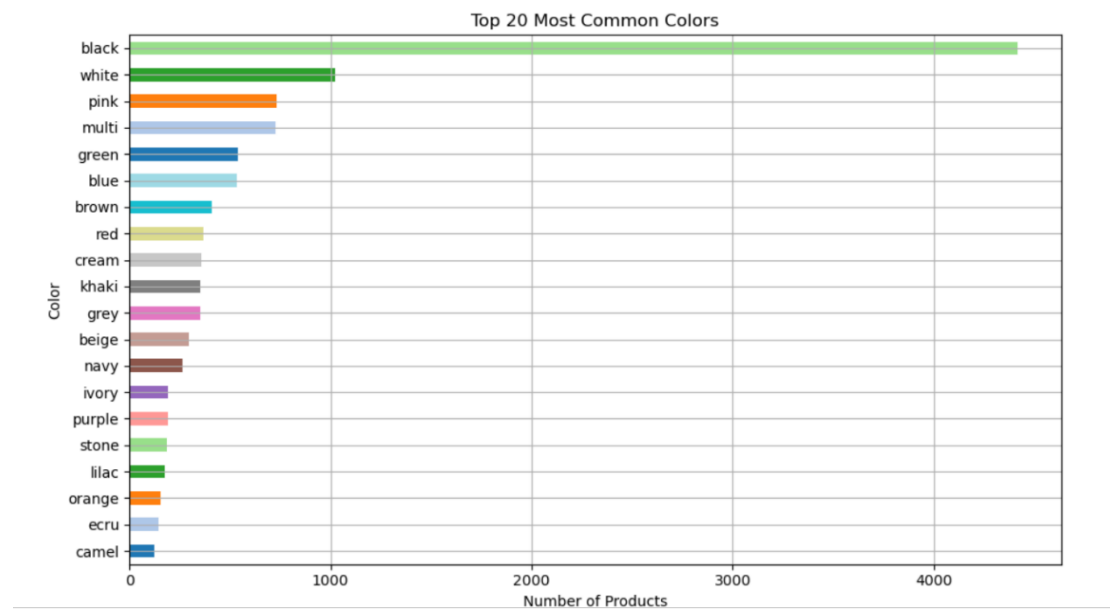


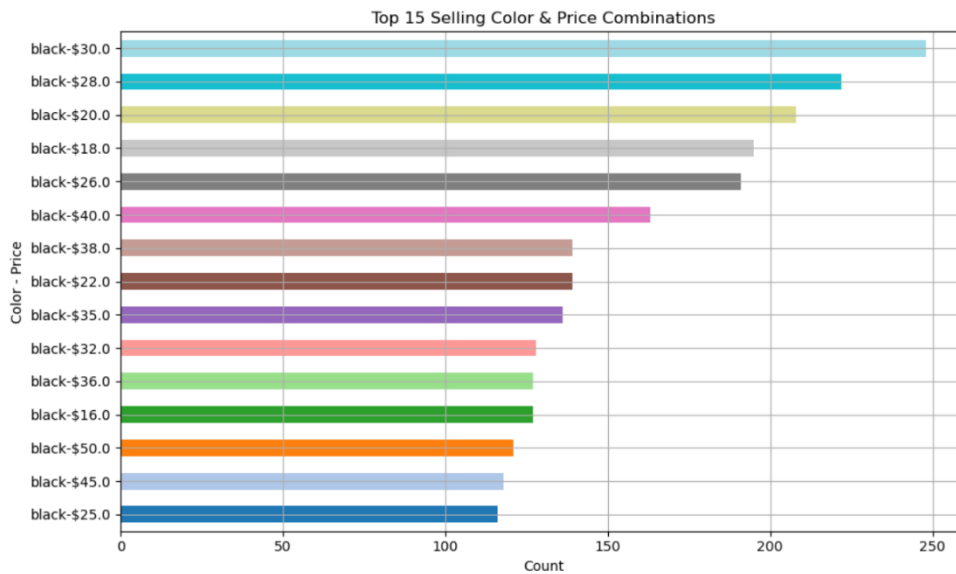
ASOS E-commerce Dataset Analysis



1. Black & white still the top two most sold colors(classic)
2. Original rainbow colors are more accepted than some special colors like ecru and camel
3. Pink and green are probably two trend colors in this period

coat: avg price \$81.70
jacket: avg price \$56.73
dress: avg price \$49.15
leather: avg price \$69.15
wool: avg price \$65.51
tailored: avg price \$63.53

1. These are the average price of each kind of clothes
2. Depend on which strategy the company want to use:
 - Cost advantages, sell clothes at a price lower than average
 - Luxury strategy, if the brand is advertised high quality, little bit above average is acceptable



1. best-selling combo is black clothes with 30 dollars cost
2. almost everything with black is good
3. price between 16 to 50 is the best interval

Conclusion:

Black color has the biggest customer group, statistics can tell that everything in black is more popular than other colors. For recommendations, if we sale more high value clothes such as coat and jacket with black color, should have a higher profit!!