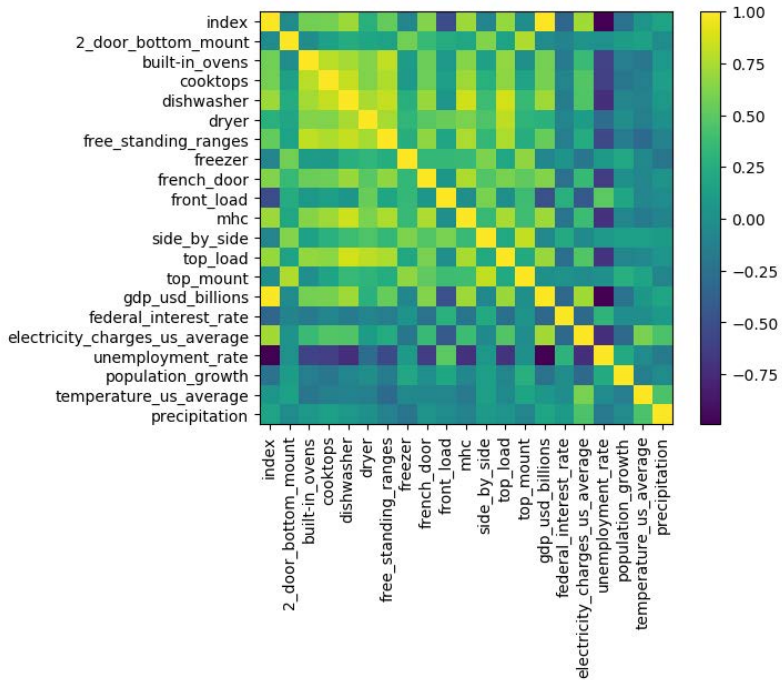


TANGIBLE AND ACTIONABLE VALUE ADDS FOR BUSINESS LEADERS

- ◀ How do the key external indicators impact the product sales?
- ◀ What business insights can the Management use to make quicker and effective decisions?



Key Insights

- Dryers & Dishwashers have a very strong inverse correlation with employment rate; product financing and affinity purchases should only be inducted during low employment periods not at other times
- When electricity rates go up, top load washing machines sell more while front load ones aren't preferred; this should be baked in the Sales Plan
- Freezers have a mild correlation with lower temperatures; no incentivization required during winter months

Insights

- Client was able to identify the impact of external factors on the sales of its key factors
- The client was able to plan the entire lifecycle of their key products including sourcing, manufacturing, distribution, inventories and sales
- The client could identify the patterns and set their business operations in advance