

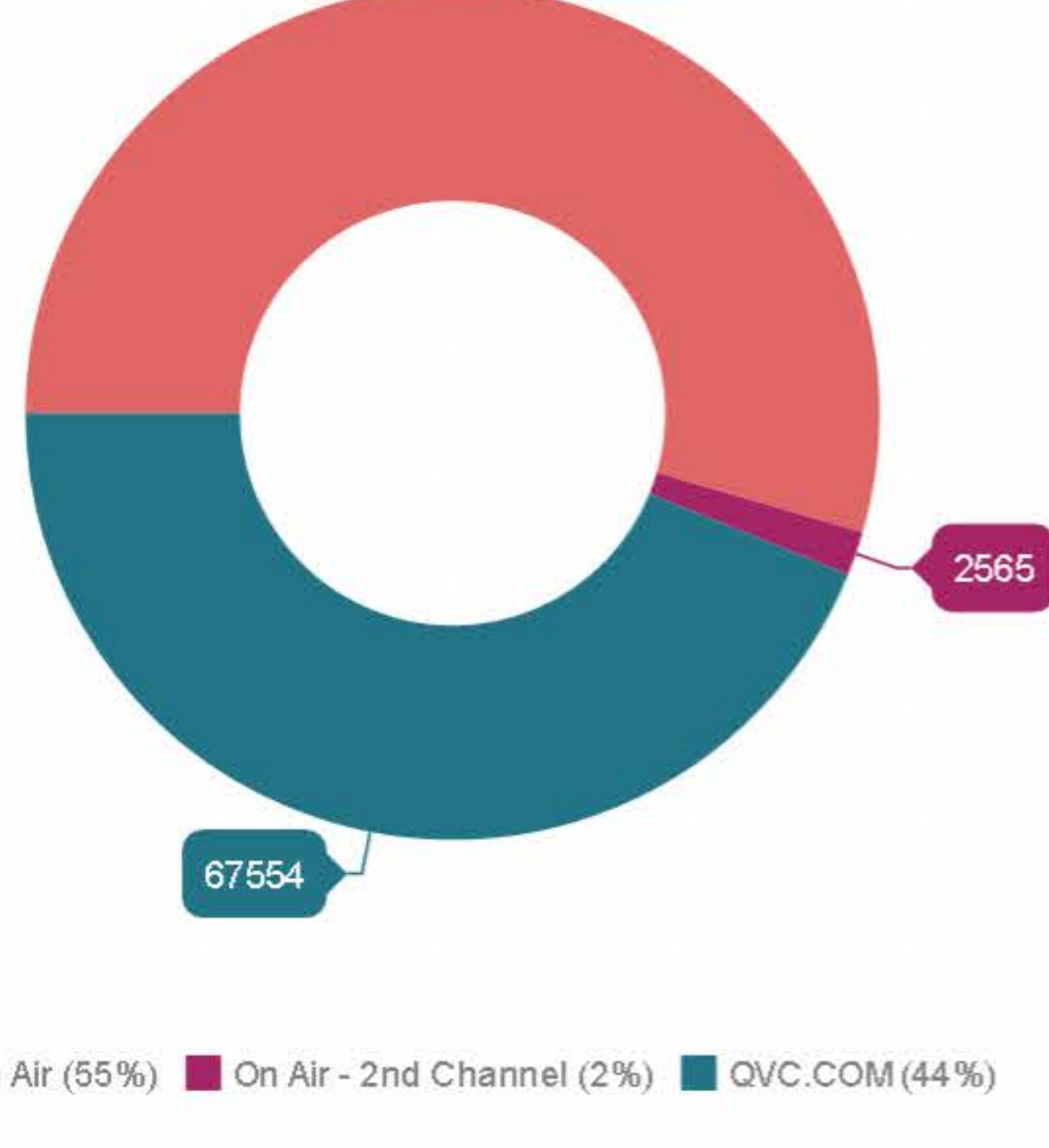


TV and Digital

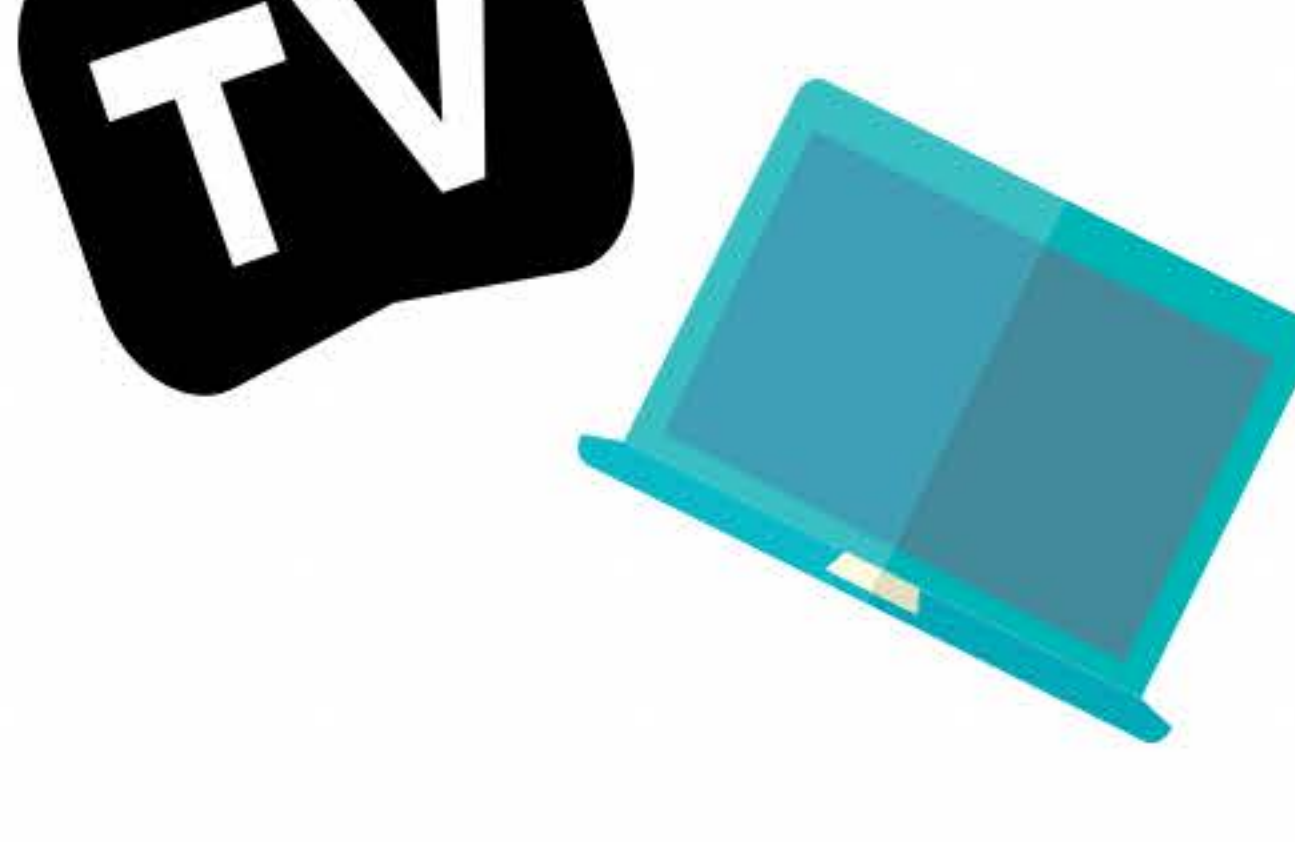
QVC wants to know if joining TV and Digital can increase sales.

Product Sales

Product Sales from On-Air vs. QVC.com



By this data, we can observe that a greater number of products are being sold On-Air than through QVC.com

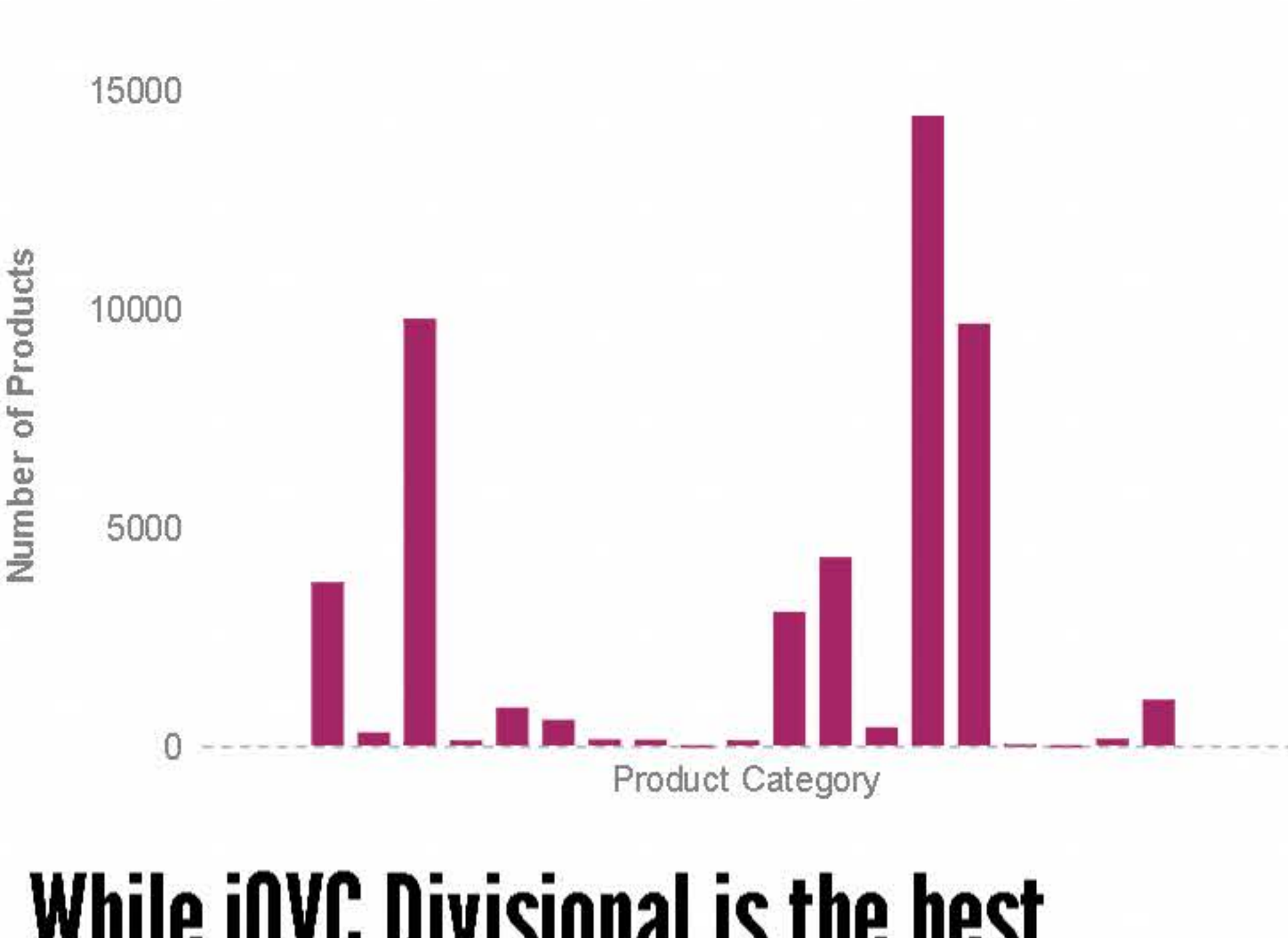


Air Time of Products



Product Categories

Total Number of Products per Category



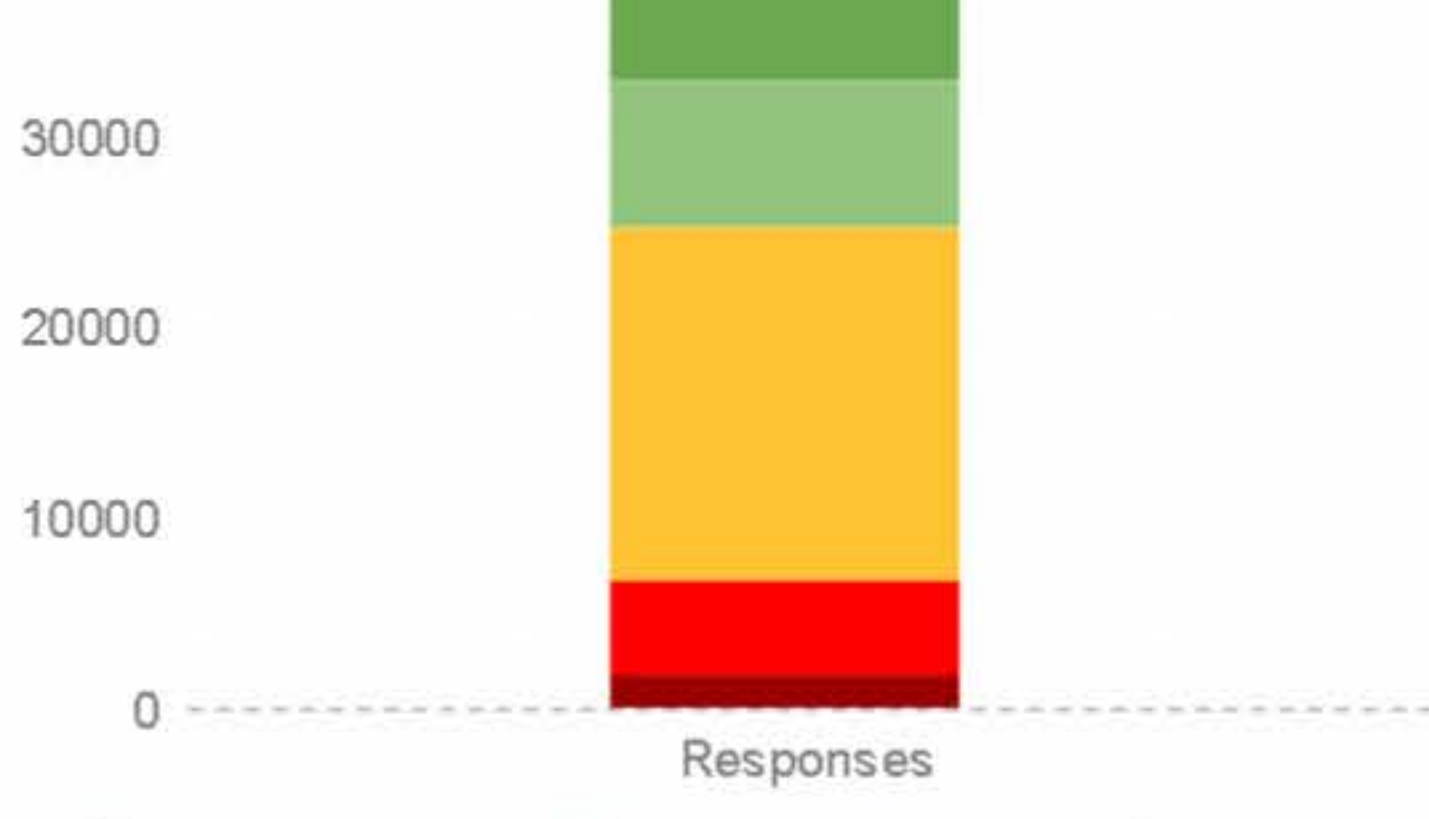
Accessories	3732
App/Access Event	297
Apparel	9753
Collectibles	115
Costume Jewelry	865
Electronics	586
Entertainment	138
Fun & Leisure	131
Gift Cards	7
Health	116
Health/Beauty	3054
Home Decor	4304
Housewares	416
iQVC Divisional	14391
Jewelry	9641
License Hardgoods	24
Public Relations	10
Returns	152
Textile/Furniture	1048

While iQVC Divisional is the best selling product category, it is QVC's online store. The best selling product for QVC is Apparel.

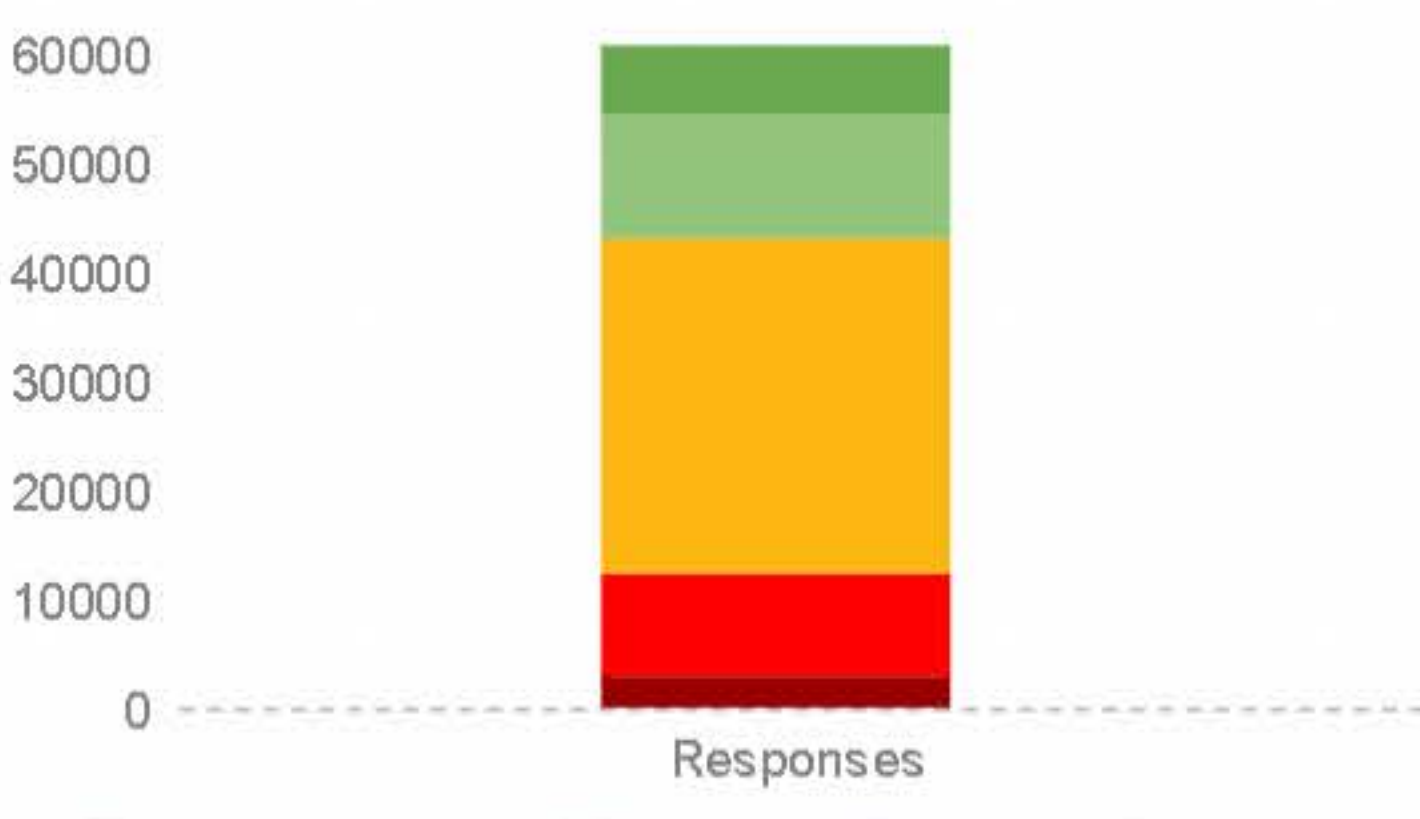


Social Media Responses

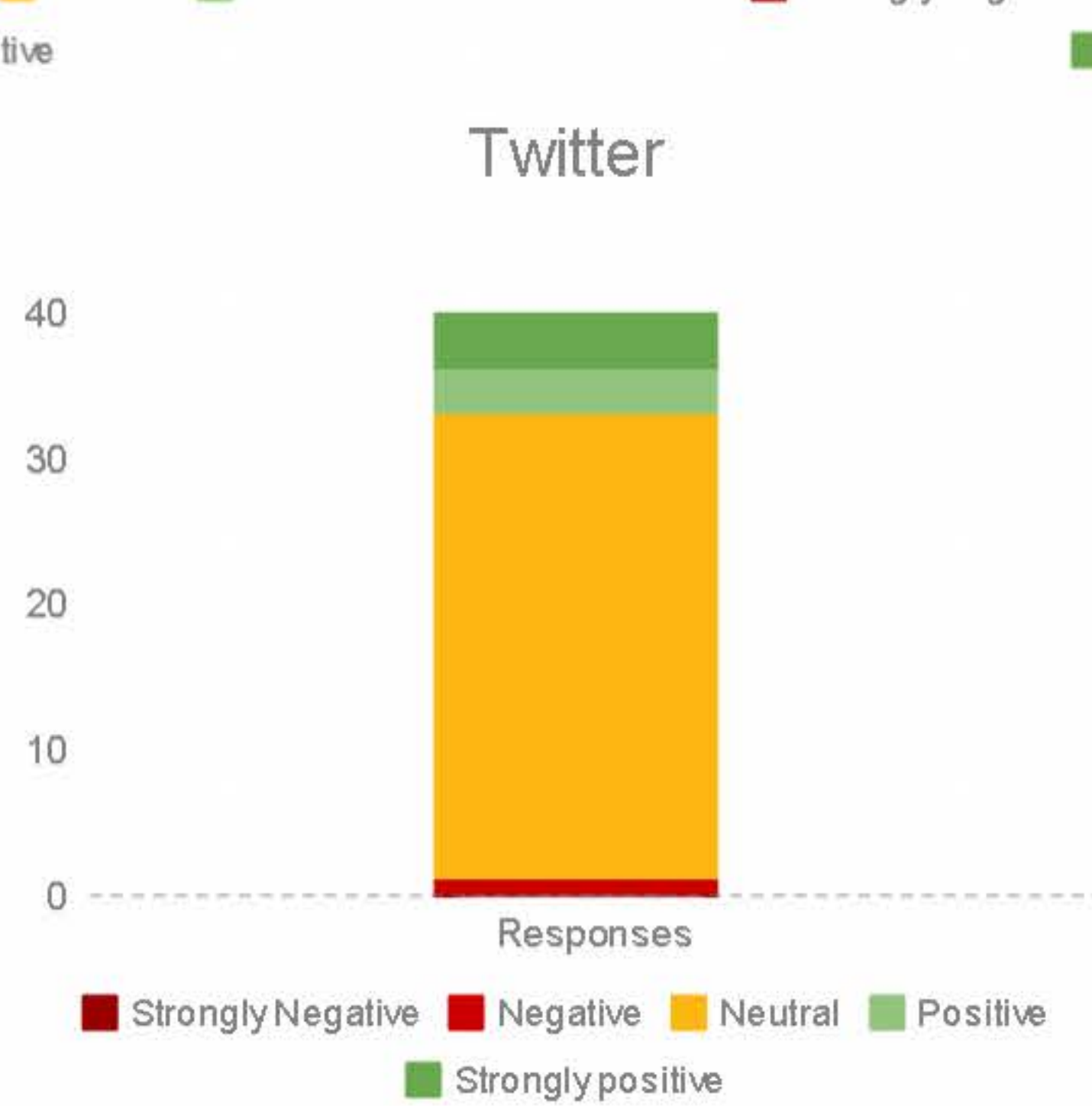
Facebook



Forum

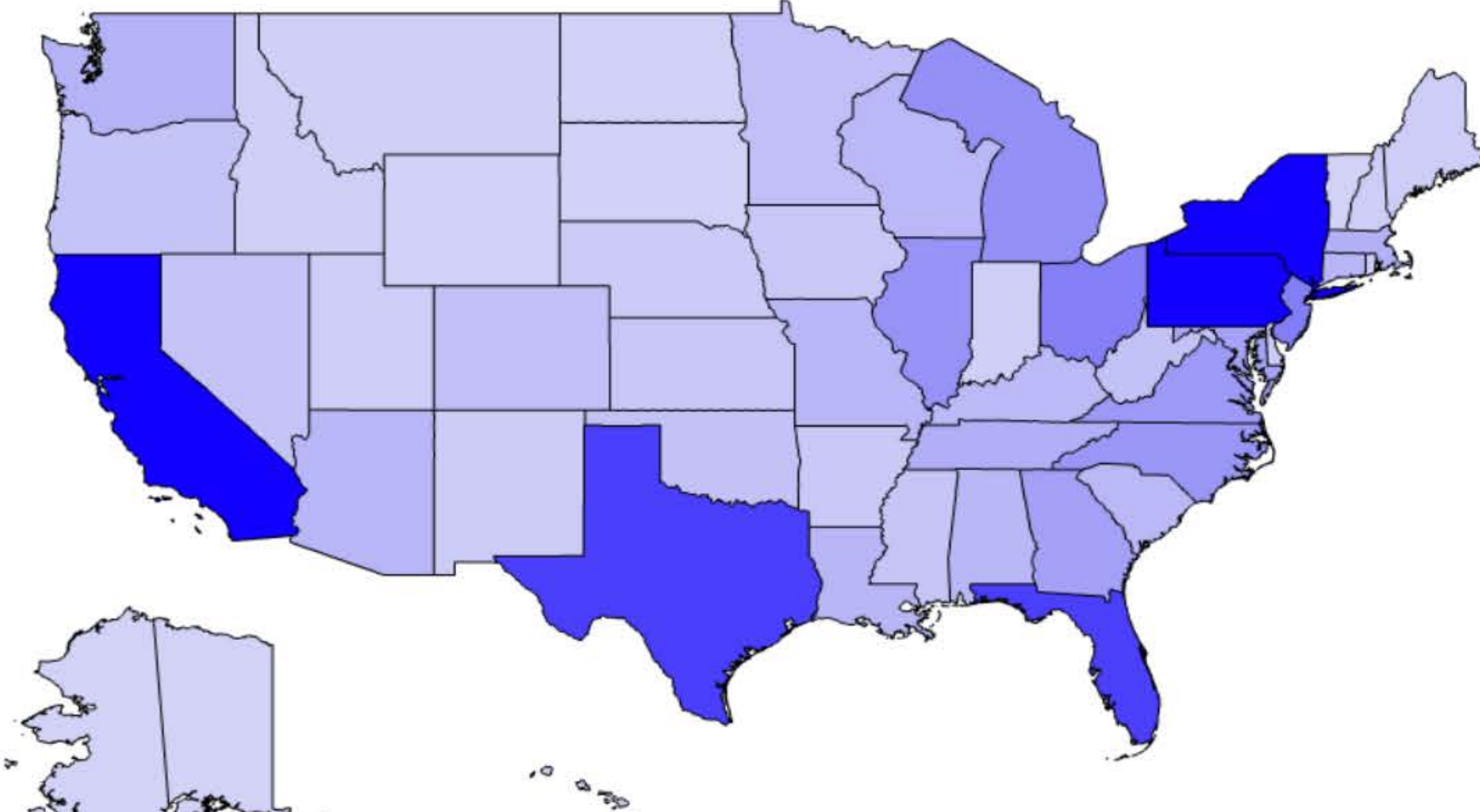


Twitter



There are more neutral responses overall. With this data, QVC should research ways to improve customer feedback which will, in return, increase revenues.

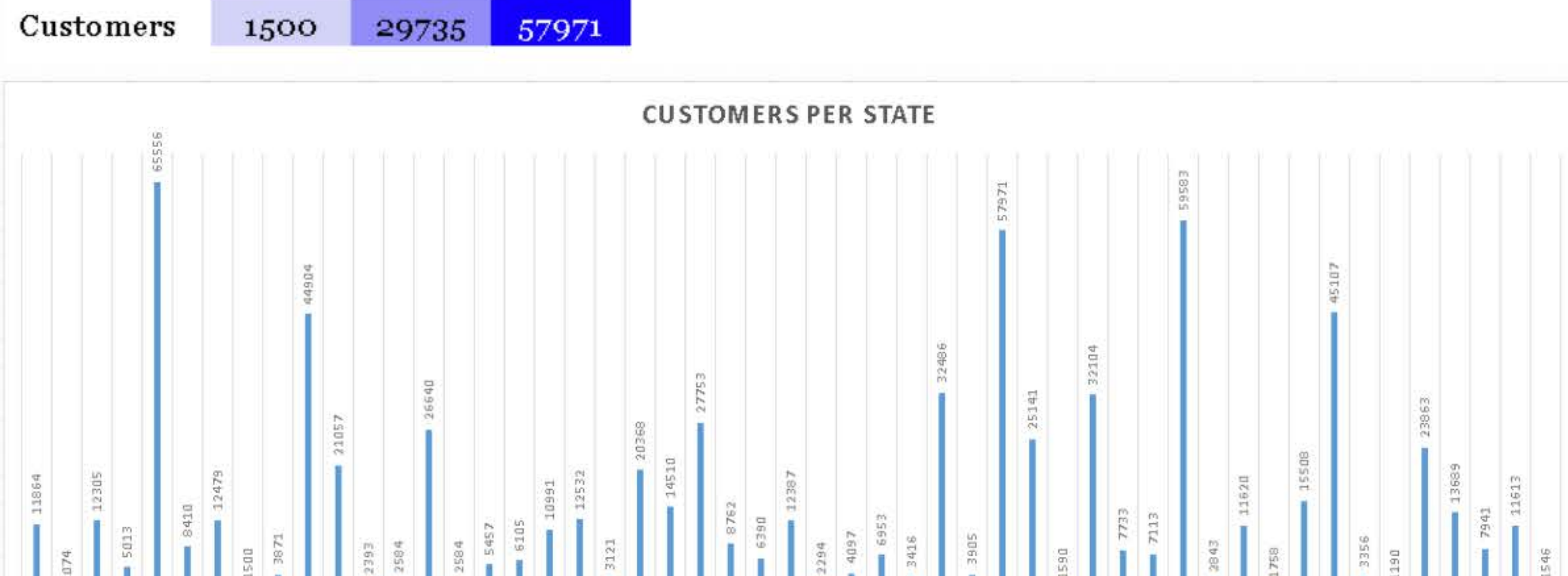
Customer Geography



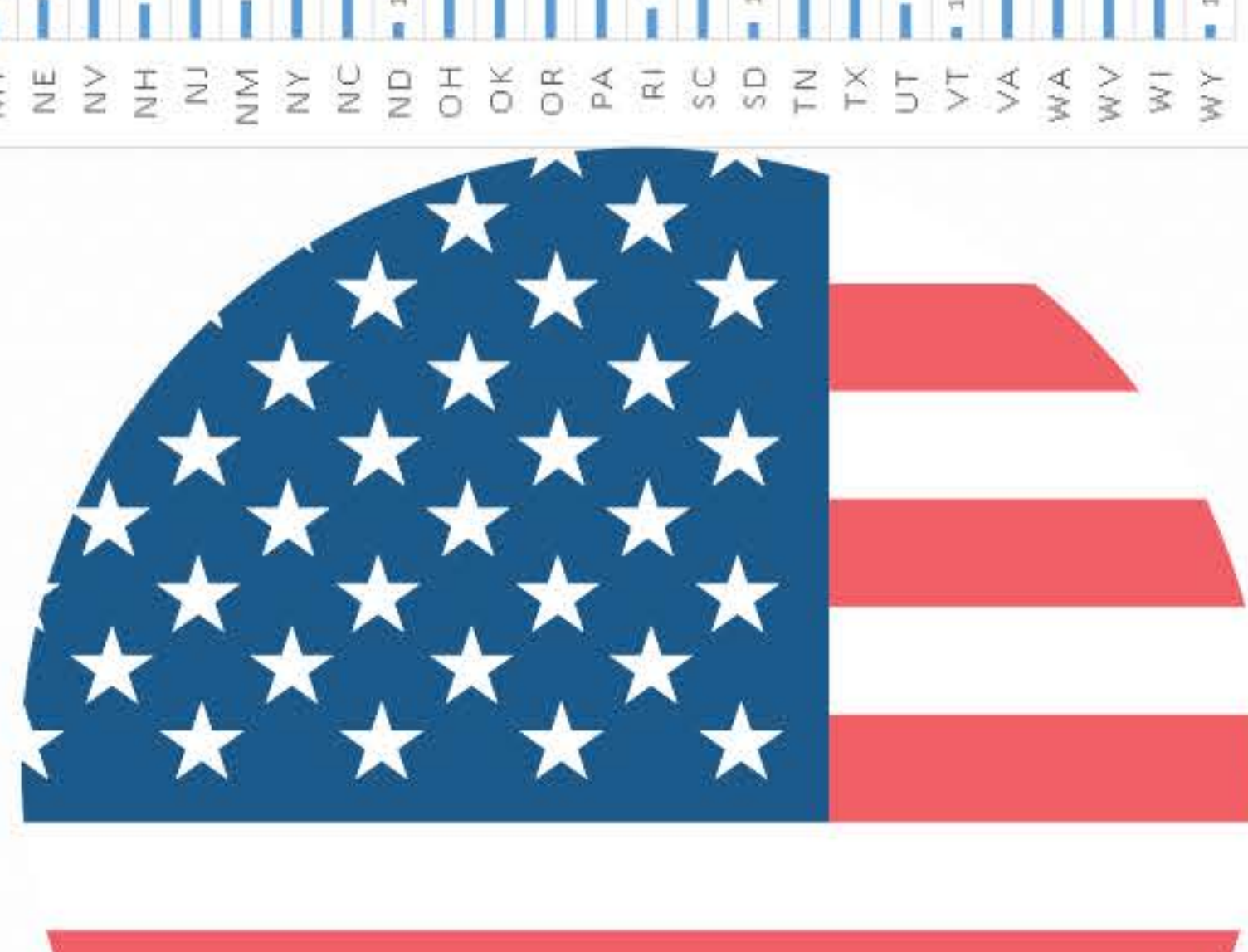
OpenHeatMap

Customers 1500 29735 57971

CUSTOMERS PER STATE



The top three states are California, Pennsylvania and New York. The states with the least amount of customers are DC, Vermont and Arkansas.



Conclusion

TV and Digital can jointly increase sales.

Through the usage of data analytics, within product sales, air time of products, product category, social media and demographics, QVC should focus on customer satisfaction, entering new markets and continuously to innovate their TV and Digital platforms.

THANK YOU!

Source: QVC Provided Material

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