



? What does it mean to be “data literate?”

data literacy



About 167,000,000 results



data literacy

how a person interacts with data to make sense of the world around them



data

can be useful, but is it accurate?

yes> useful



no> not useful

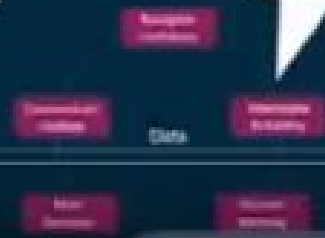


news
blogs
news
social media
information
advertisements
news

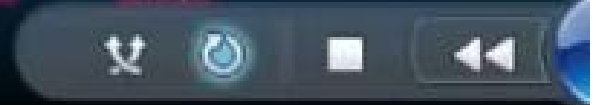


true
false
misleading
biased

Interrogate
Reliability



39:05





🔒 covid19.shoregrove.com/data

Make Decisions

(Date Daily) *!* *▶ ANIMATING 2-24-2021*

12/12	11	29
12/13	17	24
12/14	37	26
12/15	43	21
12/16	67	23
12/17	62	18
12/18	119	11



As the number of cases increases, the number of ICU beds decreases.

The Daily Gossip and News

COVID-19 on the Rise!
By John Smith

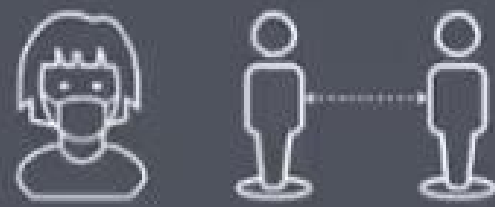
COVID-19 cases are increasing in our area. Experts hope for a decline now, but the trend is upward. Our growth rate has increased to 1.5x, as reported by the CDC. Tests are being performed in our area.

Updated: April 2, 2021

A comparison of 3 areas
12/12-12/18

Congress votes on stimulus bill
12/16-12/18

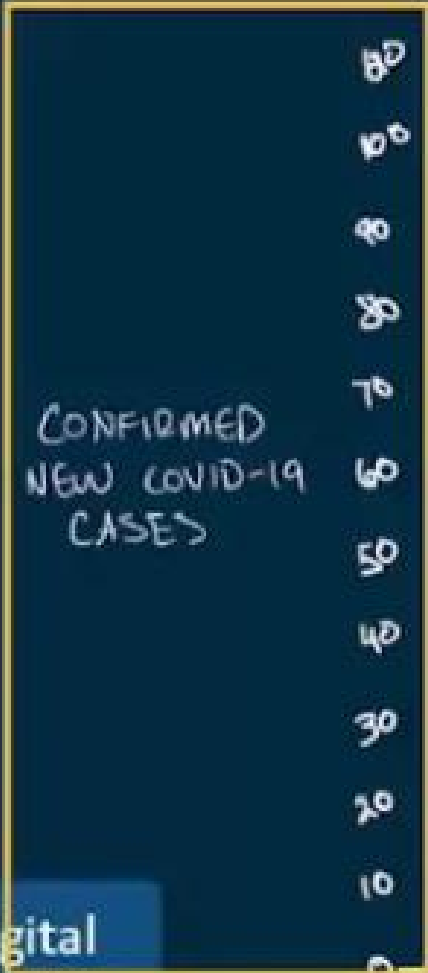
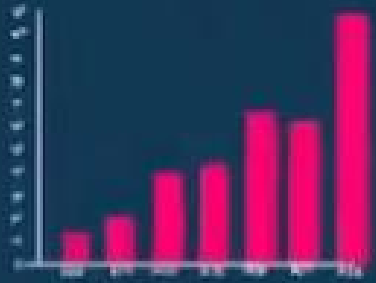
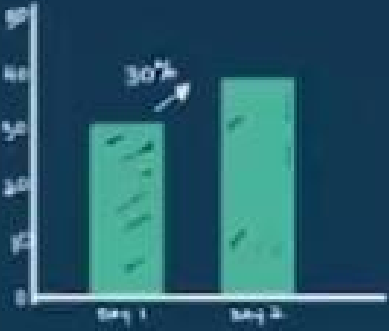
Top 3 candidates in upcoming election
12/12-12/18



Based on trends in number of COVID-19 cases, Michelle decides to be more cautious and limit social interaction.



CONFIRMED NEW COVID-19 CASES in SHORE GROVE BY DATE



Digital Version



DATE



Current State of Operations



processes



behaviors



outcomes



improve



innovate



data





 **Food Market**

data ...▶



buying
behavior

● **Food Market
REWARDS**

associates purchases
with individual account

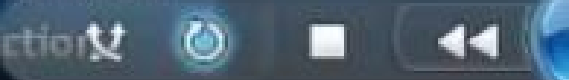
success



Data for Profit and
Growth

Data for Customer
Engagement

Data for Customer
Satisfaction





BUSINESS IN THE STORE IS NOT THE SAME AS IN YEARS PAST. WHAT IS GOING ON?

data points

- inventory
- employee salaries
- business expenses
- customer purchases



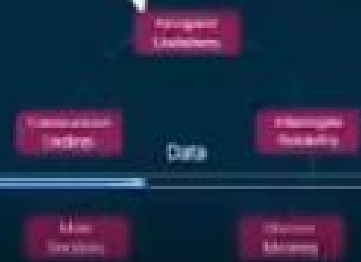
What is the store's performance across years, especially during the pandemic?

Recognize Usefulness



purchase data

- \$ from sales
- total purchases
- performance



31:38



customer feedback



improve

customer shopping experience



Customer Service



Check Out

data



area for improvement

insight into how to improve

Data for Profit and Growth

Data for Customer Engagement

Data for Customer Satisfaction



In March, officials announced stay-at-home orders, which closed non-essential businesses, including Bend, Don't Snap.



sales
↓
\$0



pre-pandemic

March

create website

April

website launch

May

June

July

August

September

October

Today



BUSINESS IN THE STORE IS NOT THE SAME AS IN YEARS PAST. WHAT IS GOING ON?



BUSINESS IN THE STORE IS NOT THE SAME AS IN YEARS PAST. WHAT IS GOING ON?

data points

- inventory
- employee salaries
- business expenses
- customer purchases



What is the store's performance across years, especially during the pandemic?

Recognize Usefulness



purchase data

- \$ from sales
- total purchases
- performance now vs. past



Interrogate
Reliability



trust data source
but continue to



data

- reliability
- created
- collected
- managed



purchase
data



reliable



Discover
Meaning



Total Sales 2020
\$98,000

partial year
(Jan – Sept 2020)

Total Sales 2019
\$288,000

full year
(Jan – Sept 2019)
\$194,000



closed for
1 month

sales



\$0

2020 is almost **\$100,000 lower** than 2019.



data



Jan – Sept 2020 Sales



monthly sales





Total Sales by Month 2019 vs 2020



May and June both experienced growth in sales while July and August did not.



Total Sales by Month 2020

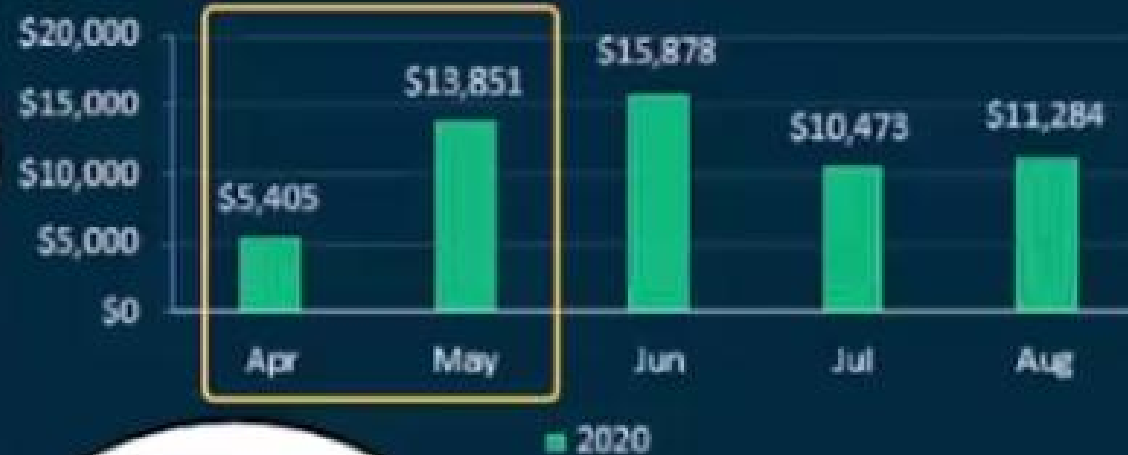


Revisit sales at the end of Sept to see if increase in sales trend continues from Aug to Sept.





Total Sales by Month 2020



**WHAT COULD HAVE
CAUSED THESE TYPES
OF INCREASES?**

**WHY DIDN'T SALES
CONTINUE TO INCREASE IN
JULY AND AUGUST?**





missing key background information



April: closed half of month

May: open entire month



May: online store opened



sales transactions





Total Monthly Sales 2020 By Location



Online Sales: **\$523.64**

Total Sales: **\$10,472.74**

Percent of Sales: **5%**

■ Online Sales ■ In-Store Sales



15:05





Total Monthly Sales 2020 By Location



Online Sales: **\$523.64**

Total Sales: **\$10,472.74**

Percent of Sales: **5%**





summer online sales

\$ decreased %

June in-store sales

\$ much higher than any other month





Total Monthly Sales 2020 By Location



Online Sales: **\$523.64**

Total Sales: **\$10,472.74**

Percent of Sales: **5%**





Why did she generate more revenue in June compared to May?



Number of In-store Purchases by Month

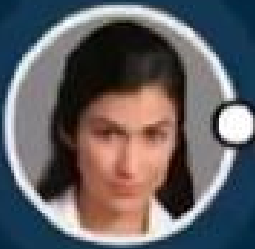




Number of In-store Purchases by Month



June had \$3,000 more sales than
May, but only 8 extra purchases.



**WHAT IS THE AVERAGE
PURCHASE AMOUNT
FOR IN-STORE SALES?**



Approximately \$11,000 in
sales from 177 purchases



= \$62.50 per purchase



Average In-Store Purchase Amount





Average In-Store Purchase Amount



in-store sales: high
number of transactions: not unusually high
average purchase amount: much higher



June 2020 Purchases

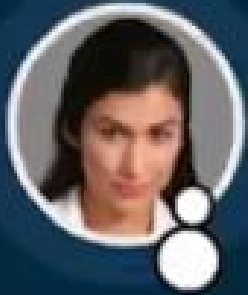
Date	Purchase Amount
6/5/2020	\$125.12
6/5/2020	\$92.63
6/6/2020	\$1,730.00
6/6/2020	\$70.02
6/6/2020	\$54.10
6/6/2020	\$114.70
6/6/2020	\$66.70
6/6/2020	\$81.74
6/6/2020	\$72.52
6/6/2020	\$57.10

Most purchases are between \$50 and \$100.

One customer purchased \$1,730 of the summer season clothing line.

outlier
a value outside of the norm

This purchase increased Alex's June revenue, but she can't guarantee other customers will spend that much money.

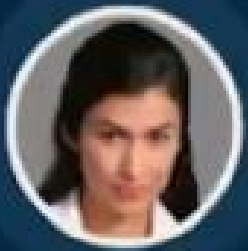


**HOW DO I BRING PEOPLE
TO MY ONLINE STORE?**

**I NEED NEW SALES
TACTICS.**

Total Monthly Sales 2020 By Location





Why has there been such a decrease?

How can we improve online sales?



Customer Habits



Are they accessing the website?

How are they accessing the website?

Are there common stopping points when they click through the store?



data literacy

identify meaningful data

analysis
process



more accurate and
reliable interpretations



**WHY IS THERE A DECLINE
IN ONLINE SALES?**



Possible reasons for the decline

- lack of advertising after launch
- people forgot about website
- website not user-friendly



I NEED TO LOOK AT HOW CUSTOMERS ACCESSED THE WEBSITE.

I THINK THE SOCIAL MEDIA ADS DREW CUSTOMERS TO THE WEBSITE.

How Customers Access the Website

Bend, Don't Snap



[Bend, Don't Snap](#)

Boutique clothing in the heart of Tuckville.

To: Jane Doe

Fr: Bend, Don't Snap

Check out our new online store!

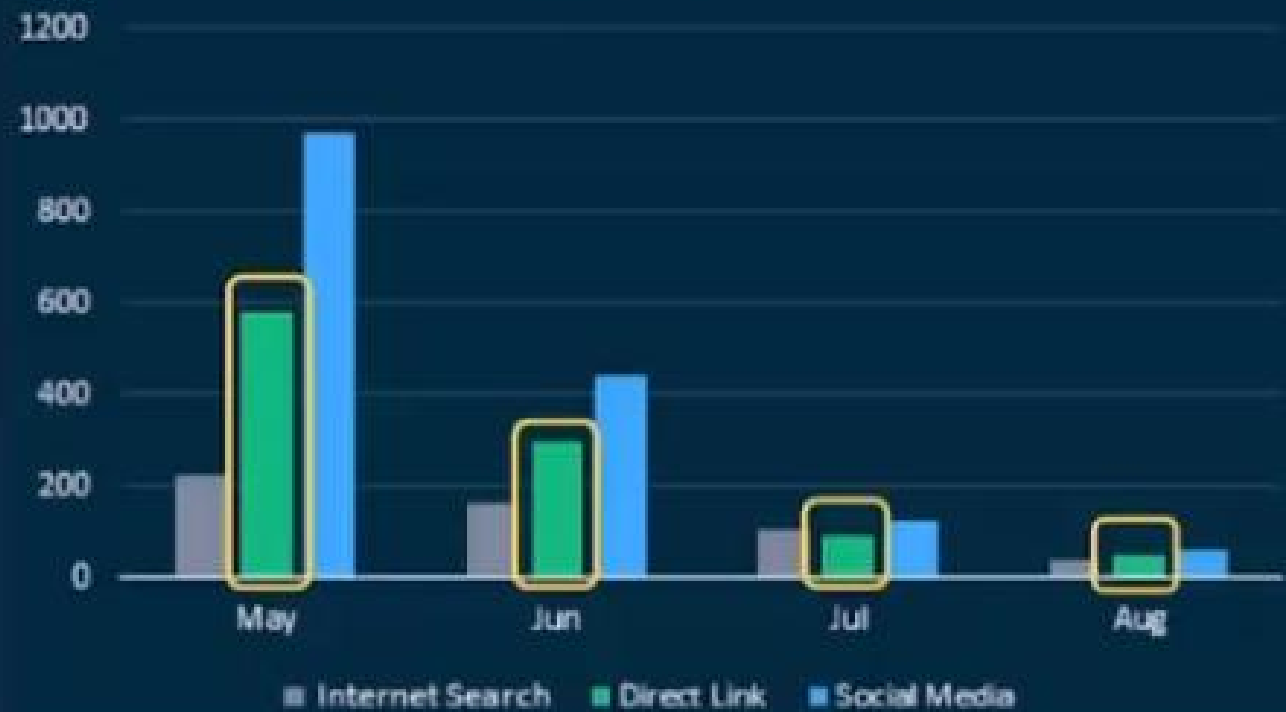
benddontsnap.com

Bend, Don't Snap





Website Visits by Access Type



I NEED TO FIND CREATIVE WAYS TO GET PEOPLE TO THE WEBSITE.

What Alex Can Do

- increase social media advertising
- send direct link through subscriber emails

04:25





Posting Frequency: Alex posts once a week to social media.

Content in Posts: All other boutiques post lifestyle photos. Alex does not post photos.



MARKET SCAN

Boutique 1

Boutique 2

Boutique 3

Posting Frequency

2-3 times / week

4 times / week

3-5 times / week

Content in Posts

1. lifestyle photos with direct links
2. shared content of customers in product
3. videos using product

1. lifestyle photos with direct links
2. positive customer reviews
3. sales

1. lifestyle photos with direct links
2. sales



Social Media Changes



post more frequently



post more images of product



include links of product
directly to image

benddontsnap.com/sundress

**THE MARKET SCAN GAVE ME
SOME IDEAS TO DRIVE MORE
CUSTOMERS TO THE WEBSITE.**





WHAT INFORMATION DO I NEED TO MAKE DECISIONS ABOUT SALES REVENUE IN LIGHT OF THE PANDEMIC?

