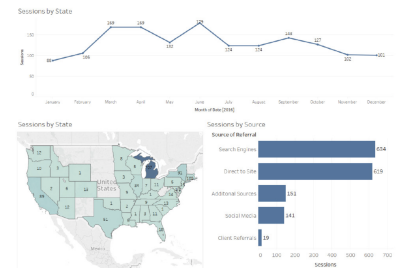# TR DATA STRATEGY

E-COMMERCE

WHO WE ARE

Established in 1999, TR Data Strategy was founded on the idea that data, combined with insights and execution, can transform all aspects of an organization. Working with diversified clients from startups to the nation's largest retailers, TR Data Strategy offers a range of services, connections, and industry experience. No matter the industry, the goal remains the same: **to efficiently bring growth and measured value.**

OUR E-COMMERCE SERVICES INCLUDE

- Analyzing Data Formatting & Cleanliness

- Reviewing Product Offering
  - Evaluating current product success (if available), and determining if all or a selection of products should be listed/featured on website

- Preparing Product Details
  - Considerations such as list price, along with necessary descriptions and images

- Uploading Products to E-Commerce Website
  - Ensuring consistent branding and visual appeal

- Developing Process for Future Monitoring

- Ongoing Analytics & Reporting
  - Continuing to analyze sales for success
  - Continuing SKU analysis to maintain ideal product selection
  - Continuing to monitor audience & visitor habits for targeting
  - Providing actionable strategy insights

Item	Sales	Rank
Wrench B	85	1
Wrench C	73	2
Bolt C	66	3
Bolt G	60	4
Wrench D	52	5
Widget C	13	6
Wrench E	37	7
Widget G	46	8
Bolt H	32	9
Widget F	20	10
Bolt F	17	11
Widget B	11	12
Widget D	8	13
Wrench A	3	14
Bolt E	2	15
Widget A	3	16
Bolt D	1	17
Bolt A	2	18
Bolt B	5	19
Widget H	0	20
Widget E	0	21

IS YOUR ORGANIZATION DATA DRIVEN?

Let TR Data Strategy Help You:

- Understand Your E-Commerce Data

- Target Your Audience

- Be More Efficient with Resources

- Sell *More* of the *Right* Products

For inquires, contact us at 616-827-3300 or info@trdatastrategy.com