What Sells?
- Purchase higher quantities in products of color 168ae5c7f5.
- Sell products with moderate levels of customization (between 5 & 9 total SKUs).
- Reduce purchases of products of color Eb04d600de and limiting this color to sales within the 77799545 season.

Sales Strategy - How do we sell?
- Optimize look sale-through rate by creating 5-day sales.
- Start sales during the period of 1PM to 6PM to increase probability of higher look sale-through rate.
- Offer last-minute deals to sell any leftover inventory prior to sale end.
- Eliminate sales that last for 7+ days as this results in low sale-through rates and is not consistent with flash sale business model.
- Focus tweets on looks for products that are priced between $100 and $320.
- Continue tweeting to celebrities and pop culture pages to maximize Twitter traffic.

Impact of Twitter?
- There is weak statistical correlation between Twitter Score and Look ST rate. The $r$ is below 0.3, and P-value is above 0.05. Therefore we fail to reject the null hypothesis that the Twitter Score and Look ST rate are not correlated.

Methodology: Marketing efforts are represented by social media activity generating user engagement that drives web traffic to sites resulting in potential sales. A combined dataset of sales and Twitter activity on Gilt’s Profile was created between the range of December 2014 to August 2015 to emphasize the real-time nature of Twitter and its importance of capitalizing on recent trends.

Marketing and Social Media – Impact of Twitter?
- Overall Methodology: In the online retail flash sale industry, a key performance indicator is the look sale-through rate (look ST rate). Much of our analysis uses ST rate as the dependent variable to benchmark the performance of other variables. In addition, one method of analyzing the data was segmenting the data by ST rate using quintiles, focusing specifically on the top segment (75.4%-100%) and the bottom segment (0% to 9.38%) each with one-fifth of the dataset. We excluded from this the transactions with 100% ST rates as these represent looks for which there may have been potential lost sales.

Hasanain Habib-Nayany | Edbert Oey | Colin Woodworth | Jean Wu