

PART 2 **Uncovering Marketing Insights**

Marketing mix modelling (MMM) is an econometric method to estimate the impact of advertising channels on key conversion outcomes (sales, customer activation, leads). A brand may use different types of marketing tactics to increase awareness about their products and drive sales. For example:

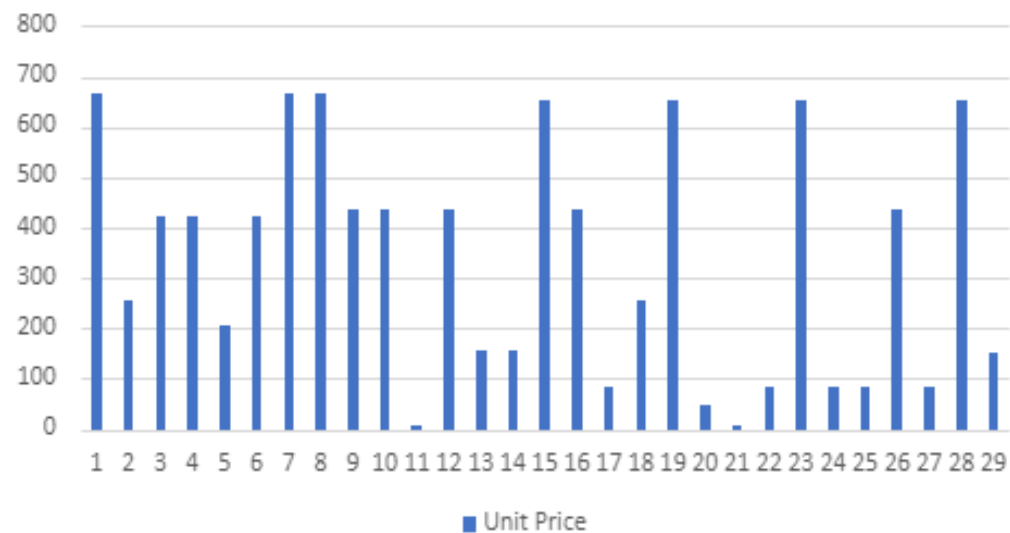
- Using email marketing to entice new customers with a discount code for first-time purchases
- Through paid media campaigns such as pay-per-click or digital display advertising on Youtube
- Via social media like Facebook, Instagram.
- Or through offline traditional OOH (out-of-home) media such as TV, print or radio

This is why it is called the marketing “mix” because there is more than one channel running marketing campaigns at any given time. Marketing budgets will vary across channels and each channel’s ability to drive awareness and sales will differ from one another.

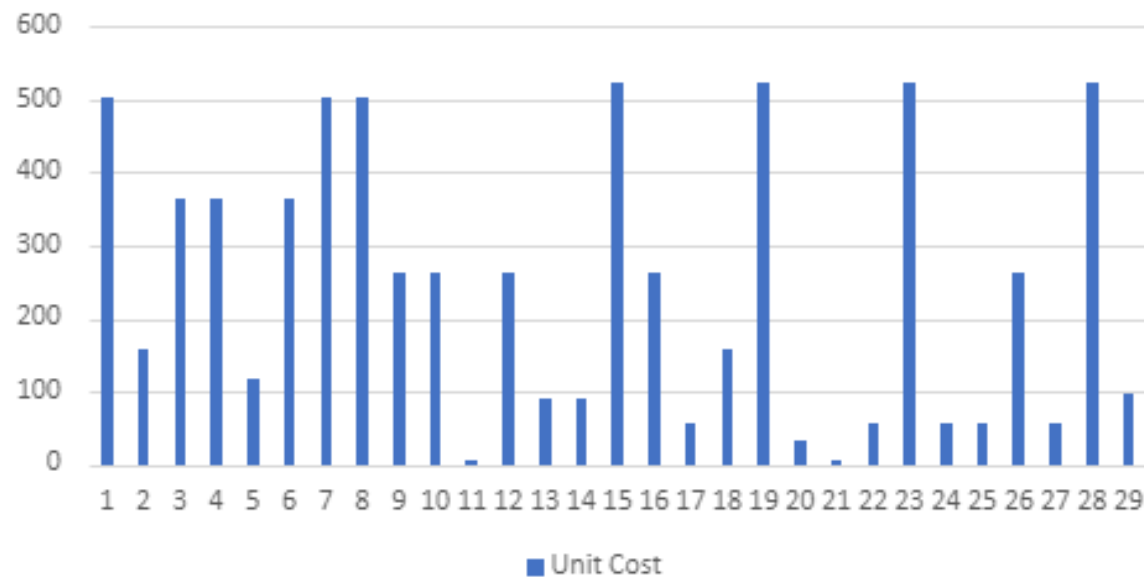
We will use the data of a company to see what data we can take from this fail.

	A	B	C	D	E	F	G	H	I	J	K
1	Region	Item Type	Sales Ch	Order Date	Order ID	Units Sold	Unit Price	Unit Cost	Total Reve	Total Cost	Total Profit
2	Sub-Saharan	Household	Offline	8/31/2015	897751939	3604	668.27	502.54	2408445	1811154	597290.9
3	Europe	Baby Food	Online	11/20/2010	599480426	8435	255.28	159.42	2153287	1344708	808579.1
4	Europe	Meat	Online	6/22/2017	538911855	4848	421.89	364.69	2045323	1768017	277305.6
5	Europe	Meat	Online	2/28/2012	459845054	7225	421.89	364.69	3048155	2634885	413270
6	Europe	Cereal	Online	8/12/2010	626391351	1975	205.7	117.11	406257.5	231292.3	174965.3
7	Asia	Meat	Online	8/20/2010	472974574	2542	421.89	364.69	1072444	927042	145402.4
8	Sub-Saharan	Household	Online	2/3/2011	854331052	4398	668.27	502.54	2939051	2210171	728880.5
9	Europe	Household	Online	9/11/2015	895509612	49	668.27	502.54	32745.23	24624.46	8120.77
10	Sub-Saharan	Cosmetics	Offline	1/31/2014	241871583	4031	437.2	263.33	1762353	1061483	700870
11	Sub-Saharan	Cosmetics	Online	11/21/2015	409090793	7911	437.2	263.33	3458689	2083204	1375486
12	Sub-Saharan	Fruits	Offline	8/29/2016	733153569	5288	9.33	6.92	49337.04	36592.96	12744.08
13	Middle East	Cosmetics	Offline	10/21/2016	620358741	6792	437.2	263.33	2969462	1788537	1180925
14	Asia	Vegetables	Online	3/21/2010	897317636	5084	154.06	90.93	783241	462288.1	320952.9
15	Middle East	Vegetables	Online	10/15/2010	660954082	9855	154.06	90.93	1518261	896115.2	622146.2
16	Middle East	Office Supp	Online	10/4/2010	428504407	2831	651.21	524.96	1843576	1486162	357413.8
17	Middle East	Cosmetics	Offline	10/14/2014	787517440	2766	437.2	263.33	1209295	728370.8	480924.4
18	Sub-Saharan	Personal C	Offline	6/15/2013	145854508	445	81.73	56.67	36369.85	25218.15	11151.7

Unit Price



Unit Cost



Units Sold

