**A “Gilt”-Free Shopping Experience**

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**RESEARCH QUESTION**

- **QUESTION:** Are there any commonalities between products that did not sell?

**LIMITATIONS**

- All data, text, and suggestions are limited and specific to this company, Gilt.
- These tests are also limited by the accuracy of the data in which the data came from, specifically, 2008-2015.

**METHOD**

The data step was to separate the data based on the sale-through-ratio, specifically, the data with a sale-through-ratio of 0. The remaining data were examined to identify any common traits that could be an indicator of why the products did not sell. This test does not, however, compare the proportion of any attributes that were identified to the products that did not sell to the proportion of that attribute in all of the data. If there appeared to be a significant difference between the proportion of the attributes that did not sell and did not sell proportion in all of the data, a hypothesis test was then performed to determine whether it was truly a significant difference.

**RESULTS**

- **Number of Skus of Looks That Did Not Sell**
  - 20% of the looks that did not sell had all only one skus number.
  - In all of the looks, only 5% had only one sale number.

**SIGNIFICANCE**

**ABOUT THE DATA**

**QUESTION:** How do the seasons impact the sales rate?

**QUESTION:** Does the discount impact the sales rate?

**QUESTION:** Does the length of sale have any implications?

**METHOD**

The data step was to calculate a new variable length of sale. This variable indicated, in hours, the length of sale of each look. The goal was to see if the length of sale had implications in the data set. This was done using anything that length of sale could describe. Descriptive statistics were run to gain an understanding on the look sales through ratios. Then the average length of sale for each group was calculated. Charts, graphs, and tables were created to examine any patterns or trends within the data.

**RESULTS**

- The looks that sold very rarely, i.e., 1% or less, had the average length of sale of approximately 56 hours. For the rest of the groups, it is evident that their average length of sale was less than 56 hours.

**FREE TRAINING EXPERIENCE**

**SIGNIFICANCE**

- The company should mark more than 60% off from the manufacturer price because this will cause an unnecessary decrease in profits since the cost of sale is less than the original.
- Keeping looks on sale for an extended period of time does not have an effect on the look sale through ratio. For instance, if a look is on sale for nine hours, it is not going to decrease the sale through ratio of the look, and it would be on sale at the same time.
- Keeping looks on sale for more than one hundred hours, at no discount, is not going to impact the sale through ratio. One hundred hours, in this case, is the point where the sale no longer meets the criteria of sale through ratio. This is because the sale through ratio continues to sell, meaning that it is not the most expensive. The sale through ratio of the look is essentially the percentage of that look that sold. The dataset included data regarding 10,000 looks.