



OPERATION BLUE PRINT

NAVIGATING THE WAVES OF E-COMMERCE SUCCESS



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About BLUE

- Tagline: **“Effortless Elegance Every Shade of You”**
- In the heart of India's vibrant textile heritage, "Blue" emerged as a tribute to the timeless beauty of clothing that transcends trends and seasons.
Established in 2000, Blue is more than just a brand; it's a celebration of individuality, self-expression, and the enduring allure of fashion.
- **Today, Blue is truly global, it is now an established Indian Wear brand in the US.**



THE BLUE PROBLEM & OBJECTIVE

- Blue wants to invest in a channel from which it is getting the most amount of earnings.
- Currently there is no insightful data to back any decision.
- **Identification of opportunities for optimization and strategic growth of “Blue” across e-commerce platforms in US**



Methodology



- **Data Collection**
- **Data Preparation and Analysis**
 - > Channel-Wise Comparison
 - > Exploratory Data Analysis (EDA)
 - > Marketing Impact Analysis
 - > Seasonal Effect Assessment
 - > Time Series Analysis
 - > Multiple Regression Analysis

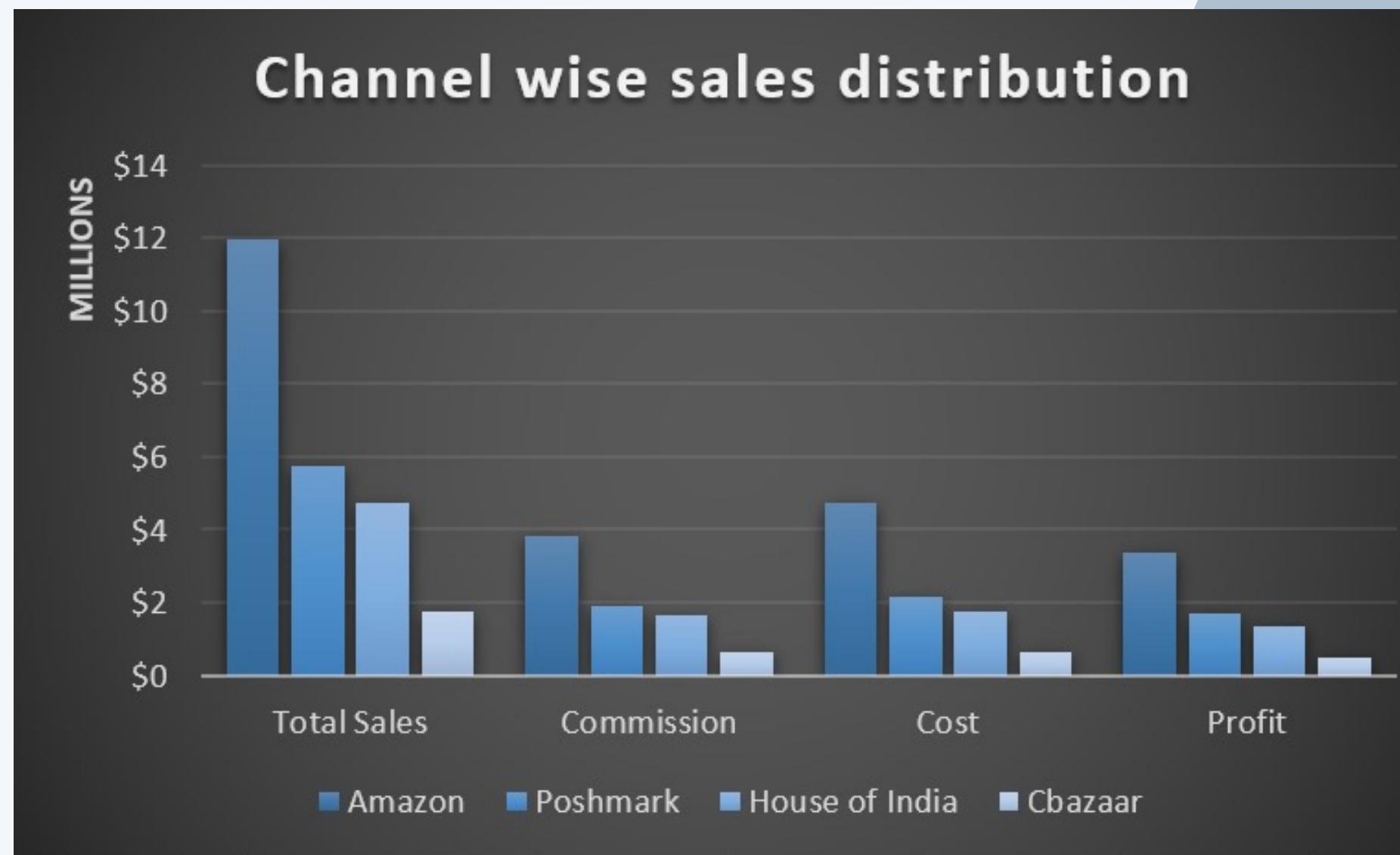
Data Collection

- Channel Selection Rationale
- Transaction Data
- Sale Details and Regional Data

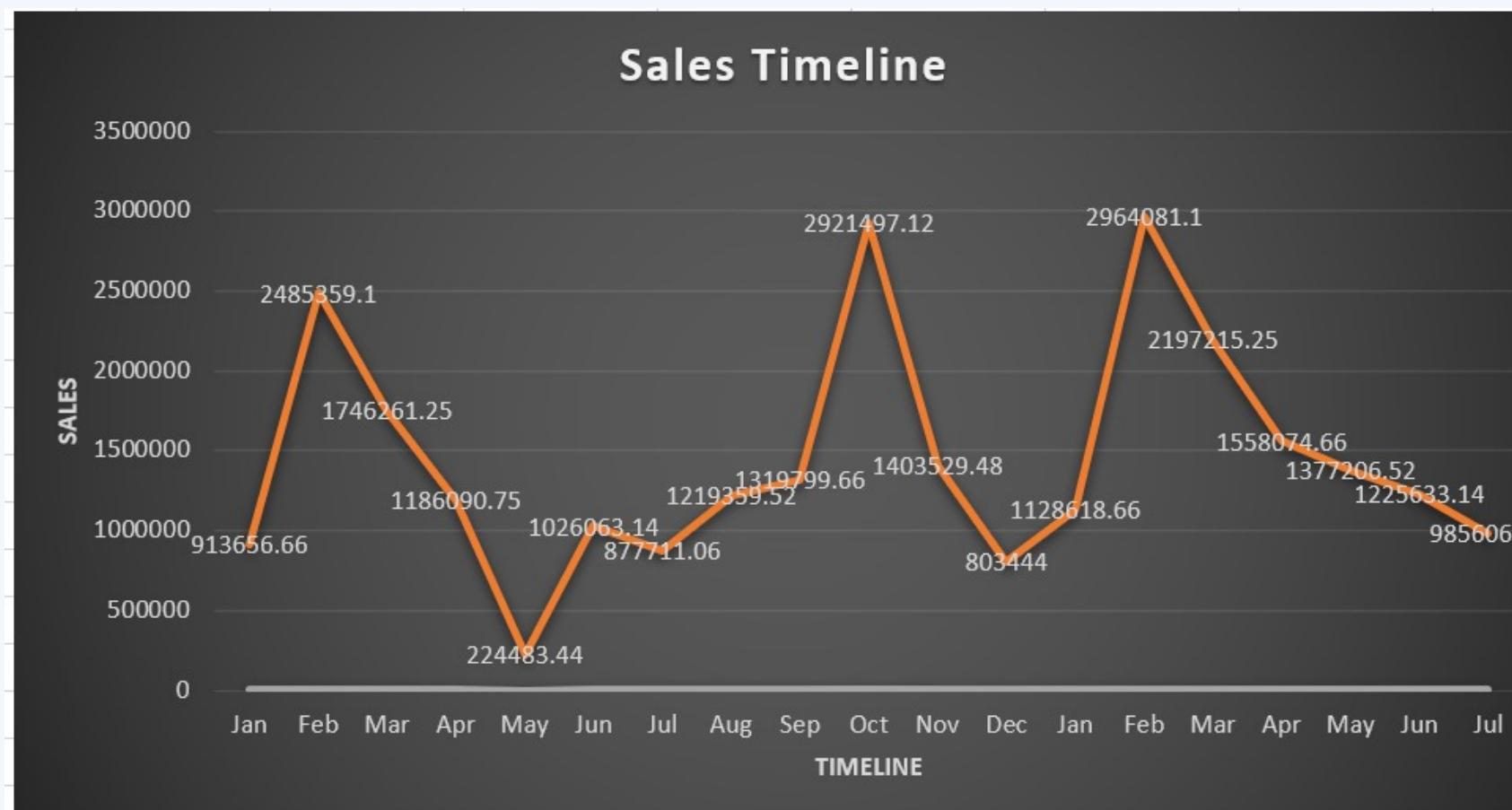


Channel Comparision

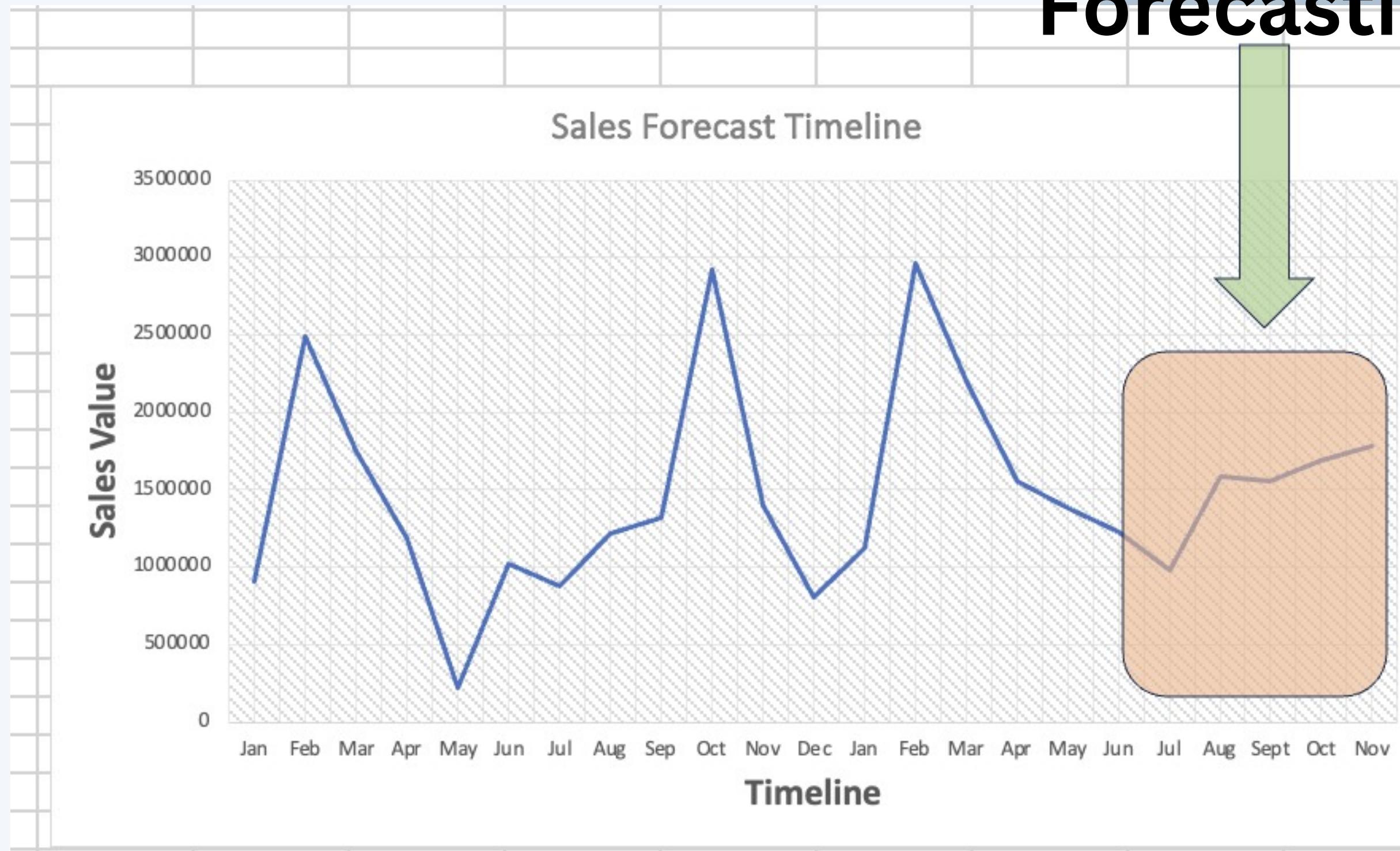
Strategically **selecting Amazon ensures maximum sales & profitability**, directing investments to channels with the highest potential for profit maximization.

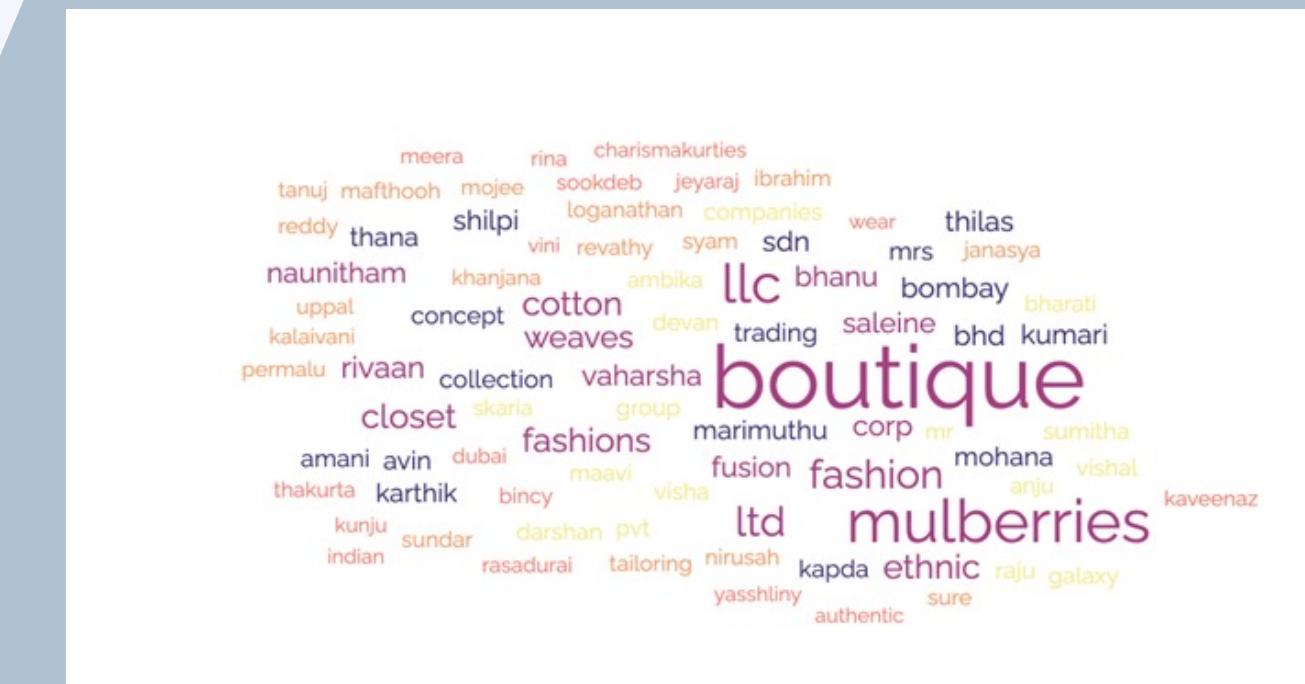
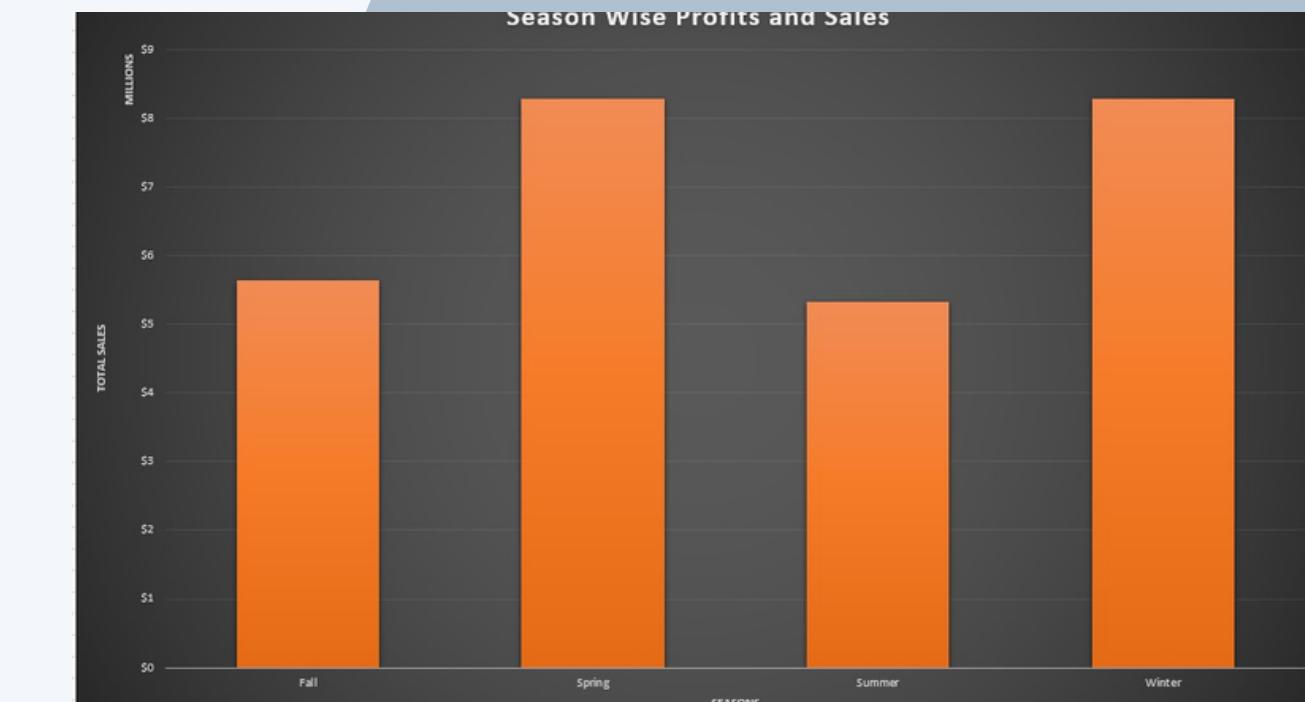
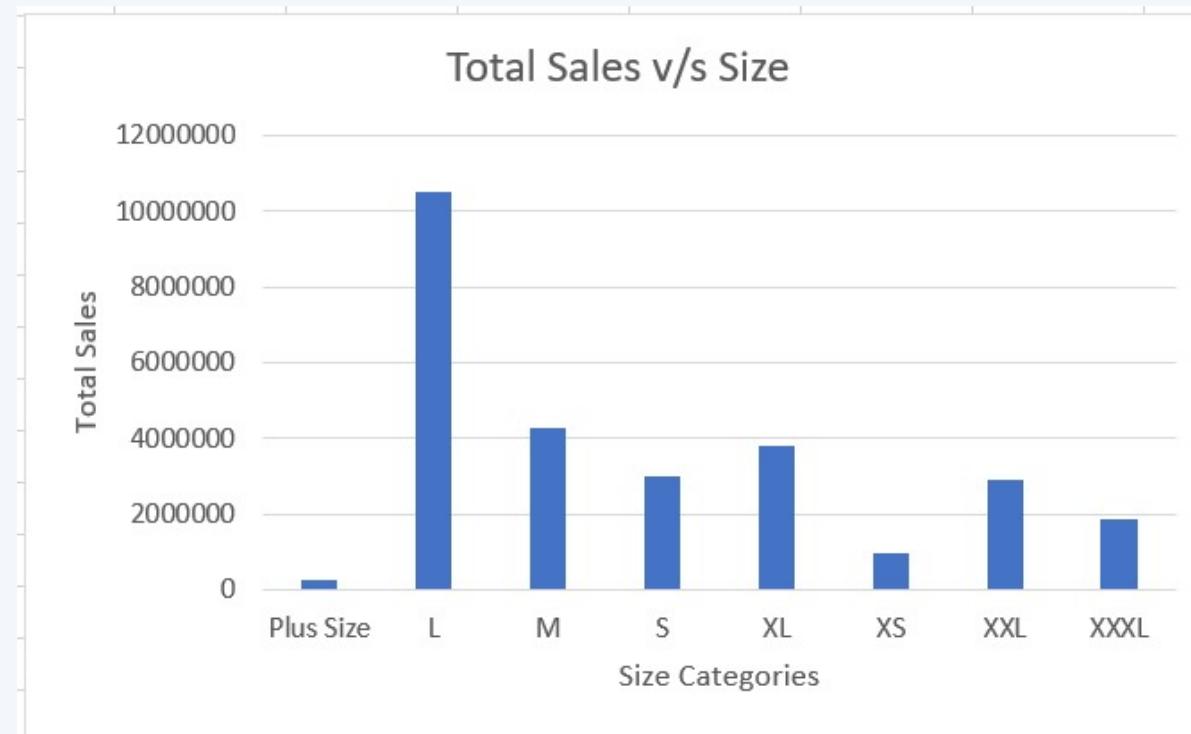


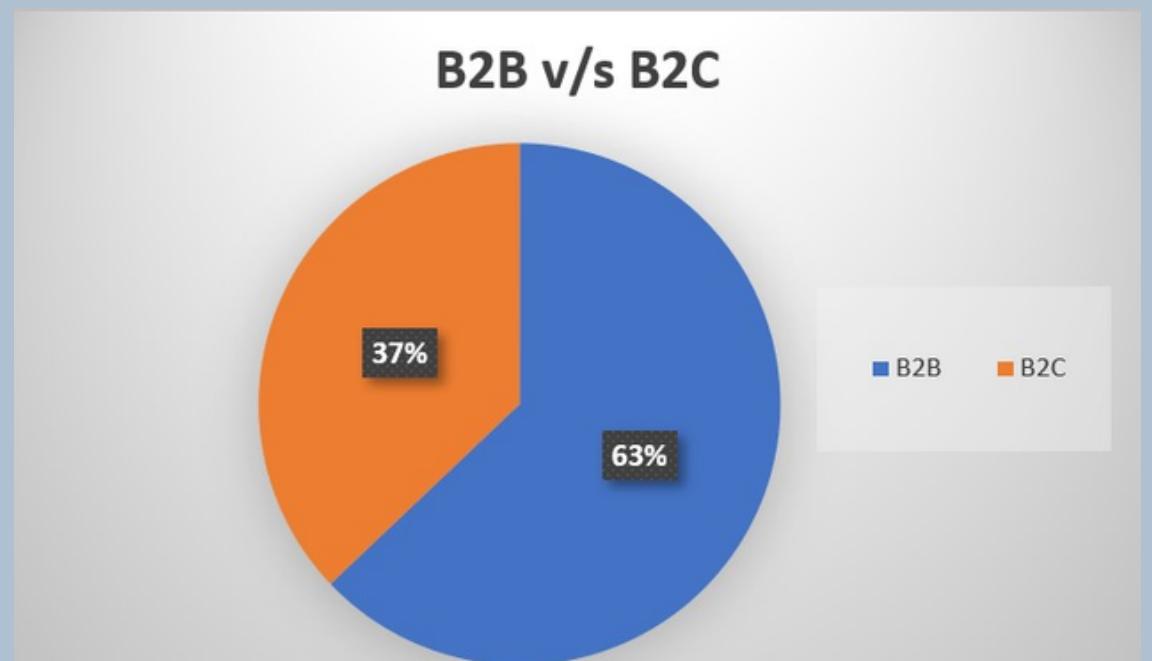
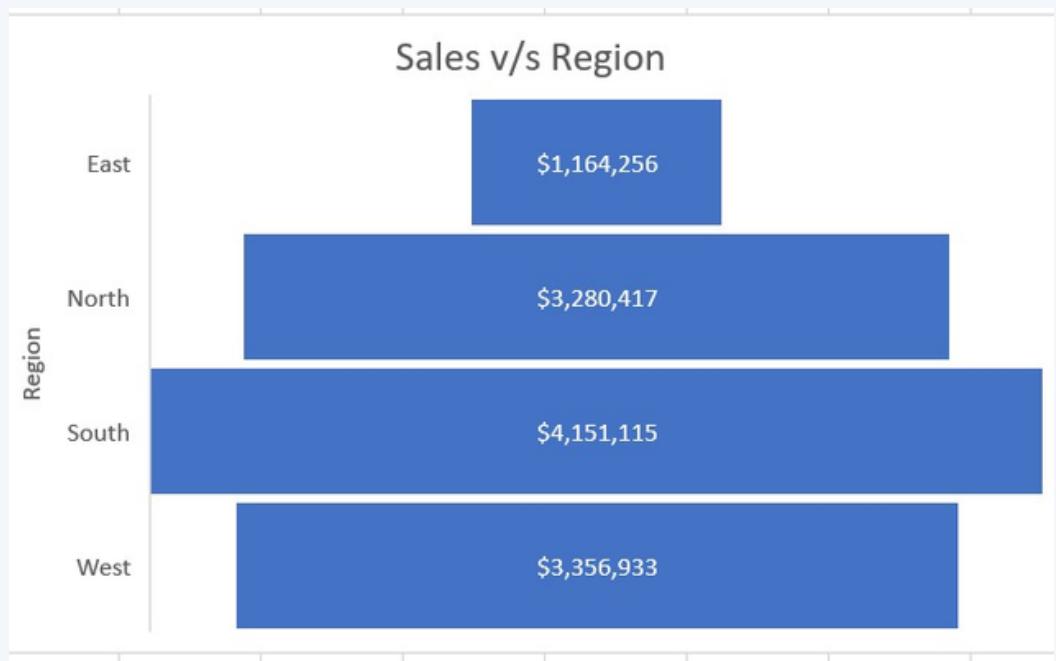
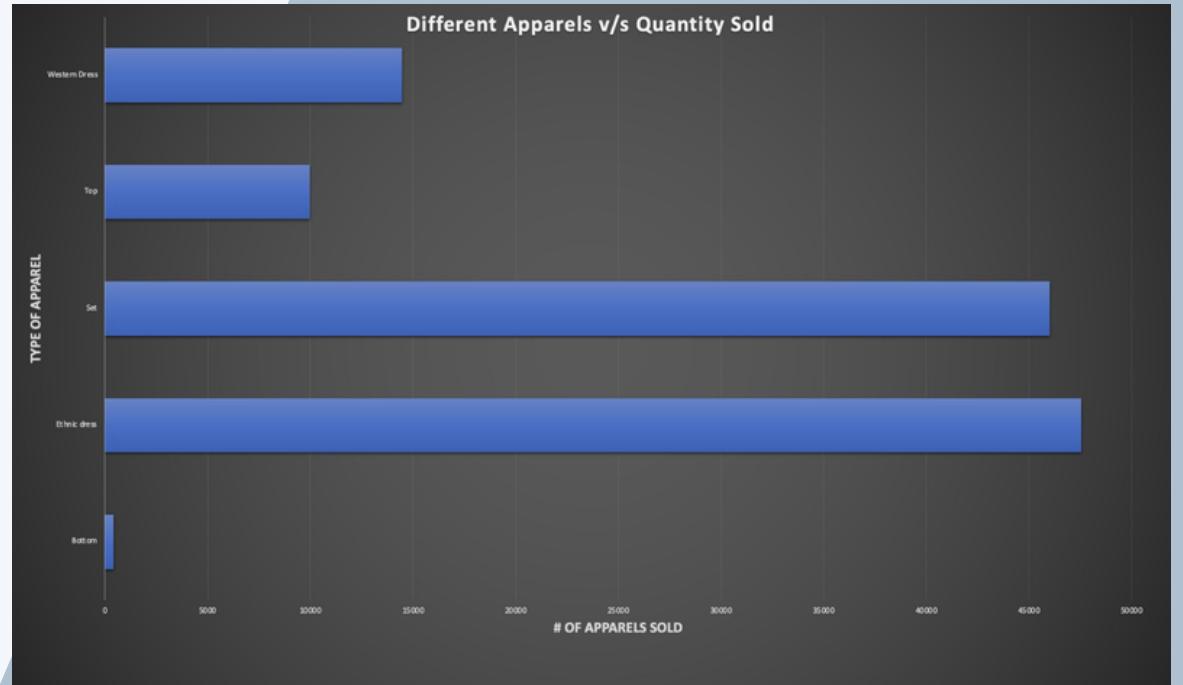
Exploratory Data Analysis



Forecasting







Regression Statistics								
Multiple R	0.9073079							
R Square	0.8232077							
Adjusted R Square	0.8231883							
Standard Error	2092.3576							
Observations	118430							
ANOVA								
	df	SS	MS	F	Significance F			
Regression	13	2.41395E+12	1.85688E+11	42414.378	0			
Residual	118416	5.18421E+11	4377960.289					
Total	118429	2.93237E+12						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	-1309.969	46.46562947	-28.19221966	2.76E-174	-1401.041	-1218.897	-1401.041	-1218.897
Ship_level_stand	23.429728	13.98738116	1.675061805	0.0939247	-3.985316	50.844771	-3.985316	50.844771
Category_Set	-69.71988	17.34570004	-4.019432823	5.837E-05	-103.7172	-35.72258	-103.7172	-35.72258
Category_Ethnic	122.80683	17.45398499	7.036034181	1.989E-12	88.597303	157.01637	88.597303	157.01637
Size_categcategory_Small	-19.40967	19.4924869	-0.995751312	0.319373	-57.61463	18.795293	-57.61463	18.795293
Size_category_Large	-7.671195	19.03355294	-0.403035362	0.6869229	-44.97665	29.634265	-44.97665	29.634265
Status_Shipped	-95.3404	31.92956277	-2.985960009	0.0028275	-157.9218	-32.75896	-157.9218	-32.75896
Status_Unshipped	-77.30488	41.44926501	-1.865048229	0.0621771	-158.5448	3.9350187	-158.5448	3.9350187
Qty	709.66908	4.84910346	146.3505761	0	700.16492	719.17325	700.16492	719.17325
Rate	2.0255153	0.029159277	69.46383826	0	1.9683636	2.082667	1.9683636	2.082667
Region_North	7.6156346	22.46189492	0.339046843	0.734575	-36.40932	51.64059	-36.40932	51.64059
Region_South	4.2979286	20.46005046	0.210064416	0.8336178	-35.80344	44.3993	-35.80344	44.3993
Region_West	-11.64929	21.75307618	-0.535523994	0.5922886	-54.28498	30.986387	-54.28498	30.986387
B2B	-464.2787	369.1222884	-1.257791029	0.2084698	-1187.752	259.19508	-1187.752	259.19508

$$Y = -1309.97 + 23.43 \times \text{Ship_level_st}$$

$$\text{and} -69.72 \times \text{Category_Set} + 122.81$$

$$\times \text{Category_Ethnic} - 19.41 \times \text{Size_cat}$$

$$\text{egory_Small} - 7.67 \times \text{Size_category}$$

$$_Large - 95.34 \times \text{Status_Shipped} - 7$$

$$7.30 \times \text{Status_Unshipped} + 709.67 \times$$

$$\text{Qty} + 2.03 \times \text{Rate} + 7.62 \times \text{Region_Nor}$$

$$\text{th} + 4.30 \times \text{Region_South} - 11.65 \times \text{Re}$$

$$\text{gion_West} - 464.28 \times \text{B2B}$$

Managerial Implication

Learnings

- Hands-on experience with data cleaning
- Importance of data quality, accuracy, and reliability in analytical endeavors
- Complexity faced in Excel formulas
- Decision to turn to AI tools for overcoming manual limitations
- AI tools expedited processes and opened new possibilities for exploration

