

B/YTÉ
BOLT UBC
FIRST BYTE
2023.



INDEX



Team Introduction



Company Overview



SWOT



Challenges



Cleaning and Wrangling



Visualizations



Recommendations



Conclusions



**DHRITI
BANSAL**

FACULTY:
SCIENCE



**TETIKSHA
JAIN**

FACULTY:
SCIENCE



**SNEH
AGARWAL**

FACULTY:
ARTS



**RUHANI
KAUR**

FACULTY:
ARTS

TEAM INTRODUCTION



B/YTÉ

OUR MISSION

Provide all individuals with unique & high-quality clothing that make them feel comfortable and confident in their own body. A community driven brand made to fulfill the needs of our customers & empower individuals to express their unique identities through sustainable, stylish & affordable apparel.

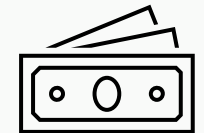
CORE VALUES



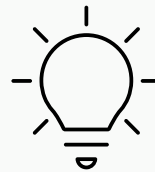
Quality



Inclusivity & Diversity



Affordability



Innovation



Accessibility

SWOT



CHALLENGES IDENTIFIED

- **Demand-Supply Imbalance:**

- Inconsistent ability to meet consumer demands.
- Seasonal fluctuations lead to order shortages or excess inventory.

- **Product Popularity Assessment:**

- Need to determine the popularity of each product.
- Lack of analysis of existing product data for informed decision-making.

- **Lengthy Delivery Time:**

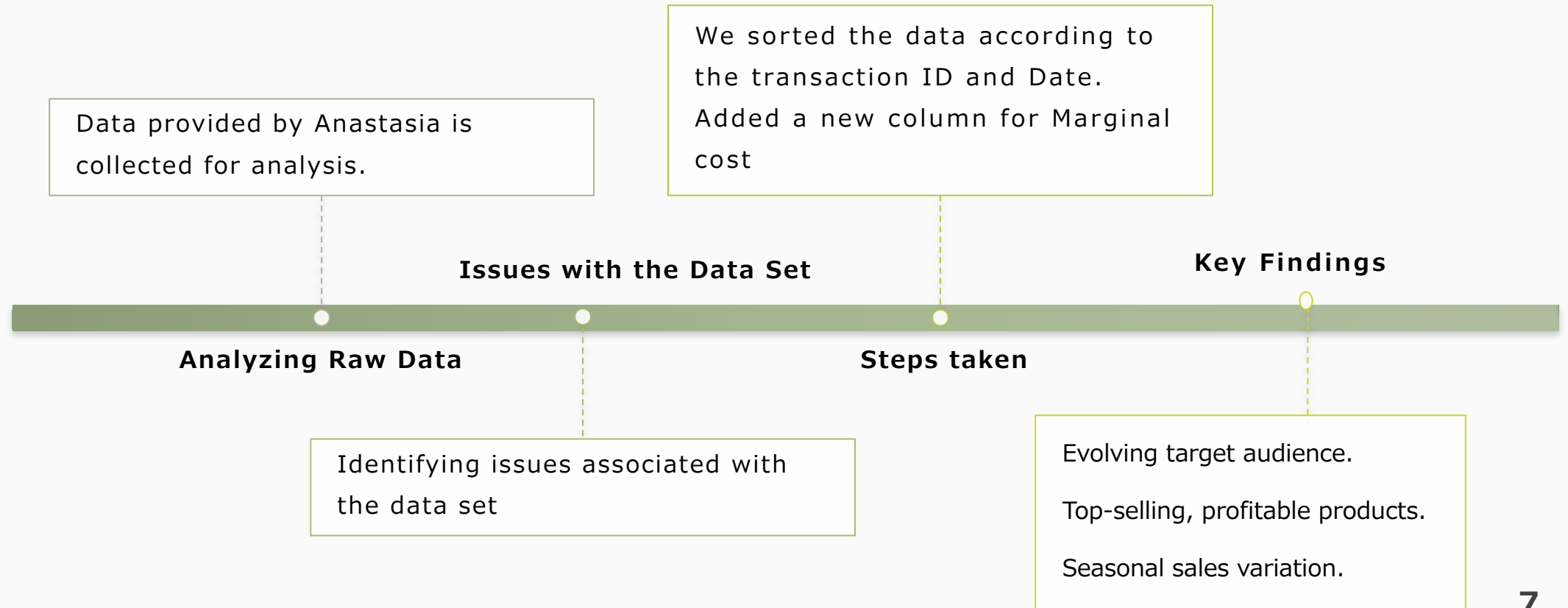
- Delivery time of two months due to imports from Germany.
- Affects customer satisfaction and responsiveness.

- **Lack of Online Ordering:**

- Absence of online ordering system.
- Solo store location in Vancouver.



TIMELINE



CLEANING AND WRANGLING THE DATA

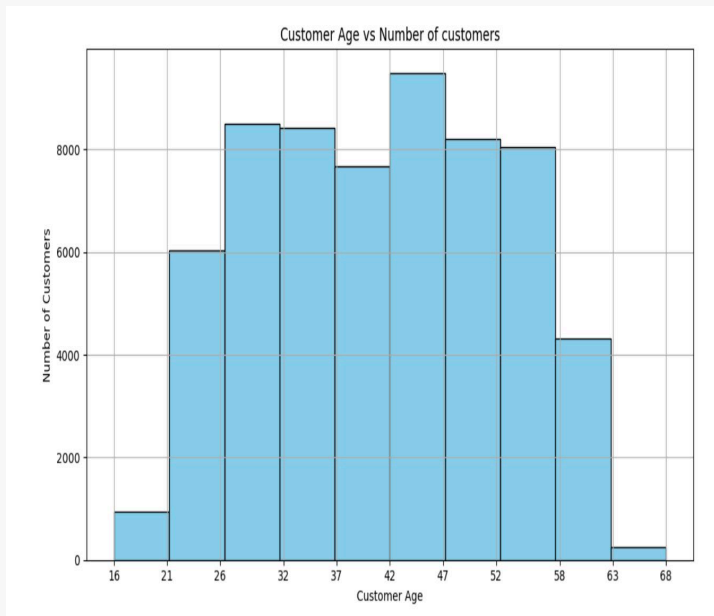
	Date	day	month	year	Customer_ID	Transaction_ID	SKU_Category	SKU	Quantity	Sales_Amount	Operational_Cost	Marginal_Cost	Customer_Age
79	02/01/2022	02	01	2022	3	90	Dresses	Y1M2E	2.0	81.6	31.3	50.3	52
73	02/01/2022	02	01	2022	178	84	Hoodie	HO1M5	1.0	249.3	169.3	80.0	57
74	02/01/2022	02	01	2022	178	84	Crop Top	699MN	1.0	340.6	271.8	68.8	57
127	02/01/2022	02	01	2022	399	136	Jeans	XJLWY	1.0	48.1	29.4	18.7	21
128	02/01/2022	02	01	2022	399	136	Cargo pants	6RXA9	1.0	56.2	37.3	18.9	21
...
60291	31/12/2022	31	12	2022	22178	64637	Skirt	TDLRP	1.0	75.0	58.9	16.1	58
60292	31/12/2022	31	12	2022	22178	64637	T-shirt	EMJ1S	1.0	34.1	23.5	10.6	58
60300	31/12/2022	31	12	2022	22481	64645	Hoodie	4R4F9	1.0	68.1	46.6	21.5	21
60301	31/12/2022	31	12	2022	22481	64646	Hoodie	88188	1.0	61.2	44.2	17.0	21
60264	31/12/2022	31	12	2022	22593	64618	Jeans	BK9BM	1.0	62.4	42.1	20.3	38

61863 rows × 13 columns

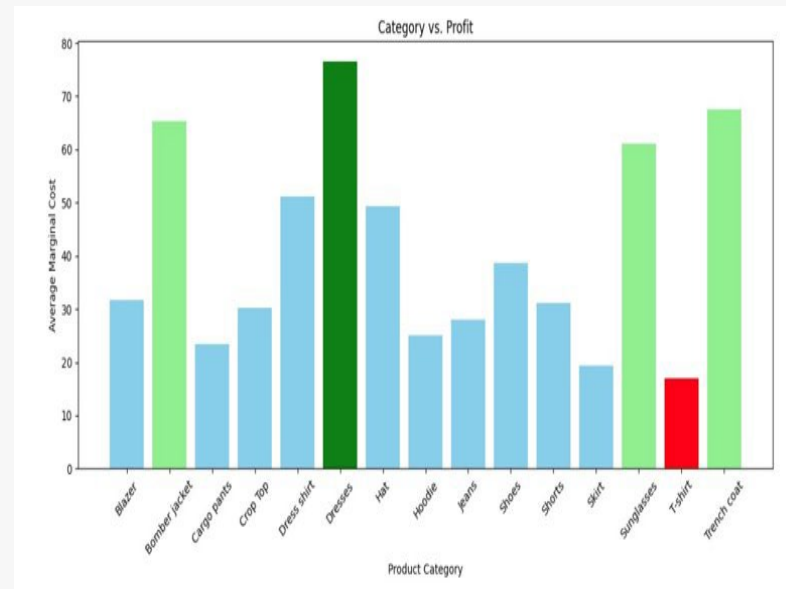
SORTED DATA

ANALYSIS

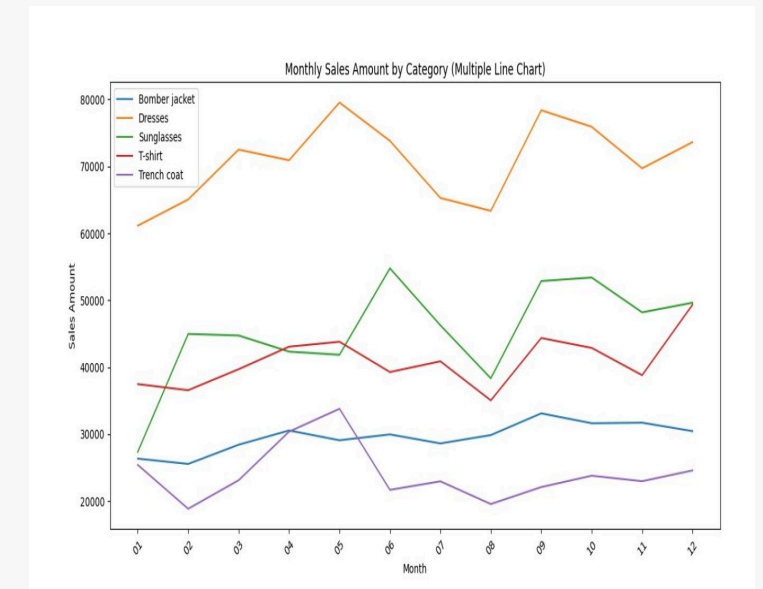
Target Audience



Profitability Analysis

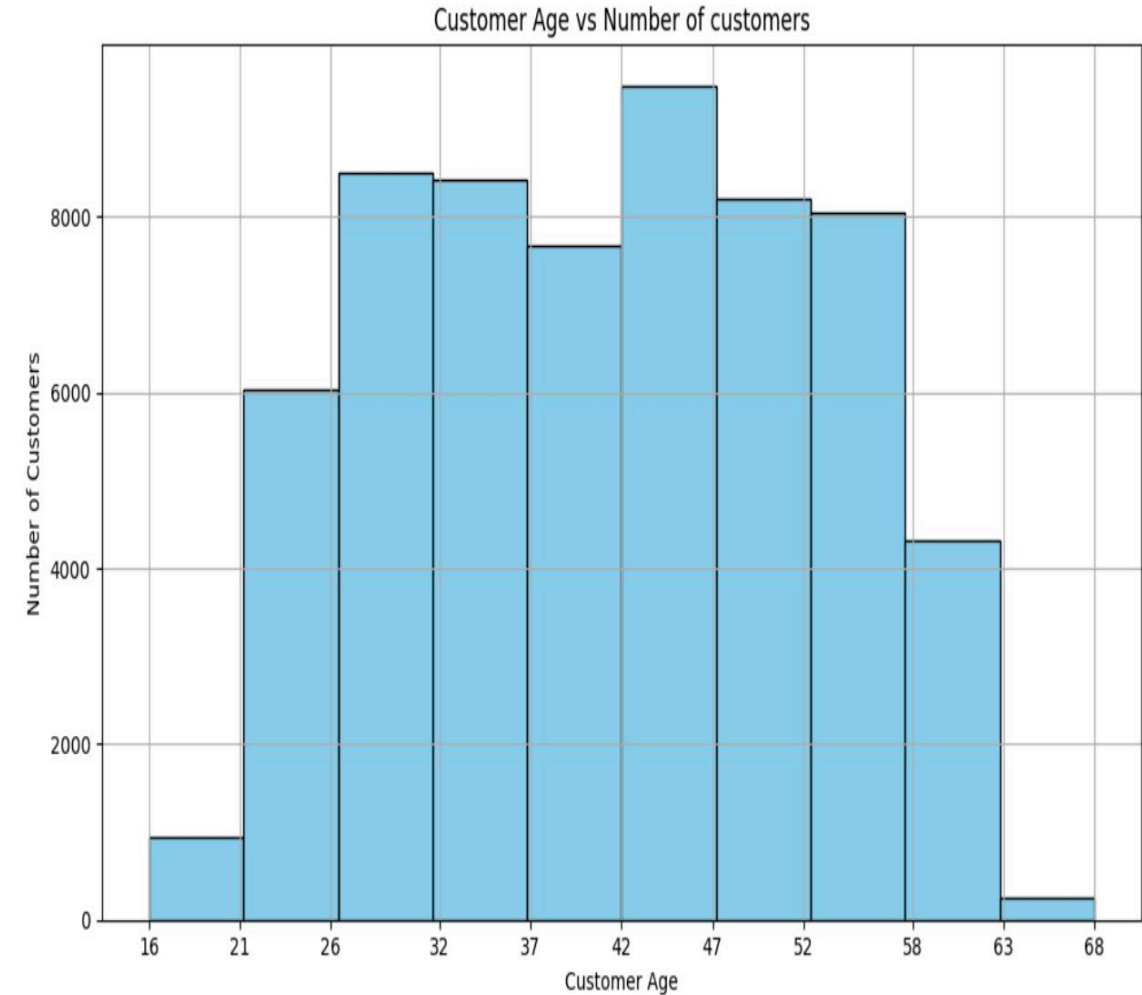


Trend Analysis

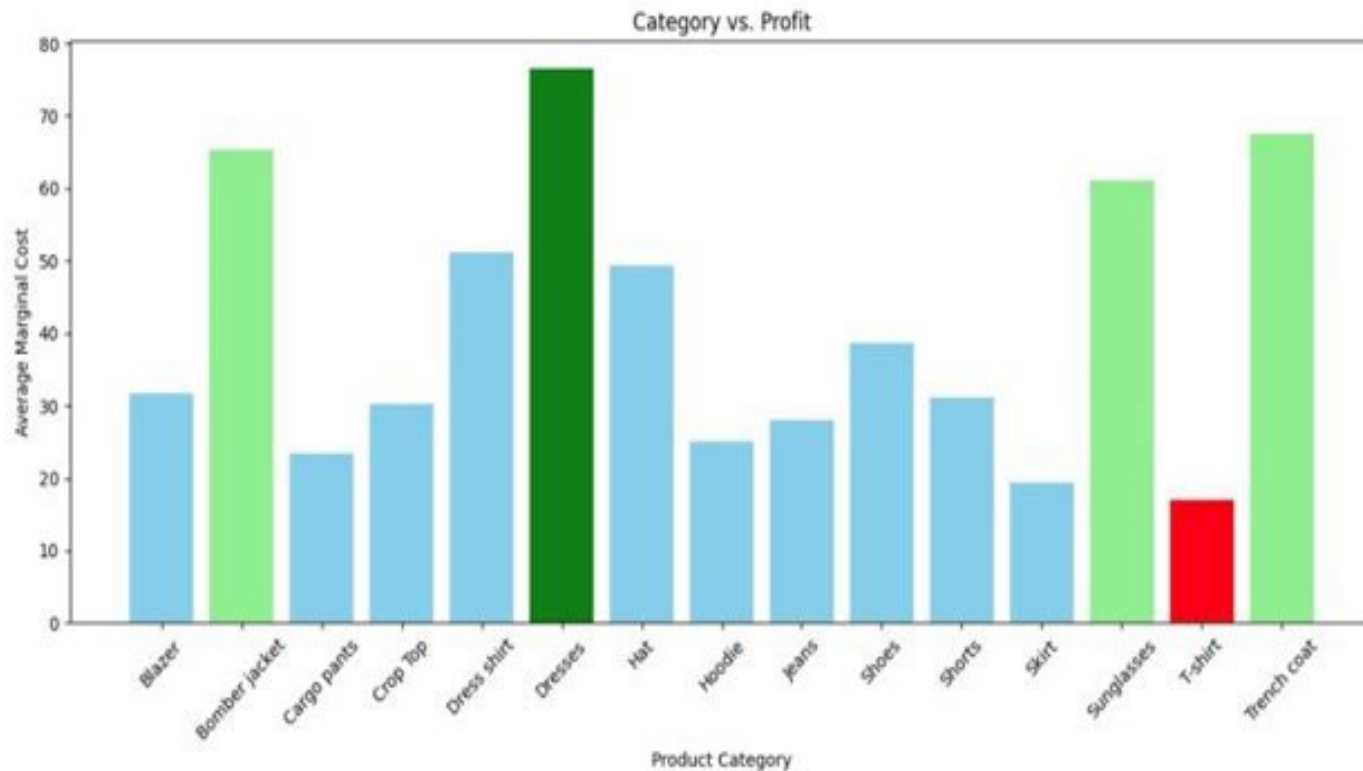


TARGET AUDIENCE

- We conducted a comprehensive data analysis and we delved into customer demographics to understand their purchasing behavior.
- We reached the conclusion that the age group **42-47** stand out as having the maximum purchases, seconded by age groups **26-42**.
- Therefore, our primary target audience are **millennials (20s – 40s)** and **early Gen X (40yrs +)**.



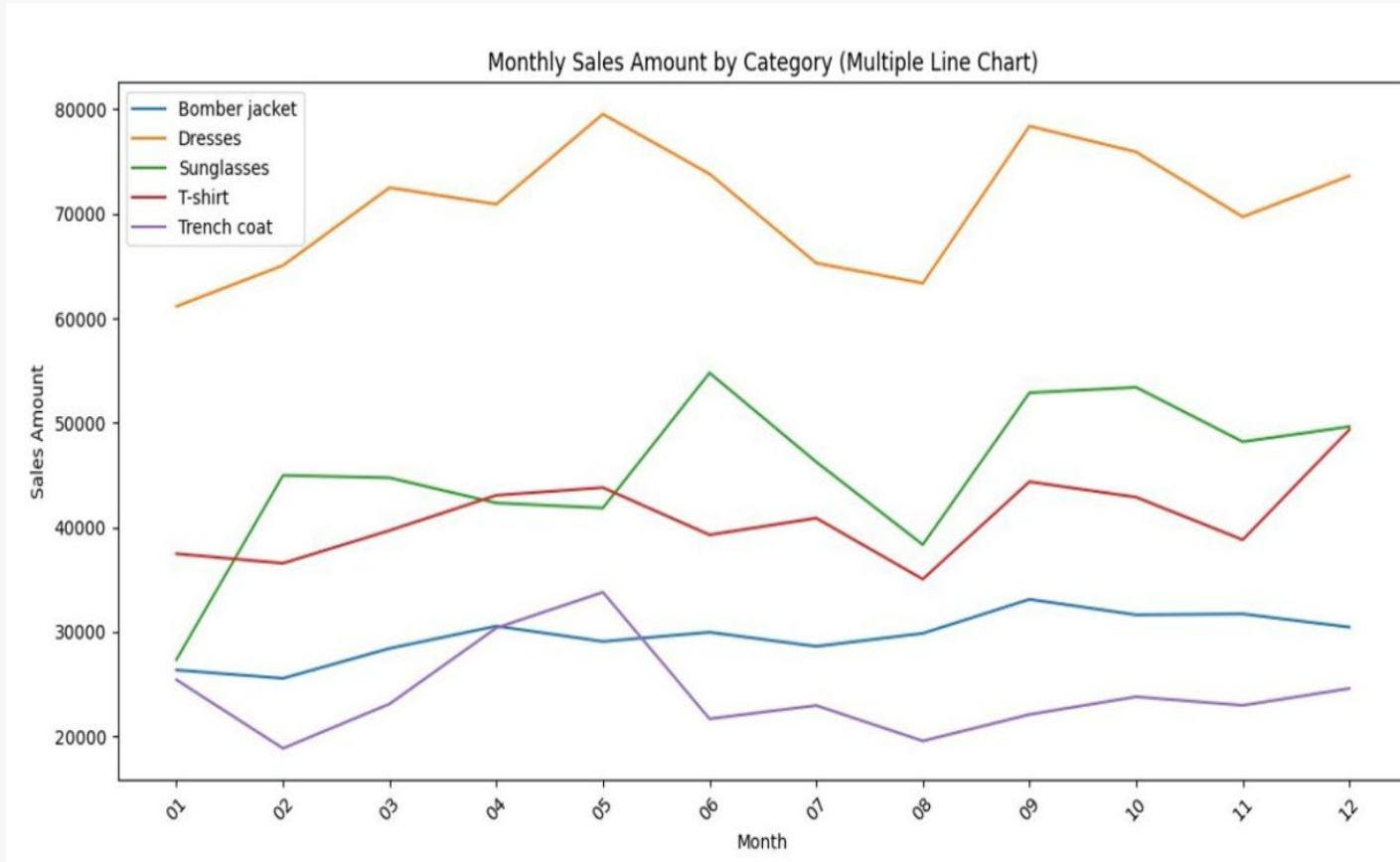
PROFITABILITY ANALYSIS



- **Dresses** stand out with the highest profit margins among our product categories. They are a strong revenue driver and should continue to be a focal point in our strategy.
- **T-Shirts**, on the other hand, show the lowest profit margins. This signals need for a closer look into cost-efficiency and pricing strategies in this category.
- **Bomber jackets, Trench coats and sunglasses** are the products which exhibit remarkably high profits, suggesting untapped potential. With the right investments and marketing strategies, they can be further leveraged to maximize returns.

TREND ANALYSIS

- Significant uptick in sales from the 5th to the 6th month. Reasons may include seasonality, marketing efforts.
- Noticeable sales dip in August and November. This could be because delay in receiving stock from Germany. Addressing these factors will be essential to stabilize our sales.
- Sharp sales spike in the September following August dip. This indicates we received stock and could fulfil all orders.



RECOMMENDATIONS

Online
Marketing

Product
specialization

Cost
optimization

Strategic
marketing

Competitive
Edge

Sale
Improvement

Learning from
customer



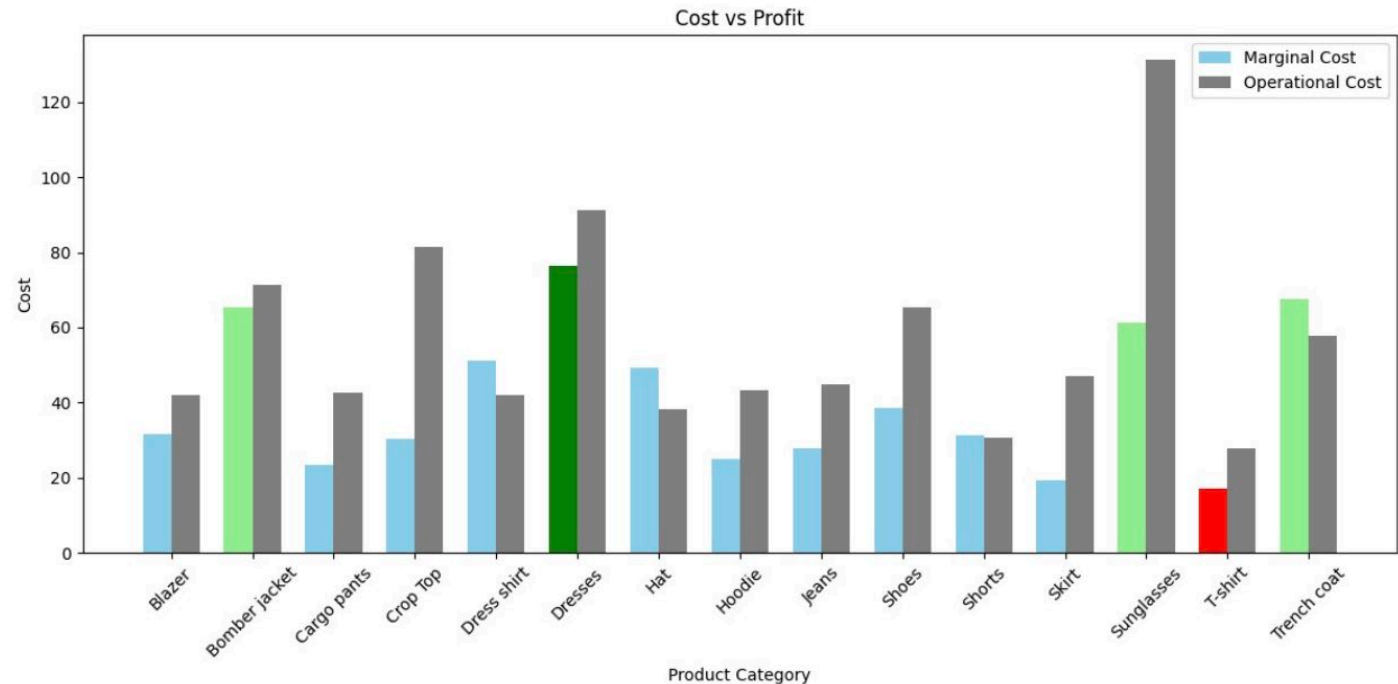
ONLINE MARKETING

- Establish an online presence through website development.
- Consider hiring a freelance web developer or utilizing platforms like Wix or Canva.
- Improve customer accessibility nationwide and offer in-store return options.
- Transition to online software to streamline operations and reduce staffing needs.



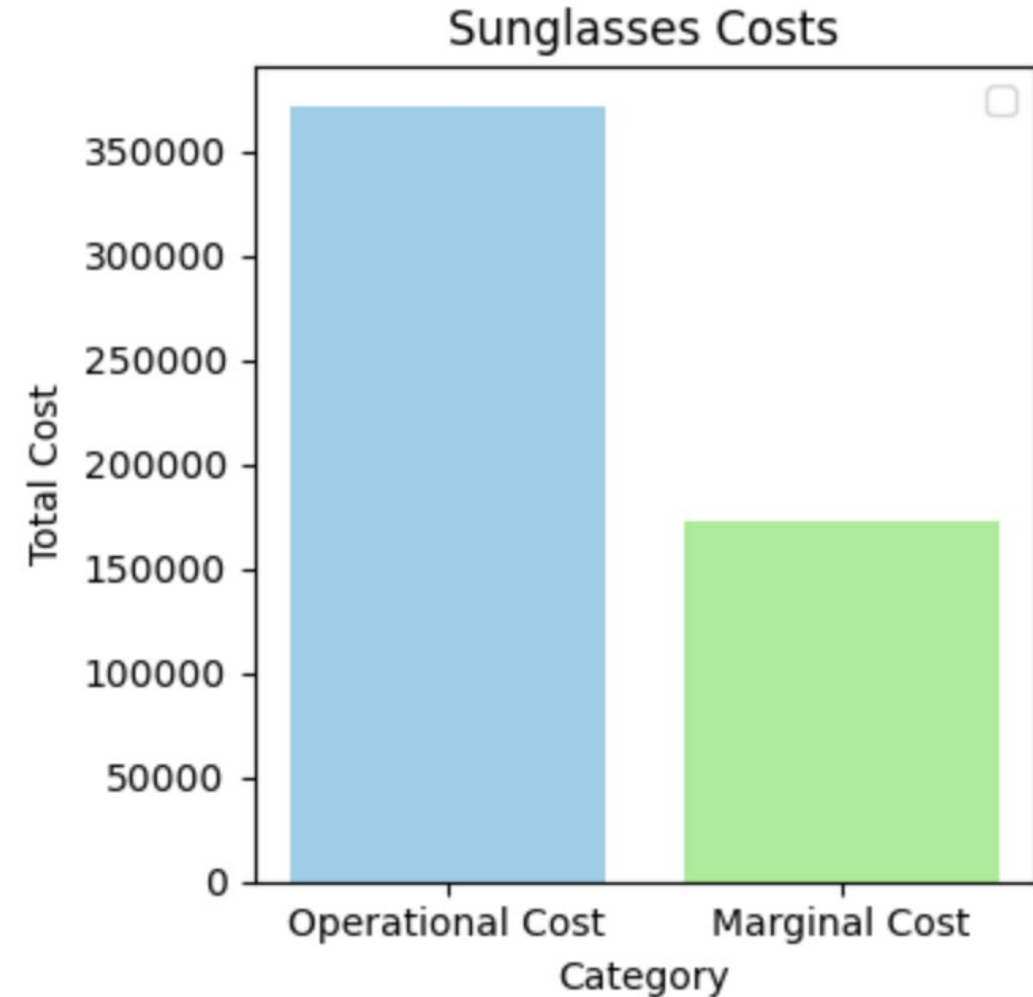
PRODUCT SPECIALIZATION

- **Product focus:** Prioritize high-sales, high-profit, and audience-preferred products.
- **High-Performing Categories:** As seen from the graphs, Dresses, Trench Coats and Bomber Jackets.
- Also, focus on products aligned with our targeted audience.



COST OPTIMIZATION

- Consider discontinuing **sunglasses** due to higher operational costs and accessory nature.
- **Cost Savings Opportunity:** Approximately \$372,000 saved if sunglasses are discontinued; invest in marketing strategies.
- As seen from the graph, sunglasses takes more than double the operational cost and give less than half profits.




STRATEGIC MARKETING

To Combat the Current Situation:

- **Influencer Collaboration:** Partner with social media influencers for trust and relatability.
- **Company Website:** Develop a dedicated site for accessibility and convenience.
- **Instagram Engagement:** Boost Instagram & Facebook activities with giveaways and promotions.
- **Global Outreach:** Use a well-optimized website and active social media for global expansion.

Current Situation:

-  2,000 followers, 60,000 monthly impressions.
- Recently launched social media presence but not very active.
- Lack of online ordering due to the absence of a website.
- Primary sales channel: In-person retail.

SALE IMPROVEMENT

I. Timely Ordering for Sustainability:

- The company can pre-order products which could potentially reduce transportation times and align with the company's sustainability mission.
- Consider exploring local vendors to further enhance sustainability practices. Evaluate the potential impact on costs and make informed decisions.

II. Government Grants and Support:

- Investigate opportunities for government grants or support programs that can aid in funding initiatives related to sustainability, cost reduction, and technological advancement.



LEARNING FROM OUR CUSTOMERS

Price & Quality

By introducing more petite friendly and plus size options we can make our company more inclusive & diverse. This will increase engagement with a different demographic of people.

Diversity

Our customers have a suggestion of reducing the cost as per the current quality products. We can work towards reducing current prices for less sold products or adapt different promotional techniques.

SUCCESS OVER THE YEARS

Investment

Cutting our cost and investing money in local vendors, focused sales have showed positive trends over the years & helped us recover recession.

E-Commerce

Bolte website have engaged more customers globally. Strategic marketing techniques have attracted variety of age demographics.

Missions

Have increased awareness among people in regards to more sustainable future. Helped reach many customers through our mission of affordability & accessibility.

SUMMARY

Our deep analysis of data begin by looking at raw data and sorting it to filter any unnecessary information. Generating visual graphs instead of raw unfiltered data helped us get a deeper understanding of different factors affecting the company's sales and profits. Our company's missions and values have always been our pride. Understanding our customer needs and working towards that while also keeping in mind our company's benefits helped us drive our key recommendations



THANK YOU!

Regards,
Team 30

