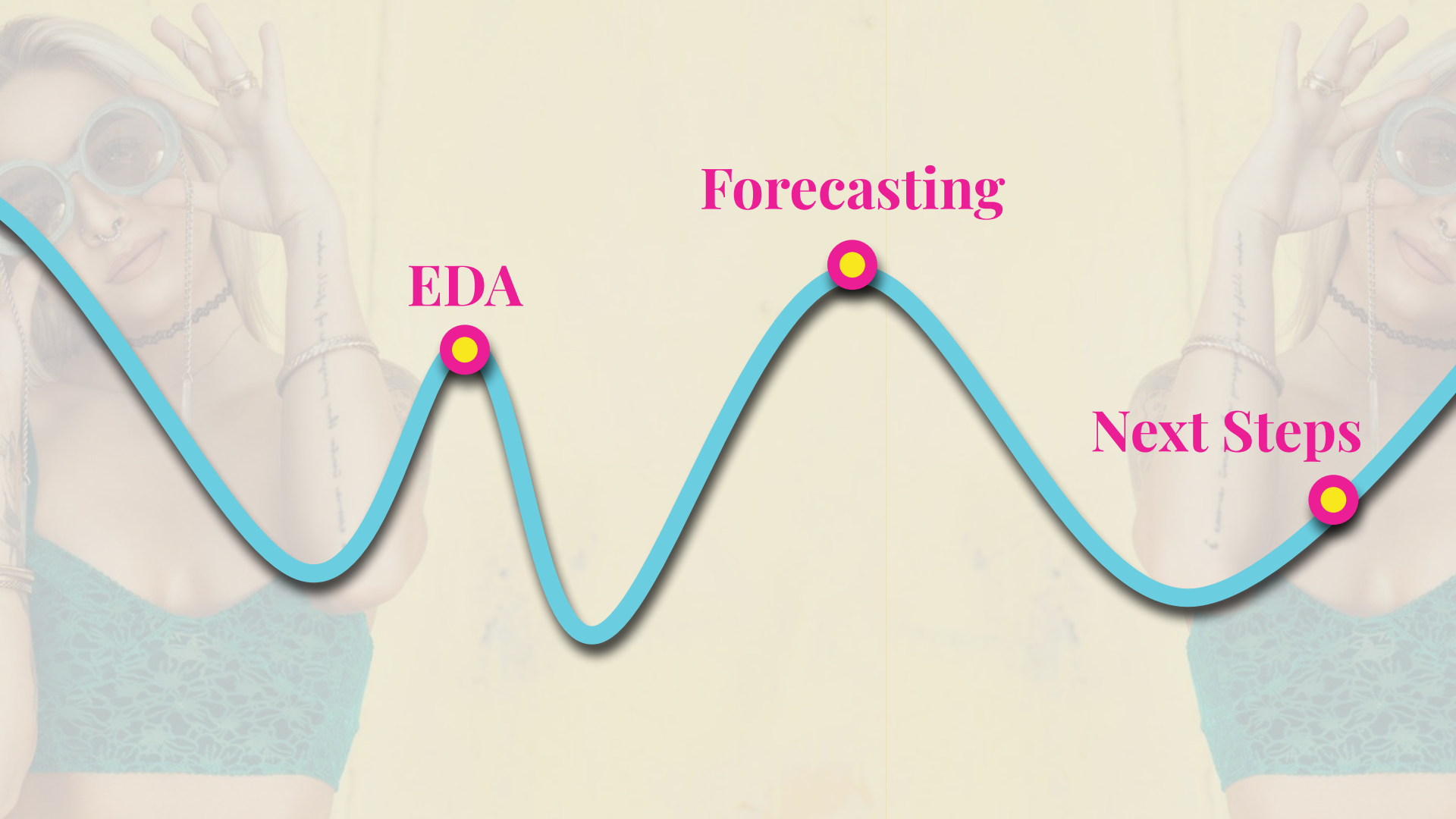




Zara Sales Analysis

Final Project | Inês Garcia



Forecasting

EDA

Next Steps

Questions

- What are the best countries to be in?
- When are the most sales?
- How is Zara doing on Inventory Management?
- SMART Inventory Management



Dataset

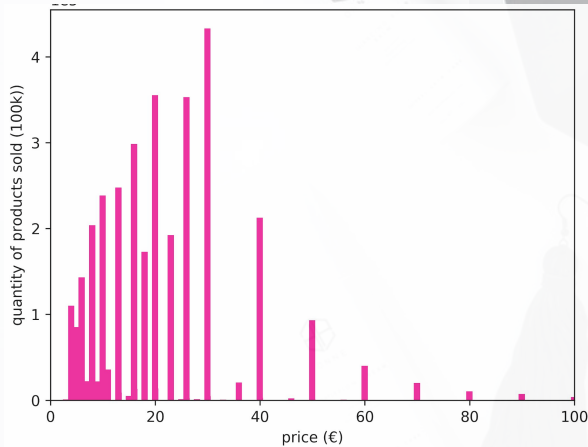
Zara Data Challenge

- product id ←
- block id
- family id
- subfamily id
- price ←
- date-number ←
- color id
- size id
- sales ←
- stock ←
- category id
- position



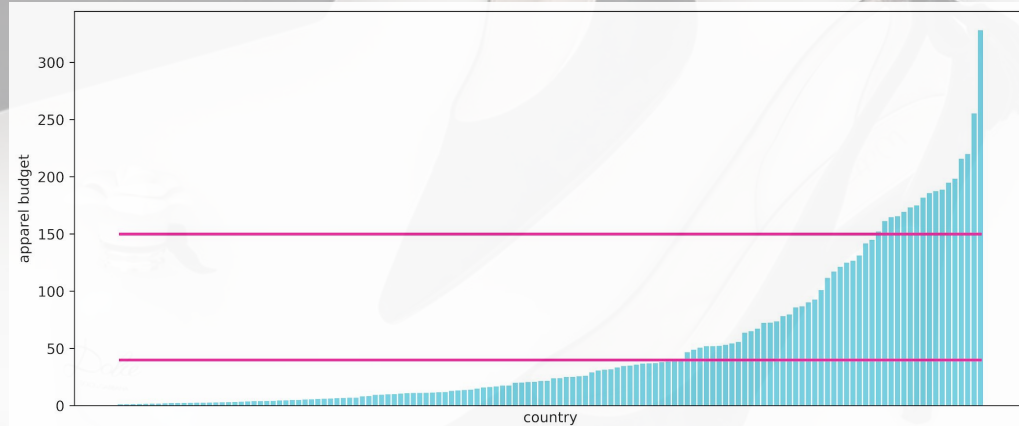
Price and Purchasing Power

<40€



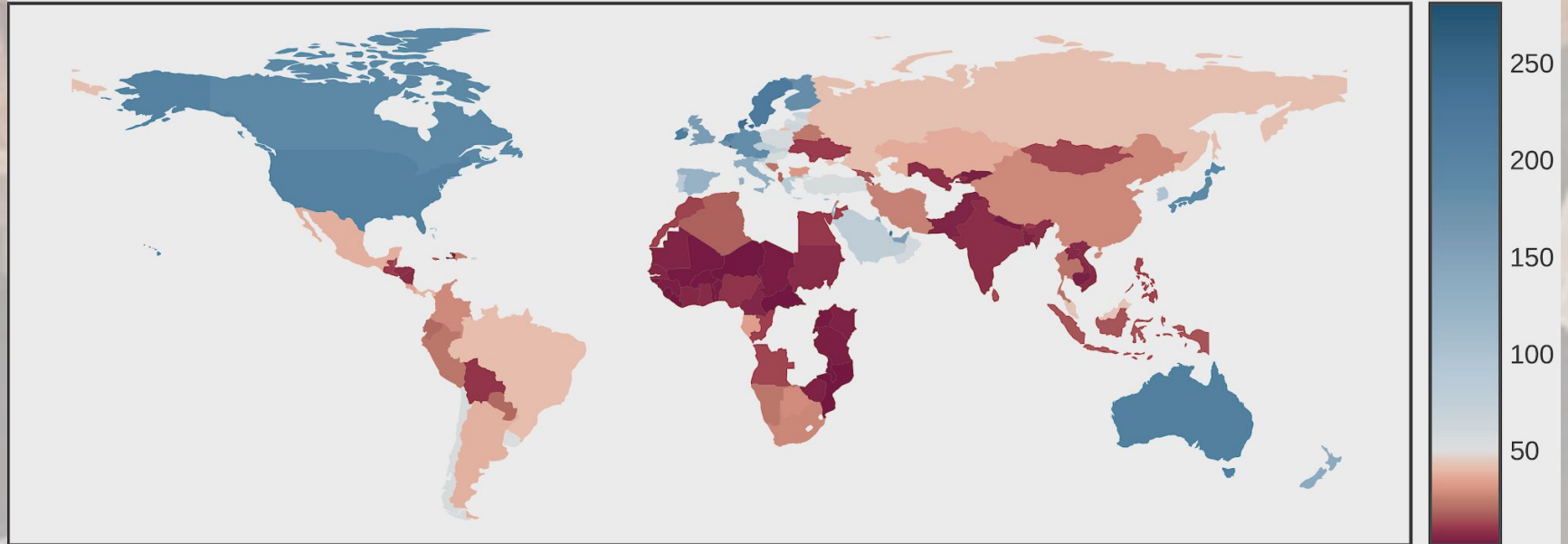
Quantity of products sold by price

5% of income
150-400€



Apparel budget by country (bars) and calculated threshold

What are the most promising countries?



Apparel Budget worldwide

Sales and Inventory

Inventory Turnover & Days sales of Inventory

255,679€

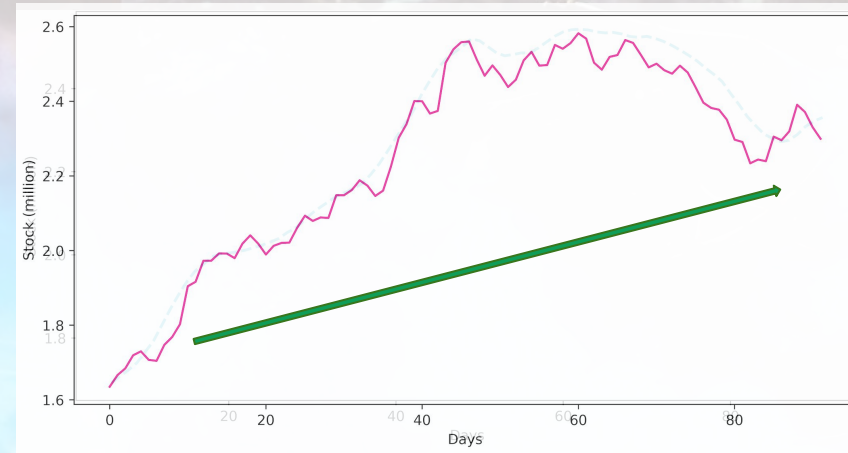
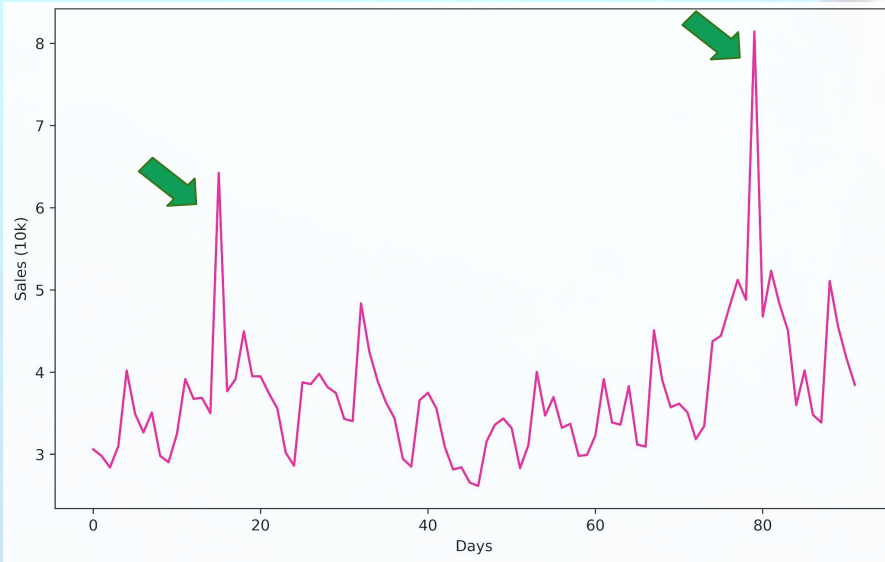
Median Inventory

7.07

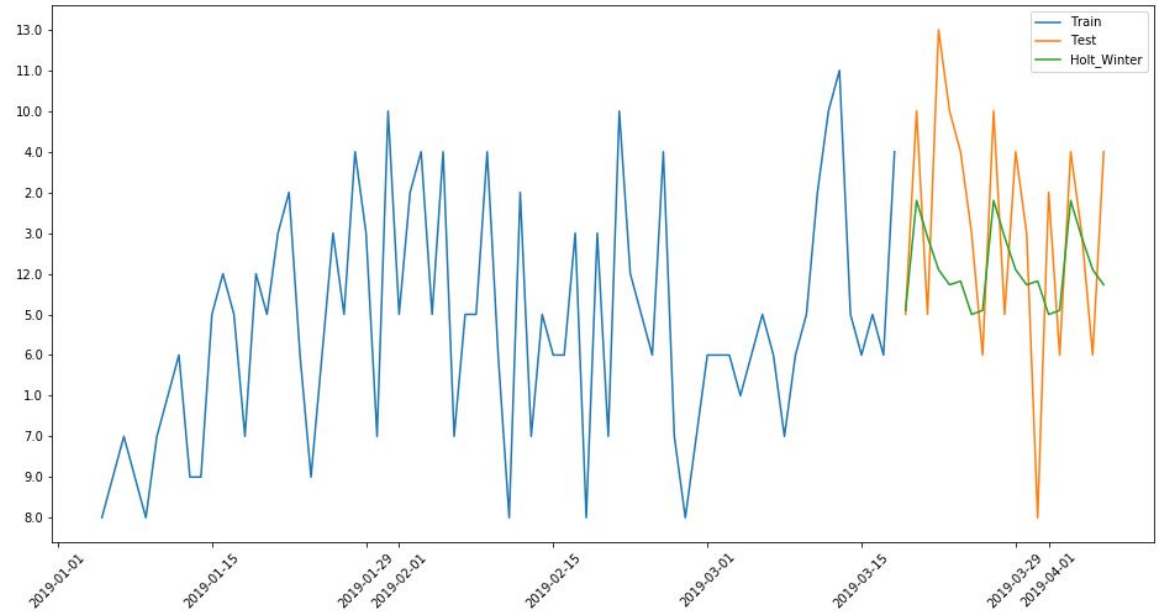
Avg Inv. Turnover
Industry 8.22

13.15

days



Inventory Forecast & Automatic Orders



Model & KPI Improvement

Fixed cost

Carrying cost

Lead Time

EOQ - Economic Order Quantity

Lead Time Demand

Safety Stock



Thank You!

Inês Garcia

ines.garcia263@gmail.com
github.com/Inrx