

Punchline Report

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March 2020

1 Importance Findings

We observed that the CART Email is a highly efficient way to promote the brand and product, so the company can continue to expand the CART Email promoting strategy in future aspects. Then, we found that the customer tends to grow faster during the holiday season at the end of the year, and the order sales were relatively highest in February and July and were approximately lowest in November. Therefore the company can send out more promoting emails before February, July, and the holiday session.

Additionally, We observed that when stores offered free shipping, the customers tended to buy more items. However, the strategy of coupons did not boost average sales. We can redesign the promoting strategy to combine the coupons and free shipping. For example, newly registered customers can have their first order for free shipping by using the "first-time user" coupon code.

At last, we found the features, including product brand, pricing, whether the customer has viewed the product before, product visibility on website, and product inventory, contributed positively and significantly to individual product sales. We suggest the company recommend commodities with the same brand of the historical orders through promoting emails, adjust the price reasonably, show least one picture for each product, and keep promoting popular products through emails.