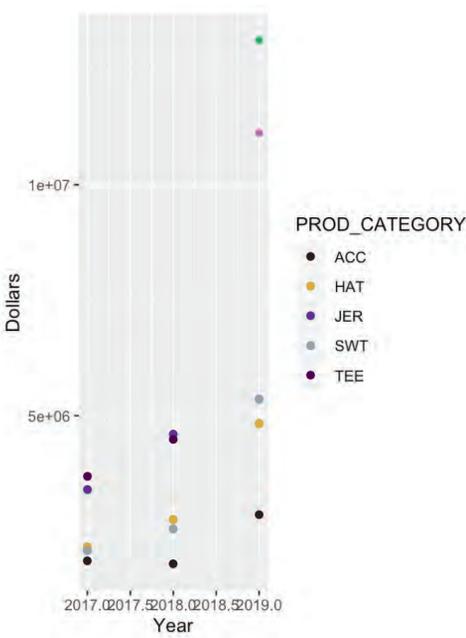




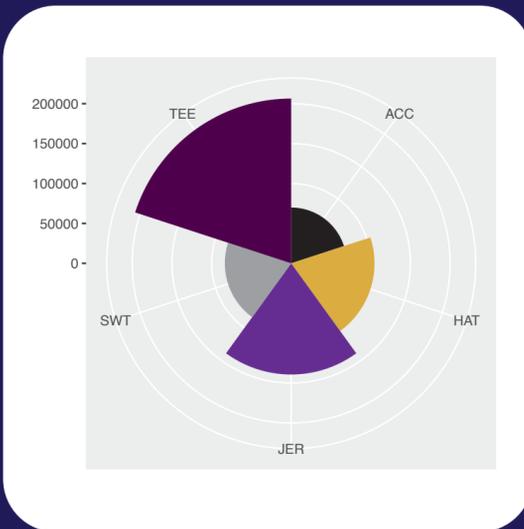
# Ravens Case

DATA ANALYTICS COMPETITION

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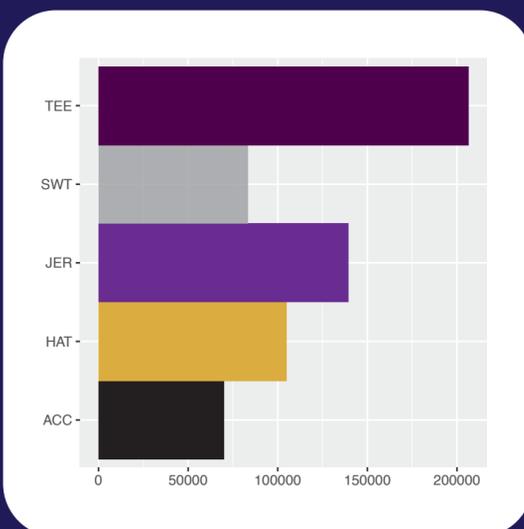


**Above:** This graph shows the total profit made for each of the top selling categories.



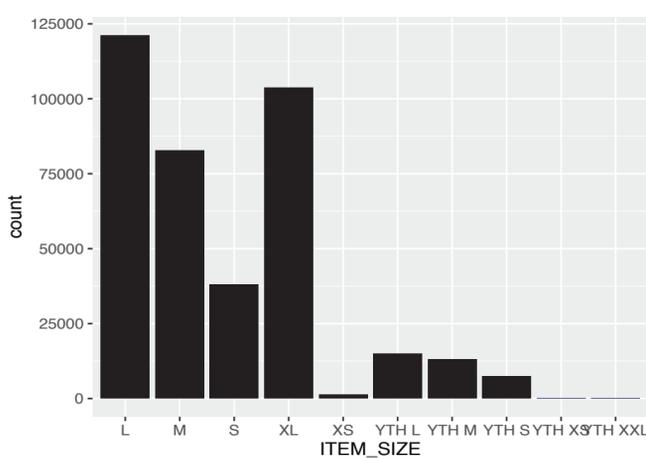
**Left:** The graph illustrates the most frequently bought items per category. The larger the shaded region, the more products sold within that category.

The top five categories are t-shirts, jerseys, hats, sweatshirts, and accessories.



**Left:** This graph is another method of analyzing the largest categories sold.

**Right:** We utilized a dataset that included the median household income for every zipcode in America. We then merged the zipcode dataset with the Ravens' dataset and by using the combined data set, we produced the scatter plot to illustrate the effect of income levels on Ravens' products purchases. We limited the y axis of per order total to \$1,000 to eliminate outliers. Then we averaged all orders in a given zipcode. We expected that those making over \$150k per year would have the highest order totals. Unexpectedly, this was not the case. People making that much had around the same, if not less, order totals than those making below that threshold.



**Left:** This graph allows viewers to see which sizes are being sold the most. This can help in minimizing production costs by showing the demand for each size.

## Key Take Aways & Suggestions

- Utilize the graphs to understand the sizes most demanded to limit overproduction of lower-selling sizes
- Advertise the top 5 products the most. These should be at the forefront of commercials, team outings, and other marketing tools. Products in these categories should also be diverse (focus on offering new styles and designs)
- The team has found an optimal price range for their products as people of all socio-economic classes are buying them in similar ranges
- An emphasis can be placed on youth apparel because of its low selling rates. Perhaps a partnership with a community school can help to foster this connection and increase sales

