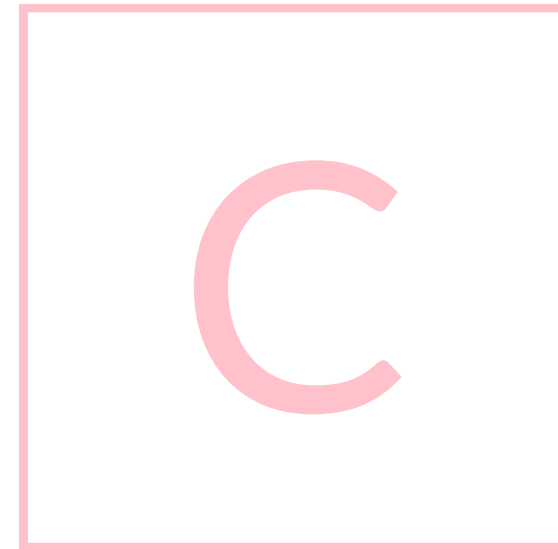


# Prism's Performance Unveiled: Insights, Trends, and Strategic Recommendations

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PRESENTED BY THE PRISM DATA LAB

Harini, Shravya, Mar



## Context

What's our current situation?



## Data

Identifying patterns, trends, and business KPIs requiring attention.



## Findings

Critical insights about our strengths and areas of improvement.



## Recommendations & Impact

Actionable recommendations that provide a roadmap for impact.



# What's our situation?

We lack a central platform for real-time business insights.

We have difficulty in tracking key KPI metrics & identifying trends consistently across departments.

## **Quadrangle's Vision:**

Transform Prism into a data-driven organisation.

Enable strategic decisions, efficiency, and business scalability by taking action on recommendations.



## The KPIs:

**Profit Margin:** The % of revenue remaining after accounting for COGS.

**Refund Rate:** The % of transactions that result in a refund.

**ROAS:** The revenue generated for each £ spent on advertising.

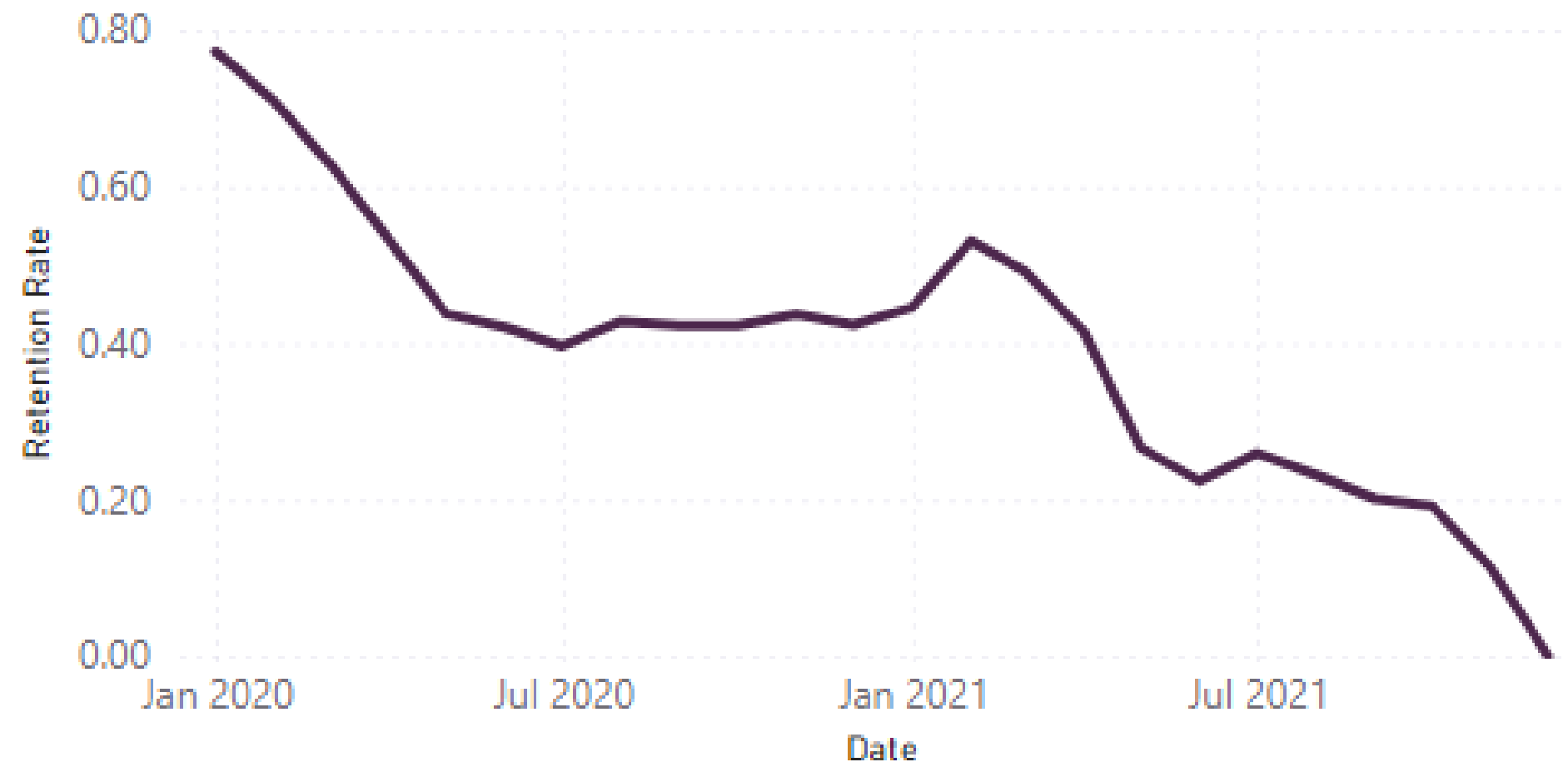
**Retention Rate:** The % of customers who return to engage in subsequent months.

**Conversion Rate:** The % of visitors who make a purchase after viewing an item.

# Customer Metrics: Retention Rate

## Retention Rate

BY DATE



**Customer retention rate** tells us the percentage of customers who have interacted with Prism.

- The overall pattern shows a decrease in engagement from 2020-2021.
- However, the retention decreases from and peaks again during December to February. The winter season is Prism's optimal time of the year.
- **Recommendable Action:** focus on improving advertisements and promotion outside of the winter season, i.e. spring, summer, to attract new customers.
  - Offer promotions and personalised bounce-back offers during the June/July.



# Customer Metrics: Conversion Rate

/06

Conversion and Retention Rate by Month/Year



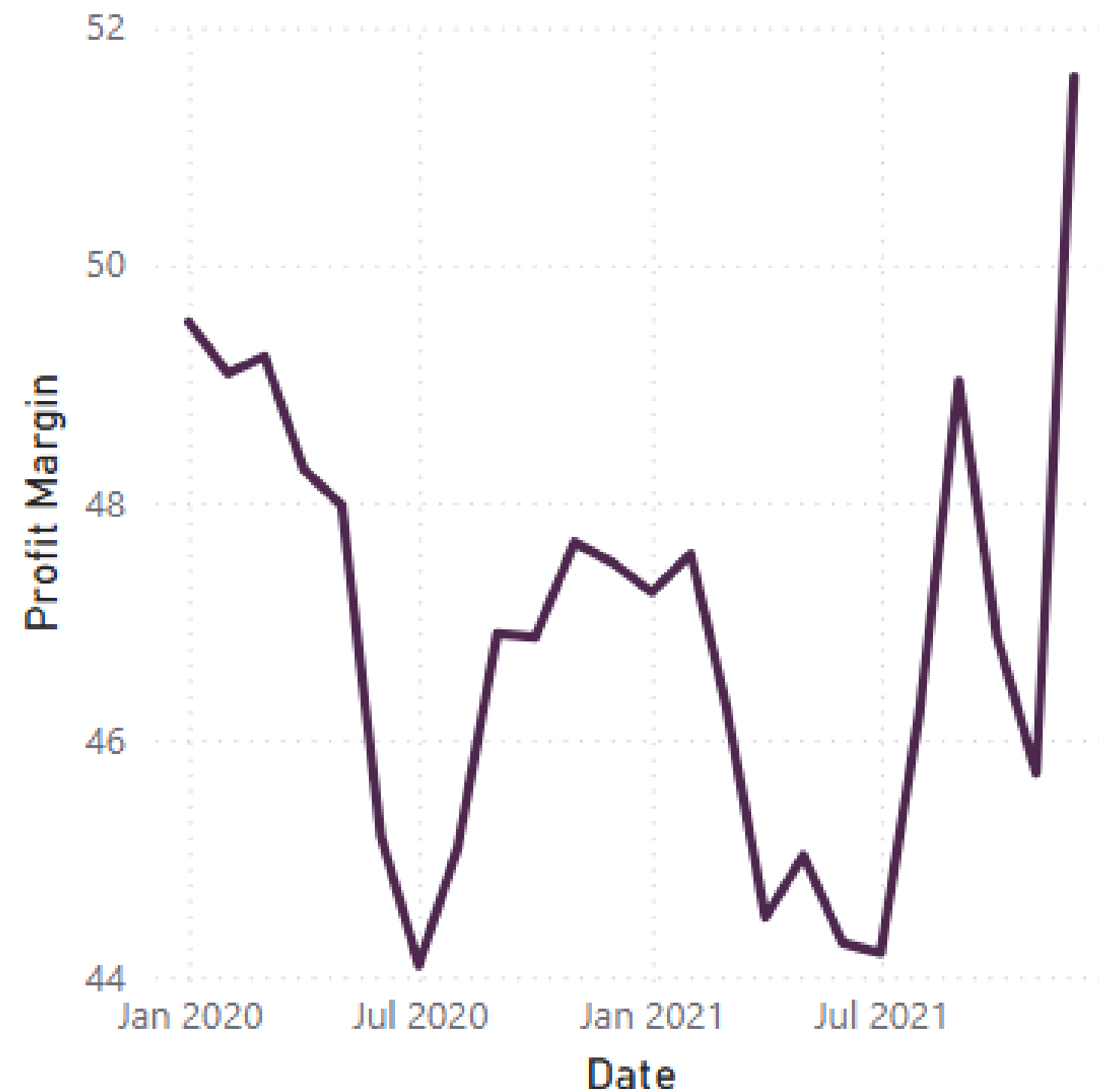
The **conversion rate**, however, runs in contrast with the retention rate. In winter, although our existing customers are more engaged, they're not in favour of completing purchases.

- Seasonal demand drives conversions in summer.
- Winter retention reflects our core customer base.
- **Recommendable Action:** bridge the gap and align winter/summer strategies.
  - Investigate difference in customer behaviour and the 'why?' with post-purchase surveys.
  - Implement loyalty programs to encourage repeat business.

# Business Metrics: Profit Margin

/07

Profit Margin by Month/Year



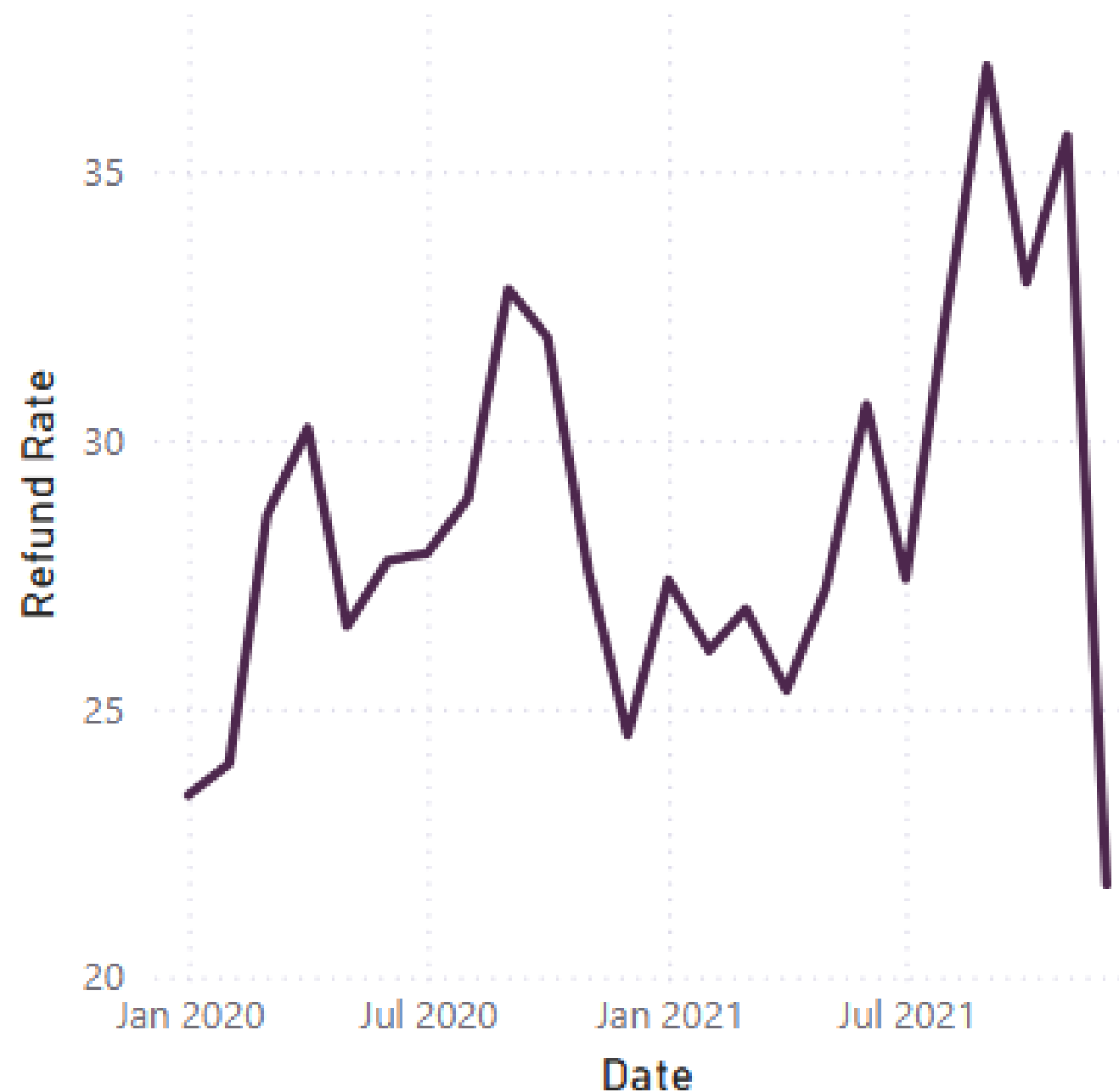
This shows that there are notable Fluctuations in the **profit margin** from Jan 2020 to 2021.

- **Mid 2020:** Sharp decline below 46%, likely due to operational costs, or shifts in pricing strategies?
- **End 2021:** Recovering to over 52%, indicating improved cost management or pricing strategies

# Business Metrics: Refund Rate

/08

Refund Rate by Month/Year



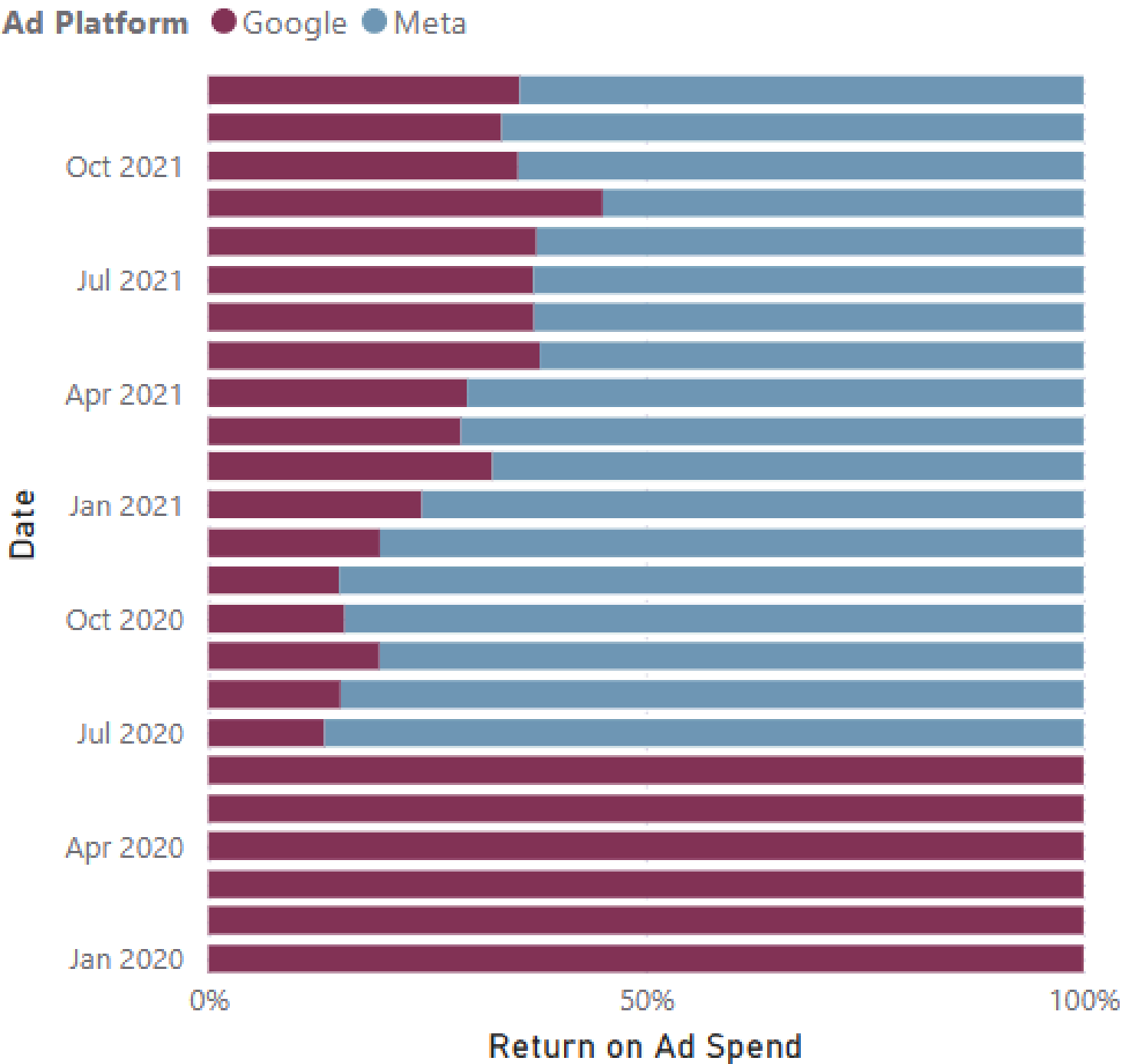
- Fluctuations observed in **refund rates** between Jan 2020 and 2021.
- **Mid-2021**: Peak above 35%, signaling potential product or service issues.
- **End-2021**: Sharp decline below 20%, suggesting improved processes.
- High refund rates could be linked to product quality, unmet customer expectation, or delivery/logistical issues?



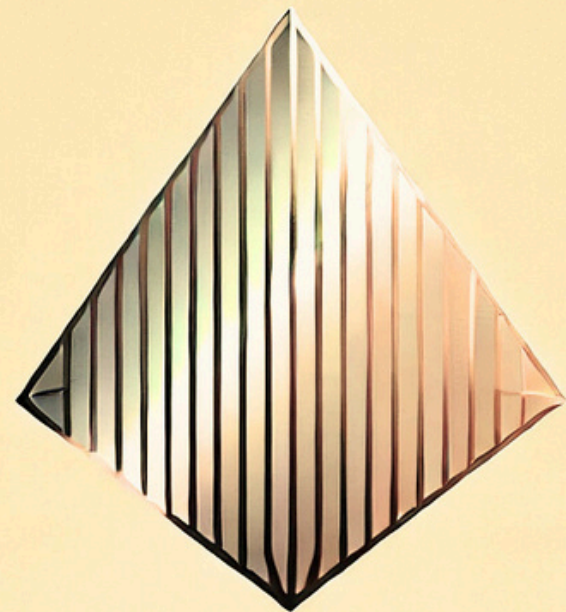
# Business Metrics: ROAS

/09

Return on Ad Spend by Date and Ad Platform



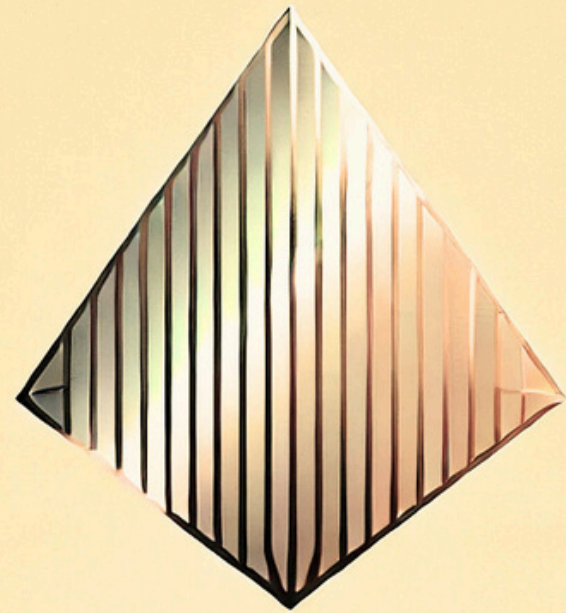
- Meta outperforms Google in ROAS for most periods from July 2020 onward.
- Google achieves 100% ROAS from January to June 2020, fully recovering its ad spend during this period.
- Fluctuations observed in ROAS across both platforms, with closer competition in some months (e.g., April 2021).
- **Key Insight:** Meta consistently delivers stronger returns after July 2020. Investing in Meta is more cost-efficient!



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## Specific Recommendations

- Invest in ads and promotions in low profit margin months.
- Send out post-purchase surveys in the months with high refunds to understand root cause.
- Reallocate at least 20% of the current Google budget to Meta to capitalise on the better-performing platform.
- Develop a subscription-based loyalty program and bounce-back offers to incentivise long-term engagement and retention.
- Introduce guest checkout to optimise the checkout experience so there higher conversions to 'purchase'.



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## Impact

- Boosting revenue leads to smoother profit margin trends which would improve profitability.
- Reducing refund rates by understanding the cause directly increases revenue, customer loyalty and satisfaction.
- Reallocating ad budget ensures efficient ad spending, improving marketing ROI.
- Loyalty programs increase CLV by creating a steady revenue stream.
- A guest checkout option would reduce cart abandonment rates, leading to higher conversion rates.

[Link to KPI DOCUMENTATION](#)

# Thank You!

Harini, Shravya, Mar