



# 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 indicators** (KPIs) and provide data-driven insights to inform decisions for the **Domyos brand**.

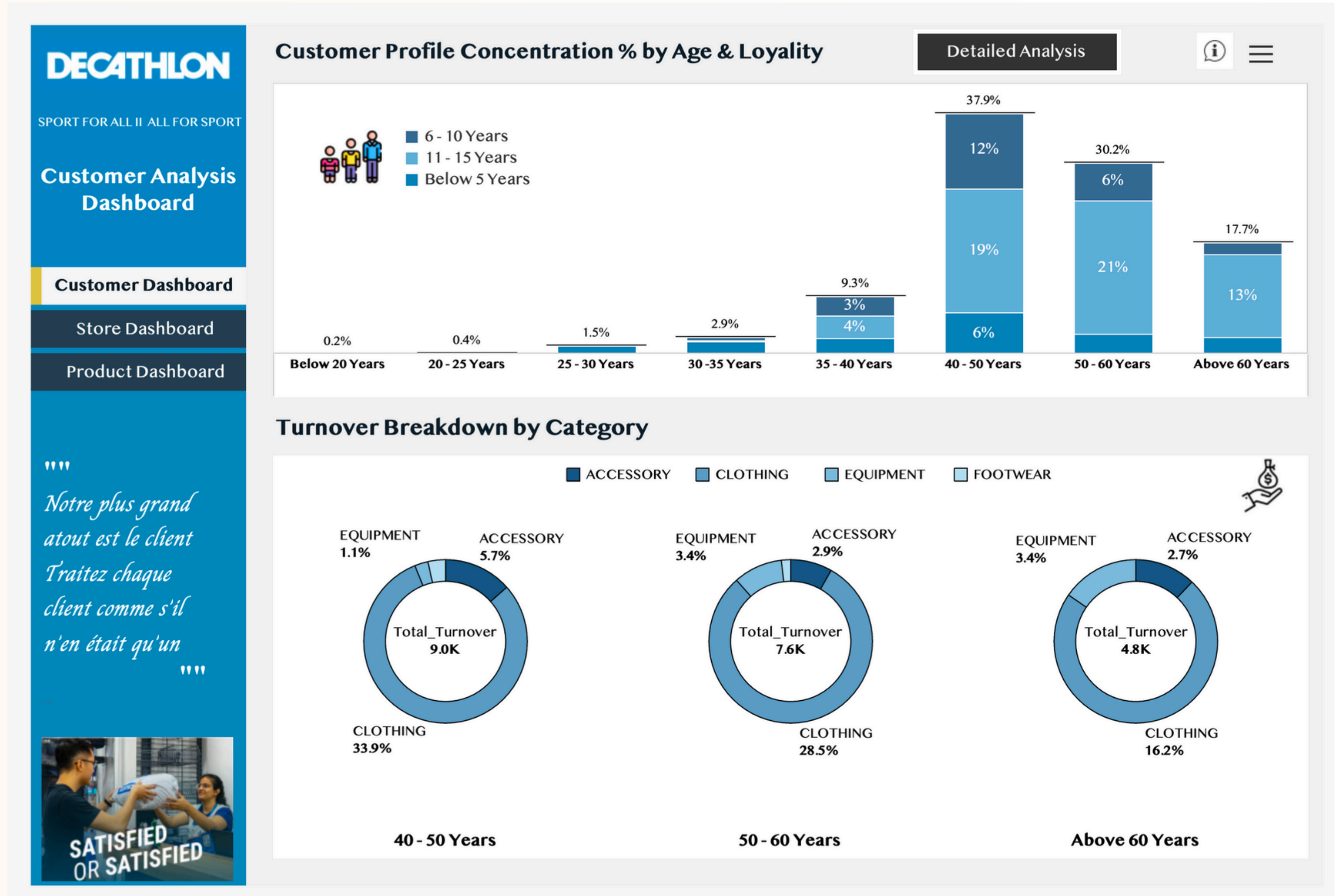




# CUSTOMER DASHBOARD

## DESCRIPTION

The Dashboard reflects the various insights to Customer profile concentration by age and their preferences of 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 dashboards and try to focus on various key drivers responsible for pattern change.

DOMYOS

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" Strength is not only for men "

### Category Preferences by Gender & Age group

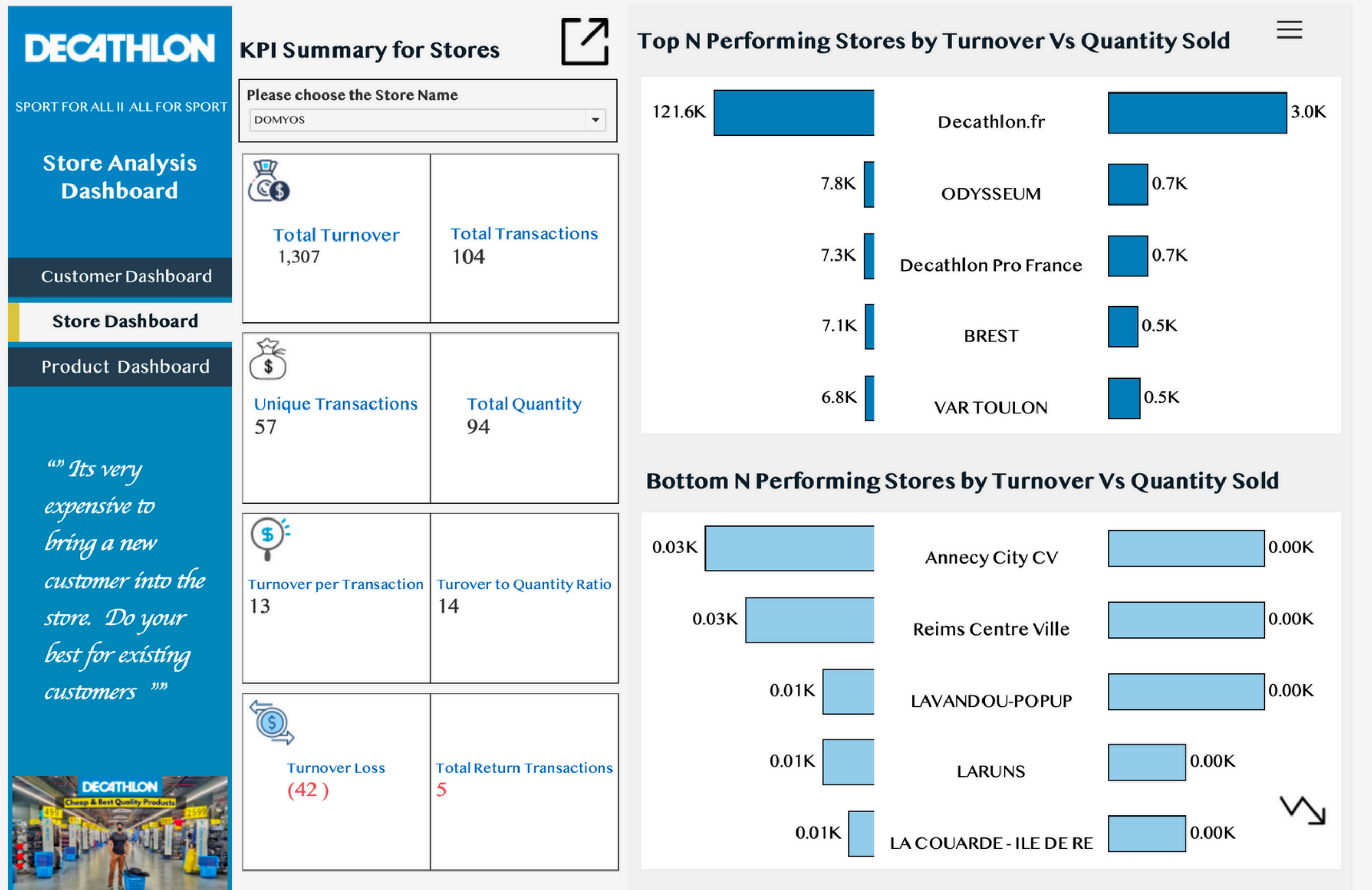
■ ACCESSORY ■ CLOTHING ■ EQUIPMENT ■ FOOTWEAR



# STORE DASHBOARD

## DESCRIPTION

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



# 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**

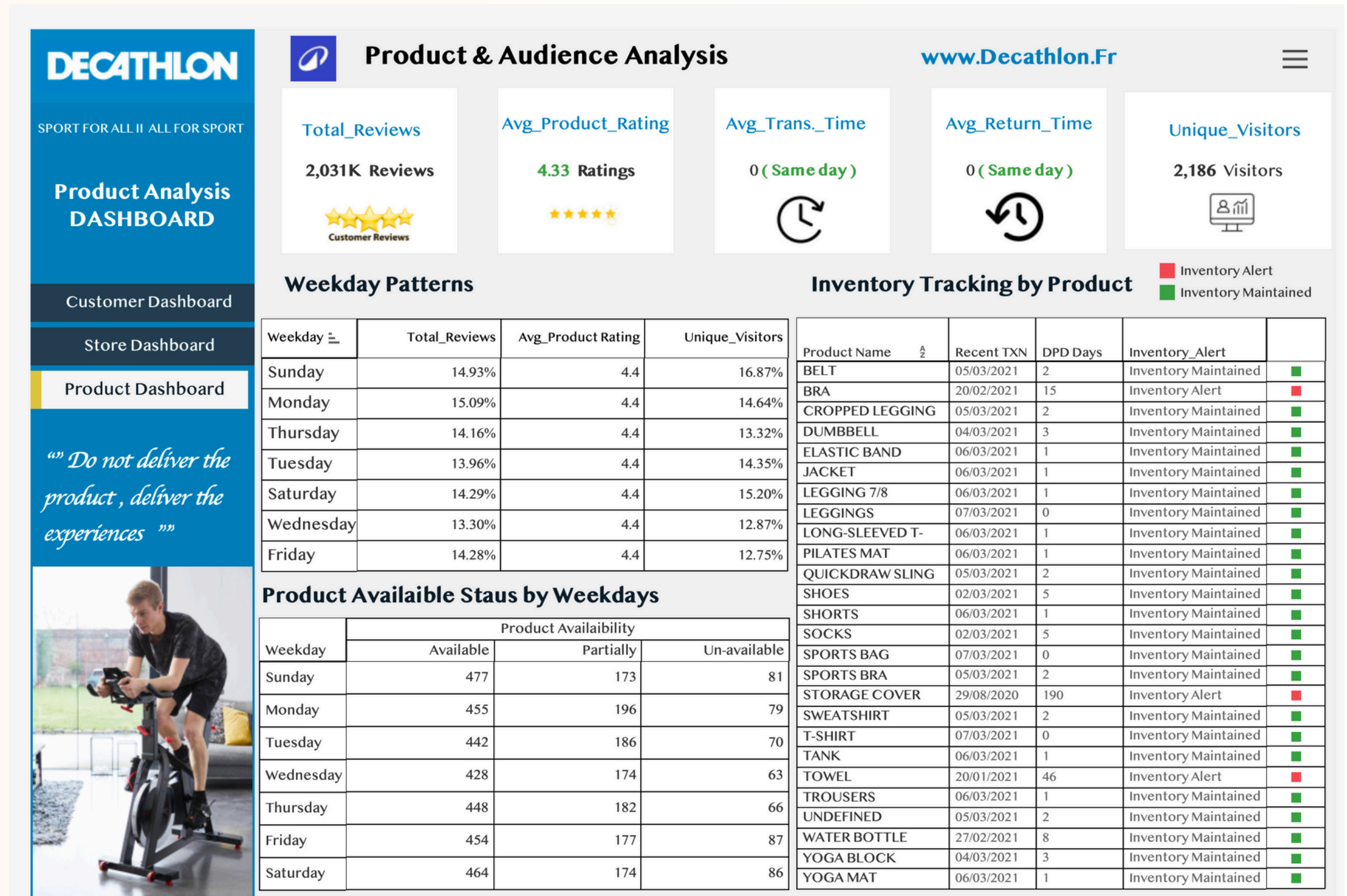
**COUNT([Transaction Id])**



# PRODUCT & AUDIENCE DASHBOARD

## DESCRIPTION

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



# 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: