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LAB EXERCISE 1

GROUP 1:

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Case Study

Industry: Retail - Bicycle Store

Imagination company: TwoWheels

Functional area of interest: Sales and Marketing

Case Study Title: Optimizing Sales and Customer Experience at TwoWheels

Objective & Scope:

- *Sales Performance Optimization:*
  - Analyze and enhance the sales performance of TwoWheels Haven, a leading bicycle store.
  - Identify key products and categories driving revenue.
  - Evaluate the impact of current marketing campaigns (discount promotion).
- *Customer Experience Enhancement:*
  - Enhance the overall customer experience to drive loyalty and repeat business.
  - Optimize the product assortment based on customer preferences.
  - Improve customer segmentation for targeted marketing.
- *Efficient Inventory Management:*
  - Streamline inventory processes to minimize stockouts and overstock situations.
  - Implement strategies for better demand forecasting.
- *Sales Staff Performance and Store Management:*
  - Evaluate the performance of staff in different stores.
  - Optimize store management strategies based on staff performance.

Business Processes to Improve:

- *Customer Acquisition:*
  - Analyze customer data to identify potential segments for targeted marketing campaigns.
  - Optimize customer acquisition strategies to attract new clientele.
- *Revenue Growth:*
  - Identify high-performing products and brands contributing to revenue growth.
  - Implement marketing initiatives to promote these products effectively.
- *Marketing Campaign Execution:*
  - Develop and execute targeted marketing campaigns based on customer preferences.
  - Utilize data-driven insights to improve the effectiveness of marketing efforts.
- *Inventory Optimization:*
  - Implement inventory management strategies to ensure the availability of popular products.
  - Minimize excess inventory by identifying slow-moving items.

Origin of Data Source: [Bike Store Relational Database | SQL (kaggle.com)]