Case Study

An emerging sustainable clothing brand, EcoWear, is trying to make its mark in the fashion industry. The company's unique selling proposition is to provide high-quality, eco-friendly apparel options at affordable prices.

Being a data-driven company, EcoWear utilises various data sources to inform their strategies. Recently, the company decided to delve deeper into understanding their customers' behaviour and preferences to tailor their product offering and marketing strategy. They conducted a customer survey and collected a considerable amount of data: age, gender, geographical location, shopping habits, and preferences related to the type, colour and fabric of clothing they prefer. The data also included information on customers' willingness to pay more for sustainable products, their online shopping frequency, and the factors influencing their purchasing decisions.

To help navigate this challenge, EcoWear has hired an external data analyst who is a student.

The student was given the data and a clear business objective: to identify key customer segments and predict the types of products that will be well received by these customer segments. The student was also asked to provide recommendations for strategies that EcoWear can adopt to effectively reach and engage these customer segments, with the ultimate goal of improving sales and customer satisfaction.

After weeks of detailed analysis, the student uncovered key insights and patterns from the data, and they were ready to present their findings to the EcoWear management.

3. Describe how the student might have processed and analysed the data. What methodologies or models could they have used to identify key customer segments and predict their preferences? (100 words)

4. Discuss the significance of the insights gained from this data analysis for EcoWear's strategy. How can these insights be used to inform decisions related to product development, marketing and customer engagement? (100 words)

5. Reflect on the role of data-driven decision-making in today's business world. How does data analysis contribute to the success and competitive advantage of an organisation? (200 words)