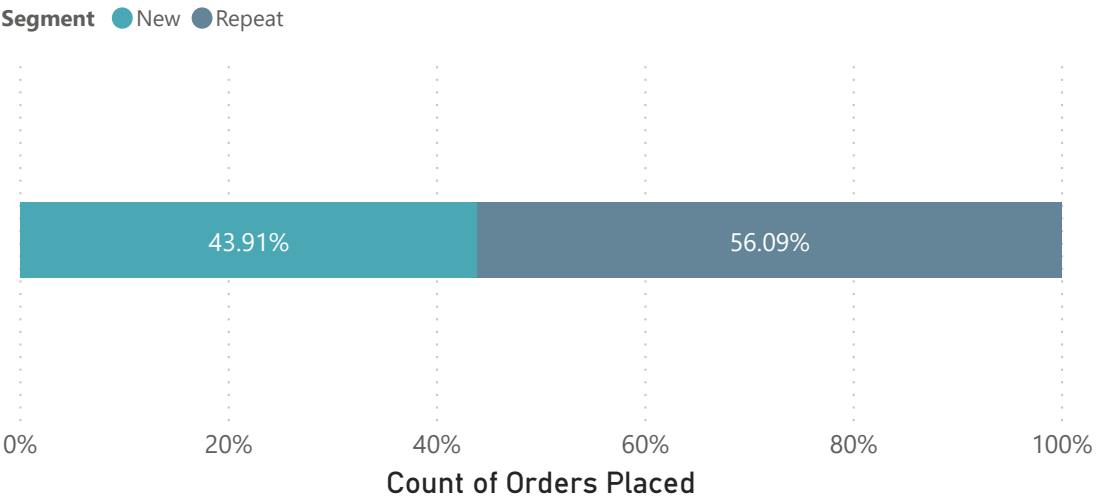


Merchandising Analysis

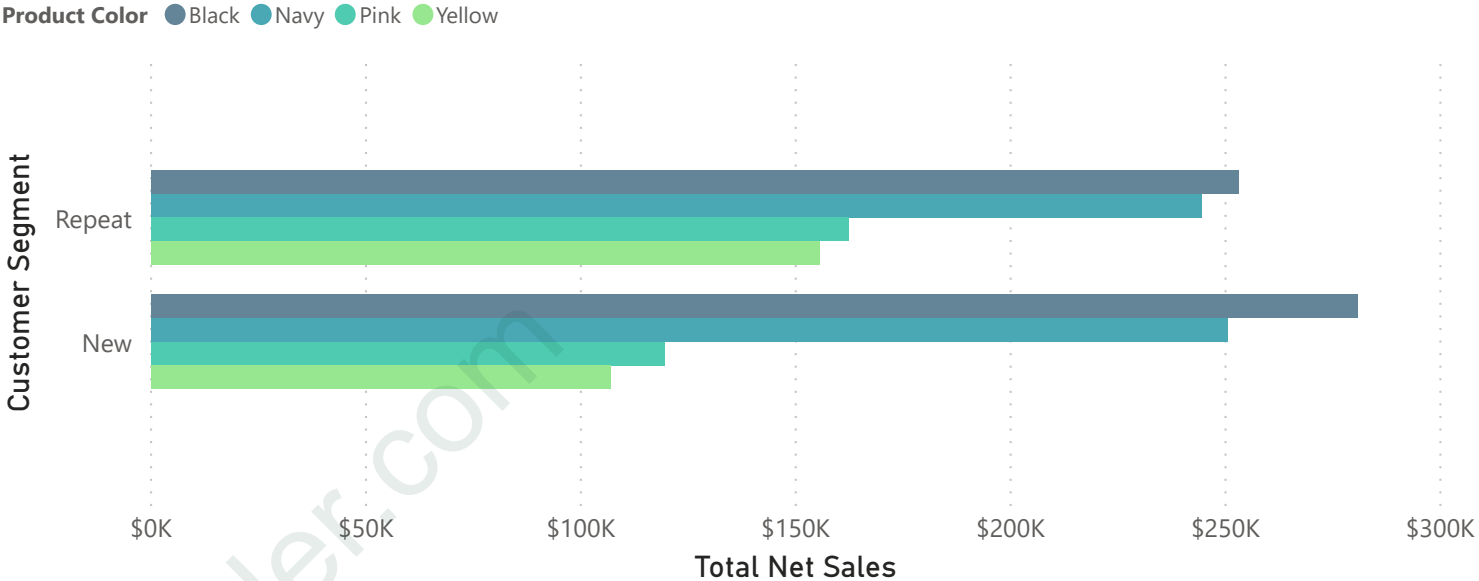
Ursula Stauder

In this analysis, I delve into various analytical techniques tailored for merchandising, exploring my passion for fashion and data through a fictitious activewear company designed for off-duty healthcare professionals. The dataset is entirely fabricated, crafted exclusively for this project. This unique approach enables me to showcase a range of analytical methods applied to merchandising scenarios, demonstrating how different techniques can inform and enrich the creation of activewear for this specialized demographic.

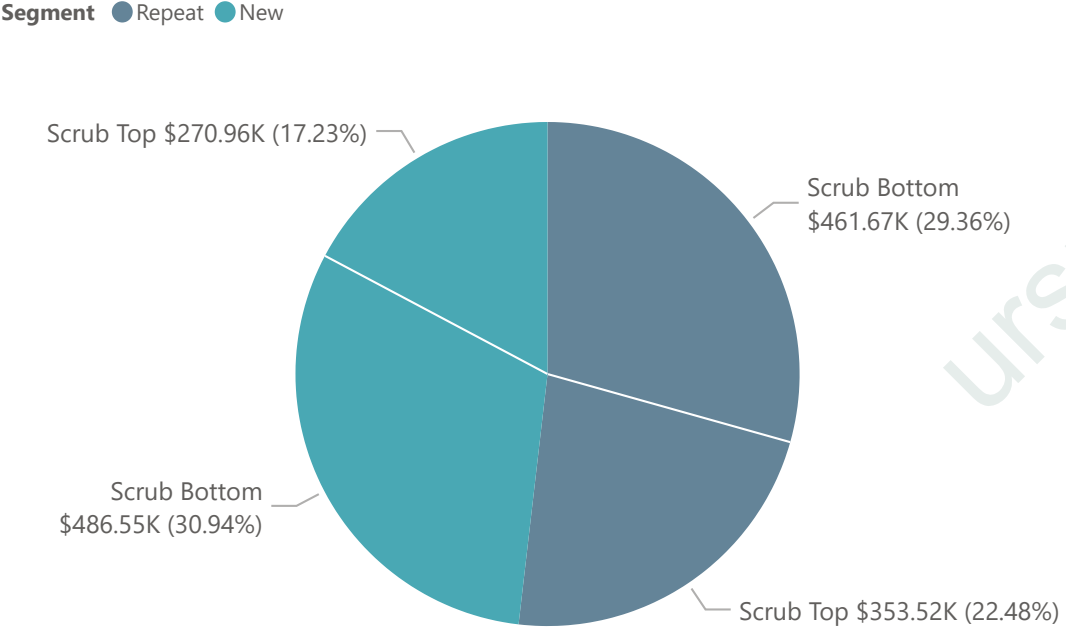
Percentage of Orders Placed by New vs Repeat Customers



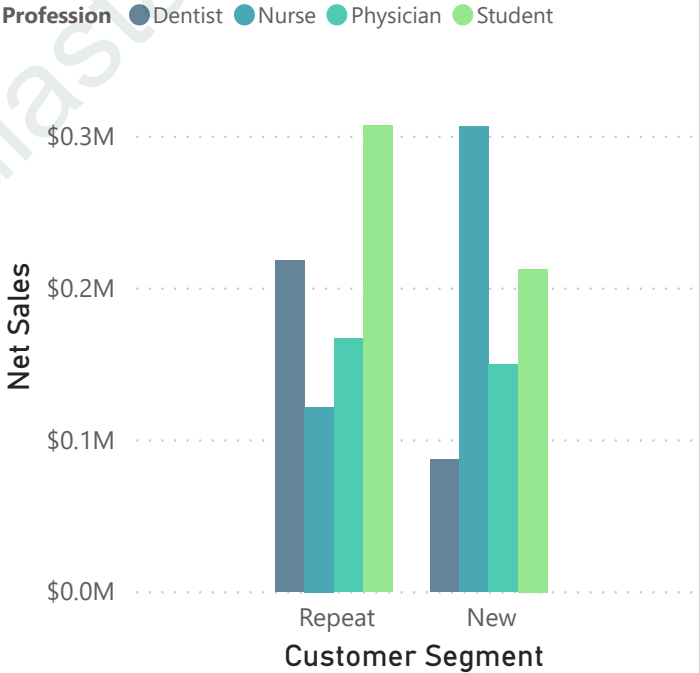
Total Net Sales by Customer Segment and Product Color



Total Net Sales by Customer Segment and Product Category

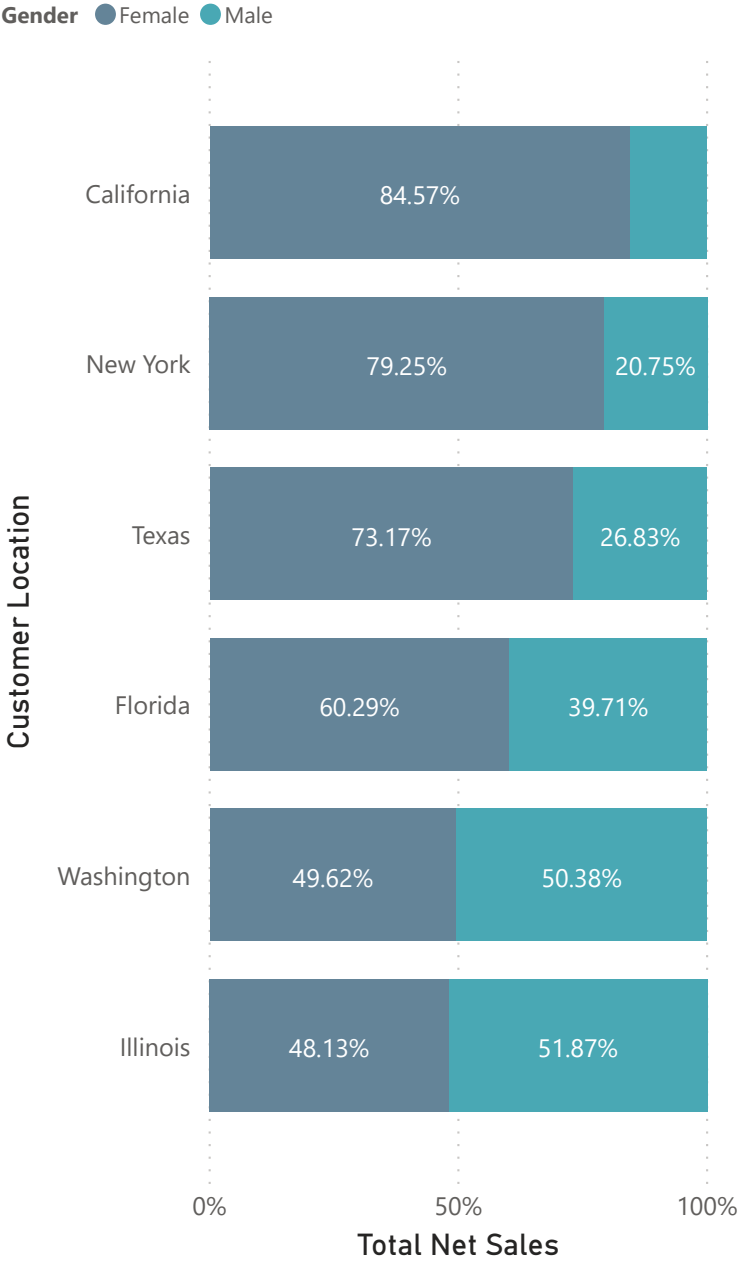


Net Sales by Customer Segment and Profession

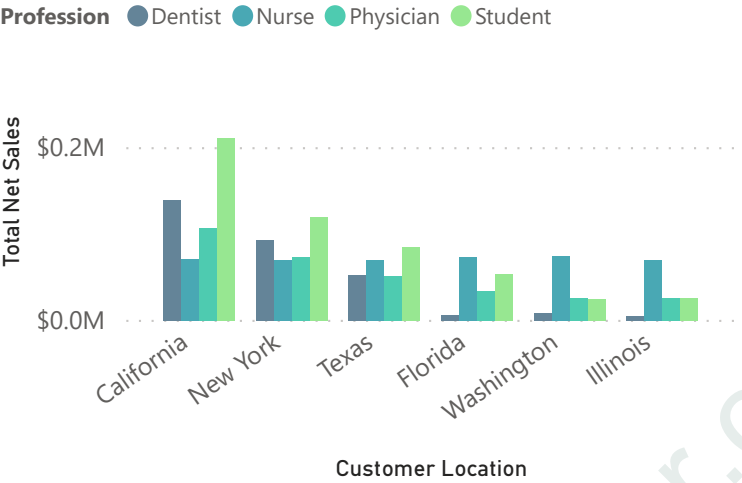


- Over 50% of the orders were placed by repeat customers.
- Both new and repeat customers preferred black and navy products over pink and yellow ones.
- Scrub bottoms were the most popular product category purchased among both new and repeat customers.
- The most common repeat customers were students, whereas the most popular new customers were nurses.

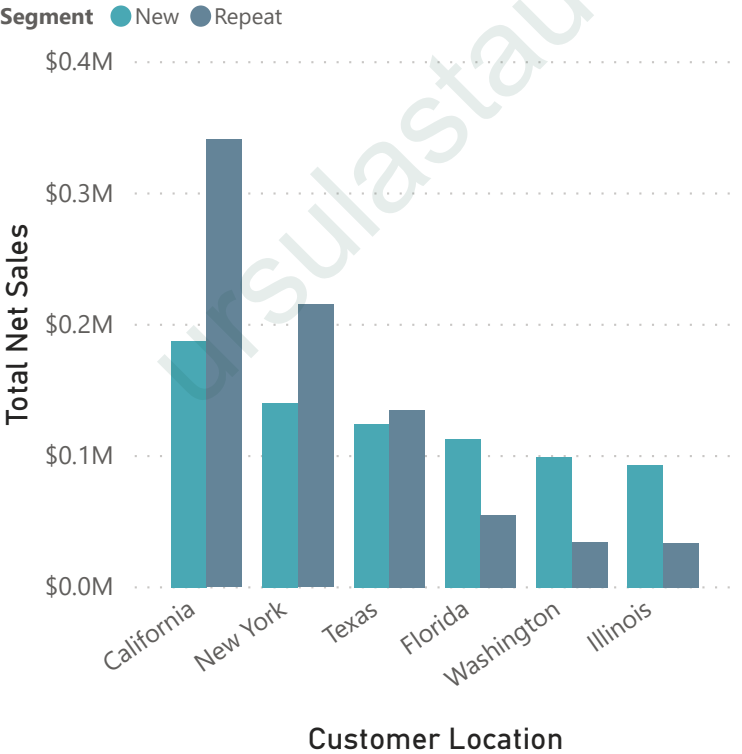
Total Net Sales by Customer Location and Customer Gender



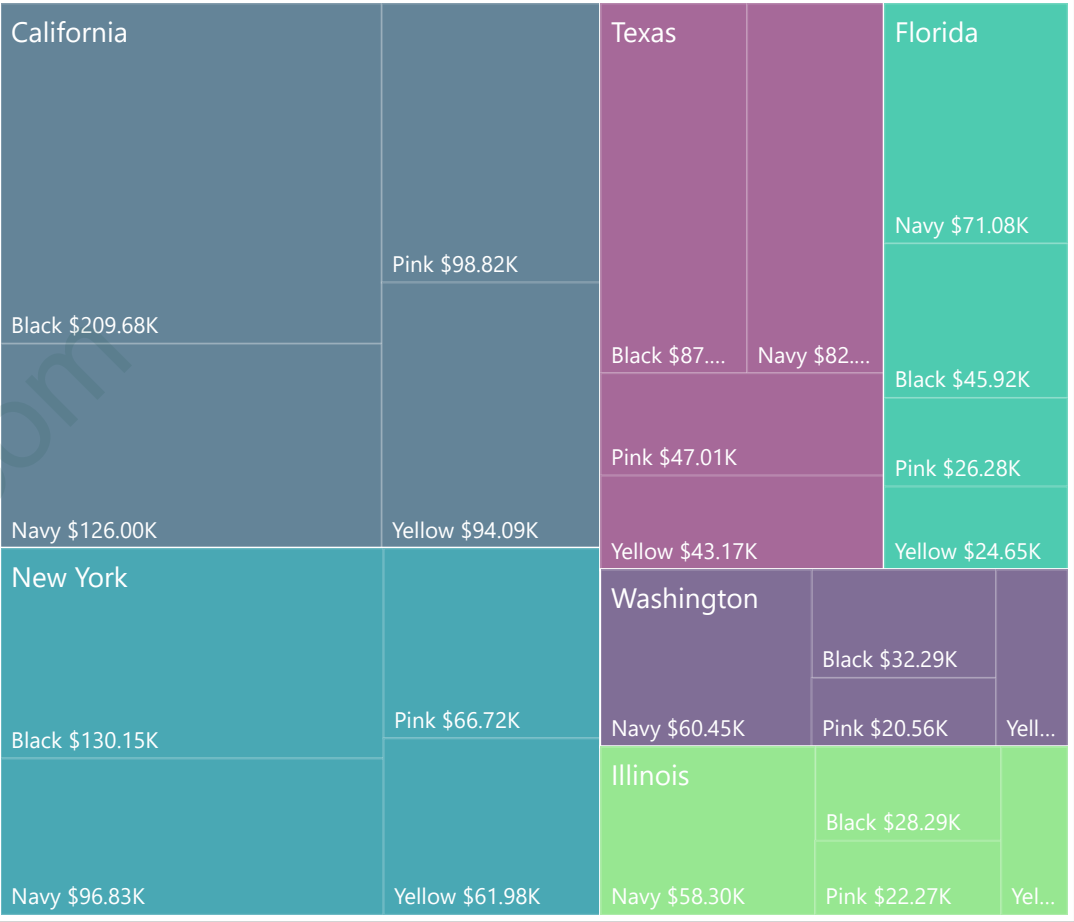
Total Net Sales by Customer Location and Customer Profession



Total Net Sales by Customer Location and Customer Segment



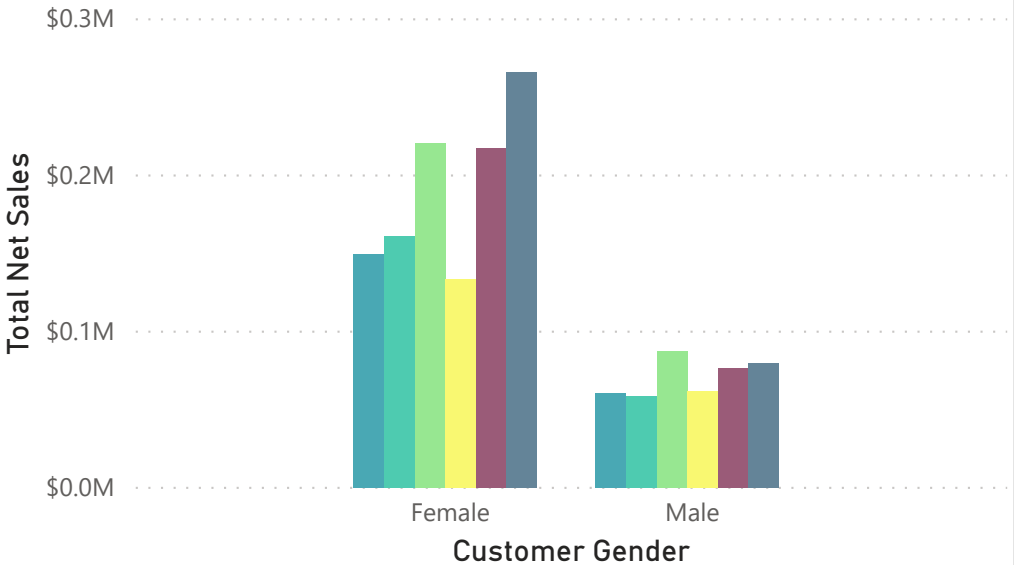
Total Net Sales by Customer Location and Product Color



- In the low-sales states of Washington and Illinois, a higher proportion of purchases were made by male customers, and the majority of customers were nurses.
- Comparing low-sales states (Florida, Washington, and Illinois) to high-sales states (California, New York, and Texas), the former experienced more sales from new customers than returning ones, and navy-colored products were the most popular. In contrast, the latter had a predominant customer base of students and returning customers, and black-colored products were the most popular.

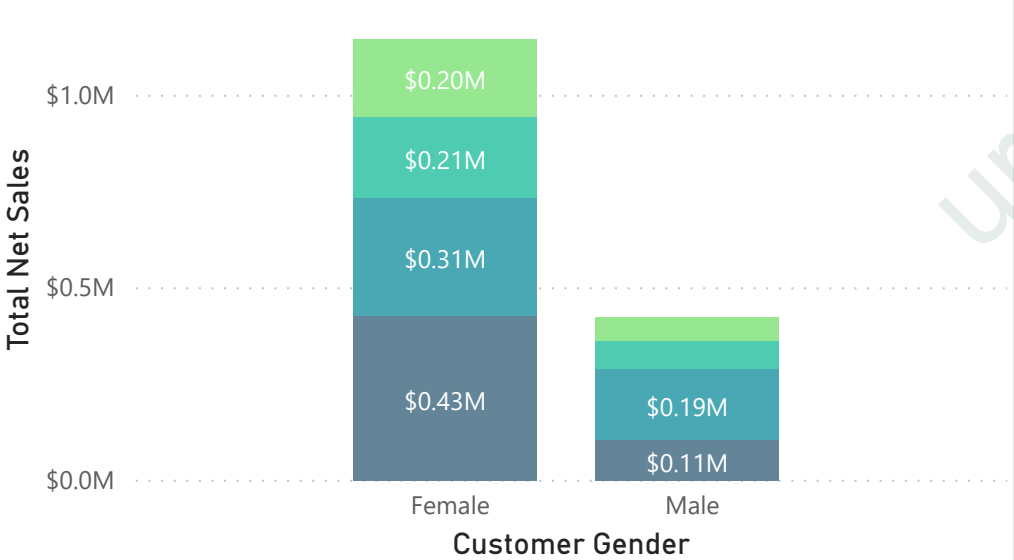
Total Net Sales by Customer Gender and Product Name

Product Name Superb Perform Specialize Basic XX PerformancePlus



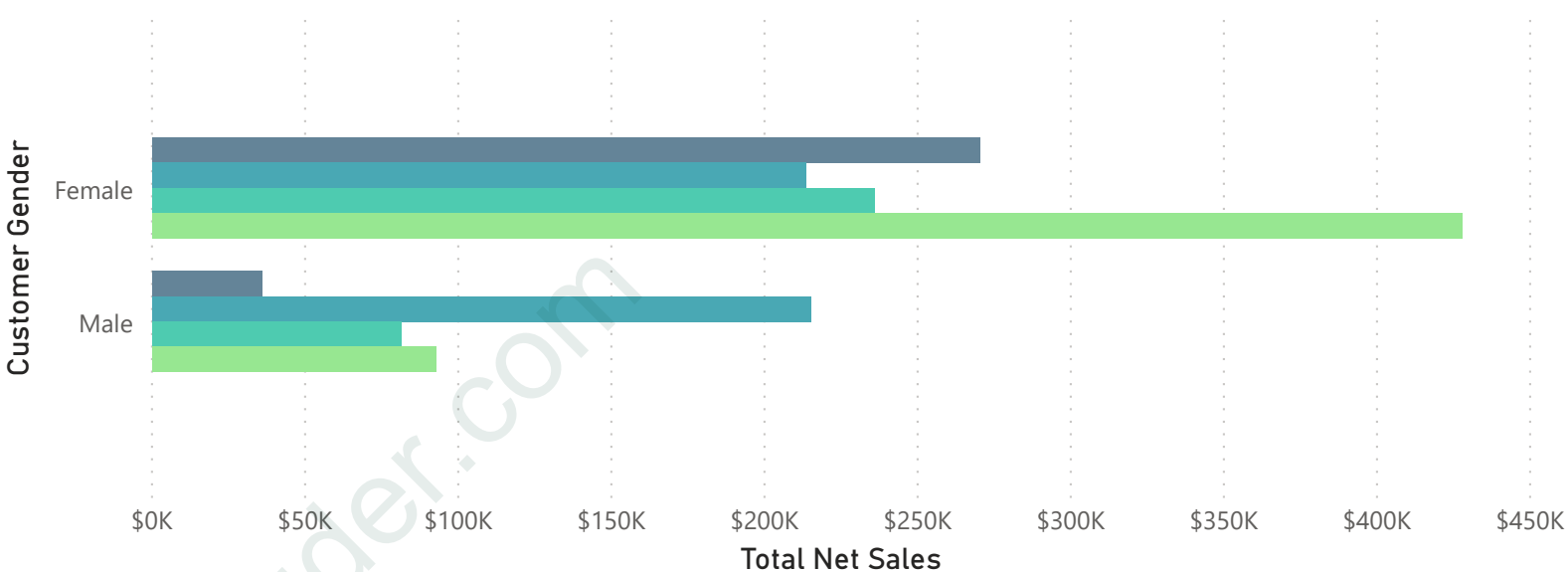
Total Net Sales by Customer Gender and Product Color

Color Black Navy Pink Yellow



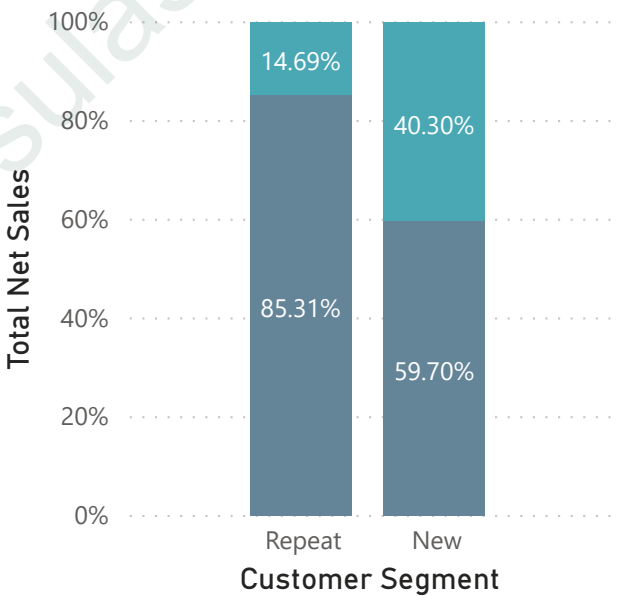
Total Net Sales by Customer Gender and Profession

Profession Dentist Nurse Physician Student



Total Net Sales by Customer Segment and Customer Gender

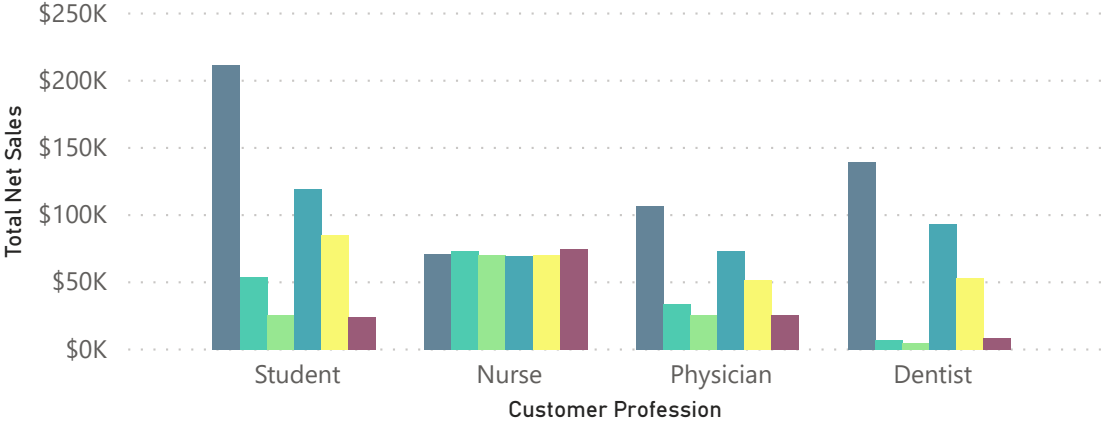
Gender Female Male



- The most popular product among female-identifying customers was the PerformancePlus, while male-identifying customers favored the Specialize.
- The majority of sales from female-identifying customers were for black-colored products, whereas male-identifying customers predominantly purchased navy products.
- The most common profession among female-identifying customers was being a student, while among male-identifying customers, being a nurse was the most common.
- Proportionally, there were more new male-identifying customers compared to female-identifying customers.

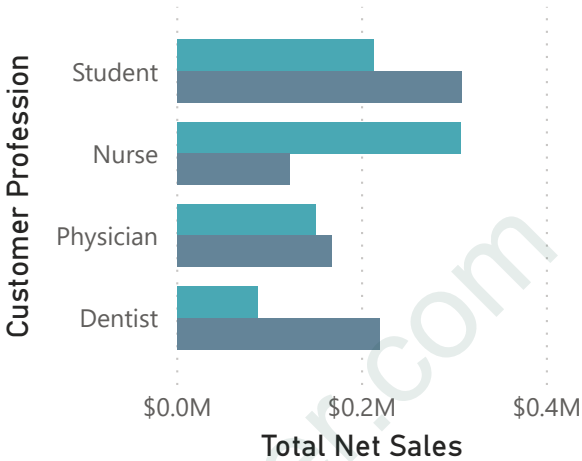
Total Net Sales by Customer Profession and Customer Location

California Florida Illinois New York Texas Washington

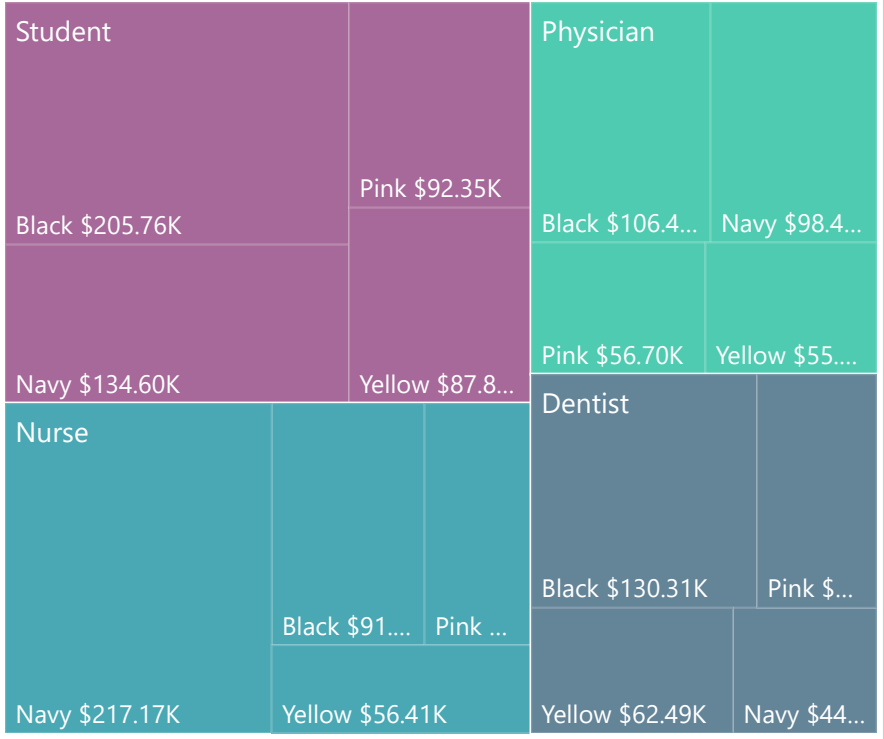


Total Net Sales by Customer Profession and Customer Segment

Segment New Repeat

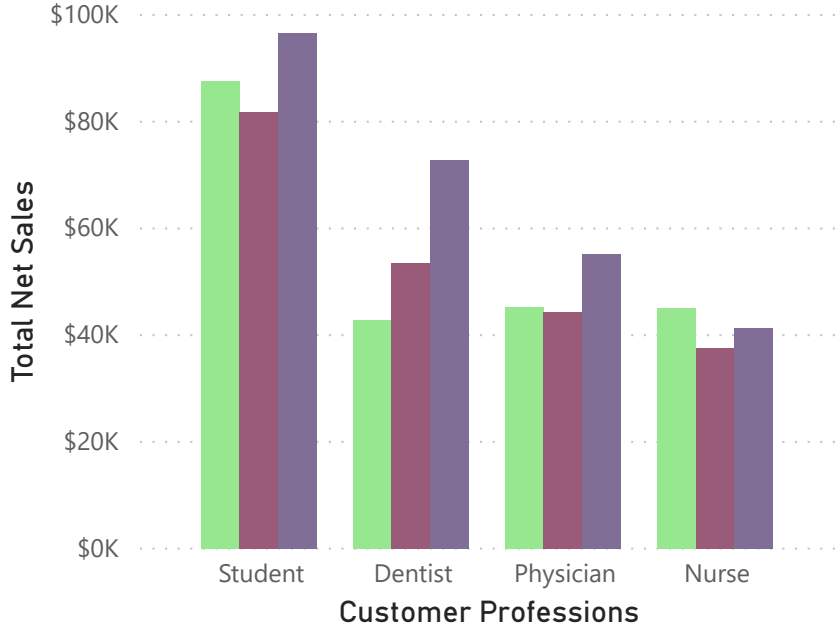


Total Net Sales by Customer Profession and Product Color



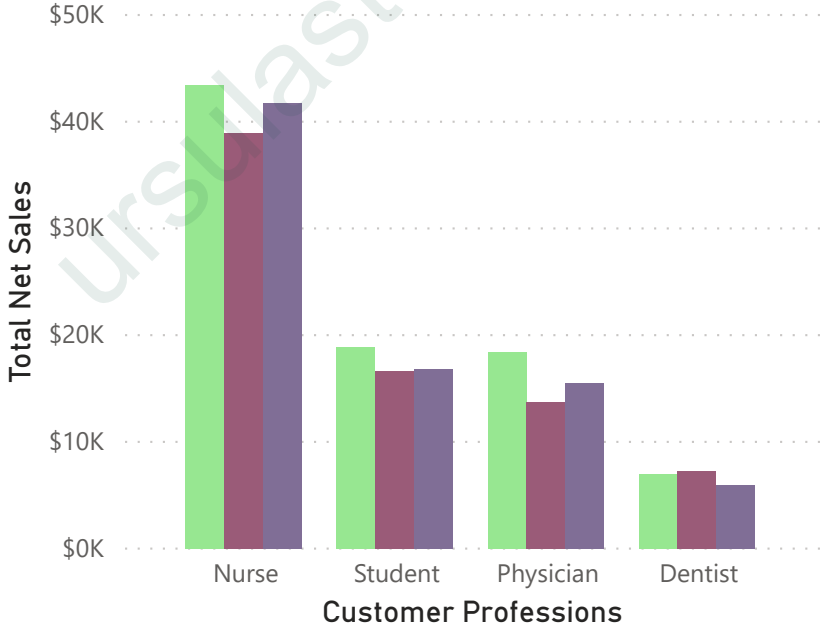
Top 3 Products for Customers Who Identify as Female Across Professions

Product Name Specialize XX PerformancePlus



Top 3 Products for Customers Who Identify as Male Across Professions

Product Name Specialize XX PerformancePlus



- Nurses, the second most popular customer profession, favored navy products, while customers in all other professions preferred black products.
- The most common repeat customers were students, whereas nurses were the most common among new customers.
- Nurses maintained a steady and consistent presence as customers, with a total expenditure of around \$70k in each state.
- Among female-identifying customers, the most popular profession was being a student, and the preferred product among these students was the PerformancePlus. Conversely, for male-identifying customers, the most popular profession was being a nurse, with the preferred product among these nurses being the Specialize.