

Market Mix Modelling

R PROGRAMMING LANGUAGE

Deliverable-2: Uncovering Marketing Insights

Analyzing Digital Marketing Datasets Goals.

- To work with datasets using R language, xsv(csv).
- To be able to analyze market data using r.
- Drive insights from the datasets.
- **Outline communicate and document your findings.**

Case

Marketa analytics has hired you to as an Algorithmic marketing analyst. Marketa is a consulting organization specializing in Marketing analytical solutions. Your client (see allocations by team number below) has provided you a sample dataset and asked you to analyze and build an analytical dashboard (plots or graphs) as a Proof-of-concept to illustrate the value of data driven analytics. The themes to be considered include:

- Pricing
- Promotion

Marketa wants you to analyze the data using tools R-Studio. They also want you to build a document to crisply illustrate the value analytical solutions would bring to the company. You are also asked to discuss what additional datasets and methodologies could be used. The company has a challenge using large scale datasets and are considering using R, and csv as data tools to work with. You are expected to illustrate how you would:

- Use the tools for joining datasets
 - Filtering
 - Aggregating
 - Missing value handling
- Deriving additional columns from existing datasets

- Cleaning (for example removing blank spaces, formatting dates, Capitalizing etc.).

In order to do that you are asked to illustrate the strengths and weakness of each tool/package.

Resource: R using Data Manipulation, Data cleaning, Removing null values, plots using ggplot2 or any package plot of different scatter, bar.