



# Analytics for Retail

A Step-by-Step Guide to the  
Statistics Behind a Successful  
Retail Business

—

Rhoda Okunev

Apress®

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Any source code or other supplementary material referenced by the author in this book is available to readers on the Github repository: <https://github.com/Apress/-Analytics-for-Retail>. For more detailed information, please visit [www.apress.com/source-code](http://www.apress.com/source-code).

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# Table of Contents

<b>About the Author</b> .....	<b>ix</b>
<b>About the Technical Reviewer</b> .....	<b>xi</b>
<b>Introduction</b> .....	<b>xiii</b>
<b>Chapter 1: The Basics of Statistics</b> .....	<b>1</b>
Descriptive Statistics .....	2
Measures of Central Tendency (Mean, Median, Mode).....	5
Measures of Variability (Range, Variance, Standard Deviation).....	6
Example of Standard Deviation and Variance.....	8
Computational Example .....	10
Cleaning the Data Using Descriptive Statistics .....	13
Summary.....	14
<b>Chapter 2: The Normal Curve</b> .....	<b>15</b>
A Statistical Introduction.....	16
An Important Theorem and a Law .....	16
The Standard Normal Curve and Its Generalizability Factor .....	18
How the T-Distribution Converges to the Normal Curve.....	20
Summary.....	21
<b>Chapter 3: Probability and Percentages, and Their Practical Business Uses</b> .....	<b>23</b>
What Percentages Tell Us, and Their Uses .....	24
Hints to Use to Solve Percent Problems.....	25

TABLE OF CONTENTS

General Business Examples ..... 26

    Example 1 ..... 26

    Example 2..... 26

    Example 3..... 27

    Example 4..... 27

    Example 5..... 27

Real-Life Probability and Percent Examples: Markup ..... 28

    Example 1 ..... 29

    Example 2..... 29

    Example 3..... 29

    Example 4..... 30

    Example 5..... 30

    Example 6..... 30

    Example 7..... 30

    Example 8..... 31

Real-Life Percent Examples: Discount ..... 31

    Example 1 ..... 32

    Example 2..... 32

    Example 3..... 32

    Example 4..... 33

Real-Life Percent Examples: Profit Margin ..... 33

    Example 1 ..... 33

    Example 2..... 34

    Example 3..... 34

    Example 4..... 35

Summary..... 35

<b>Chapter 4: Retail Math: Basic, Inventory/Stock, and Growth Metrics .....</b>	<b>37</b>
Financial Statements at a Glance .....	39
Retail Math Basic Metrics .....	40
Inventory/Stock Metrics .....	47
Growth Metrics.....	51
Summary.....	52
<b>Chapter 5: Financial Ratios .....</b>	<b>53</b>
Financial Ratios at a Glance.....	53
Liquidity Ratios .....	54
Debt or Leverage Ratios.....	58
Profitability Ratios.....	60
Efficiency Ratios .....	62
Summary.....	63
<b>Chapter 6: Using Frequencies and Percentages to Create Stories from Charts.....</b>	<b>65</b>
Frequencies: How to Use Percentages.....	66
Simple Charts: Horizontal, Vertical, and Pie .....	71
Horizontal and Vertical Bar Charts.....	73
Pie Charts .....	75
Summary.....	76
<b>Chapter 7: Hypothesis Testing and Interpretation of Results .....</b>	<b>77</b>
Step 1: The Hypothesis, or Reason for the Business Question.....	78
Step 2: Confidence Level.....	79
Step 3: Mathematical Operations and Statistical Formulas .....	80
Step 4: Results .....	81

TABLE OF CONTENTS

Step 5: Descriptive Analysis ..... 81

Summary..... 81

**Chapter 8: Pearson Correlation and Using the Excel Linear Trend Equation and Excel Regression Output.....83**

Pearson Correlation Defined ..... 83

Hypothesis Testing and Descriptive Steps for a Pearson Correlation ..... 85

    Step 1: The Hypothesis, or the Reason for the Business Question ..... 85

    Step 2: Confidence Level ..... 86

    Step 3: Mathematical Operations and Statistical Formula ..... 87

    Step 4: Results..... 90

    Step 5: Descriptive Analysis Interpretation of Results..... 92

Three Examples Using Small Datasets ..... 93

    Step 1: Hypotheses Are All the Same ..... 93

    Step 2: Level of Confidence ..... 93

    Step 3: Mathematical Operations and Statistical Formula ..... 94

    Step 4: Results..... 105

    Step 5: Descriptive Analysis ..... 105

Summary..... 106

**Chapter 9: Independent T-Test.....107**

Independent T-Test at a Glance..... 107

Hypothesis Test..... 108

    Step 1: The Hypothesis, or the Reason for the Business Question..... 109

    Step 2: Confidence Level..... 109

    Step 3: Mathematical Operations and Statistical Formula..... 110

    Step 4: Results ..... 113

    Step 5: Descriptive Analysis ..... 114

Summary..... 114

<b>Chapter 10: Putting It All Together: An Email Campaign .....</b>	<b>115</b>
Test Goal .....	115
Method .....	116
Data Constants.....	117
Type of Shopper Targeting .....	118
Time of Year and Duration .....	118
Cost of Dresses.....	118
Medium Type .....	118
Steps to Assess the Success of the Email Campaign .....	119
Statistics Conducted: Results and Explanations .....	120
Independent T-Test 1: Conversion Rate Between Models and No Models ....	121
Independent T-Test 2: Revenue Between Models and No Models .....	122
Independent T-Test 3: Dresses Sold Between Models and No Models .....	123
Independent T-Test 4: Orders of Dresses Between Models and No Models.....	124
Pearson Correlation by Model: Relationship Between Conversion Rate and Revenue.....	125
Sell-Through Rate for Model and No Model.....	127
Average Order Value for Model and No Model.....	128
Total Metrics on Key Performance Indicators for Email Campaign .....	129
Average Click-Through Rate .....	130
Type of Model.....	130
Profit per Dress.....	130
ROI and ROAS.....	131
Summary and Discussion on Results.....	132
Thoughts for Further Analyses .....	132
Summary.....	133



TABLE OF CONTENTS

**Chapter 11: Forecasting: Planning for Future Scenarios.....135**

Regression at a Glance ..... 136

Establishing Data Collection ..... 136

Predictive Analysis Using the Spreadsheet..... 137

Scenario Analysis..... 139

Campaign Analysis and Prediction..... 140

Consumer Analysis and Prediction..... 141

Summary..... 142

**Chapter 12: Epilogue .....143**

**Index.....147**