

BrightThreads Sales Goals

Data analysis and our future plans





BrightThreads Goals

- Improve sales
- Grow our footprint
- Make customers happy

**Can we increase sales by
10% in the upcoming year?**



Project Objectives

- Analyze current sales
- Determine top-selling items
- Forecast sales numbers
- Adjust inventory if needed



Data We Analyzed

- Sales data from our online storefront
- Sales data from our in-store POS system
- Trend forecasting data acquired from an outside firm
- Customer surveys



Methods For Analysis

Goal - See where we can increase sales and attention to the brand

Story - We have had some challenges in sales, how can we bounce back?

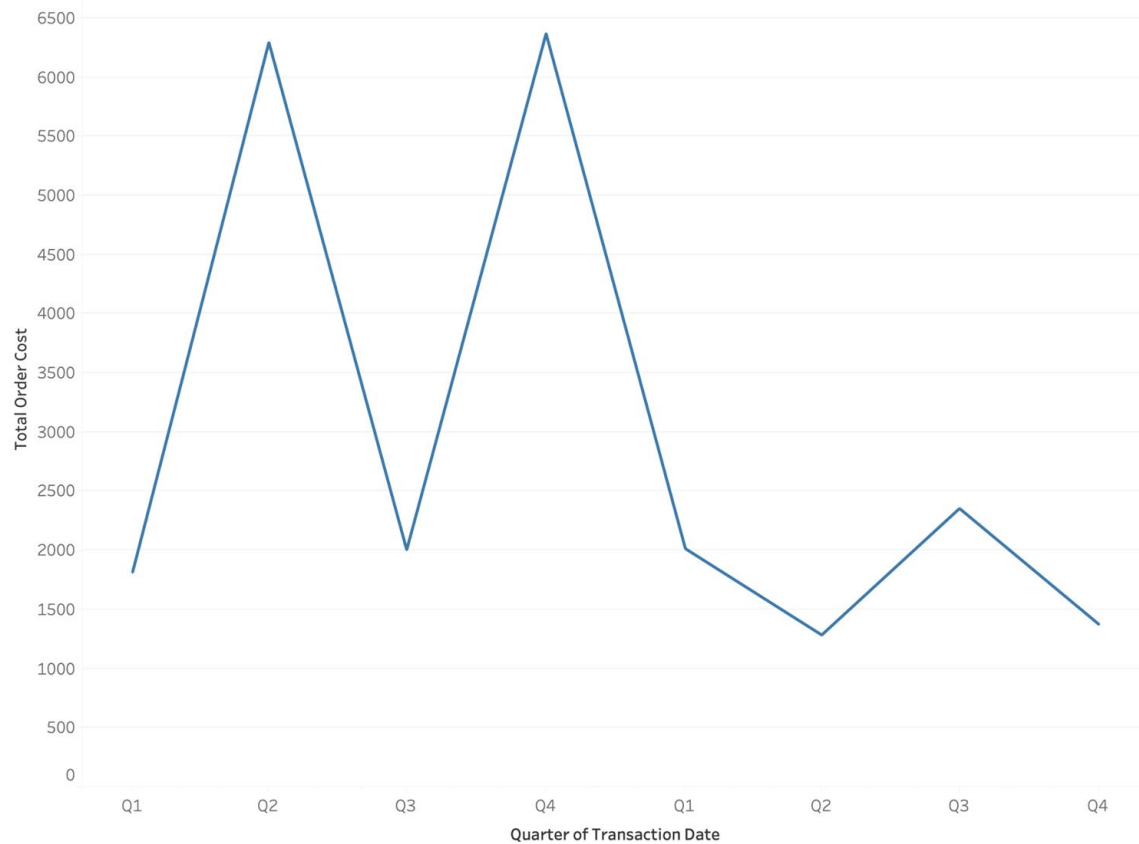
Audience - Focused on our internal team, how do we work together to improve?

Tools:


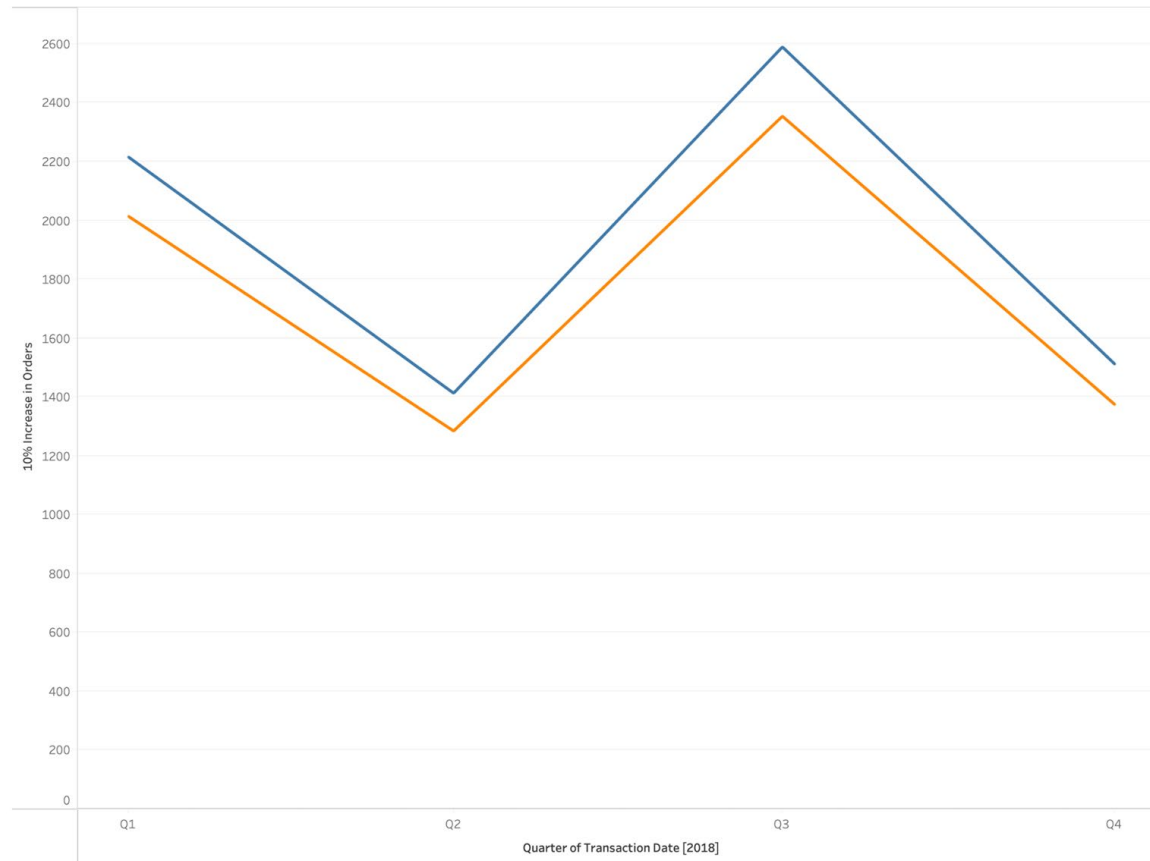
Historical sales and advertising data

Looking at data both categorically and over time

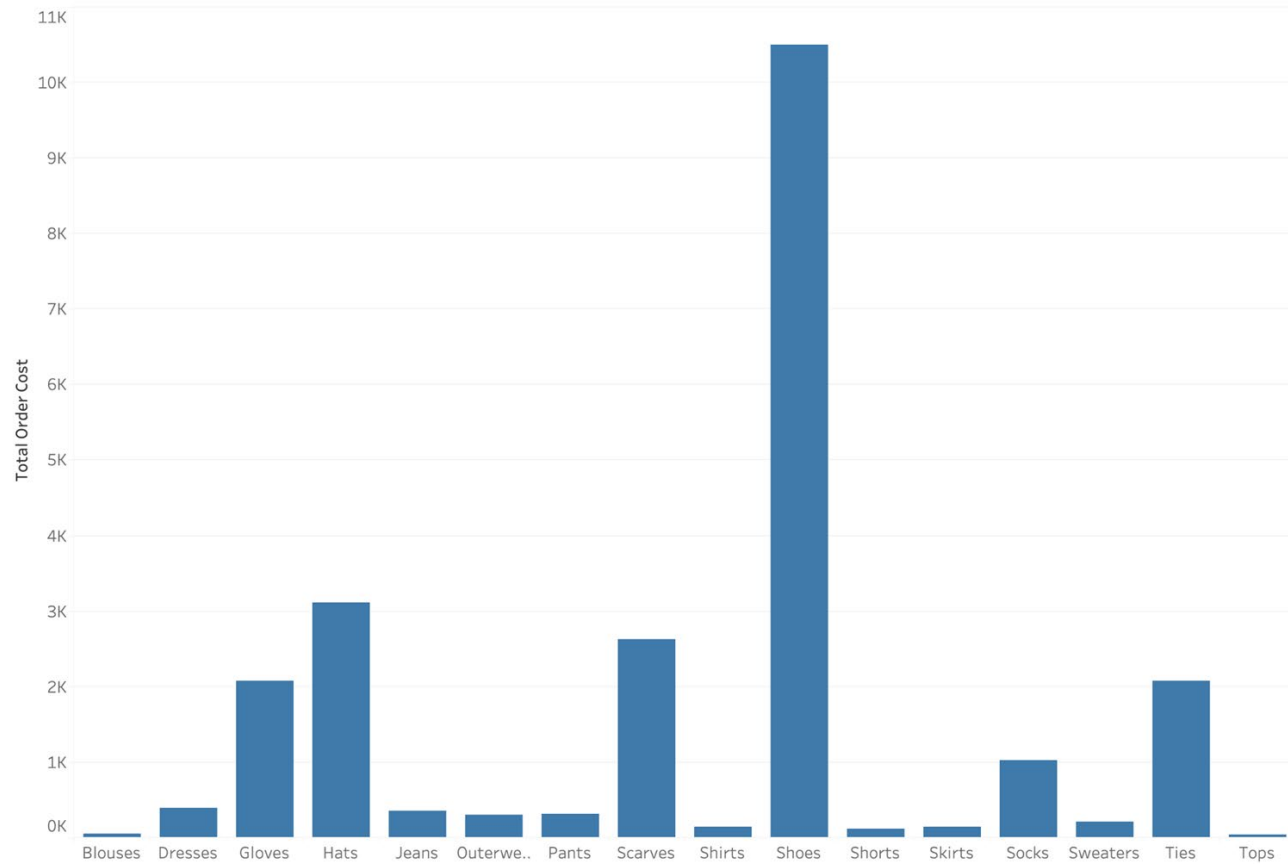
Predictive models (linear regression)



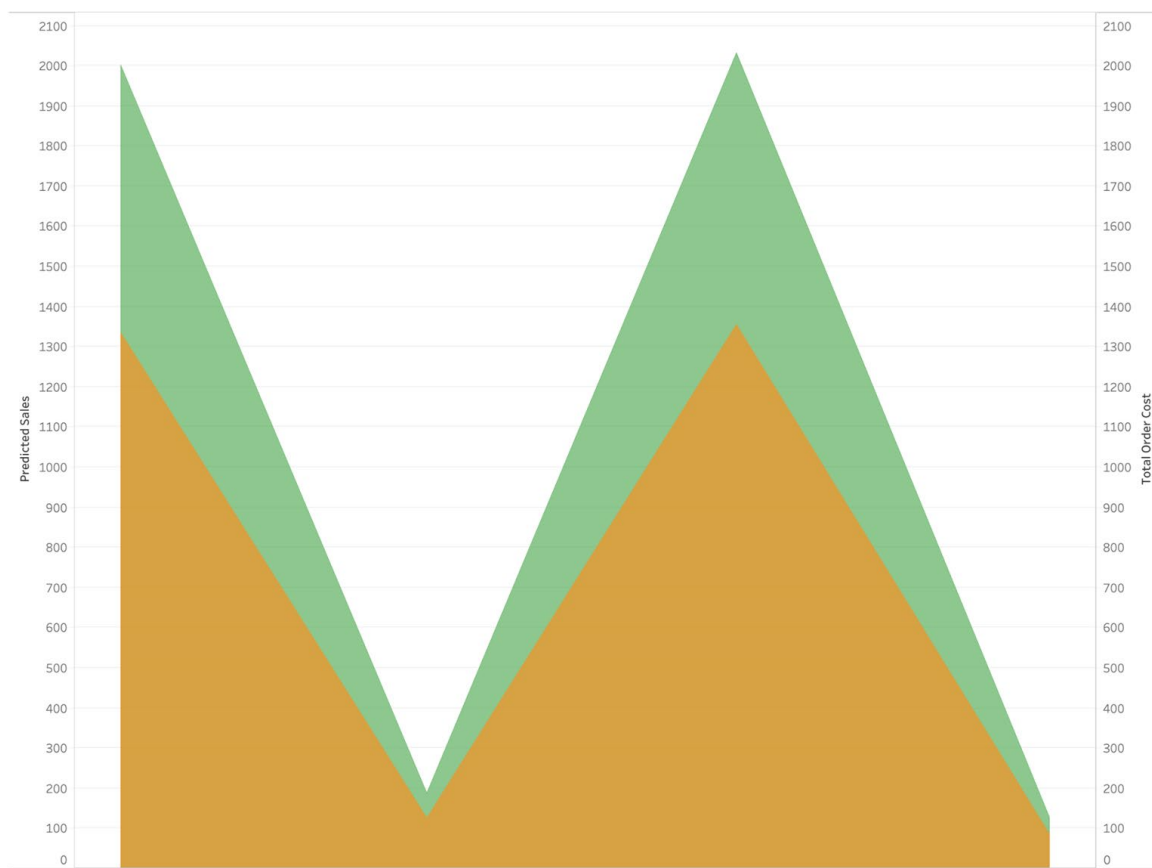
This chart shows our sales numbers for the last two years



This model shows how much we'll need to sell each quarter to hit our 10% increase goal based on the last year.

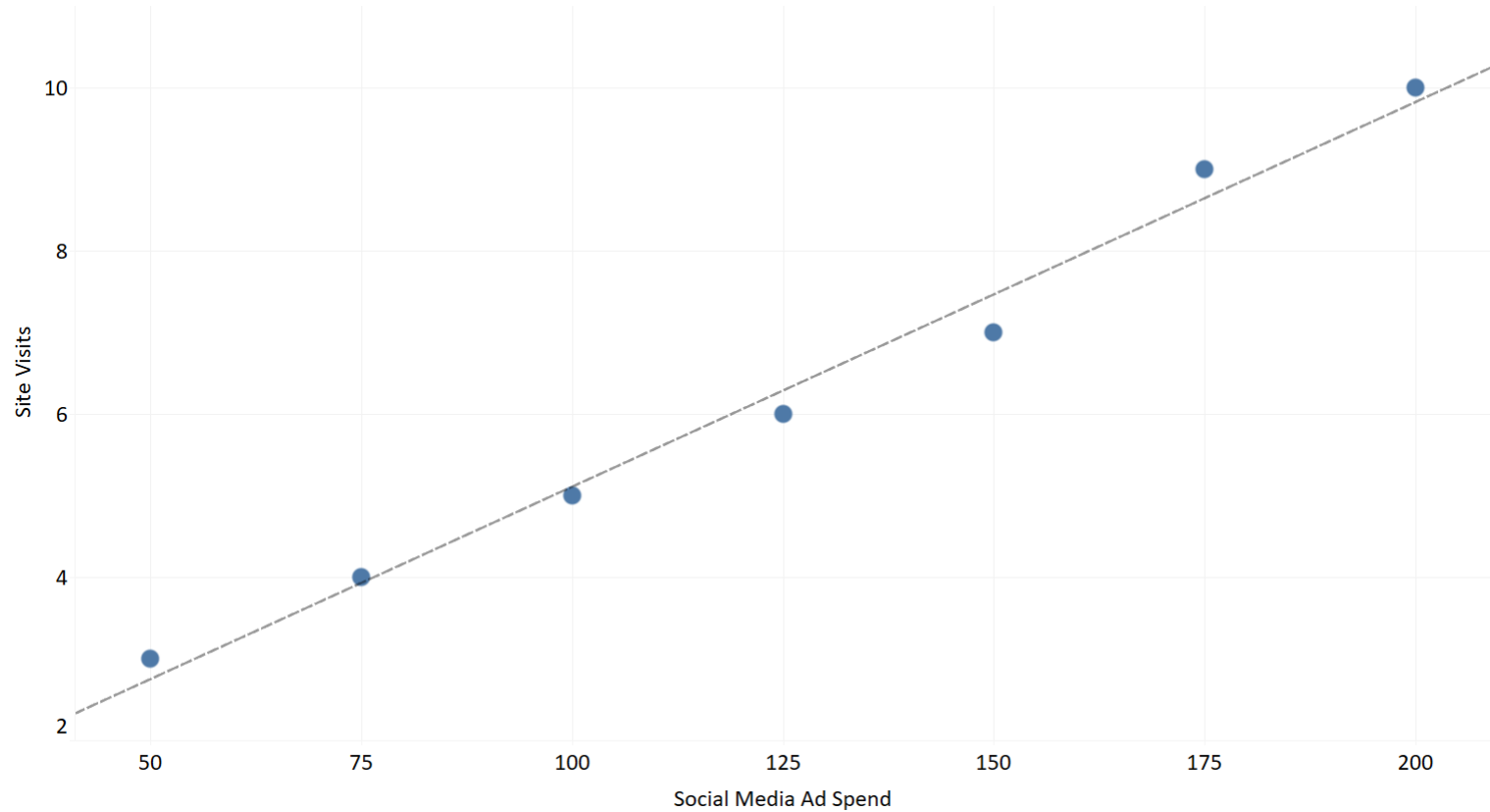


This chart shows our current top -selling items



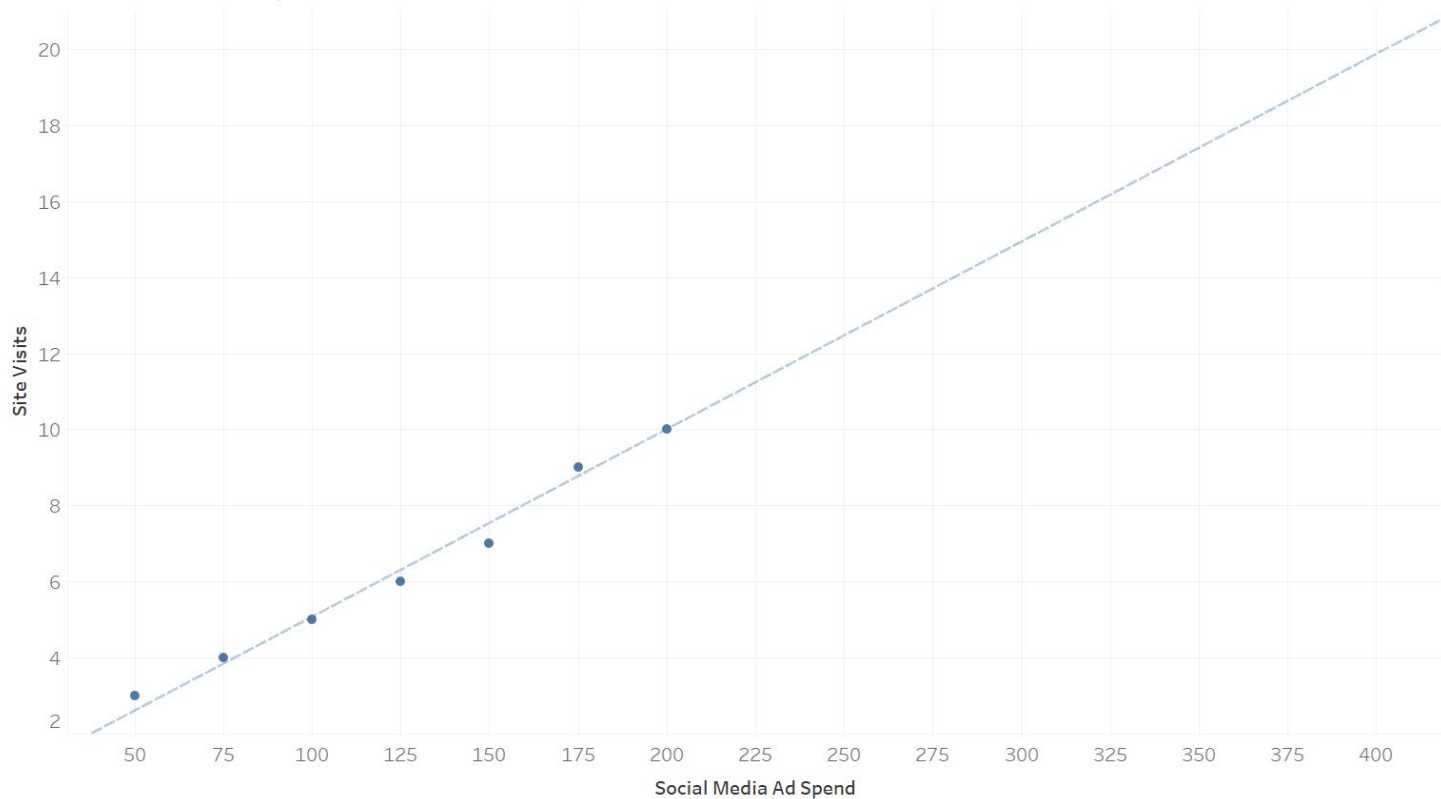
This model shows our potential sales increases if we prioritize our most popular items every month

Site Visits vs Social Media Ad Spend



This chart shows our current spending on social media advertising for the last two years

Site Visits vs Social Media Ad Spend



This model shows our potential increased site visits if we focus more on our top-performing social media channels



So, can we increase sales by
10% in the upcoming year?

Absolutely!



What The Data Shows

- Small changes have the potential to noticeably increase sales
- Focusing on our most popular items can increase sales
- Reallocating advertising spend to better performing social media channels can also increase sales



Moving Forward

- In the immediate future, social media ad dollars should be reallocated
 - The ads themselves seem to be doing well, but we can deliver them more effectively
- In the coming months, shift inventory to a smaller, tailored selection
 - Our most popular items are bringing in a large proportion of our monthly sales
- Reevaluate in 6 months time
 - Check back in on the social media engagement numbers and sales figures