

Store type "S"

Clothing and footwear merchandize of local manufacturers and designers.



Number of brands
presented in the store - **42**



Number of visitors
per month - **51 473**



Region - Europe

Tasks

- To improve the size selection on the product page.
- Increase conversion.
- Reduce returns.

Challenges

- There are 17 brand absent in the LookSize database.
- Lack of clear definition of gender on the product page.
- Lack of clear definition of category on the product page.

Solving challenges

- Found and processed 15 out of 17 brand size charts.
- Created a solution to clearly define the gender on the product page.
- Created a solution to clearly define the category on the product page.

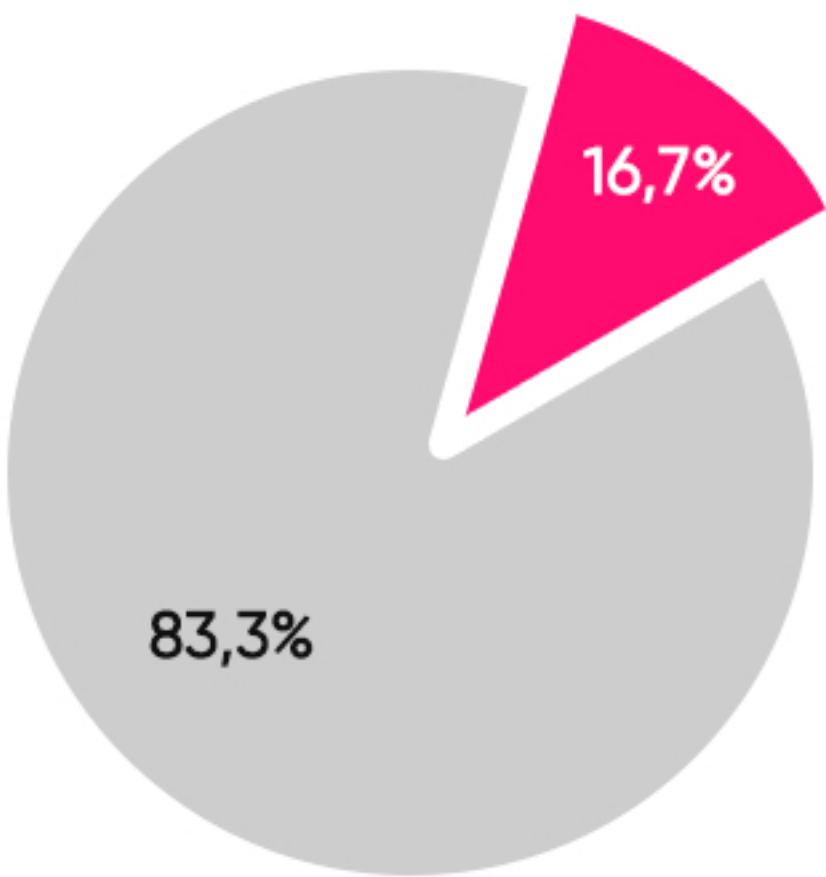
Results:

Widget usage statistics
Period: one month

Sales

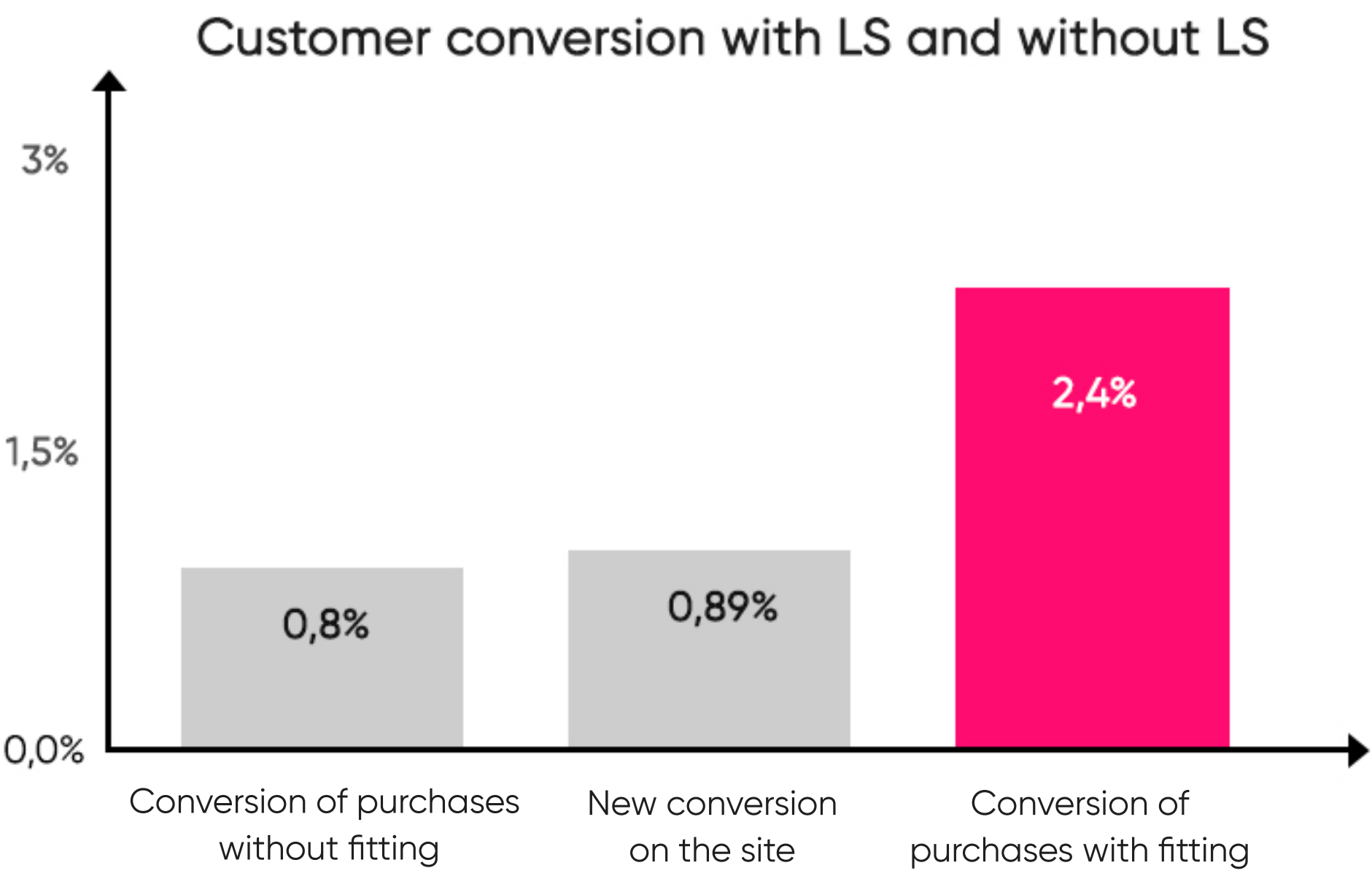
Fittings

Number of button displays: 39 420
Number of fittings: 6 589
Percentage of fittings: 16,7%



Purchase Conversions

Number of visitors without LS profile: 48 528	Number of visitors with LS profile: 2 945
Purchases without fitting: 388	Purchases with fitting: 71
Conversion of purchases without fitting: 0,8%	Conversion of purchases with fitting: 2,4%
New conversion on the site: 0,89%	



Change in Revenue (sales)

Orders with fittings (total amount): 5 751 \$
Probale revenew without LS: 1 944 \$
Additional revenew with LS: 3 807 \$

Product returns

Orders without fitting: 388

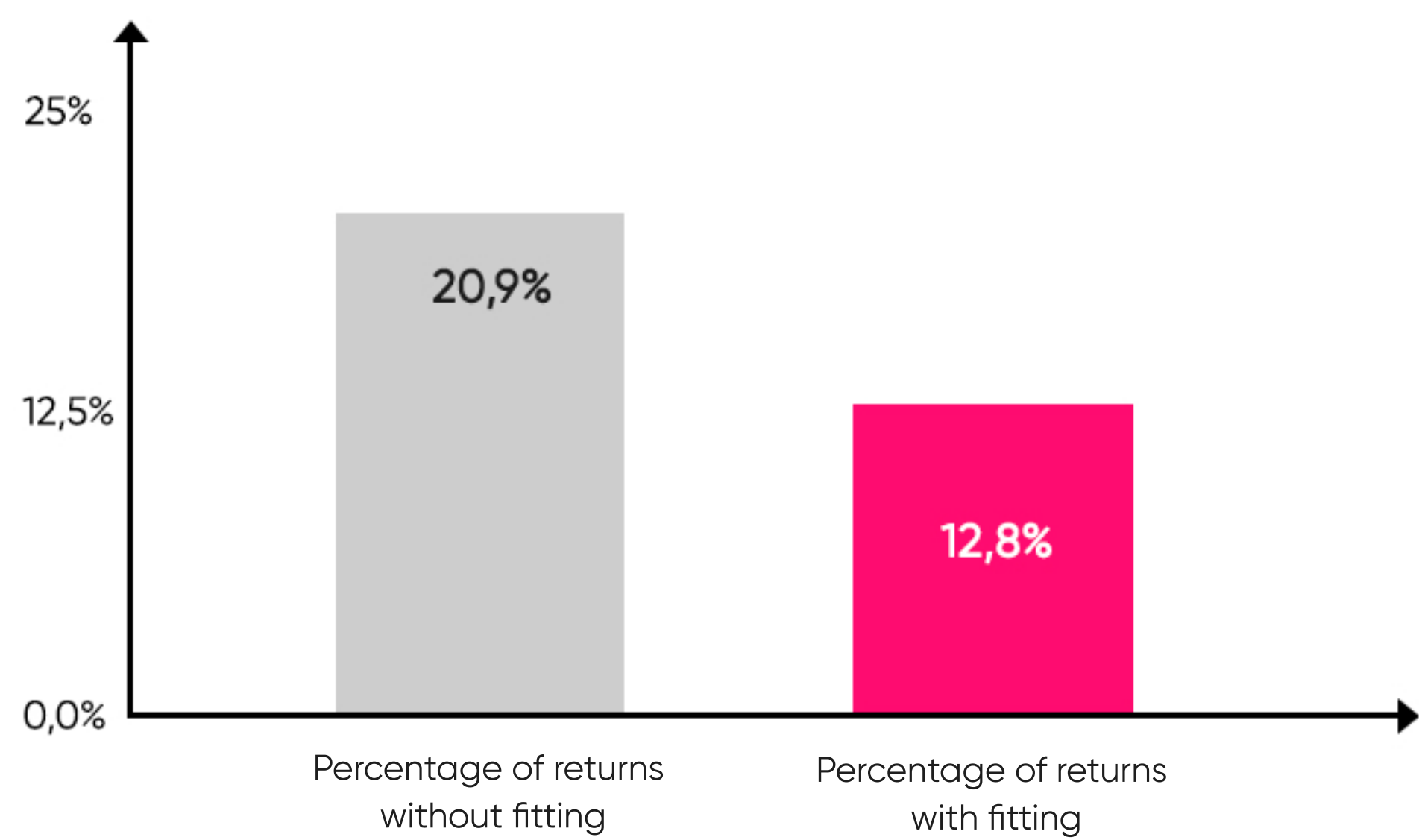
Number of returns without fitting: 81

Percentage of returns without fitting: 20,9%

Orders with fitting: 71

Number of returns with fitting: 9

Percentage of returns with fitting: 12,8%



Change in Revenue (returns)

Product returns with fitting (amount): 729 \$

Expected product returns without fitting (amount): 1 215 \$

Additional revenue for the decrease in returns: 486 \$

Summary of expected widget perfomance

Additional revenue from sales: 3 807 \$

Additional revenue from decrease in returns: 486 \$

LookSize Fee: 329,45 \$

Net Profit: 3 963,55 \$