LAb exercise 1

Group 1:

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December 1, 2023

# 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)](https://www.kaggle.com/datasets/dillonmyrick/bike-store-sample-database)