



Projected sales of main products in 2013



Distribution of market share among the major industry players



Distribution of market share among the major industry players: 24% and 24% is 7 and 7% and 24% per cent respectively. A further change in the existing situation in the market will be determined by a more exact distribution of market share among players.

Share of market activity



Changes in the activity of the active and passive market is uncertain. Established positive trends in various market segments.

Passive market share



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Case Studies

DS Part IV – Python Hands on

Data Exploration - Case Study Assignment

This retail file warranty.csv holds the sales , discount , shipment_cost and other vital data. You need to explore this data to come up with insights. Treat this case study as an open ended and try to come up with a few insights.

Imagine you are responsible for making sure that your marketing stakeholders should be able to come up with the relevant strategies to attract more customers by unique offers with your insights at the optimal cost. Also, you need to perform analysis from the delivery aspect which can drive the logistics to determine how best they can reduce the shipment duration and optimize their shipping cost.

Besides these, solve the below business questions

1. Month wise, Year wise Sales beyond 2012
2. Shipping Cost for the items returned
3. No. of Shipments and the Shipping cost by Demographic
4. Shipment Delivery Duration by Order
5. No. of Items Ordered & Amount Spent by customer by Month
6. Top 3 Sales by Category, Product and State

Retail Case Study 2 – Demographics and catalogs mailing effects on Sales

Business Case

BigBox is a leading seller of Laptops, Personal computers, stereo equipment, and other electronic products. The company advertises entirely by mailing catalogs to its customers, and all of its orders are taken over the telephone. Since the company spends a great deal of resource on its catalog mailings, it wishes to find out if this is paying off in sales.

Besides these, BigBox wants to analyze the data carefully to understand its customers better. Also, the company wants to understand whether it is sending the catalogs to the right customers. Currently, each customer receives either 6, 12, 18 or 24 catalogs through the mail each year. However, who receives how many has not been thought out carefully. Is the current distribution of catalogs effective? Is there room for improvement?

For this purpose, the company collected data from 250 customers. The last column gives the total amount of purchases made by each customer. The remaining columns give various information regarding individual customers. There are 10 variables, the meaning of each is explained as comments in the column headings.

Retail Case Study 2 – Meta data

Age	Age of a customer
Gender	1 if male, 0 if female
Home Owner	1 if person owns a house 0 otherwise
Married	1 married 0 otherwise
Location	1 if close to stores with merchandise 0 if out in the middle of nowhere
Salary	Both person and spouse salary
Children	Number of childrens
History	Coded as 'NA' if customer had no dealings with the company before this year, 1 if customer was a low-spending customer last year, 2 if medium-spending, 3 if high-spending
Catalogs	Number of catalogs sent to a person this year
AmountSpent	Amount spent on total purchases this year

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Case Study 2 Findings and Action plan

- + Our male customers, on average, are 32% more married and own 25% more homes than our female customers
- + The average age Salary appears to have the strongest correlation with Amount spent out of all of the independent variables
- + It is clear that customers with higher salaries tend to spend more, although the variability in amounts spent increases as salary increases.
- + The more catalogs when the customers receive , the more they tend to spend.
- + Men have fewer children and received more catalogs, all factors that increase average spending

Action Plan

- ▶ Send more catalogs to high-spending customers and fewer to lower-spending customers.
- ▶ Secondly , men are our primary target audience.

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