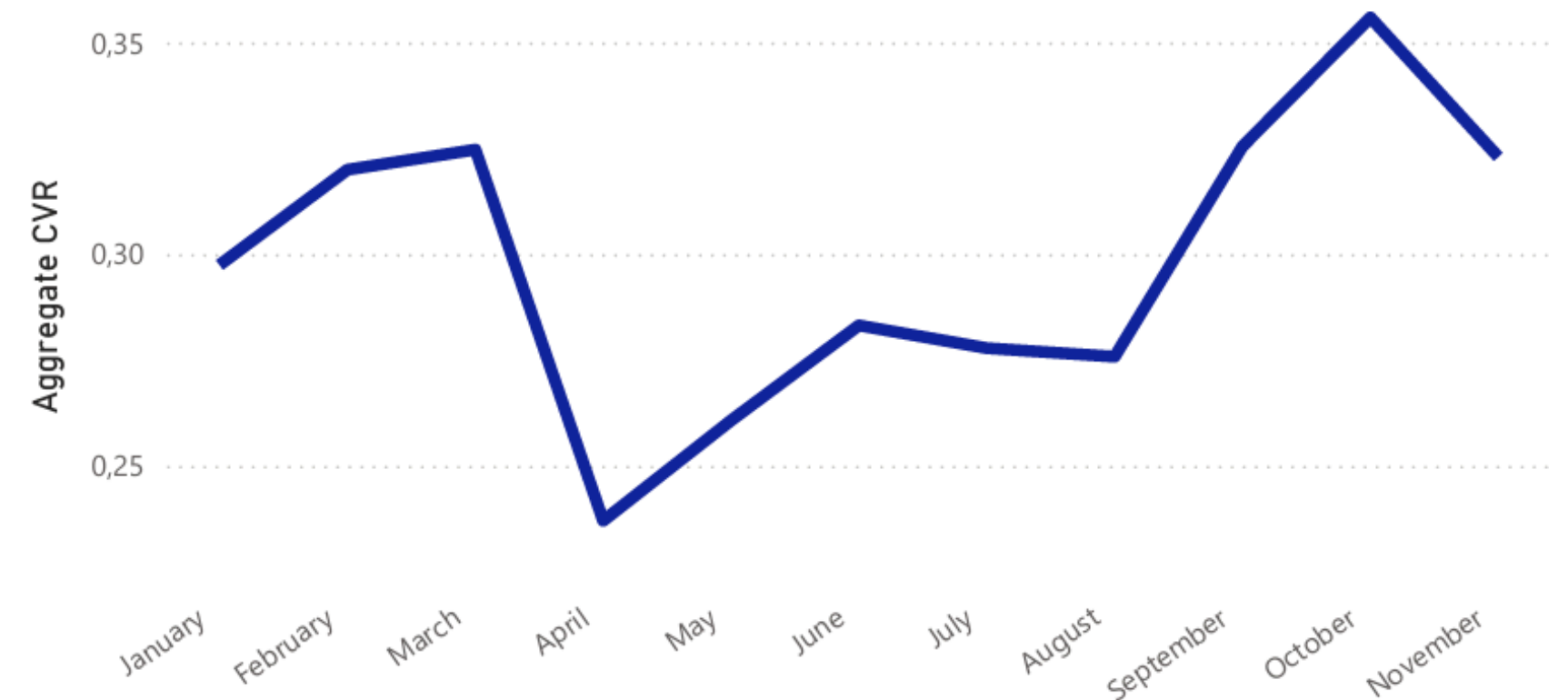
Rural Store

Most productive months of the year:

October with **36%** CVR

Overall most productive weekday:

Thursday with **33%**



Least productive period of the year:
Quarter 2 (April, May, June) with **26%** CVR

Performance at the Rural Store seem to waver **around overall averages**. Need to **keep up** sales conversion at this standard.

CONVERSION RATE & WORKHOURS CORRELATION

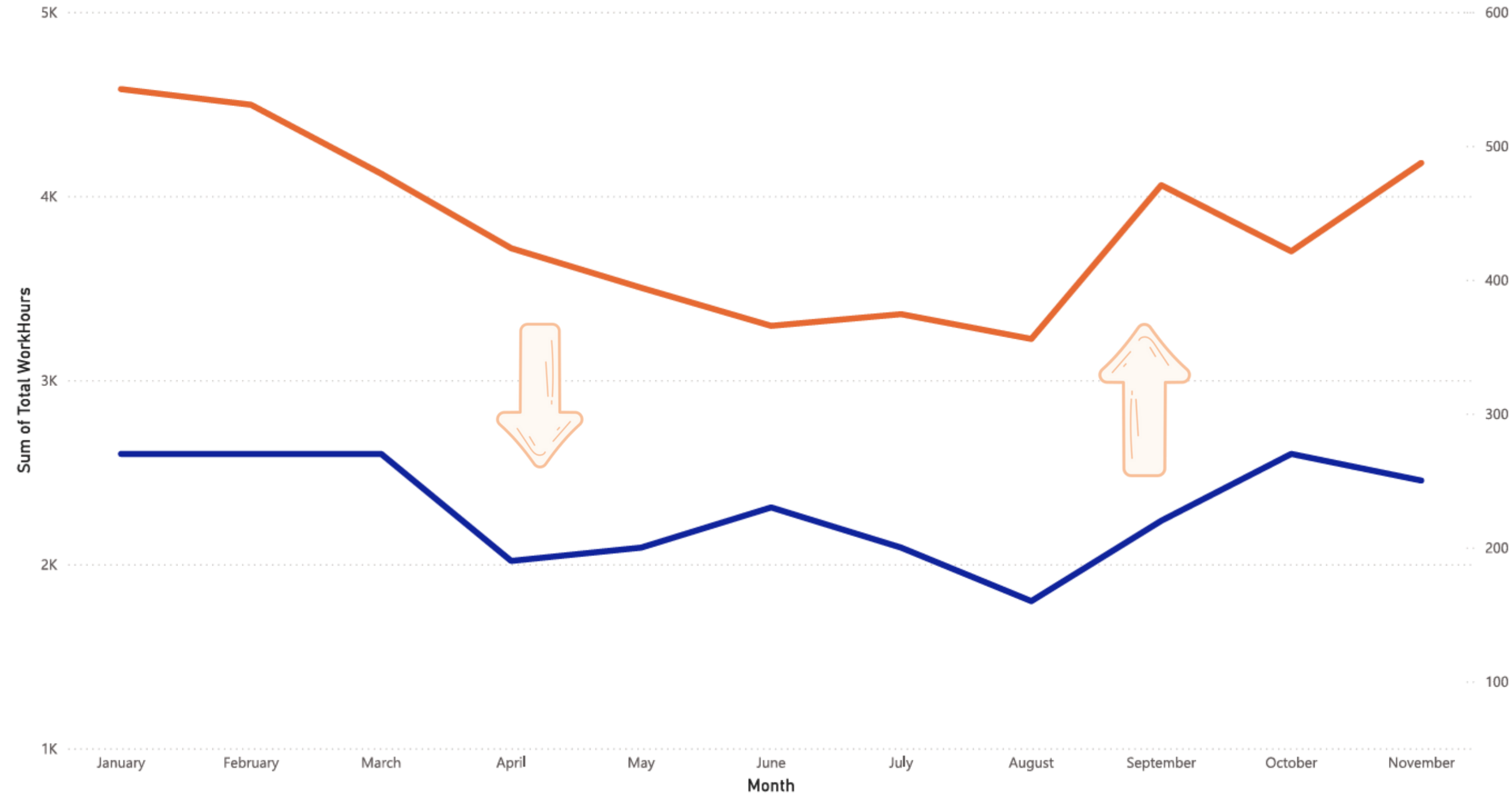
**Is there any dependence between CVR
and total employee work hours?**



Public & Home

WorkHours and CVR Correlation at P&H

● Sum of Total WorkHours ● ACVR*10 P&H

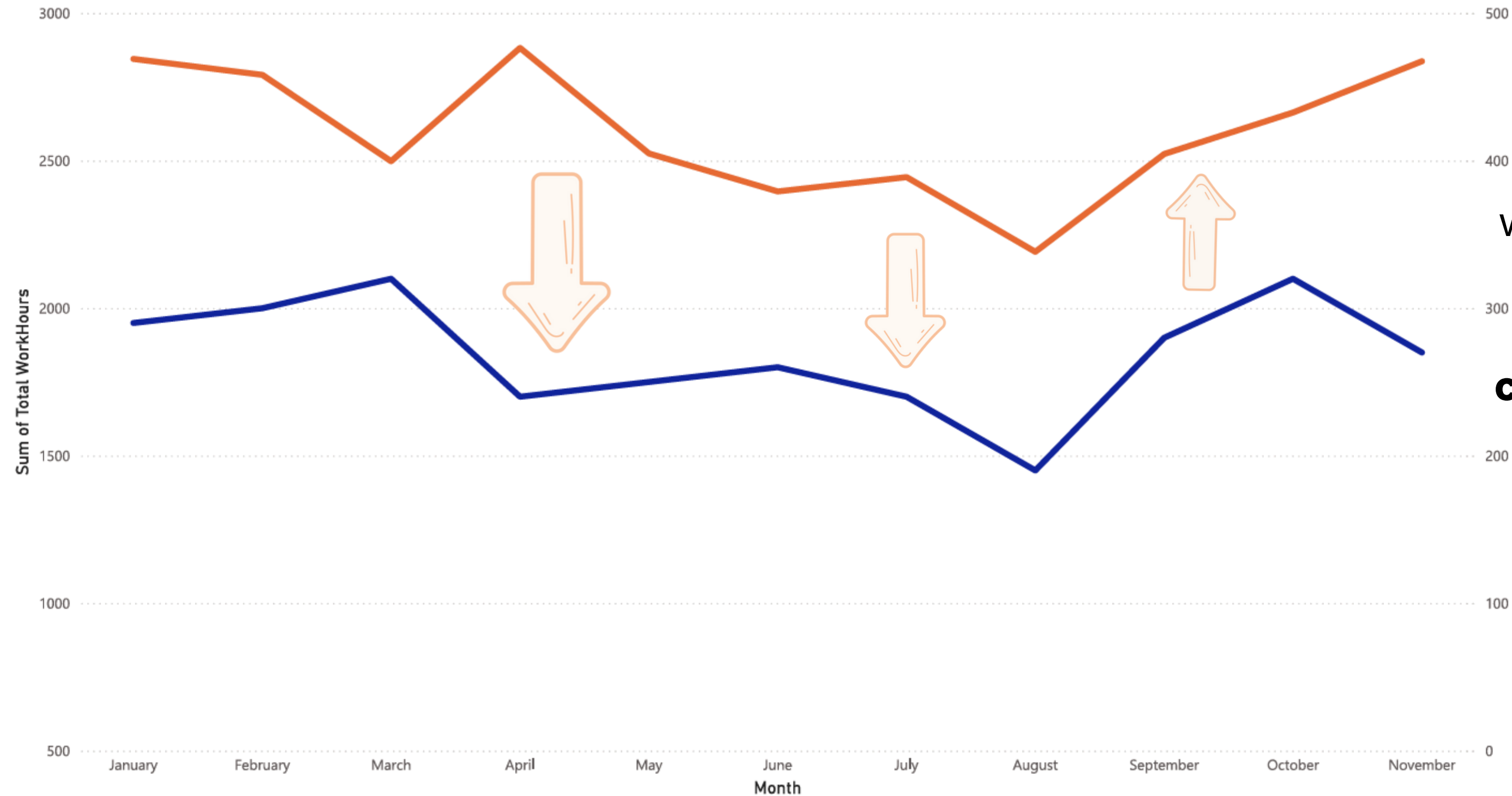


CVR and total
monthly
workhours lines
tend to be
**moving in a
closely parallel
way.**

Small Store Athens

WorkHours and CVR Correlation at ATH Small

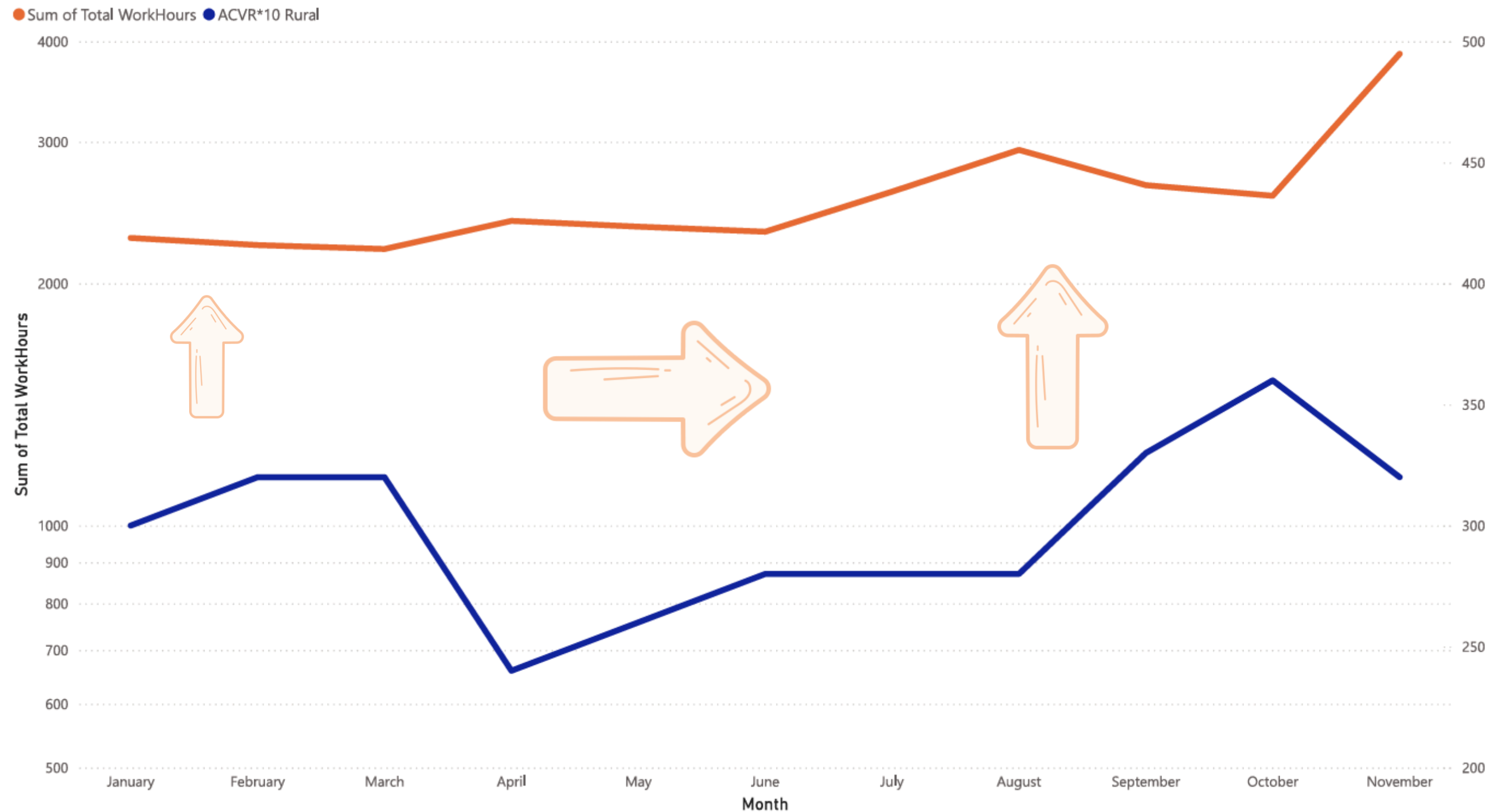
● Sum of Total WorkHours ● ACVR*10 ATH Small



CVR and total monthly workhours lines tend to be **moving in a closely parallel way.**

Rural Store

WorkHours and CVR Correlation at Rural Store

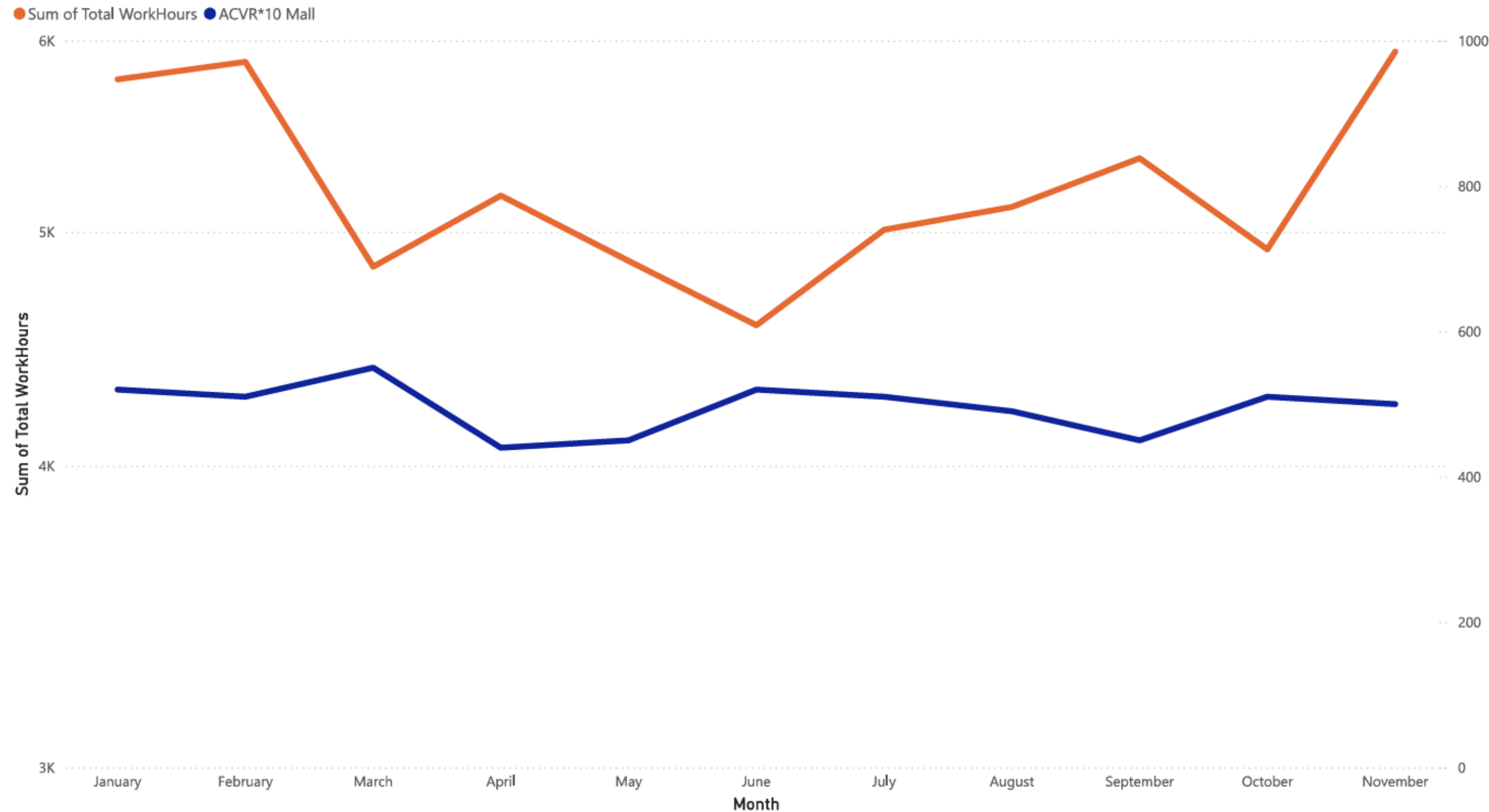


CVR and total monthly workhours lines tend to be **moving in a closely parallel way before October.**

In November, the **new** employees **don't manage** to increase sales.

Public Mall

WorkHours and CVR Correlation at PBL Mall



At Mall Store,
there is not
such strong
correlation.
However, total
workhours are
highly volatile.

In order to
jump to a fair
conclusion,
scheduling
needs to
stabilize.

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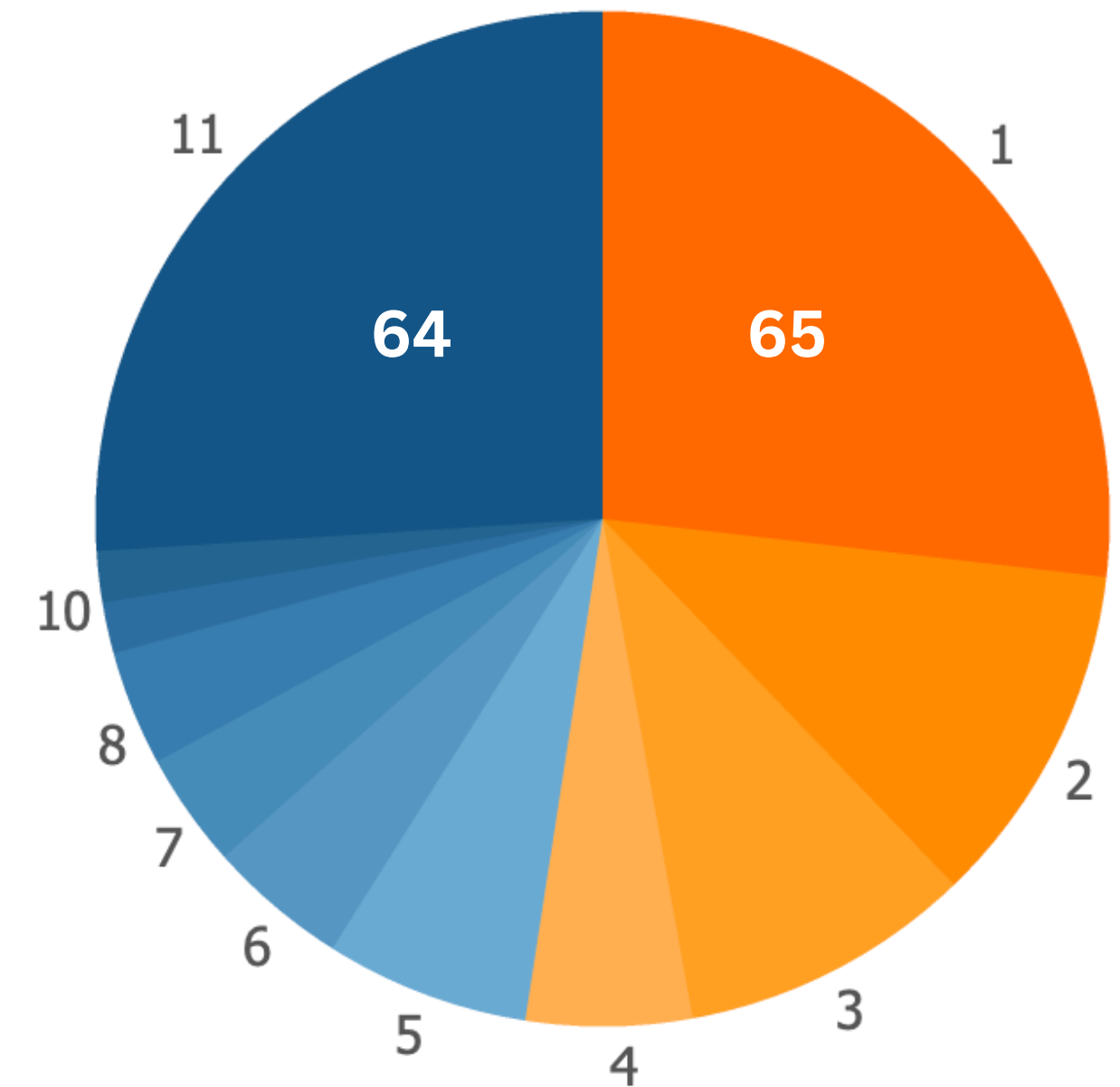
Suggestions



High Employee Turnover

Only **26%** of the employees **remain** within the company **year-round**.

27% of employees **leave** after just **one month** of employment.



Suggestions

1

Increase employee retention

Competitive salaries – Bonuses – Benefits

2

Alleviate employee workload at Public+Home

Hire more full-time or part-time employees to distribute the workload.

3

Enhance Winter Offers

Reevaluate promotions & marketing to increase traffic in this underperforming period.

4

Stabilize work hours (Mall Store)

Establish a set number of guaranteed hours for employees and rotate shifts fairly among employees

INSIGHT JOB

THANK YOU!

Any questions?

Public