



# BLACK FRIDAY SALES FOR HFA

# Agenda



## Dashboard Overview

Dashboard specifics



## Descriptive Analysis

Difference of spending behaviors by City

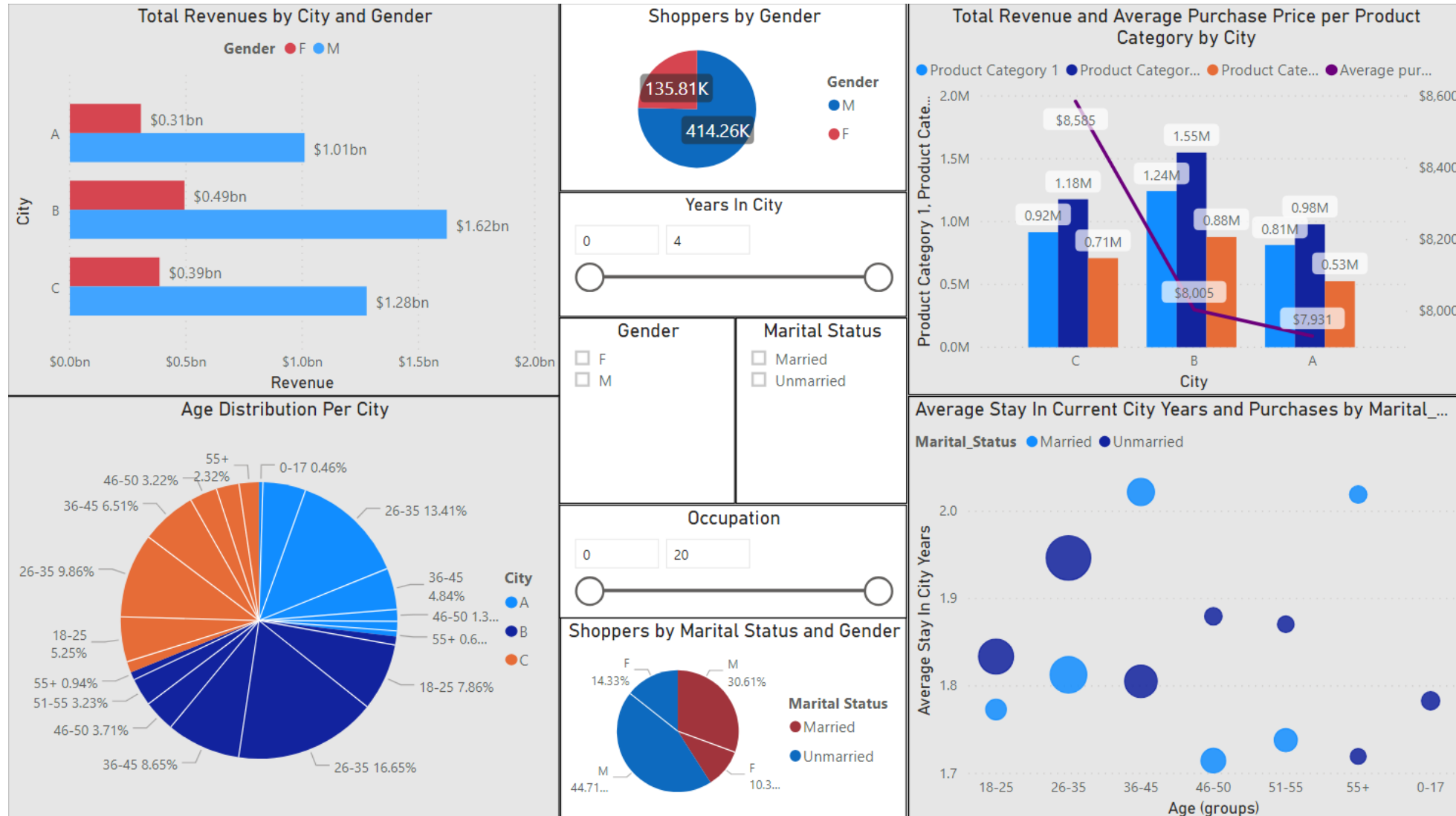
- Theoretical reasons

Prediction for product emphasis



## Recommendations to Improve Sales Performance

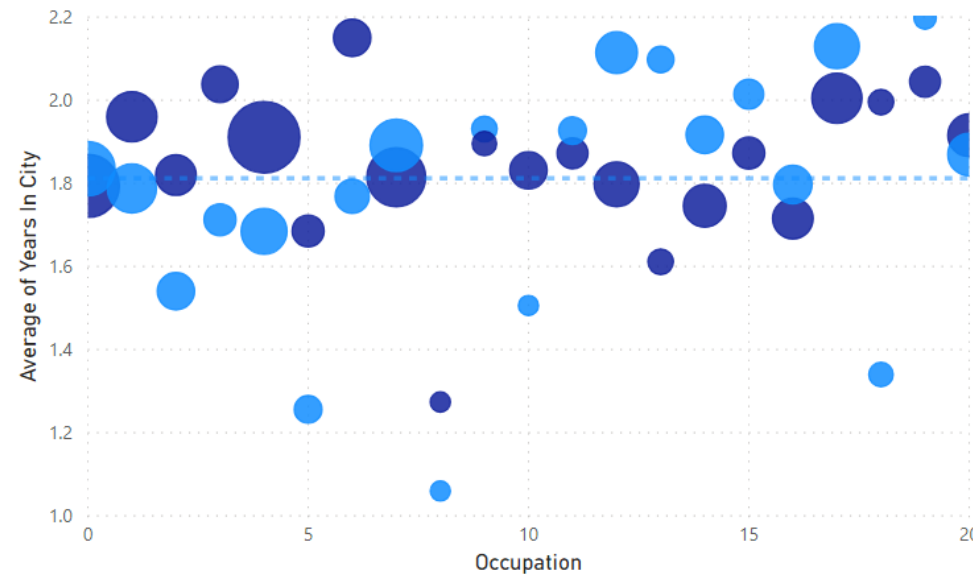
# Dashboard Overview



# Dashboard Overview cont.

Average of Years In City and Purchase\$ by Marital\_Status and Occupation

Marital\_Status ● Married ● Unmarried



City Selection

All

Years in City

0

4

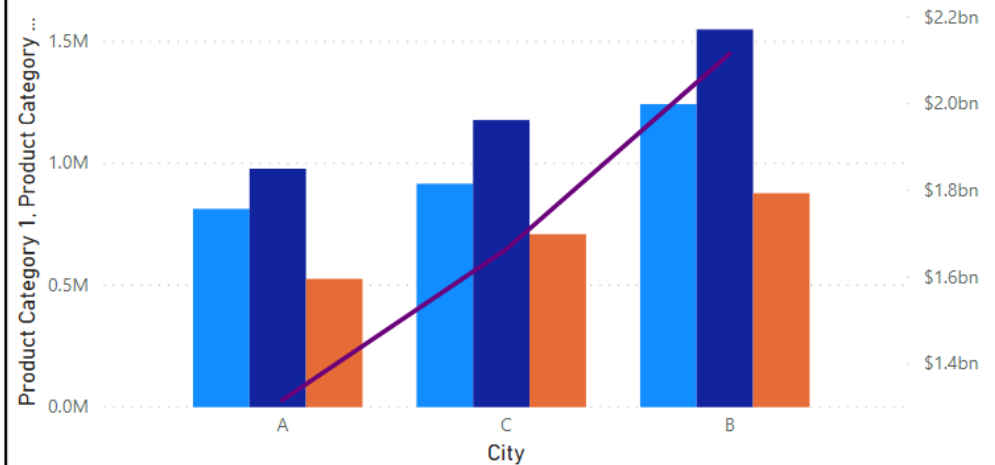
Occupation

0

20

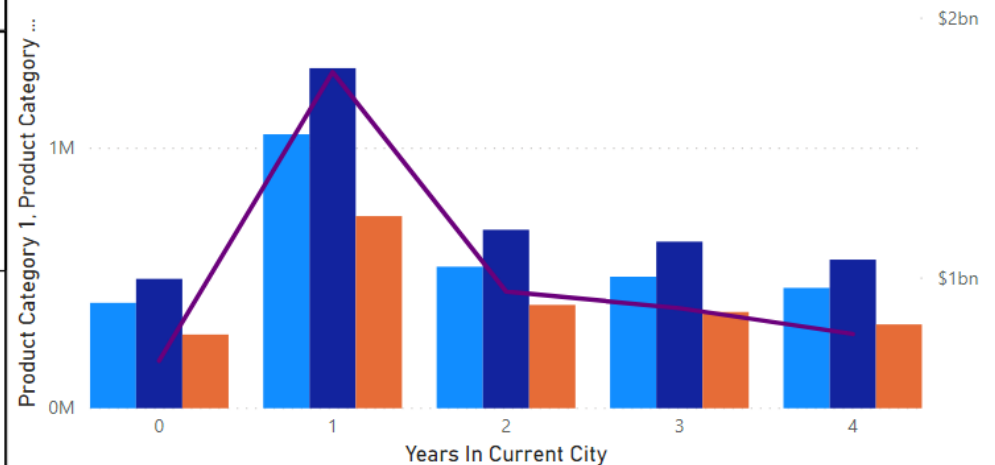
Total Purchases by City and Product

Product Category 1 ● Product Category 2 ● Product Category 3 ● Purchases

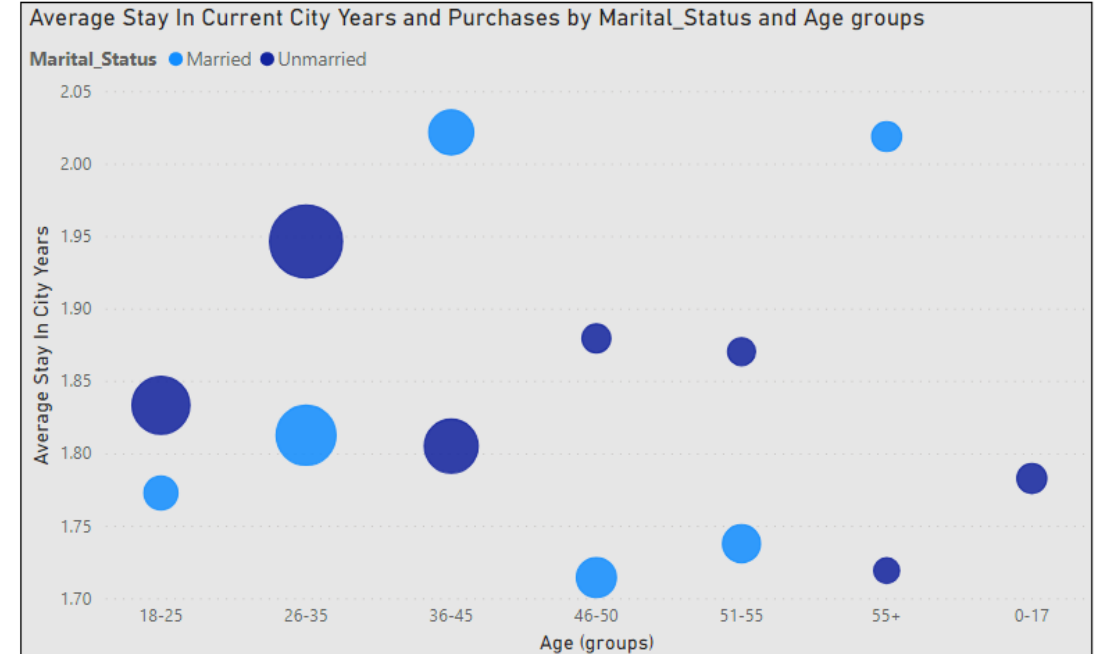
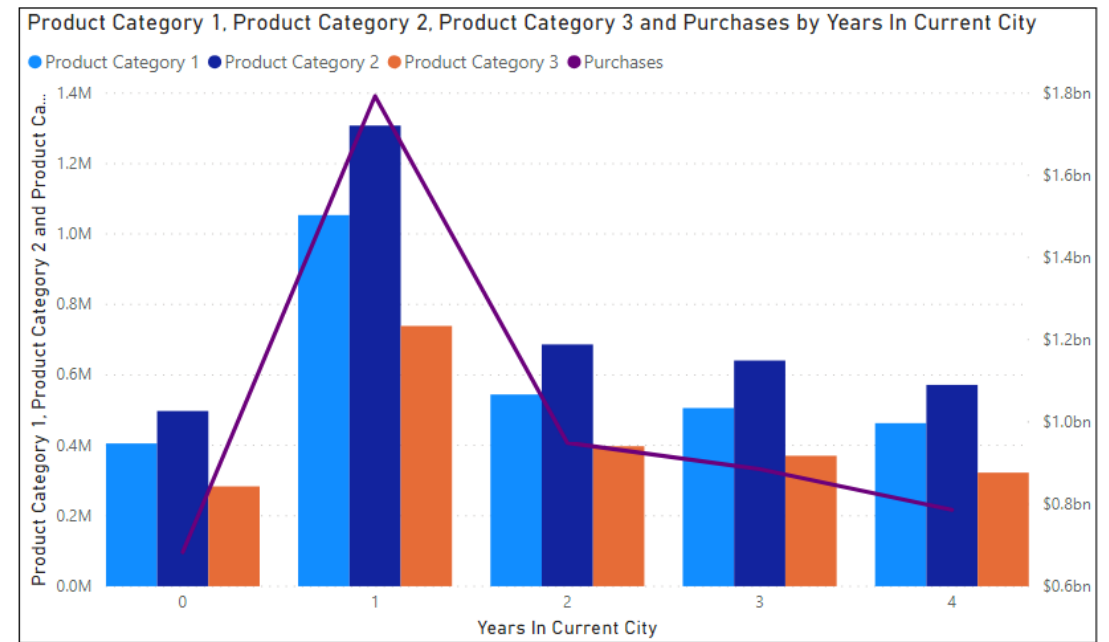


Product Category 1, Product Category 2, Product Category 3 and Purchases by Year...

Product Category 1 ● Product Category 2 ● Product Category 3 ● Purchases

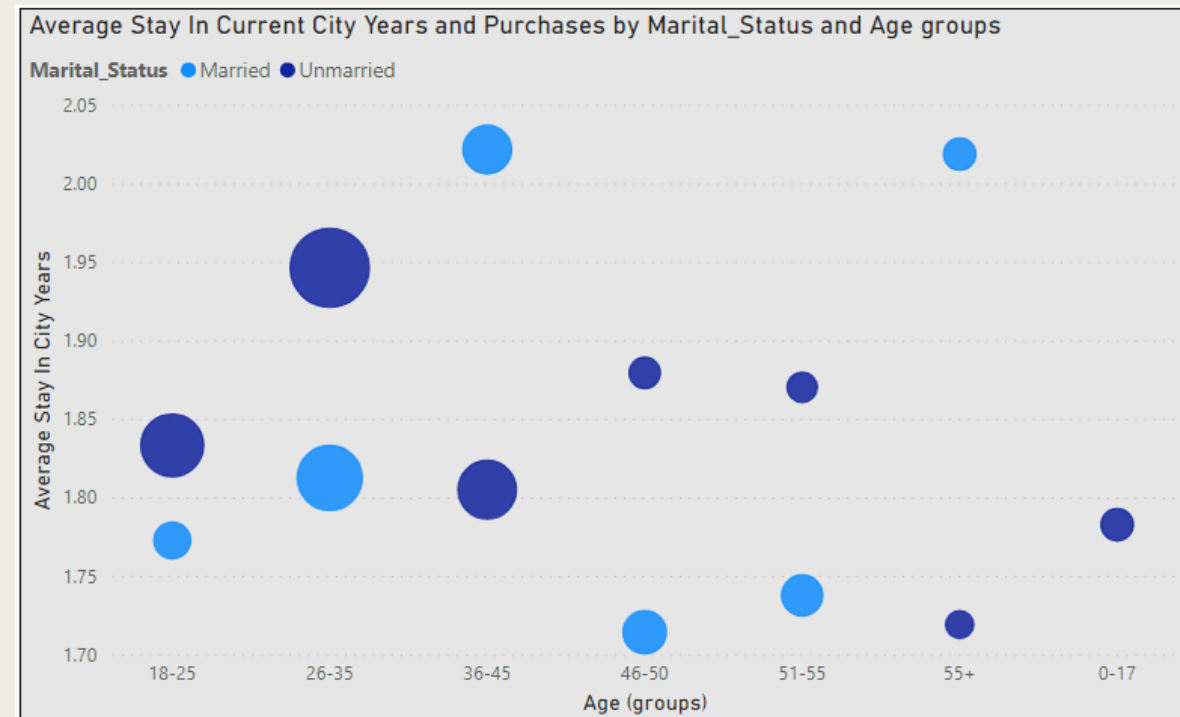


# Dashboard specifics



# 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*

