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# DATA INSIGHTS TO SALES REVENUE

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# DATA INSIGHTS TO SALES REVENUE

## Agenda

Examine the key data insights to aid different departments in their future planning for the upcoming year.

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# What Impacts Sales Revenue ?

**SALES  
PROMOTION**

**BRAND LOYALTY  
PROGRAM**

**CUSTOMER  
SERVICE**

**PRODUCT  
DESIGN**

**SOCIAL MEDIA  
MARKETING**

**ADVERTISING**

**INSTORE  
EXPERIENCE**

**EVENTS**

**PRICING  
STRATEGY**

**CUSTOMER  
SERVICE**

**VISUAL  
MERCHANDISING**



The background is a collage featuring several pairs of flip-flops in different colors (tan, brown, red) with star patterns. Scattered across the background are numerous small, round, gold and silver confetti pieces. The overall color palette includes shades of grey, yellow, and brown.

# Questions

01

WHAT  
is the key factor  
that contributes  
to high sales  
revenue?

02

WHEN  
do we plan our  
activities for  
greatest sales  
impact?

# CORRELATION - REVENUE & RETAIL STATISTICS

	revenue	units_sold	num_transactions	basket_size	avg_transaction_value	avg_unit_value	total_discount	discount_pct	visitors
revenue	1.000000	0.940109	0.965564	0.298170	-0.270199	-0.377982	0.236581	-0.063080	0.840309

Figure 1: Correlation of sales figures for Havaianas

## Strong Correlation to Revenue

- ✓ No. of pairs of footwear sold
- ✓ No. of transactions
- ✓ No. of visitors in shop

## Minimal Correlation to Revenue

- ✗ No. of pairs of footwear PER transaction  
(Mean = 1.1 pair)
- ✗ Sales dollars PER transaction  
(Mean = \$49.40)
- ✗ % discount given (Instore promotions)

# HIGHER FOOTFALL, GREATER REVENUE

	revenue	units_sold	num_transactions	basket_size	avg_t	visitors
revenue	1.000000	0.940109	0.965564	0.298170		0.40309

Figure 1: Retail statistics for Havaianas ION Orchard in 201

## Strong Correlation to Revenue

- No. of pairs of footwear sold
- No. of transactions
- No. of visitors in shop

THE HIGHER FOOTFALL,  
THE GREATER REVENUE

# IMPACT OF FOOTFALL ON REVENUE

Date	Revenue (S\$)	No. of footwear sold (pairs)	No. of transactions	No. of footwear per transaction (pairs)	Avg. transaction value	Avg Discount	No. of visitors
29/1/18	1,001	19	20	0.95	S\$50.05	9%	503
26/5/18	10,432	340	239	1.42	S\$43.65	0.9%	2,345

10X↑

10 X↓

4X↑



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**VISUAL  
MERCHANDISING**

**FOCUS ON  
PLANS  
THAT  
INCREASE  
FOOTFALL/  
NEW  
CUSTOMERS**



WHAT  
AFFECTS THE  
FOOTFALL IN  
A RETAIL  
SHOP?







**TOTAL  
RAINFALL**

IMPACTS THE  
FOOTFALL IN  
A RETAIL  
SHOP



A photograph of a rainy day scene. In the foreground, a bright red umbrella is partially visible on the left side. Behind it, a large number of dark-colored umbrellas are held up, creating a sea of dark shapes. Rain is falling heavily, visible as numerous white streaks against the dark background. The background appears to be a dark, tiled wall.

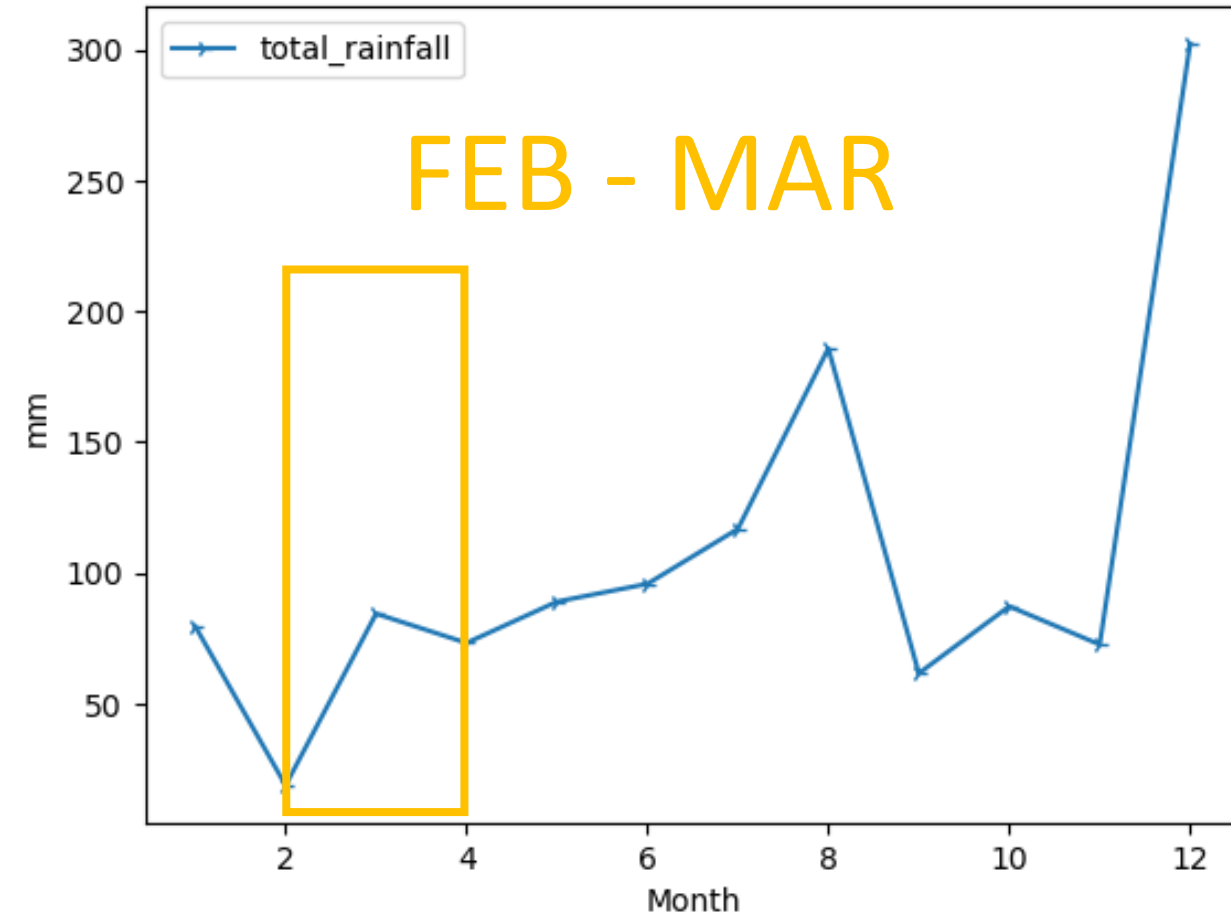
MORE THAN 50% CORRELATION

BETWEEN THE TOTAL RAINFALL IN SG  
VS FOOTFALL IN RETAIL SHOP

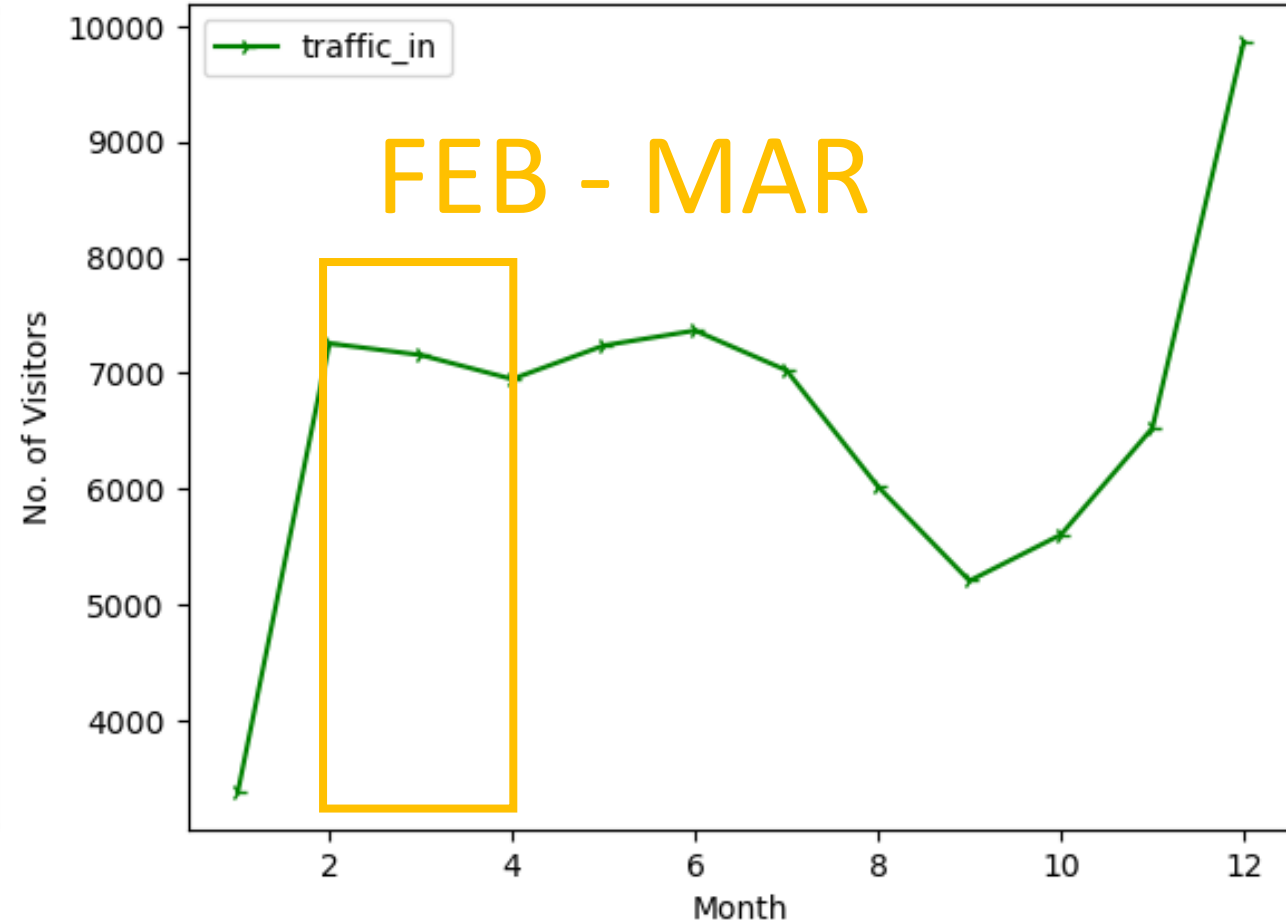


# LOWER RAINFALL, HIGHER FOOTFALL

Total Rainfall across a year

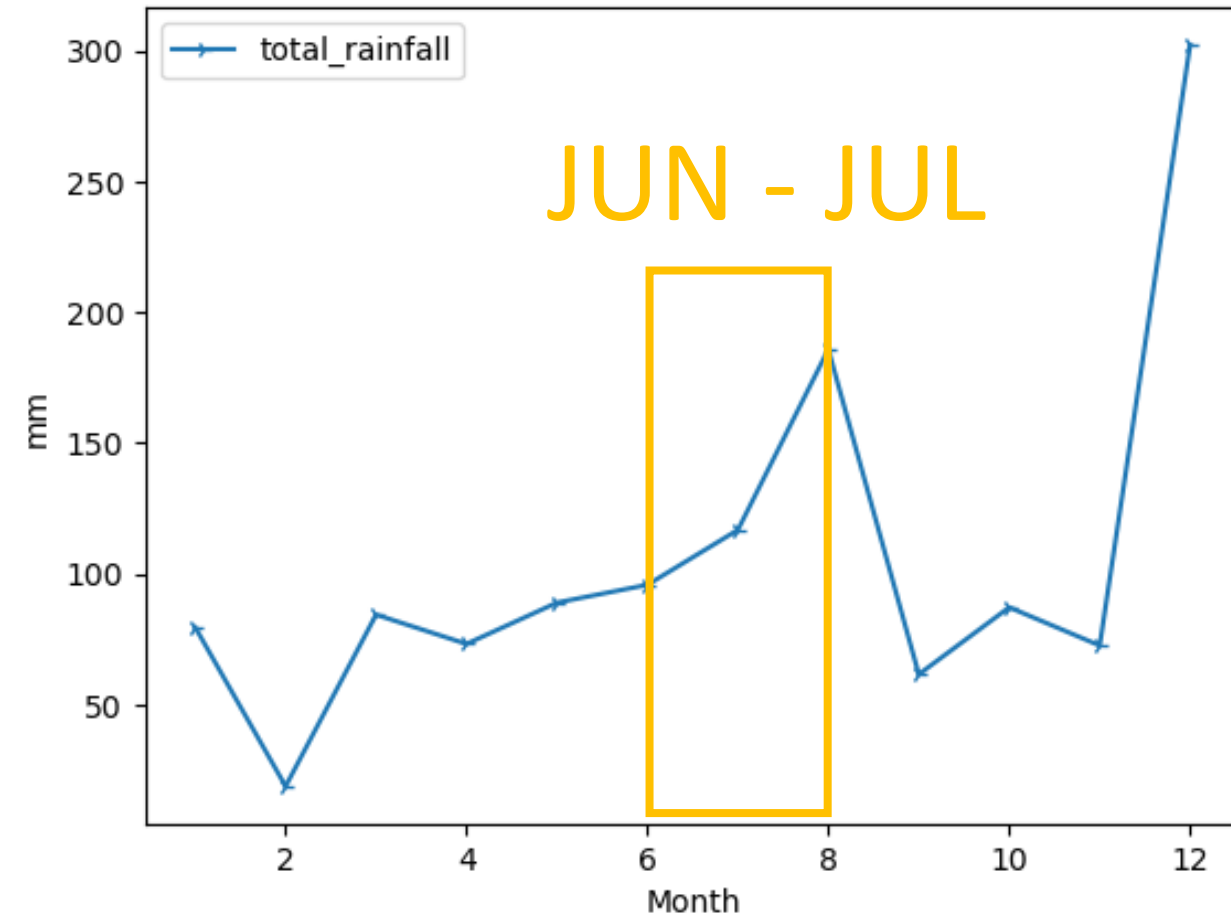


Footfall at Havaianas across a year

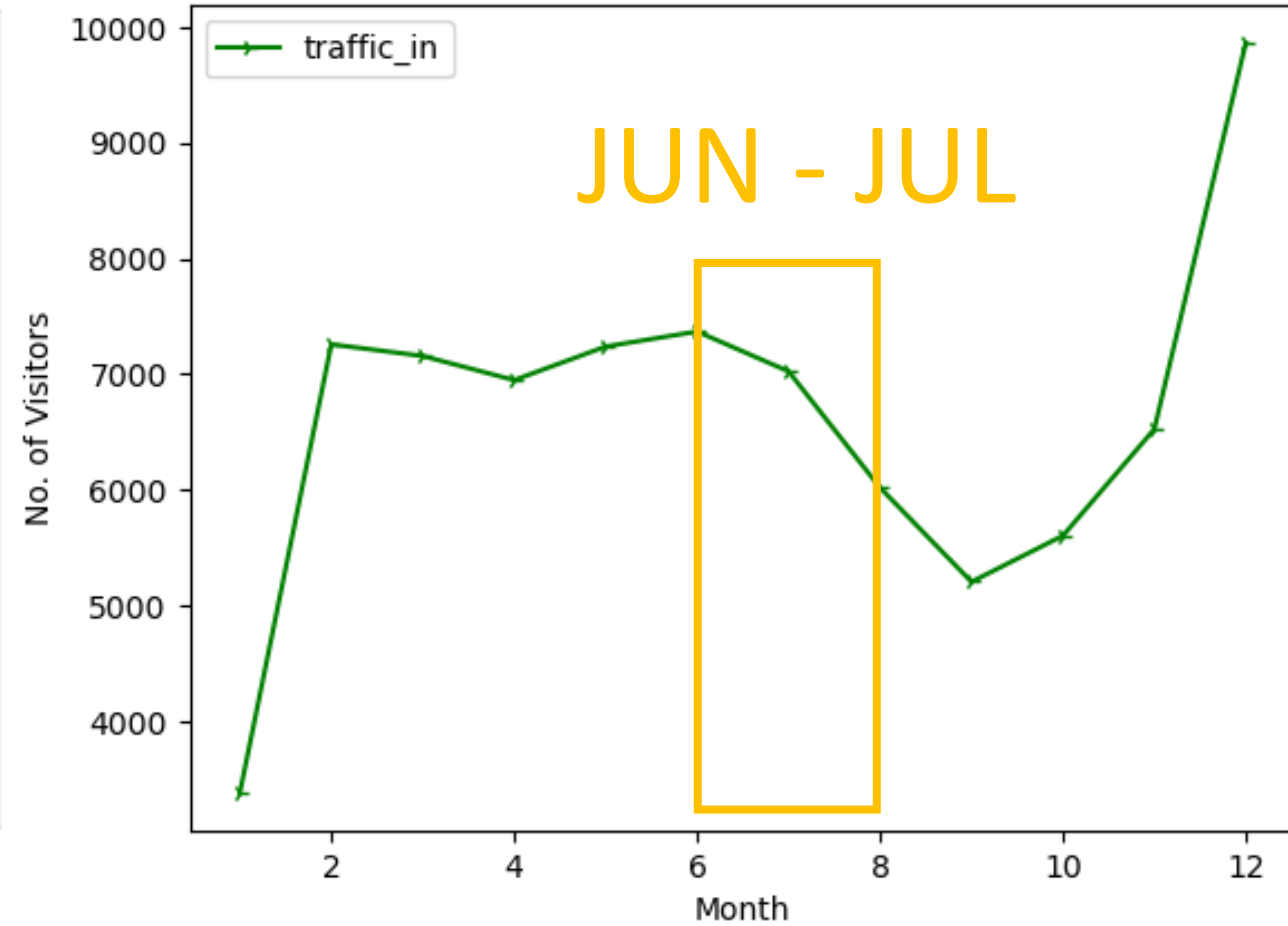


# LOWER RAINFALL, HIGHER FOOTFALL

Total Rainfall across a year



Footfall at Havaianas across a year







# FOCUS ON LOW FOOTFALL MONTHS TO INCREASE SALES

## 02

WHEN  
do we plan our activities  
for greatest impact?

**FEB – MAR**  
**JUN - JUL**



# PLANNING AHEAD...

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For greater impact on sales revenue:

- Prioritise your plans for high rainfall months (Feb, Mar, Jun, Jul)
- Plan your launches and activities ahead with the goal of increasing new visitors / footfall in shop





**THANK YOU!**

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