Simple Threads

Business and Campaign Analysis

Agenda :

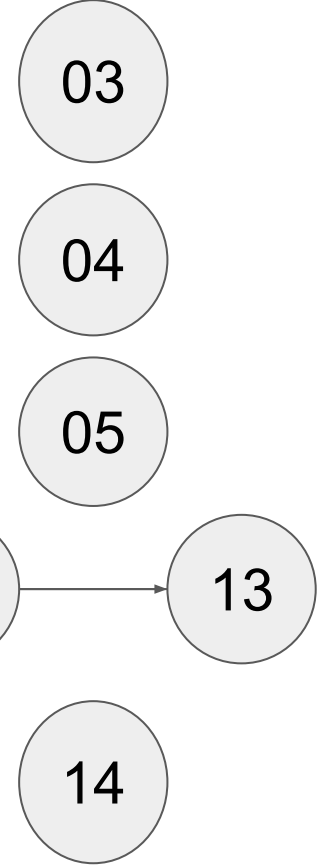|	
Project Overview	03
Data Cleaning	04
Quantitative Findings	05
Business Insights	06 → 13
Analysis Summary	14

Project Overview

Simple Threads, a boutique retail company that sells curated clothing online. The goal is to analyze the company's Q1 2025 business performance, customer behavior, and product sales trends. Additionally, the analysis will evaluate the effectiveness of an end-of-year discount email campaign to provide actionable insights for the management team.

Data Cleaning

Data cleaning was performed using a combination of **Orange**, **Google Sheets** and **MySQL** to ensure accuracy and consistency in Dataset. The steps are summarized below :

Cleaning Step	Description	Tool Used
Handling Missing Values.	Replacing missing amounts with median values.	Orange
Standardize Data Format	Correcting inconsistent Data formats.	Google Sheets
Correct Data Types	Change numerical fields from text to float.	Orange
Remove Duplicates	Identified and removed duplicate customer IDs and Product IDs.	MySQL

Quantitative Findings

Average spent per customer is 569.25 rupees

22 unique customers made purchase out of which 17 were in January and 5 were in february.

37 Discount codes were sent out of which 14 made purchases.

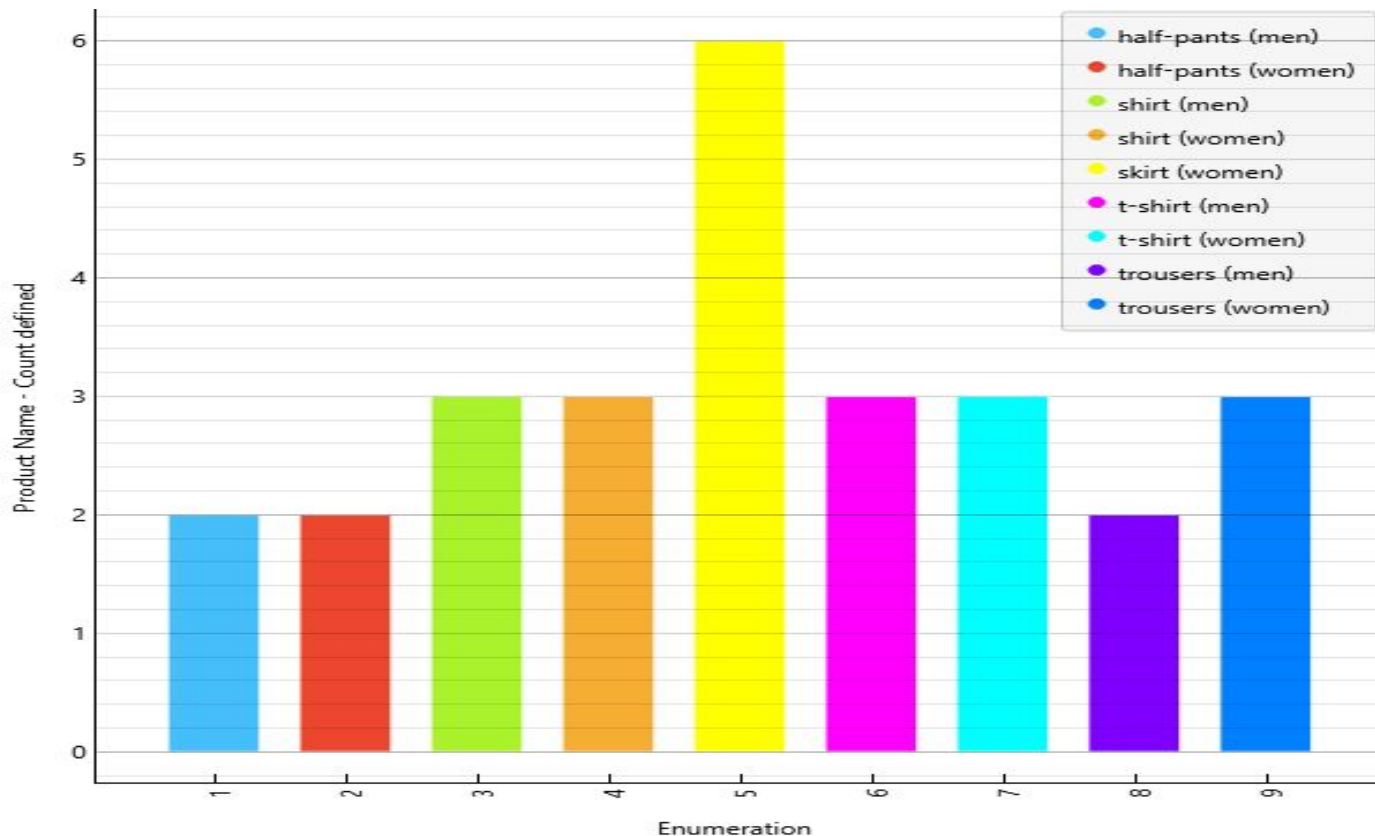Total Sale revenue generated is 22,770 rupees.

Distribution of customers across different regions

Jaipur is the primary customer hub, with a significantly larger customer base than all other cities combined.
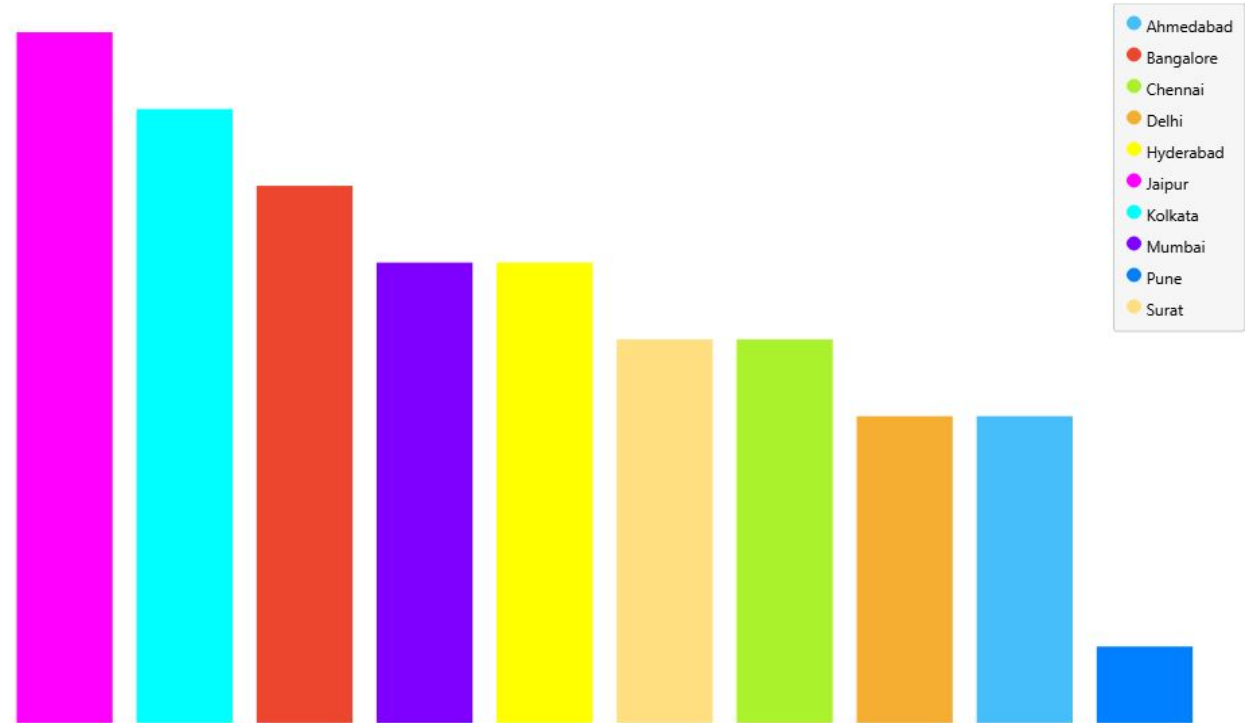
Product popularity

women's clothing, particularly **skirts**, **t-shirts**, and **trousers**, are most popular
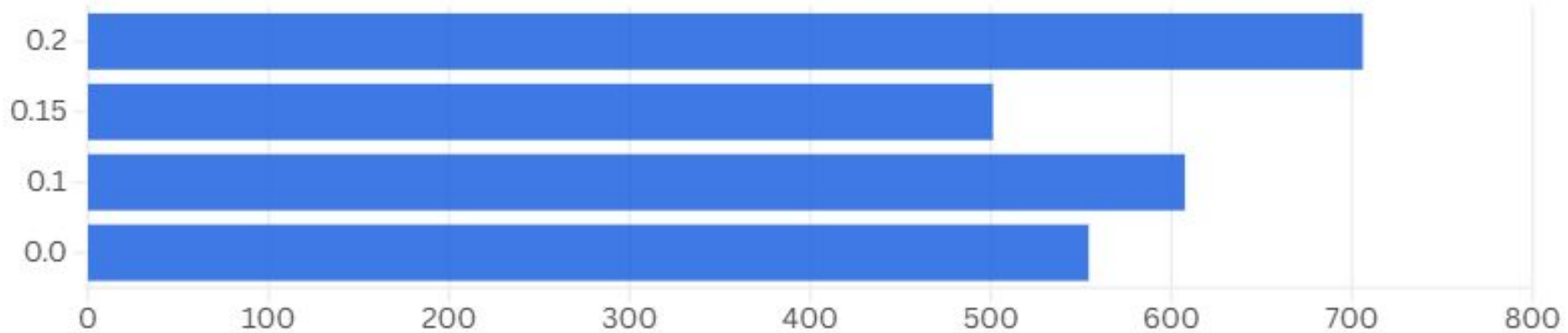
Sales trends across different product categories

skirts for women are the most lucrative product category, generating a significantly higher total sales value than any other item. In general, **women's apparel** consistently outperforms men's apparel in terms of revenue.
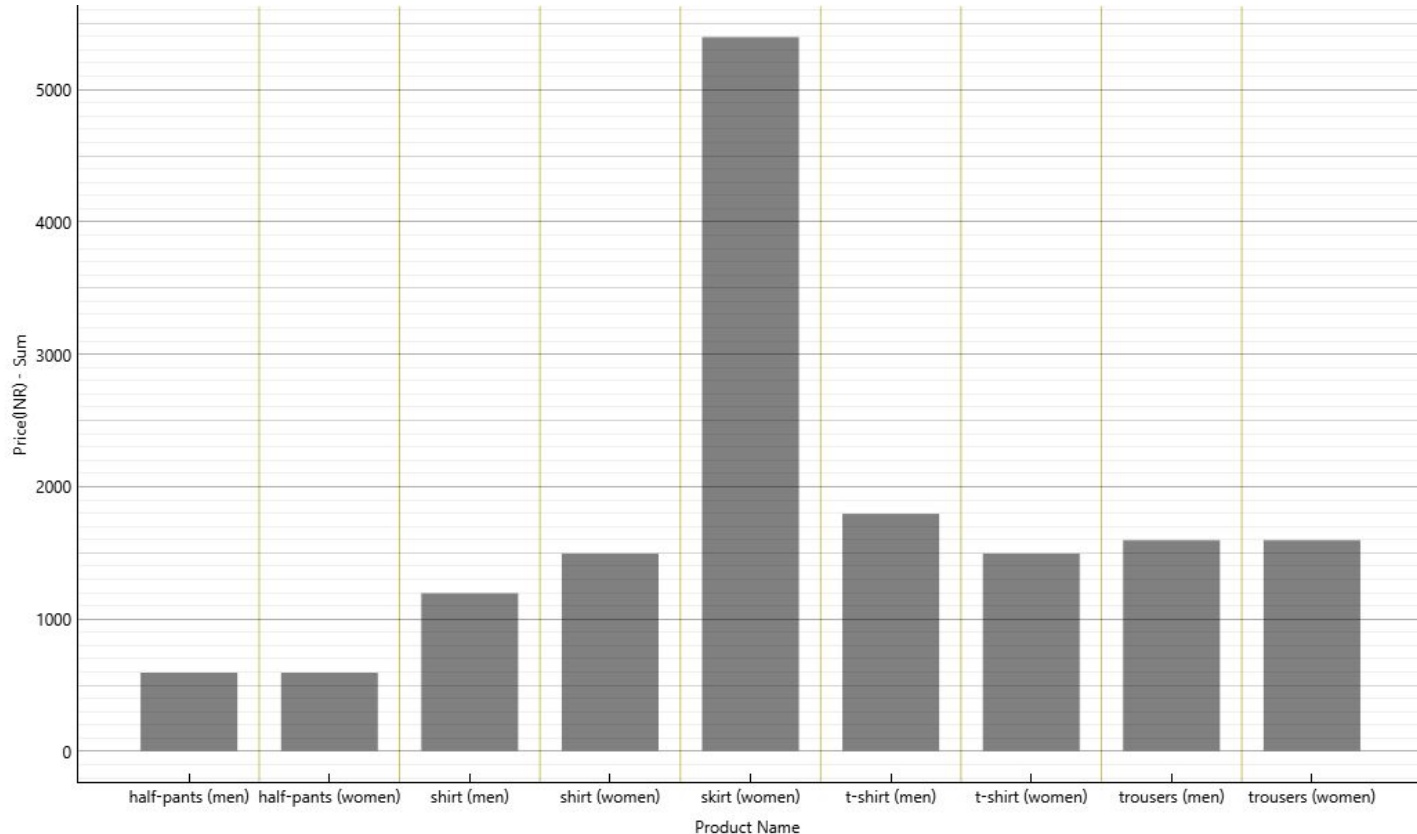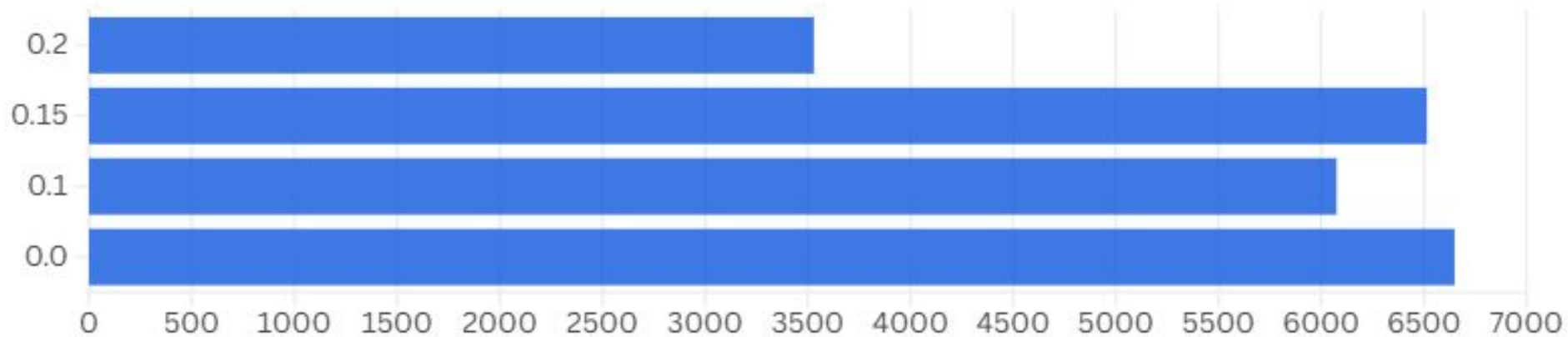
What Average Spend Suggests.

At first glance, the data tells us that offering a 20% discount encourages customers to spend the most on average. This makes it seem like our most powerful tool for driving high-value purchases.

The Full Revenue Story

However, the picture changes completely when we look at total sales.

20% discount actually brought in the least money overall because it attracted very few buyers. Offering **no discount** or a **15% discount** drove the highest revenue by attracting a much larger volume of customers.

Connecting the Dots: A View of Customer Behavior

The 20% discount was a niche offer that only attracted a few big spenders. The real revenue came from the large crowd of customers brought in by the **0% and 15% discounts.**This proves that our success comes from attracting a high volume of shoppers, not just a few high-value ones.
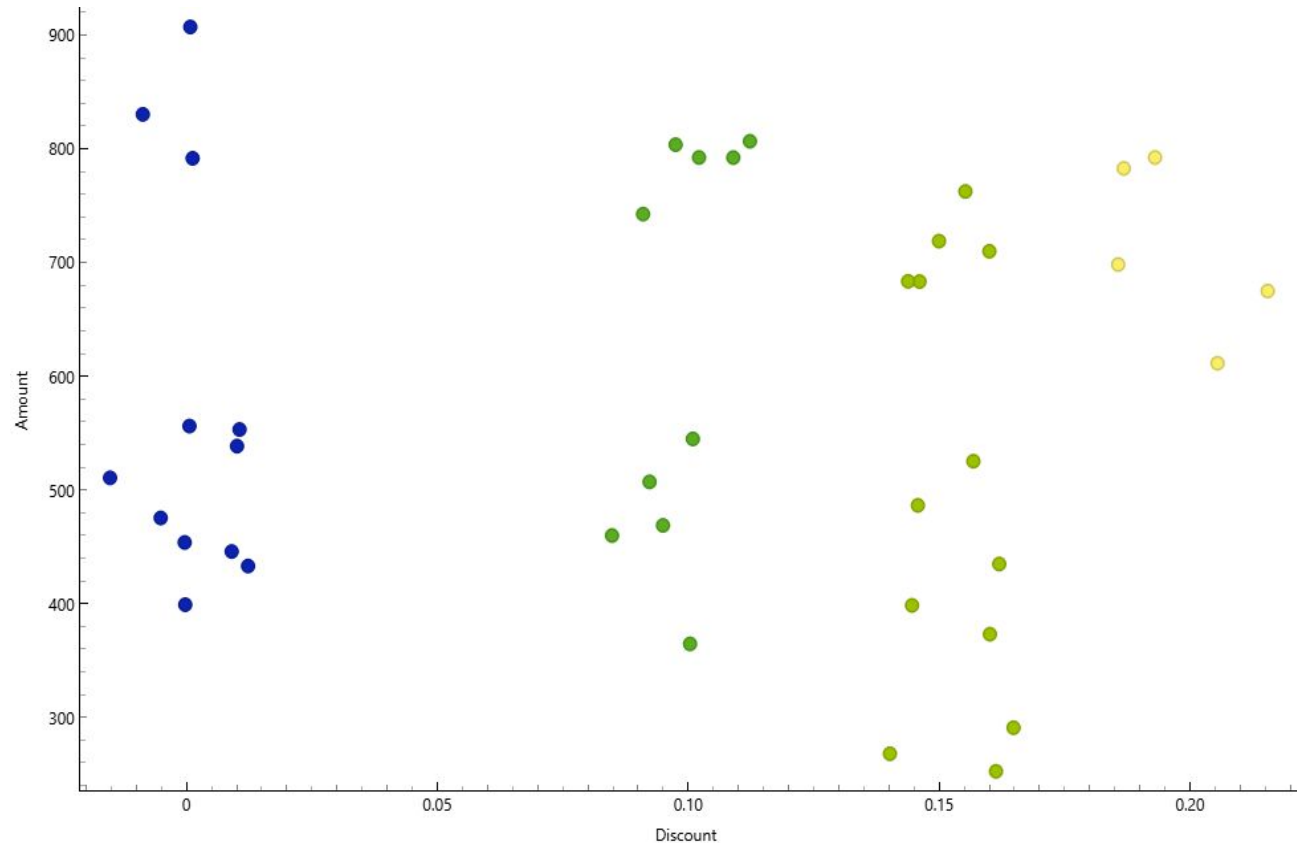
# Business Insight Relationship between quantity purchased and product price

This suggests the market is highly price-sensitive. To drive sales volume, focusing on products in the lower-to-mid price range is the most effective strategy. The higher-priced items appear to be more niche or luxury purchases.
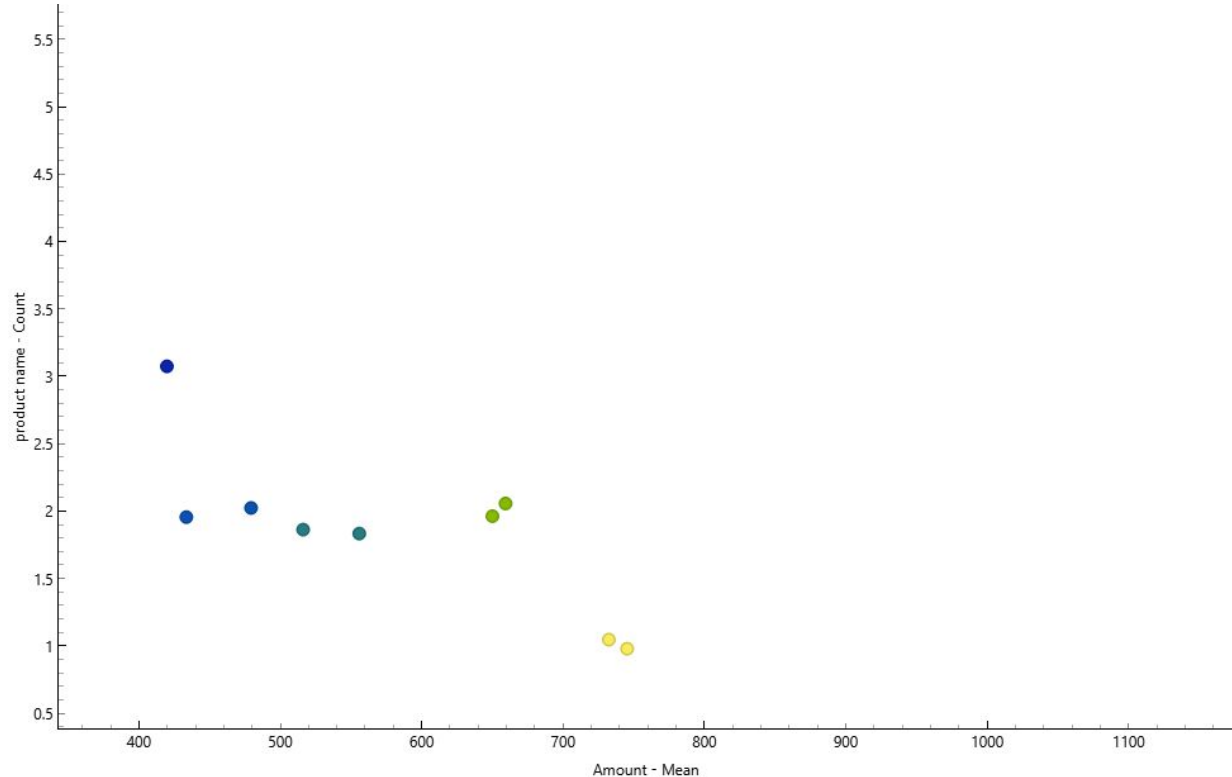
Pricing Strategy: A Deep Dive into Product Categories

Premium Opportunity in Women's Apparel Women's trousers command our highest average price and widest price range. This presents a clear opportunity to maximize high-margin sales by introducing a tiered product line, from standard to premium.

product name
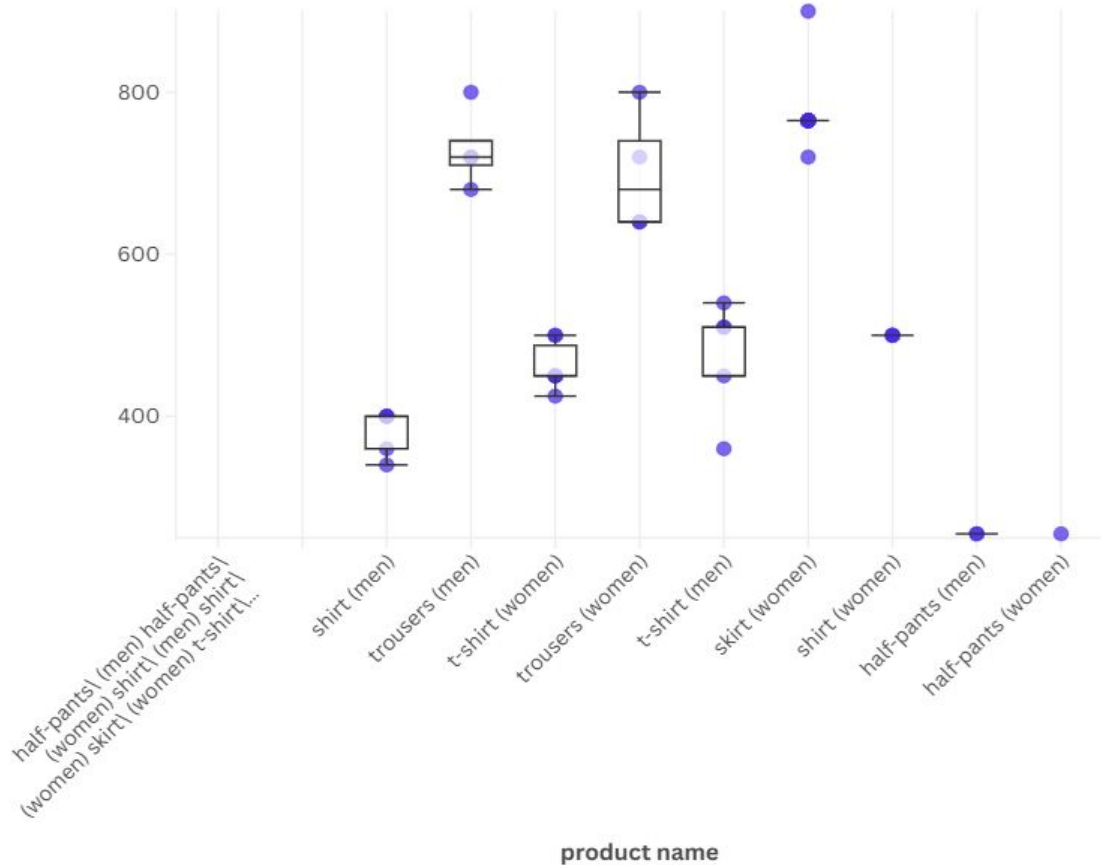
Analysis Summary

Focus on Volume: The market is highly **price-sensitive**, so the most profitable strategy is to attract more customers with **0% and 15% discounts**, as these generate the highest total revenue.

Women's Apparel is Key: Women's clothing, especially **skirts and trousers**, drives the most sales and offers the best opportunity for high-margin pricing, with **Jaipur** being our primary market to target.

THANK YOU