

DECATHLON CASE STUDY

(>)

Decathlon Digital

SPORTS FOR ALL || ALL FOR SPORTS



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ABOUT ANALYSIS

The various dashboards will delve into customer **behavior patterns and shopping preferences** across different demographics such as gender and age. They will track **key performance indicator**s (KPIs) and provide data-driven insights to inform decisions for the **Domyos brand.**





CUSTOMER DASHBOARD

DESCRIPTION

Dashboard reflects the The various insights to Customer profile concentration by age their preferences of and shopping accordingly.



CALCULATED FIELDS USED:

Customers_Concentration= COUNT([Customer ID]) / TOTAL(COUNT([Customer ID]))

Customer_Age = YEAR(TODAY())-YEAR([Birth year])

Turnover Concentration % = SUM([Turnover]) / TOTAL(SUM([Turnover]))

Customer_Aging = YEAR(Last_Purchase_Date) - YEAR([Loyalty Card Creation Year])

DETAILED ANALYSIS

DESCRIPTION

The Dashboard reflects the various insights gained from customer dashborads and try to focus on various key drivers responsible for pattern change.



STORE DASHBOARD

DESCRIPTION

Dashboard reflects The the various KPI like Total Turnover, Turnover to Quality Ration etc along with Top & Bottom performing stores by Turnover.

DEC4THLON	KPI Summary for	Stores	Тор
SPORT FOR ALL II ALL FOR SPORT	Please choose the Store Name DOMYOS		
Store Analysis Dashboard			
Customer Dashboard	Total Turnover 1,307	Total Transactions 104	
Store Dashboard			
Product Dashboard	S Unique Transactions 57	Total Quantity 94	
"" Its very			Во
<i>expensive to</i> bring a new customer into the	5 ⁻ Turnover per Transaction	Turover to Quantity Ratio	0.0
store. Do your best for exístíng	13	14	
customers ""	Turnover Loss	Total Return Transactions	
DECATHLON Crear & Best Quality Products	(42)	5	



ttom N Performing Stores by Turnover Vs Quantity Sold



CALCULATED FIELDS USED:

Turnover loss = Total_Turover - Losses Incurred (Returns)

Turnover per transcation - SUM([Turnover])/Count([Transaction Id])

Turover to Quantity Ratio - SUM([Turnover]) / SUM([Quantity])

IF ATTR([**Transaction Status**]) = '**Finished' THEN COUNT**([**Transaction Status**]) **END**

COUNT([Transaction Id])

PRODUCT & AUDIENCE DASHBOARD

DESCRIPTION

Dashboard reflects The the various key patterns observed website from and try to recommend Inventory and management product by tracking the KPI like Avg Product rating, Unique Visitors & product status on different dimensions.



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			Produ
	Weekday	Available	
	Sunday	477	
	Monday	455	
	Tuesday	442	
	Wednesday	428	
	Thursday	448	
	Friday	454	
	Saturday	464	
	· · · · · · · · · · · · · · · · · · ·		

CALCULATED FIELDS USED:

- 1) Recent TXN { FIXED [Product Name] : MAX([Recent Txn]) }
- 2) Max Date {MAX([Recent Txn])}
- 3) DPD Days ABS(DATEDIFF('day', [Max_Date], [Recent TXN]))
- 4) Inventory Alert if [DPD Days] > 10 THEN 'Inventory Alert' Else 'Inventory Maintained' END

THANKS EVERY D FIELDS USED: