

Ralph

SKU Productivity

Lauren

Exploration

Practicum Project by
Team 2



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Our Team

- Student Consultant Team from Wake Forest
- Master in Business Analytics



The Big Question: What makes a product more or less productive than others?



Project Overview

- **Objective:** Identifying key attributes that drive product productivity
- **Data:** Spring 2022 - SKU Productivity Data
- **Analytical Methodology:** Machine Learning algorithms including Random Forest, Decision Tree, etc

“

“What products are you thinking to be
the **MOST PRODUCTIVE?**”



“

**“I know your answer, but they are
NOT.”**



Analytical Overview



Preparation

Segregating and perpetuating
70,000+ SKU's for modelling

Analysis

Iterating through modelling
techniques to balance accuracy
and explainability

Interpretation

Utilizing methods to visualize
complex modelling outputs

Relation

Understanding how our findings
fit in to the real world

Mens Findings



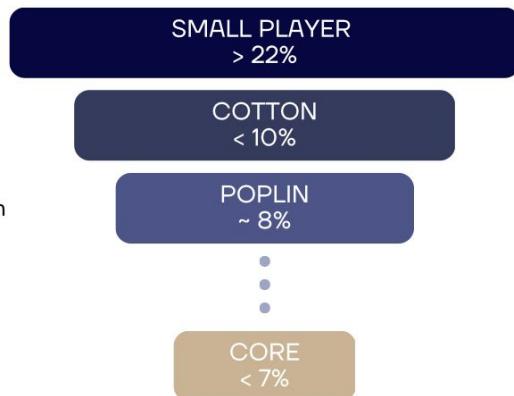
Womens Findings





Feature Importance

- Logo
- Fiber Content
- Merch Fabrication
- Fashion Degree



Growth Market: conservative toward outerwears



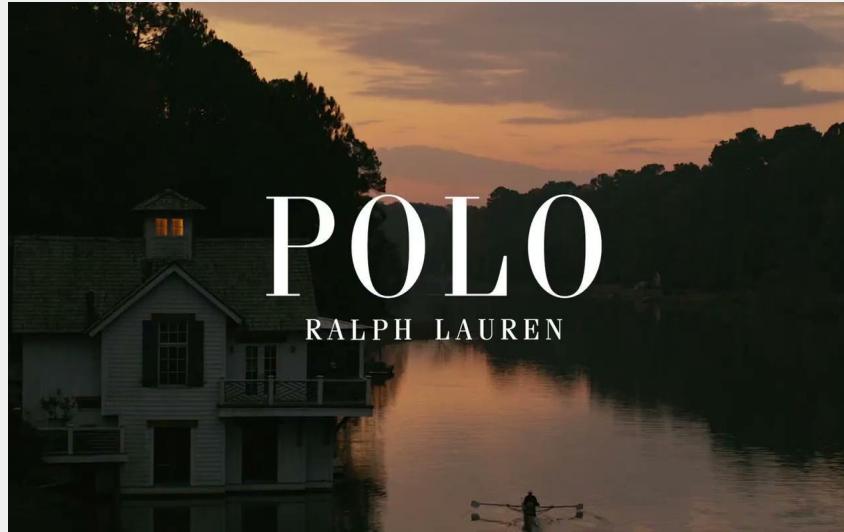
Ballerina



Ballerina



Ralph Lauren Men's Spring 22



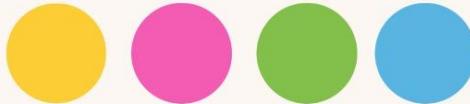
Why is the Analysis Showing This?

Polo Ralph Lauren's Spring/Summer 2022 Campaign



Spring 2022 Trends

Spring 2022 Color Trends



Design Pool, March 2022

“In addition, the color nude will be key for spring/summer 2022 —the color appears more elevated when pairing well with *highlighter colors* such as neon yellow/green, or day-glow yellow and pink; these almost fluorescent colors convey the message strength and victory.”

New York Fashion Week: The Best
Color Trends For Spring/Summer
2022 – Forbes, Fall 2021