Data Analytics Challenge – QVC

Our group used QVC’s sales and campaign data to answer the following question: Can TV and digital jointly increase sales? The first set of data displayed on our infographic is the “Top Selling Product Categories” by revenue. We displayed this data in an effective way by having it be a ranked list; this felt like the best fit for a “top six” list. This data is important because QVC can making business decisions based on their best-selling product categories.

In our “Order Platforms” analysis, the amount of orders made through QVC.com & other digital platforms (44% of orders, which is 2,040,987 orders) was compared with the amount of orders made On-Air (56% of orders, which is 2,654,606 orders). The most effective way to display this analysis was by having it displayed as a pie chart because a pie chart complements our statistics well and is pleasing in its simplicity. This data is important because it tells us that the majority of orders are still made through traditional platforms, but digital platforms are catching up (we also found that 68% of total new customers made orders through digital platforms which suggest that the customers of tomorrow and their preferences are shifting).

We displayed our “Percentage of Positive and Negative Comments on Social Media in 2015” analysis as “thumbs up” and “thumbs down,” and we displayed our “Number of Sales in Different Months” as a bar chart, because these visuals tell the story they need to tell without being unnecessarily complicated. This data is important because it told us that most people on social media are interacting positively with QVC, and QVC’s sales went up by about 25% in March (the month when the ran their social media campaign).

Our infographic is effective because it shows that digital platforms (social media) can increase sales, almost half of all orders are made digitally, and 68% of new customers made their orders through digital platforms; this means that digital is becoming more popular. Furthermore, traditional platforms like the TV will still remain an integral part of QVC’s business. Therefore, our infographic shows that TV and digital can jointly increase sales.