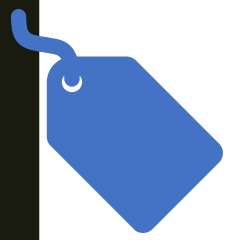
BLACK FRIDAY SALES FOR HFA



Agenda

Dashboard Overview

Dashboard specifics

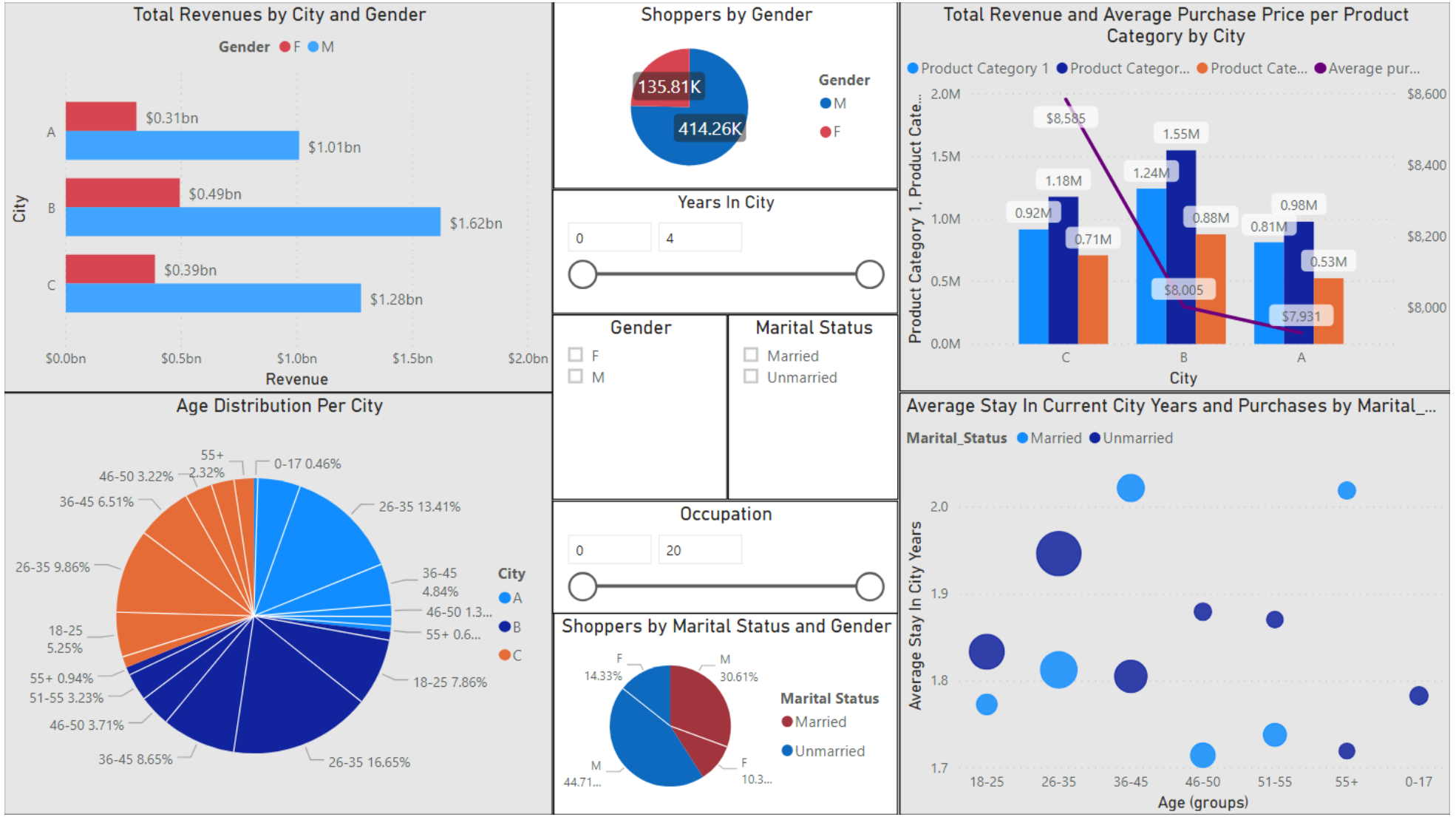
Descriptive Analysis

Difference of spending behaviors by City
- Theoretical reasons

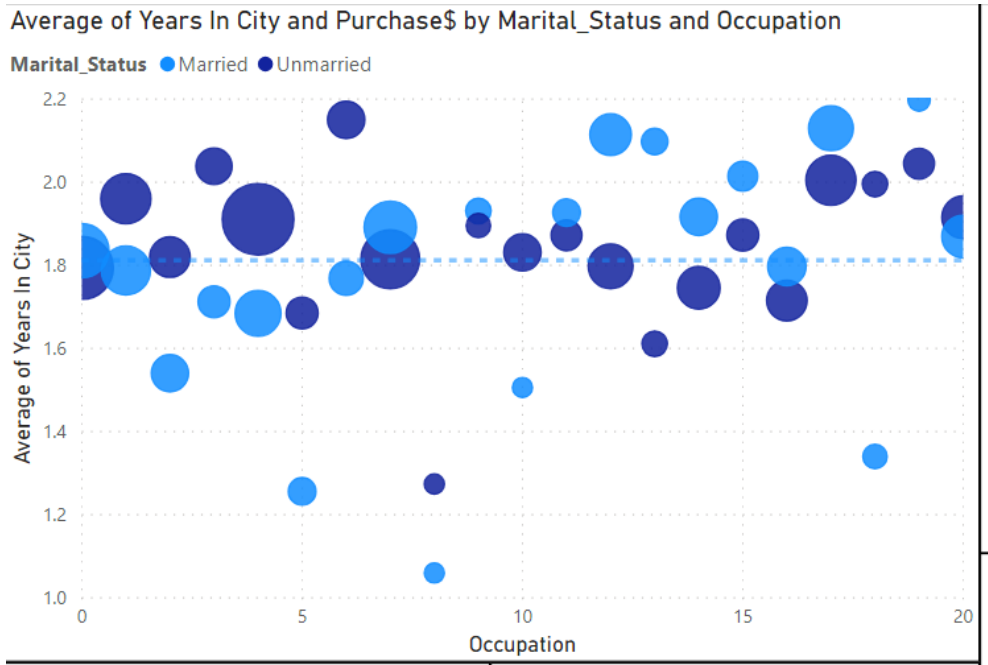
Prediction for product emphasis

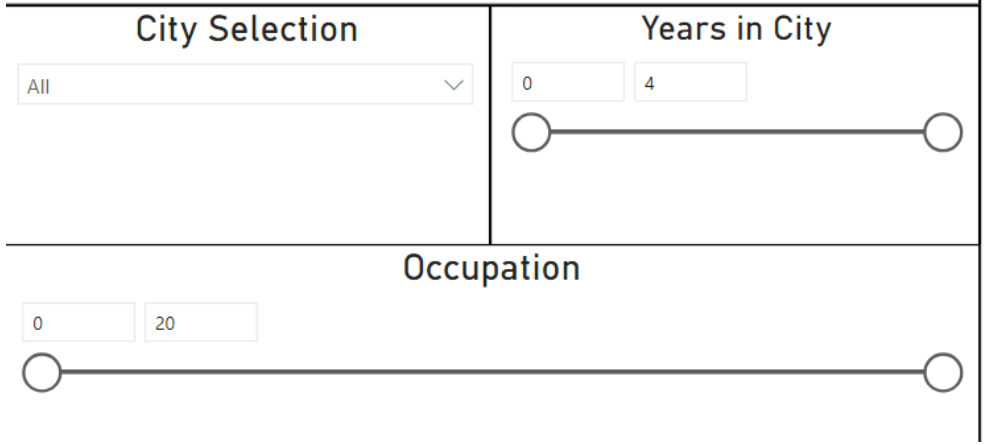
Recommendations to Improve Sales Performance

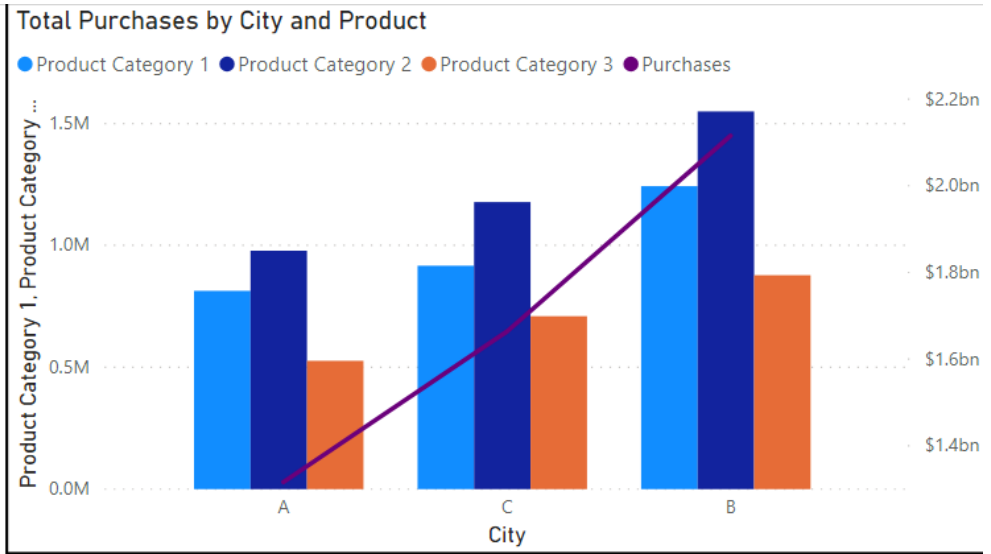
Dashboard Overview

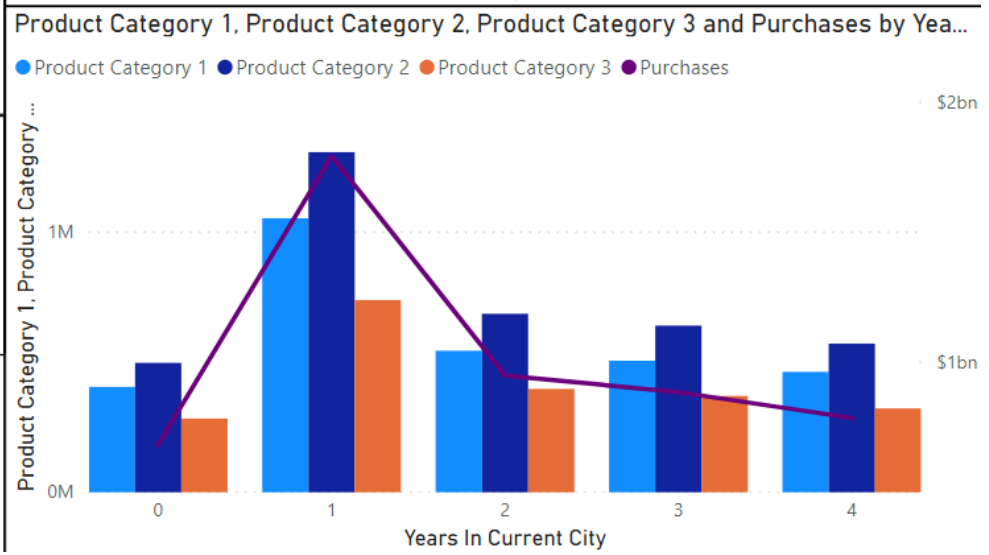


Dashboard Overview cont.

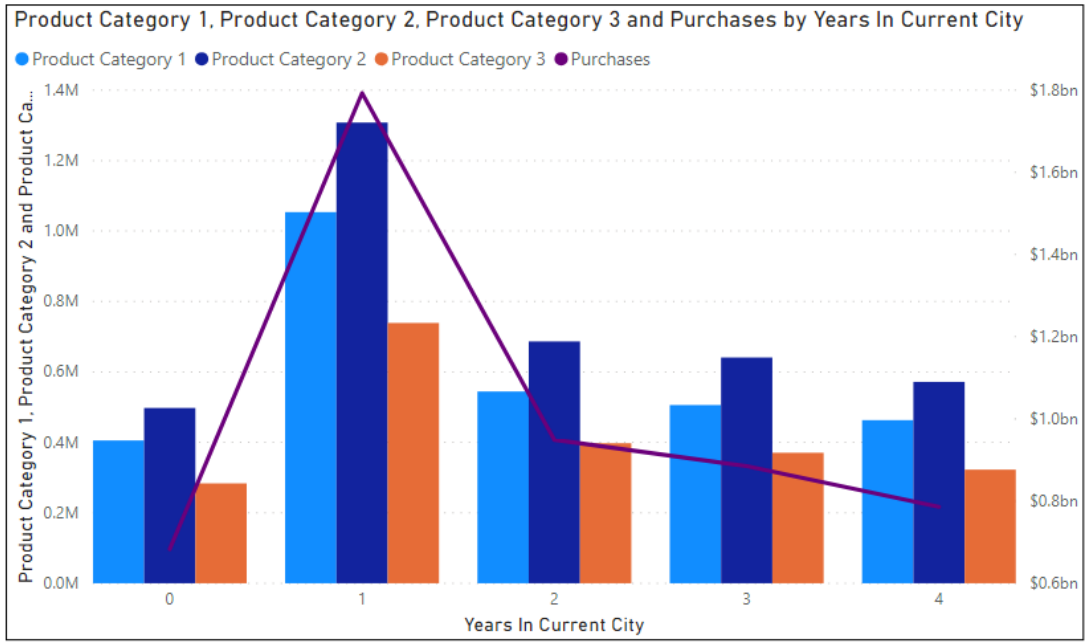


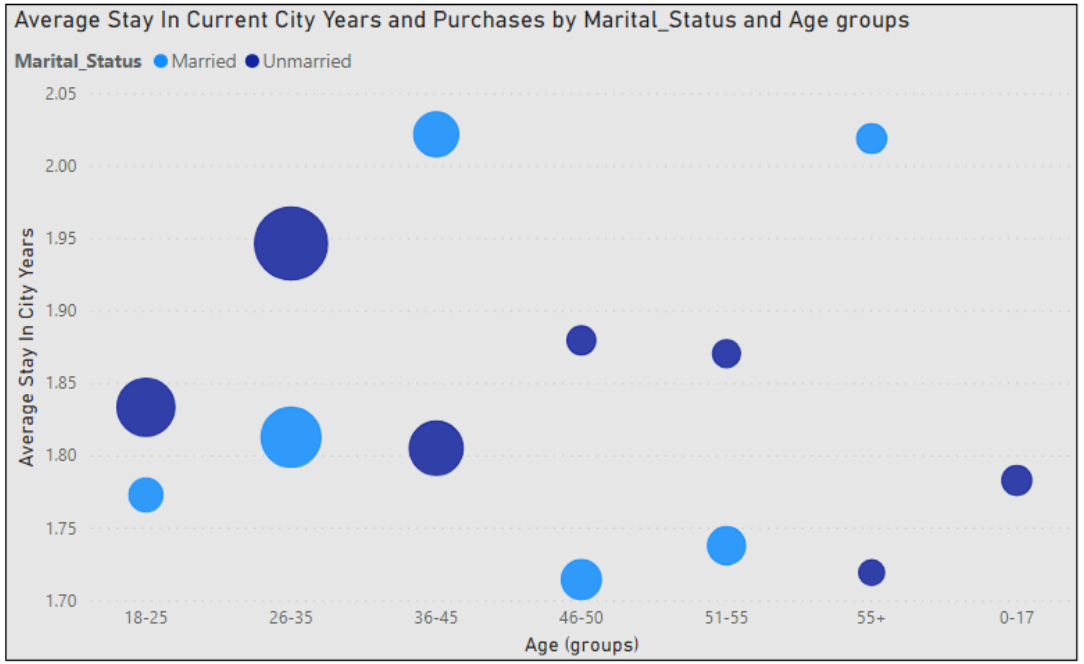






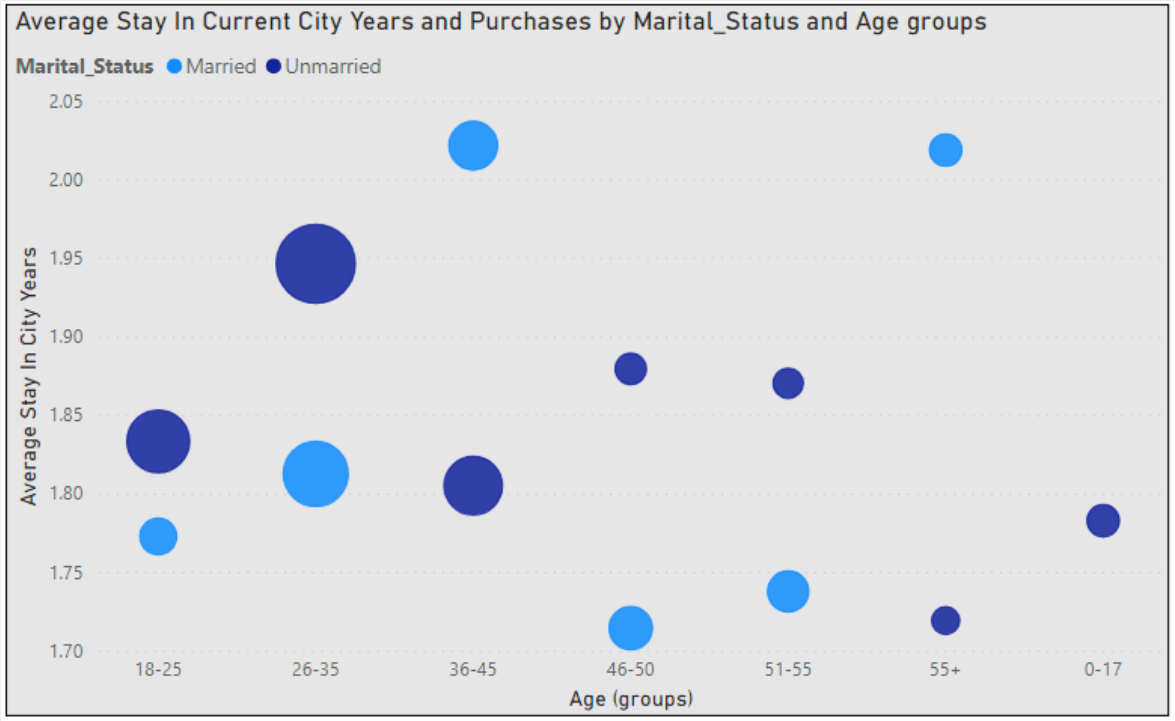
Dashboard specifics

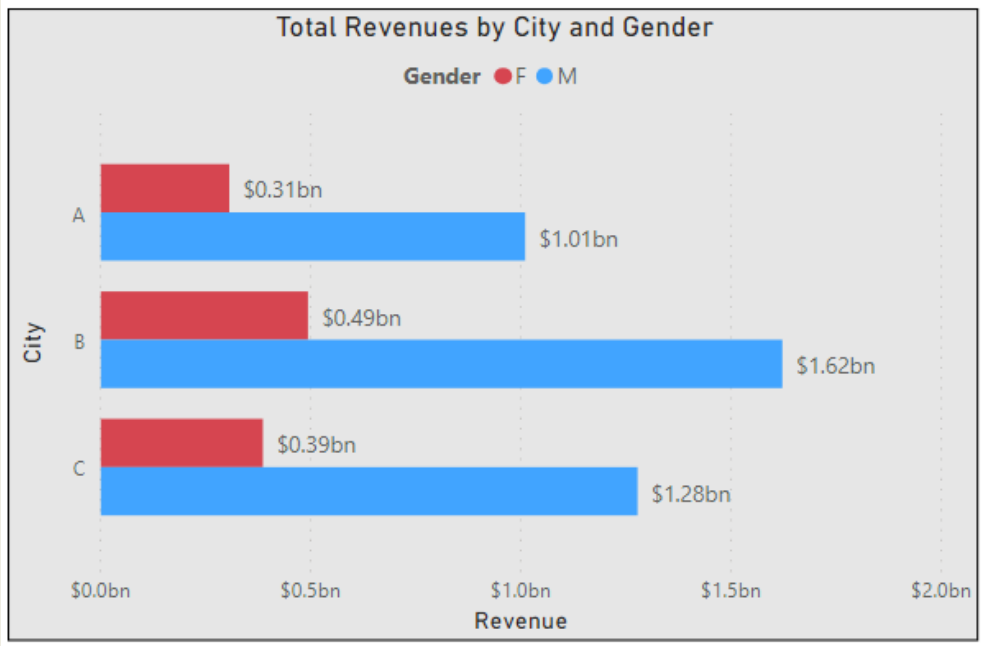




Descriptive Analysis

- Potential reasons that drive this spending difference
  - *Age, Years in the City, Occupation, Marital Status.*



Recommendations to Improve Sales Performance

- Depends on the overall goal of the company
- Targeted Marketing
  - *New customer promotions for individuals meeting a criteria*
    - First time buyers
  - *Emphasize on customer loyalty to the overall purchase party*
  - *Provide incentives for smaller purchase party*