

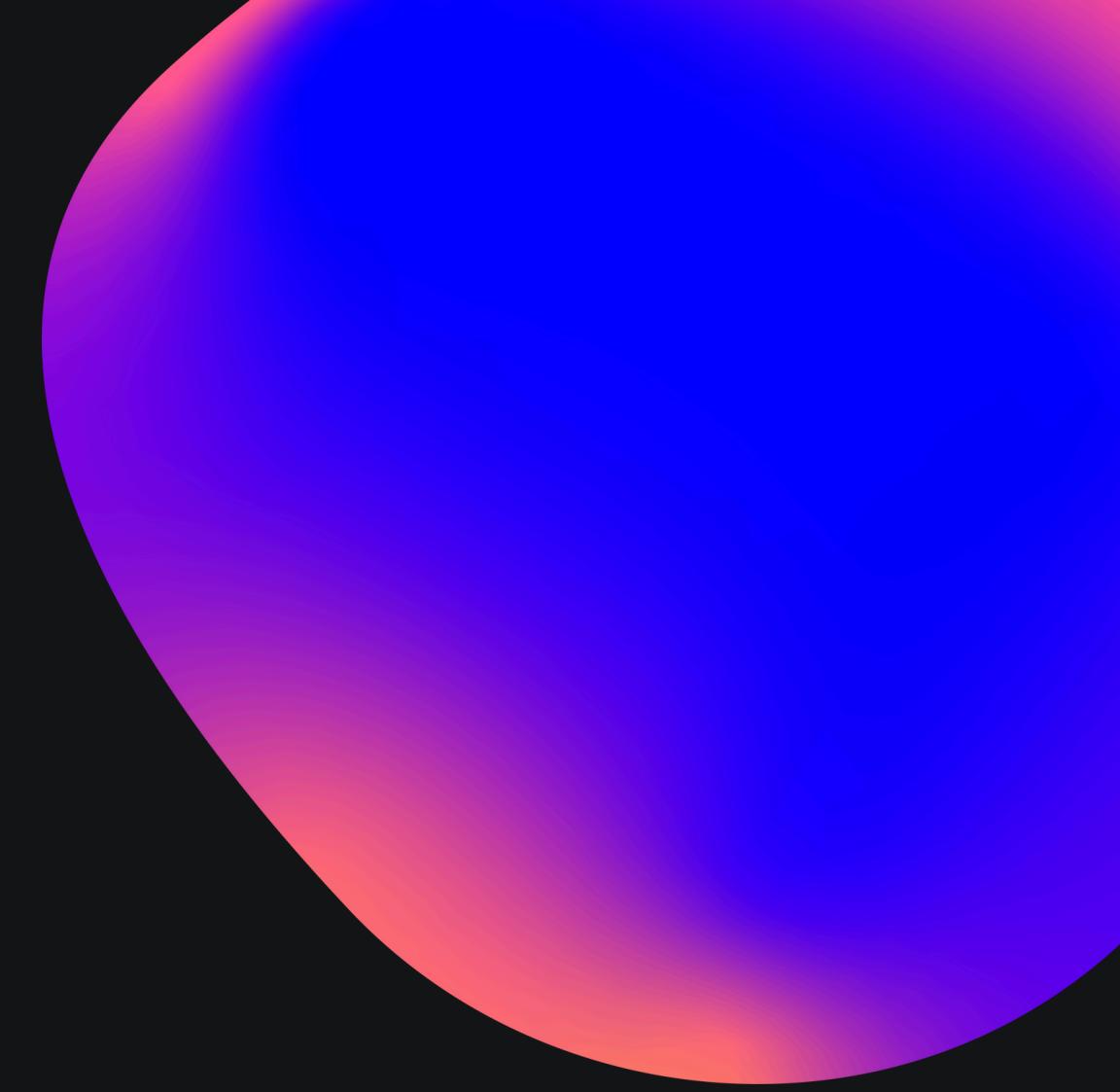
# Retail Radar: Optimizing NYC Apple Store Insights

Sarah Nguyen – Business Operations Analyst at Apple's RCC



# Solving Retail Blind Spots with Data

- Goal: Apple's Retail Customer Care (RCC) Operations Team
- Problem: Lack of streamlined insights for staffing, demand, and customer satisfaction
- Solution: SQL-based diagnostics and API/web data pipelines to enhance retail performance reviews



Lead weekly and quarterly business reviews with stakeholders and drive operational improvements by monitoring performance across demand, staffing and quality. Perform quantitative analysis to identify trends, correlations and root causes affecting key performance indicators from achieving established goals. Based on data insights collaborate with site lead, area managers and vendor managers to adjust strategies and actions.

Apply statistical techniques on large disparate data sources to develop automated quantitative models that will forecast quarterly targets for operational teams. Collaborate with business leaders to incorporate upcoming program change impact into the model to generate targets that align with strategic business goals, driving motivation and productivity within operational teams.

Design data models for automated reports and develop dashboards using visualization tools such as Tableau to track key trends and generate insights on performance.

Define key metrics for RCC operations ensuring end-to-end visibility of metrics and driving consistency across regions. Operate as a key data strategist to identify and integrate new datasets generated from new processes, and work closely with cross-functional teams to design and implement data pipelines.

## How does Business Operations Analyst help?

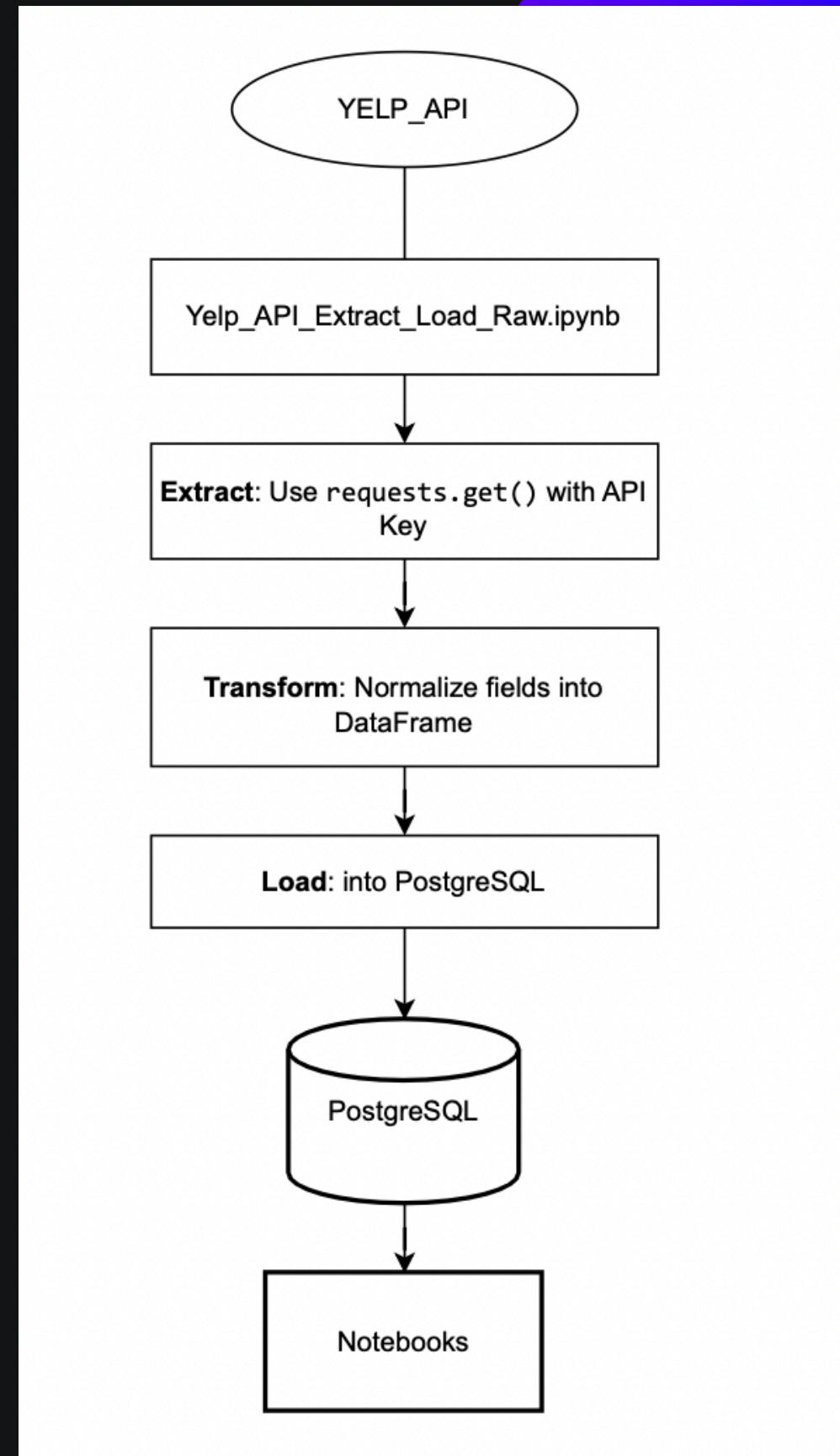
- Business Operations Analyst
- Key: Data Analytics, SQL, operational KPIs
- Emphasis: Performance Trends, A/B testing, Collaboration

# Tapping Yelp for Real Reviews

## Metrics:

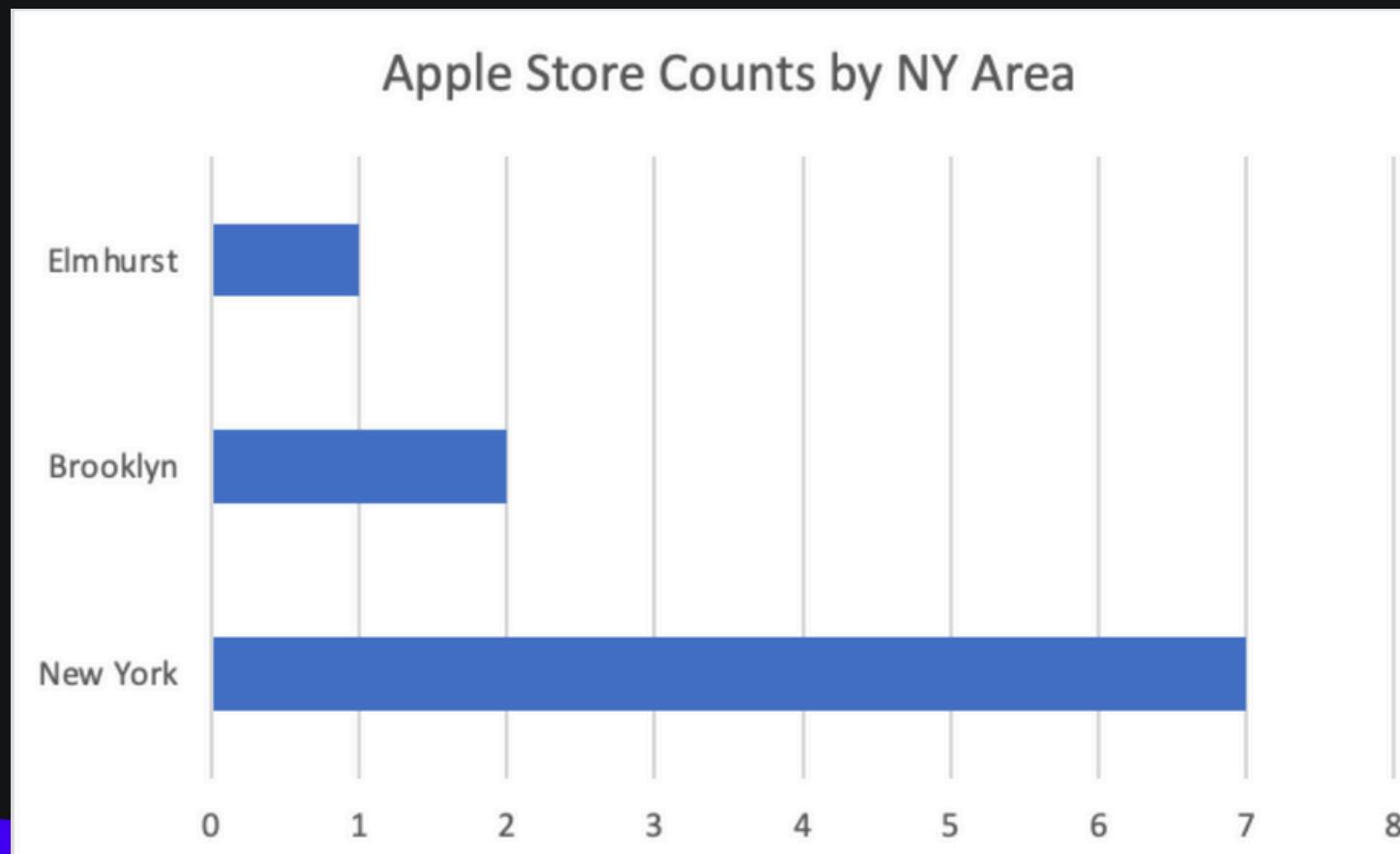
- Store Name
- Rating
- Review Count
- Phone
- Adress
- Yelp URL

Job Relevance: Supports insights into geographic performance variations



# 01

## GeoRatings: Manhattan Apple Store Succeed in NYC



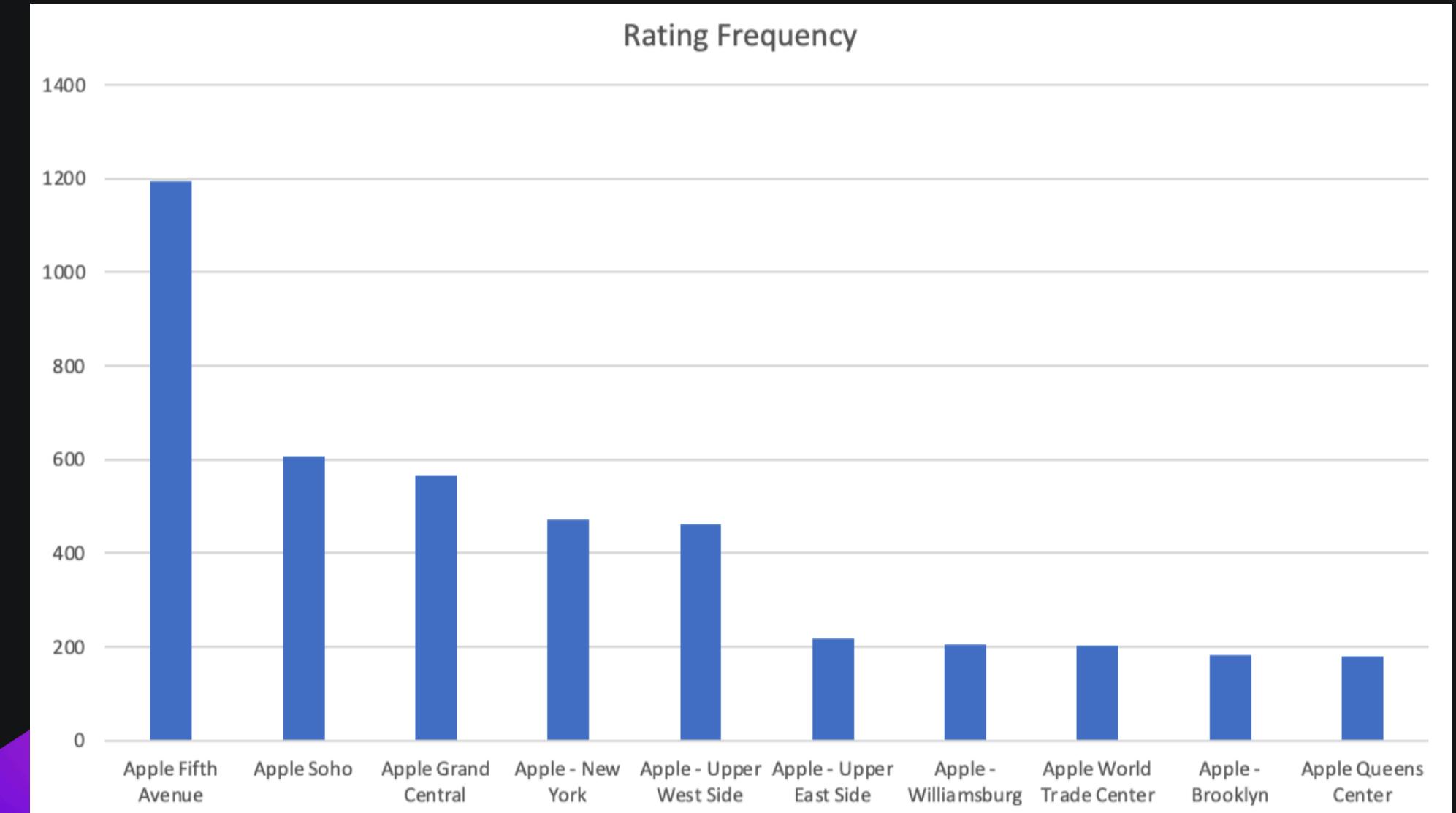
Business Question: Which Apple stores in NYC have the highest Yelp ratings by location?

- Recommendation: Focus strategic efforts on elevating experience in Brooklyn and Elmhurst
- Prediction: With continued support, Brooklyn and Elmhurst stores may rise in ranking and satisfaction

# Review Volume ≠ Customer Satisfaction

Business Question: Which stores have the highest volume of reviews, and do review counts correlate with ratings?

- Recommendation: Investigate high-traffic stores with lower ratings to identify service gaps
- Prediction: Improved service at low-volume locations by gaining strategic investments



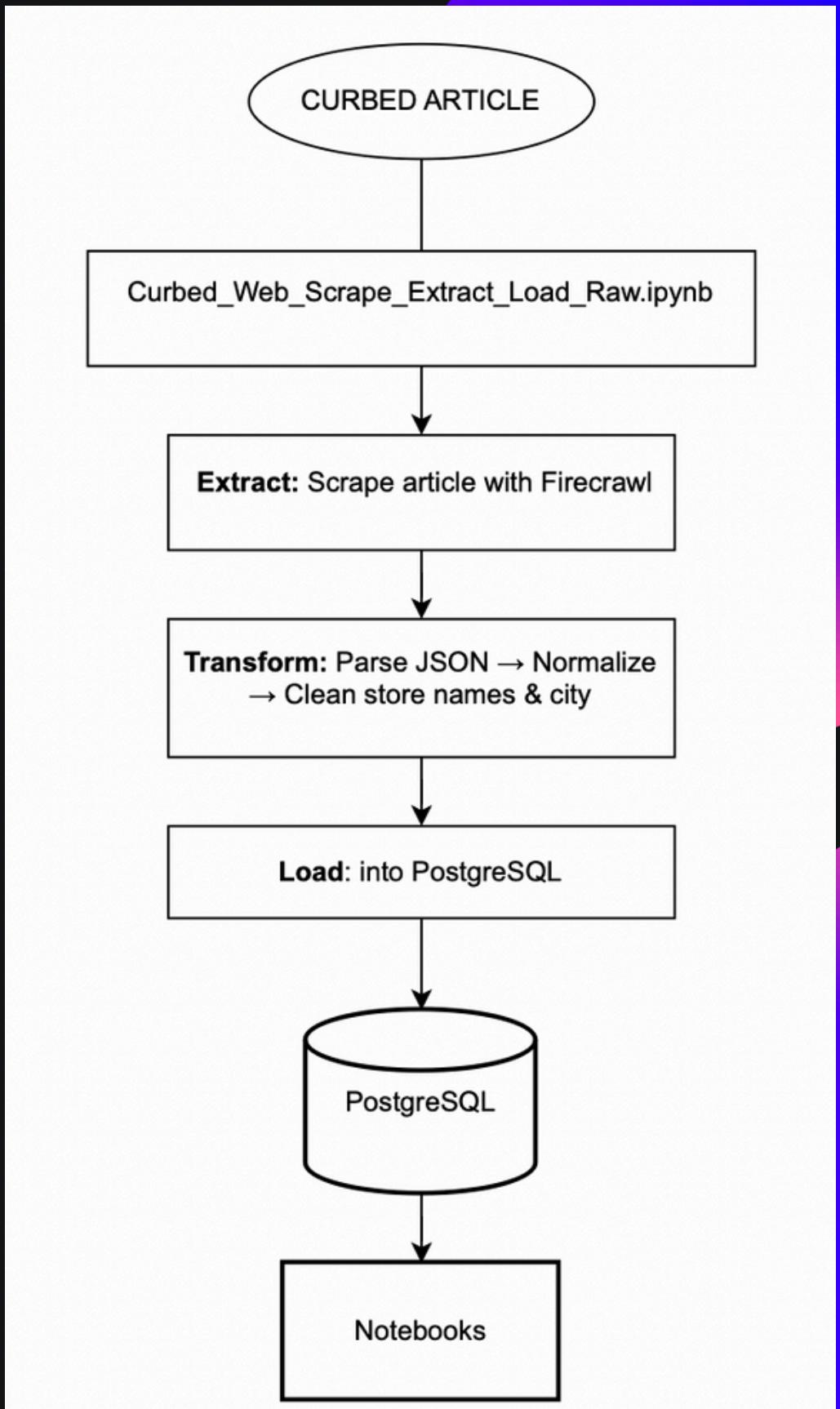
02

# Using Curbed.com to Map NYC Stores

Metrics:

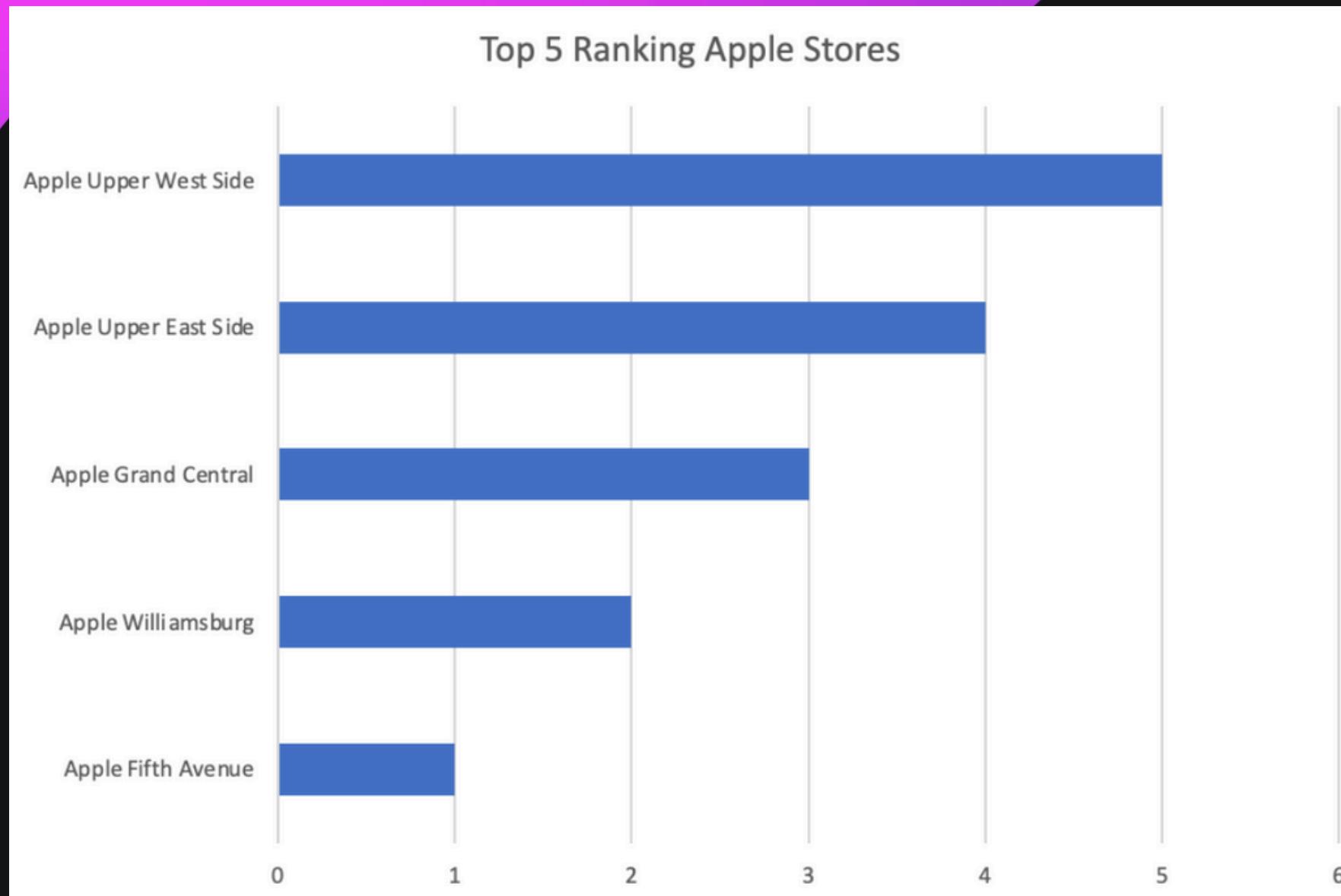
- Store Name
- City
- Ranking
- Review

Job Relevance: Analyzing real public sentiment tied to geography



# 01

## Non-Manhattan stores rank among top performers



Business Question: What are the top 5 ranked Apple stores in NYC?

- Recommendation: Leverage marketing efforts and resources on flagship stores.
- Prediction: Prime locations will continue to lead rankings.

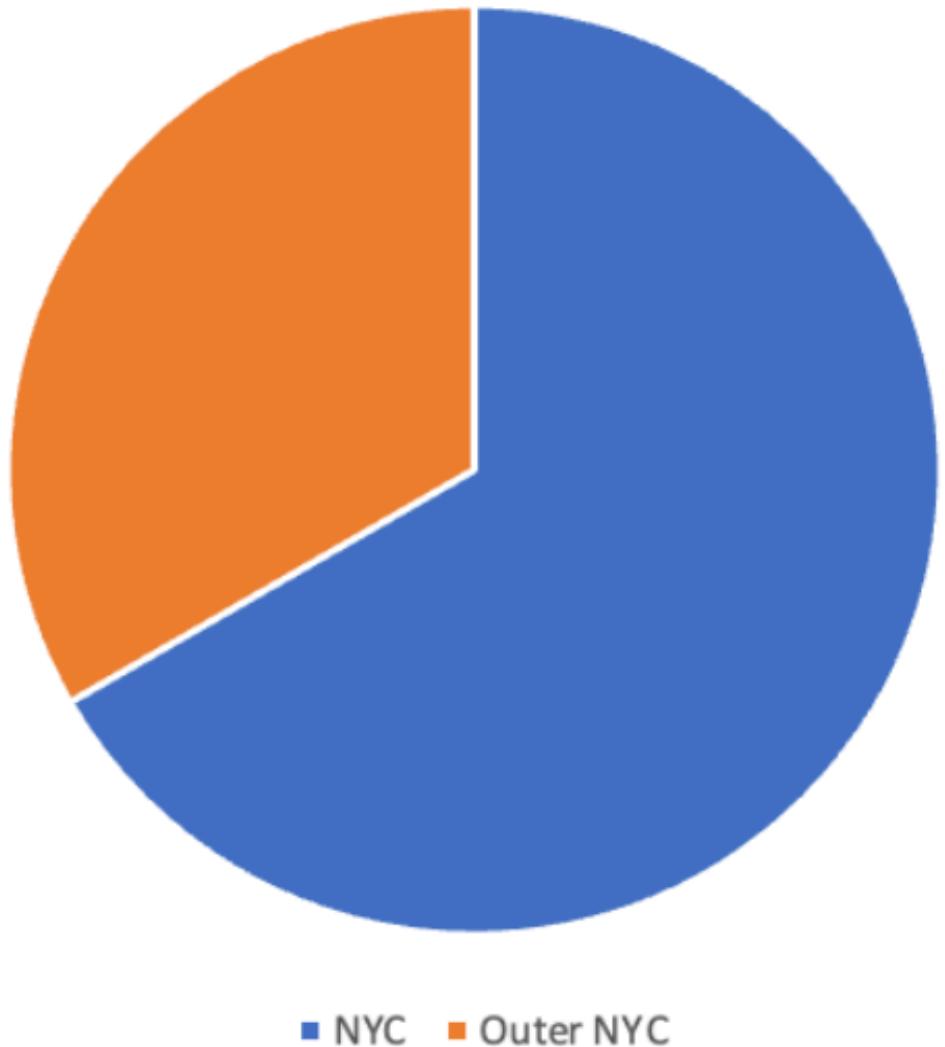
# 02

## Potential Growth outside NYC

Business Question: How do average scores differ between Manhattan vs. outer area Apple Stores?

- Recommendation: Improve experiences or reconsider locations in outer NYC.
- Prediction: Ranking gap may widen without changes

NYC vs. Outer NYC



# Driving Strategy with Data: Right Decision for Apple RCC

Leveraged SQL, API, and web-scraped data to uncover performance insights across NYC Apple Stores.

Experiences with Data pipelines and SQL analytics for operational insights  
Demonstrated key competencies in trend analysis, geospatial insights, and metrics to RCC's strategic goals.

Manhattan dominates in store count, and the Outer areas show growth potential