Background

Metropolitan Appliance is a locally owned retail supply store that sells and installs kitchen appliances throughout the Puget Sound region. The business is in Seattle’s SODO neighborhood and employs 35 people working in an assortment of roles related to sales.

Objectives

- Built a google survey form and a repository database
- Built an analytics dashboard that loads and merges the data from the showroom survey data and the sales transaction data.
- Built a Machine Learning tool in R that recommends the products to sell with the product that the customers come to see on the showroom floor.
- Built a sentiment analytics tool in Power BI using Microsoft Azure Cognitive Analytics on customer feedbacks from Yelp and Google Review for Metropolitan

Recommendations & Transformation Plan

- Continue monitoring overall Key Performance Indicators
- Continuously evaluate the drilled-down analyses such as cost per brand, order closing days, and employee performance evaluations
- Recommend complimentary products, change store layout, offer post-transaction coupons based on the association rules
- Track customers’ sentiment and opinion to improve areas not performing well