Business Performance Optimization

XYZ Appliances is a retail brand with both full price stores and discount / outlet stores - in its physical and digital avatars that serve a wide range of customers. For its outlet division, XYZ has been experimenting with different strategies to optimize inventory and maximize sales. This includes pricing, discounting (with additional provision discretionary price overrides and PoS markdowns), product range, customer loyalty.

XYZ has run an initial pilot (see data) covering about 25% of the physical 'outlet/discount' stores (pilot excludes full price stores and digital formats of both kinds). Data from the pilot has information across key business attributes such as customer, loyalty, product, inventory, pricing, and sales.

Brad Jones (*their recently appointed Chief Analytics Officer*) has received an urgent request from Lisa Chancellor (*CRM Executive Director*) to come up with a detailed analysis of the pilot addressing key business questions:

A) What are some standout business insights from the pilot?
B) Can we leverage data insights to recommend business strategies to help XYZ optimize business performance across business dimensions such as pricing, promotion, sales, product, inventory, and customer?
C) Did we use initial discounts vs later markdowns judiciously?
D) How can insights from the pilot inform a full-scale roll-out?

Find the link (POS Sales Final Data.xlsx) to be used for this analytics case study.

Other considerations and guidelines:

● Lisa is a very senior executive, has a keen eye for detail, likes to see quality insights, presented, and storyboarded in a well-structured format.
● Your response must be in the form of a short presentation [10 mins presentation time] with supporting material in spreadsheets, other visualization tools as needed.
● In your presentation use the results of the analysis in designing a simple, but effective strategy to achieve the goal of CRM director
● Present snippets of the analytics you performed with the data (We will be interested in the quality of insights you have to provide)
● Please make smart assumptions as needed basis the data findings and call out such assumptions.
● Feel free to use any open-source analytics tools, which can help you with data analysis and build better analytical insights.

Ground rules of the competition:

1) A team should contain 2 or 3 members from the same campus (Hyderabad/Mohali).
2) The presentation should be in the form of PDF as TeamName_AnalyticsConclave2022 with a maximum of 5 slides (excluding cover page/ Appendix). Upload your case study.
3) The submission will be judged on the following parameters: Understanding the problem statement, Quality of Solution, Coherence of Idea and Presentation Aesthetics.
4) Top 5 teams from each campus will be shortlisted to present on the day of Analytics Conclave (20th August at Mohali and 21st August at Hyderabad).