

Store type "L"

Clothing and footwear merchandize of local manufacturers and designers.



Number of brands
presented in the store - **2 358**



Number of visitors
per month - **6 750 000**



Region - USA

Tasks

- Find and structure new brand size charts.
- Check and update if necessary the existing brand size charts.
- Maximum widget personalization to correspond with the overall store design.
- Improve of the size selection on the product page.
- Increase conversion.
- Reduce returns.

Challenges

- There are 579 brand absent in the LookSize database.
- Multiple size standards of the merchandise
- Some brands present sizes not as size charts but rather as finished garment measurements

Solving challenges

- Found and processed 412 out of 579 brand size charts.
- Created a solution for the individual standards on different merchandise
- Processed 38 brands with finished garment measurements.

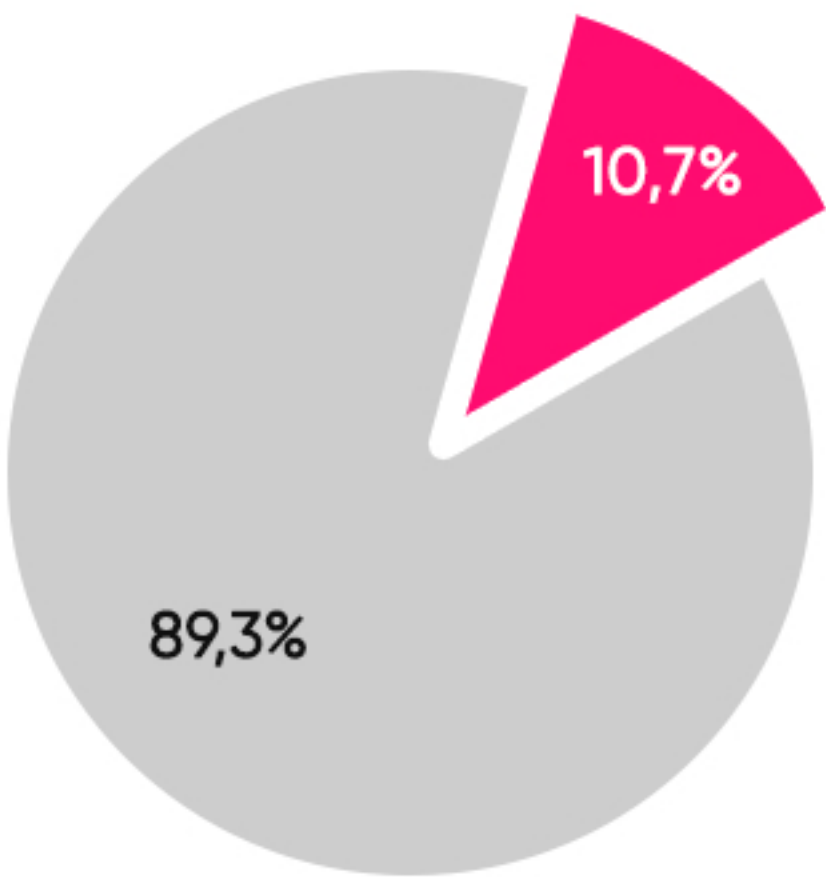
Results:

Widget usage statistics
Period: one month

Sales

Fittings

Number of button displays: 5 125 458
Number of fittings: 548 424
Percentage of fittings: 10,7%

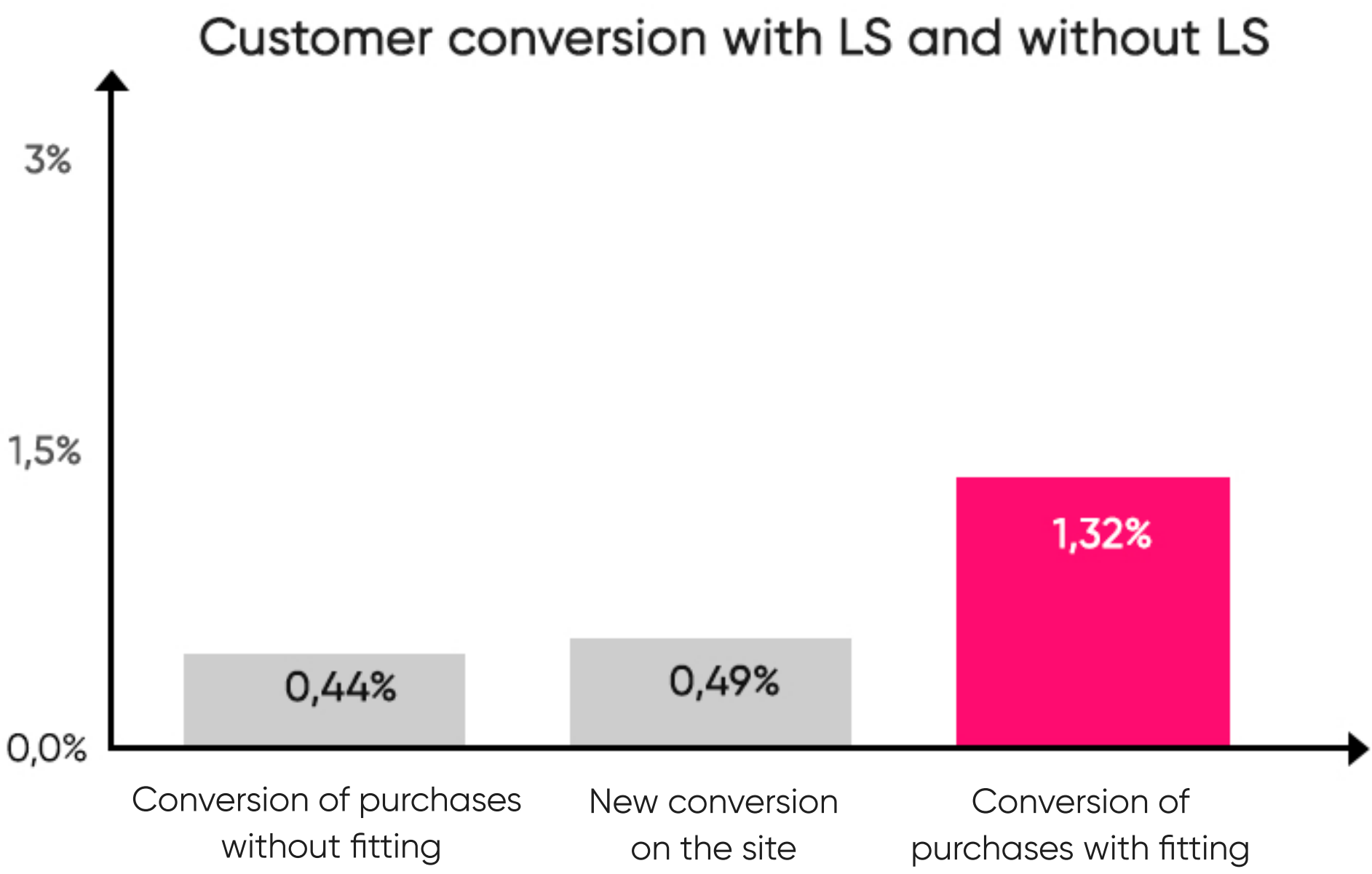


Purchase Conversions

Number of visitors without LS profile: 6 370 309
Purchases without fitting: 28 029
Conversion of purchases without fitting: 0,44%

Number of visitors with LS profile: 379 691
Purchases with fitting: 5 012
Conversion of purchases with fitting: 1,32%

New conversion on the site: 0,49%



Change in Revenue (sales)

Orders with fittings (total amount): 270 648 \$
Probale revenew without LS: 90 180 \$
Additional revenew with LS: 180 468 \$

Product returns

Orders without fitting: 28 029

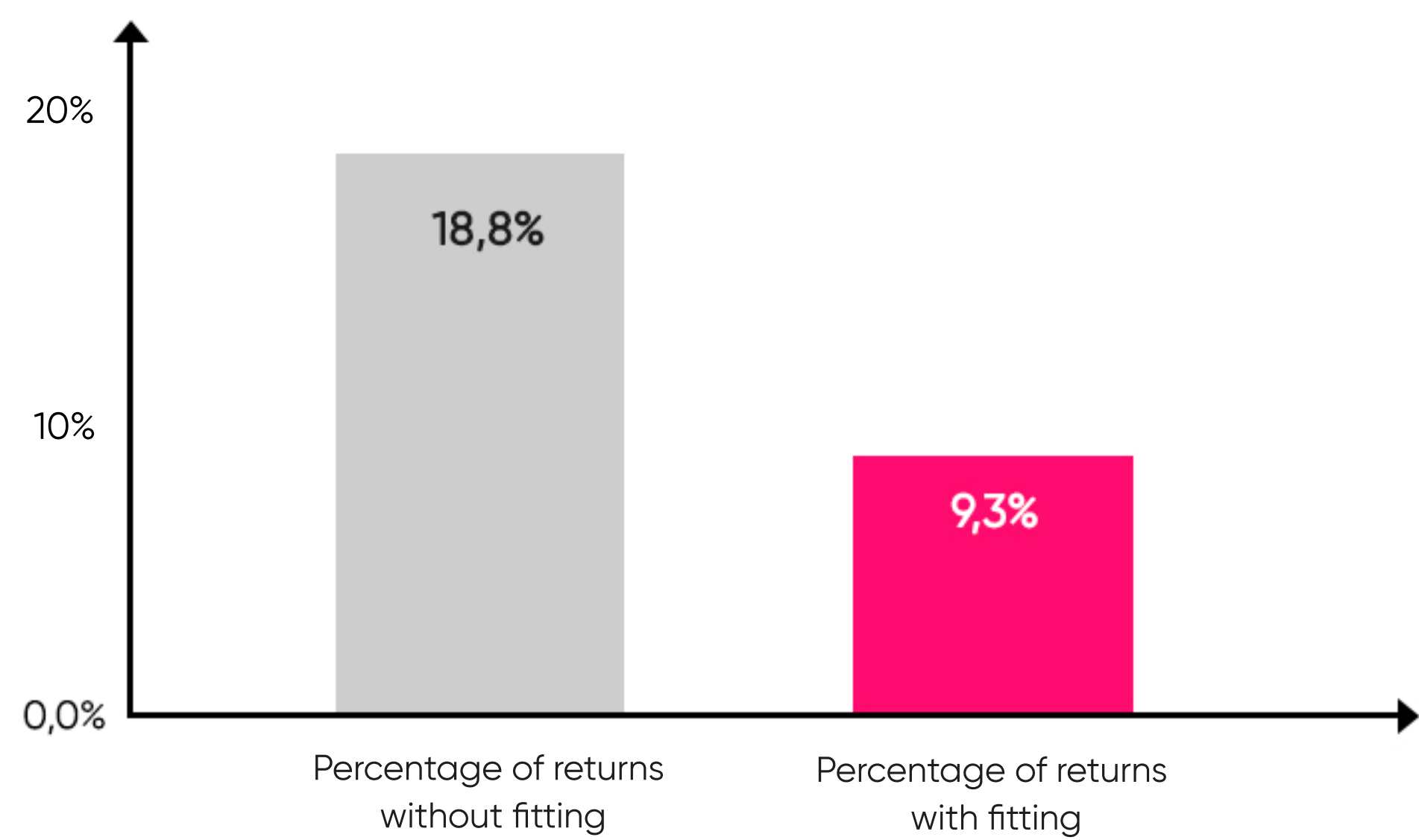
Number of returns without fitting: 5 269

Percentage of returns without fitting: 18,8%

Orders with fitting: 5 012

Number of returns with fitting: 466

Percentage of returns with fitting: 9,3%



Change in Revenue (returns)

Product returns with fitting (amount): 25 164 \$

Expected product returns without fitting (amount): 50 868 \$

Additional revenue for the decrease in returns: 25 704 \$

Summary of expected widget performance

Additional revenue from sales: 180 468 \$

Additional revenue from decrease in returns: 25 704 \$

LookSize Fee: 27 421 \$

Net Profit: 178 751 \$