

## WHERE ELEKART SHOULD SPEND TO MAXIMIZE GMV ?

✓ SPEND MORE ON DISCOUNTS FOR GAMING & HOME AUDIO

✓ BOOST AFFILIATE & SEM FOR CAMERA

✗ CUT ONLINE & FM RADIO SPEND ACROSS ALL CATEGORIES

### TOTAL GMV UPLIFT EXPECTED:

+117.32 MILLION CAD/USD

**Category**

**Increase Spend  
On**

**Cut  
Spend On**

**Keep Stable**



Search engine  
marketing, Affiliate

Discount,  
Digital

N/A



Discounts, TV

Online,  
Affiliate

Search engine  
marketing

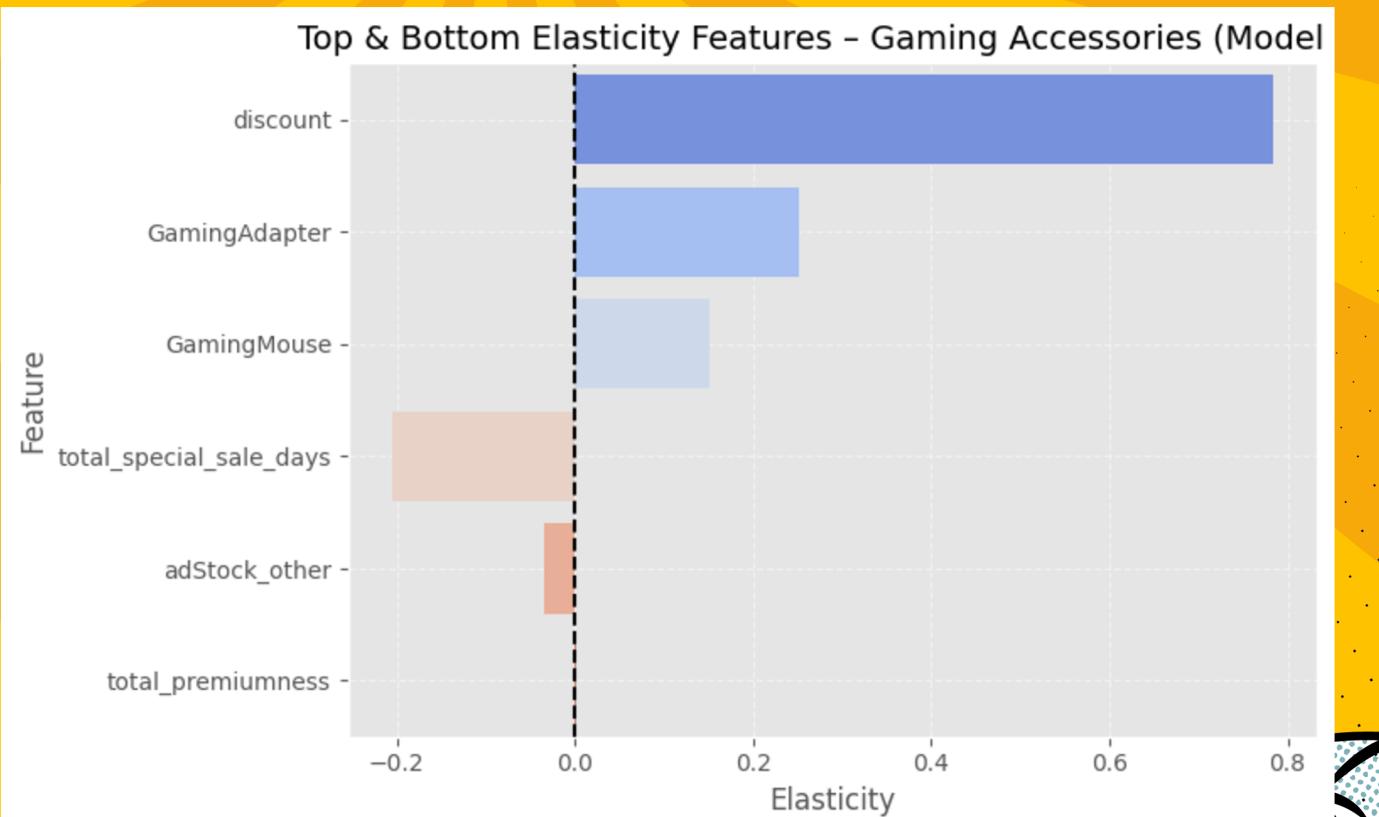
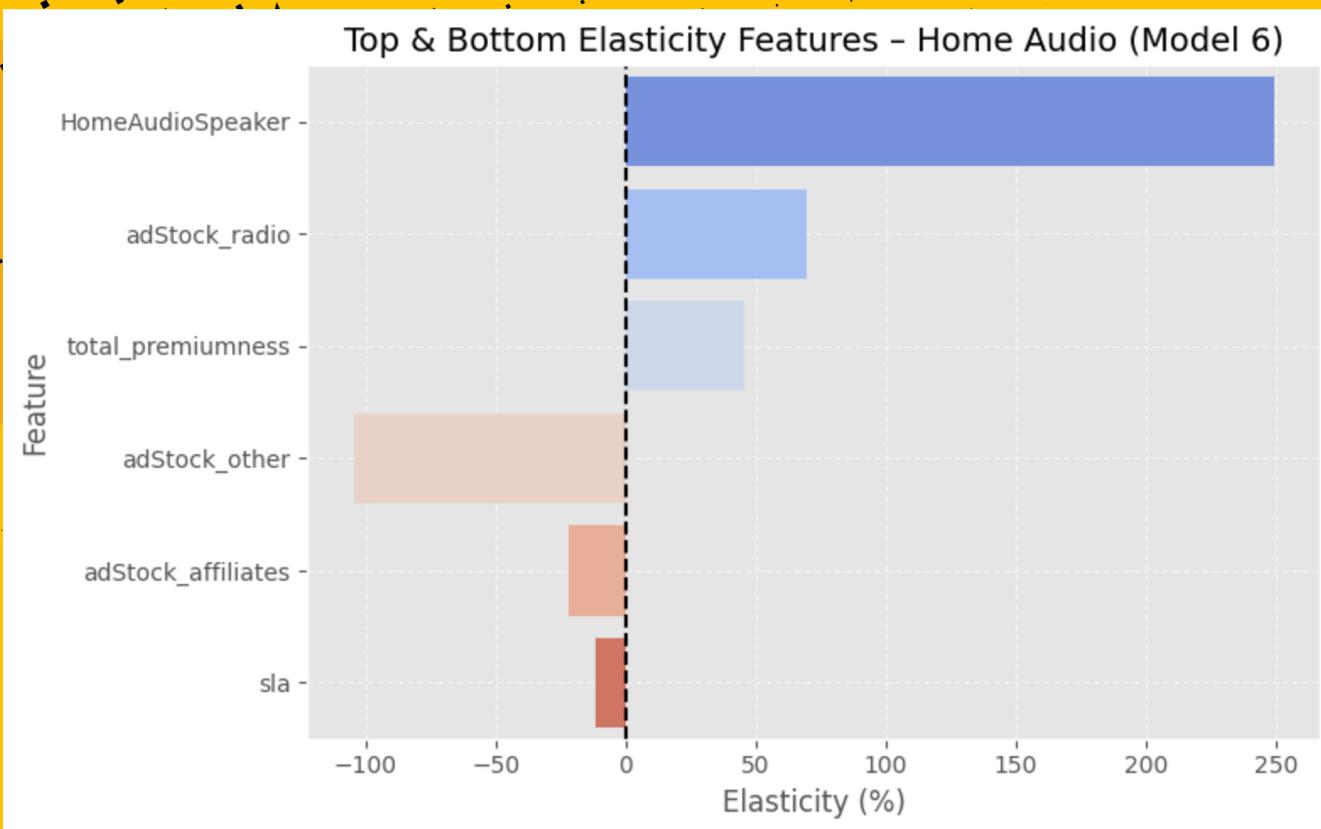
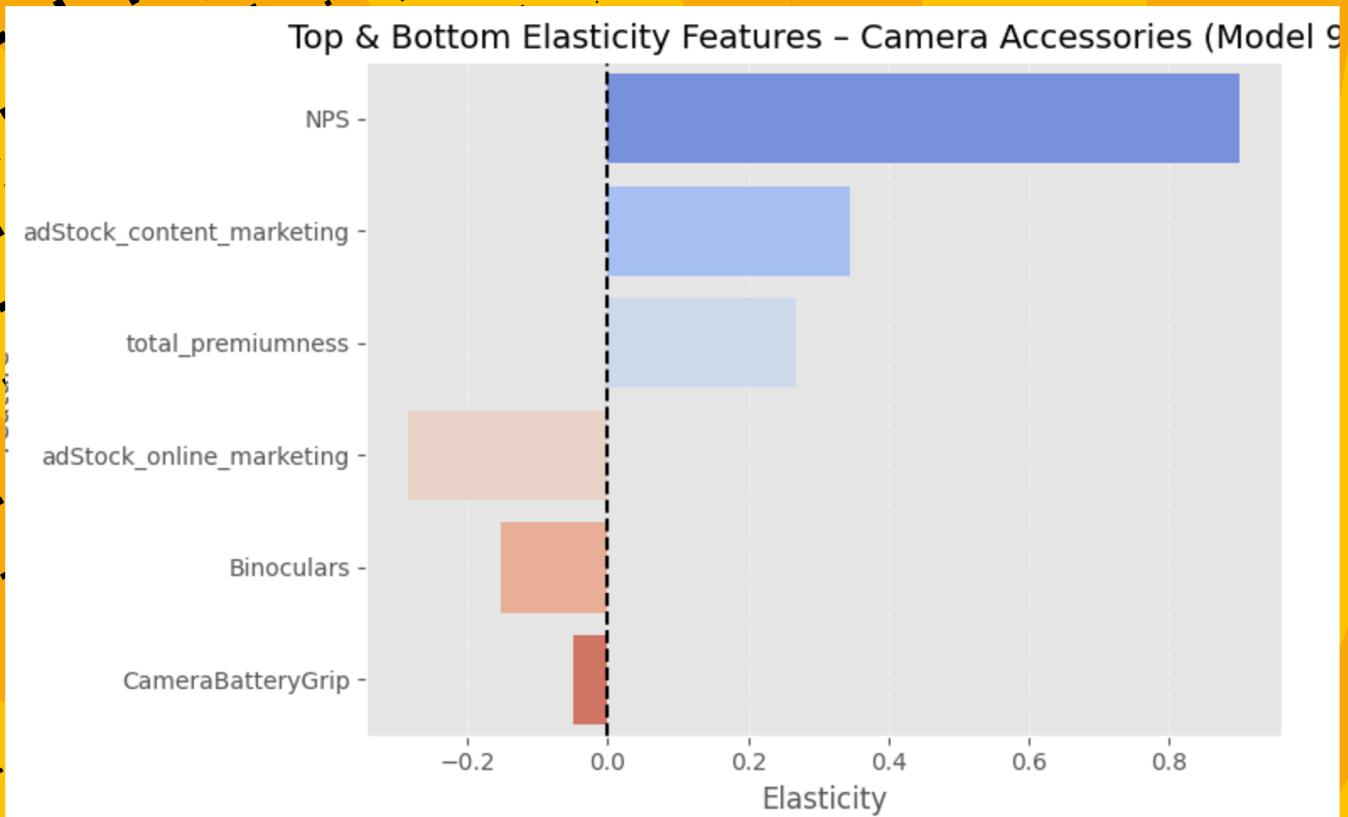


Discounts, SEM

FM Radio,  
TV

Online  
Marketing

# ELASTICITY HIGHLIGHTS



### Final GMV Uplift & Spend Reallocation - Home Audio Category

	Channel	Current Spend %	Suggested Spend %	Δ Spend %	Impact on GMV (%)	Estimated GMV Uplift (CAD/USD)
0	adStock_tv	10.96	15.50	4.54	-0.68	-1372686.00
1	adStock_online_marketing	50.16	43.85	-6.31	1.54	3108230.73
2	adStock_affiliates	15.85	20.24	4.39	3.25	6576332.17
3	adStock_sem	23.02	20.41	-2.61	-0.34	-693983.35

### Final GMV Uplift & Spend Reallocation - Gaming Category

	Channel	Current Spend %	Suggested Spend %	Δ Spend %	Impact on GMV (%)	Estimated GMV Uplift (CAD/USD)
0	adStock_tv	4.41	9.14	4.73	64.53	7.728877e+07
1	adStock_digital	3.04	1.01	-2.03	-153.61	-1.839975e+08
2	adStock_sponsorship	36.22	35.17	-1.05	-0.00	-0.000000e+00
3	adStock_online_marketing	20.19	14.75	-5.44	-20.72	-2.481847e+07
4	adStock_affiliates	6.38	11.05	4.67	-56.06	-6.715128e+07
5	adStock_sem	9.46	9.19	-0.27	7.62	9.125828e+06
6	adStock_other	20.29	19.70	-0.59	3.87	4.641124e+06

### Final GMV Uplift & Spend Reallocation - Camera Category

	Channel	Current Spend %	Suggested Spend %	Δ Spend %	Impact on GMV (%)	Estimated GMV Uplift (CAD/USD)
0	adStock_tv	4.42	9.15	4.73	-24.03	-3.353997e+07
1	adStock_digital	3.01	0.98	-2.03	79.60	1.111026e+08
2	adStock_sponsorship	36.23	35.18	-1.05	-0.42	-5.846280e+05
3	adStock_online_marketing	20.21	14.77	-5.44	45.59	6.363193e+07
4	adStock_affiliates	6.39	11.06	4.67	115.19	1.607744e+08
5	adStock_sem	9.41	9.14	-0.27	-4.04	-5.643595e+06
6	adStock_other	20.32	19.73	-0.59	-0.81	-1.131025e+06

**TOTAL ESTIMATED  
GMV UPLIFT:  
+117.32 MILLION  
CAD/USD**

## GAMING ACCESSORIES

 **DISCOUNTS WORK WELL BUT OVERUSE SHOWS DIMINISHING RETURNS**

 **ONLINE AND AFFILIATE CAMPAIGNS UNDERPERFORM GO INFLUENCER ROUTE**

 **SEM PERFORMS MODERATELY KEEP STABLE**

## CAMERA ACCESSORIES

 **DISCOUNTS REDUCE PERCEIVED VALUE OF PREMIUM GEAR**

 **ONLINE ADS UNDERPERFORM TARGETING FIX**

 **SEM SHOWS CONSISTENT SEARCH-INTENT DRIVEN SUCCESS**

## HOME AUDIO

 **DISCOUNTS DRIVE VOLUME FESTIVALS USE DURING**

 **FM RADIO AND AFFILIATE WEAK CUT**

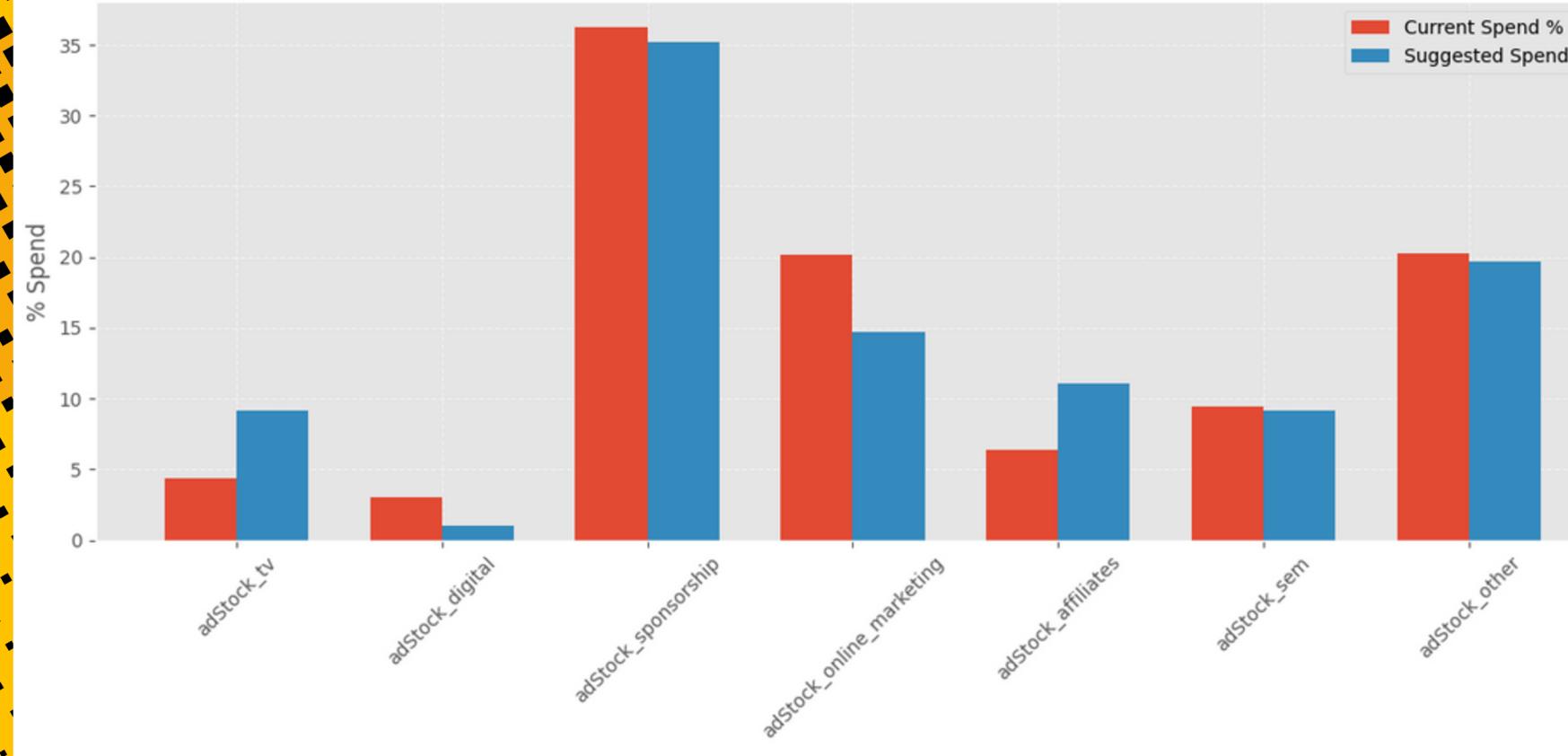
 **SPEAKERS AND DOCKS HAVE HIGH PRODUCT-LEVEL ELASTICITY**

**WHAT'S DRAGGING GMV?**

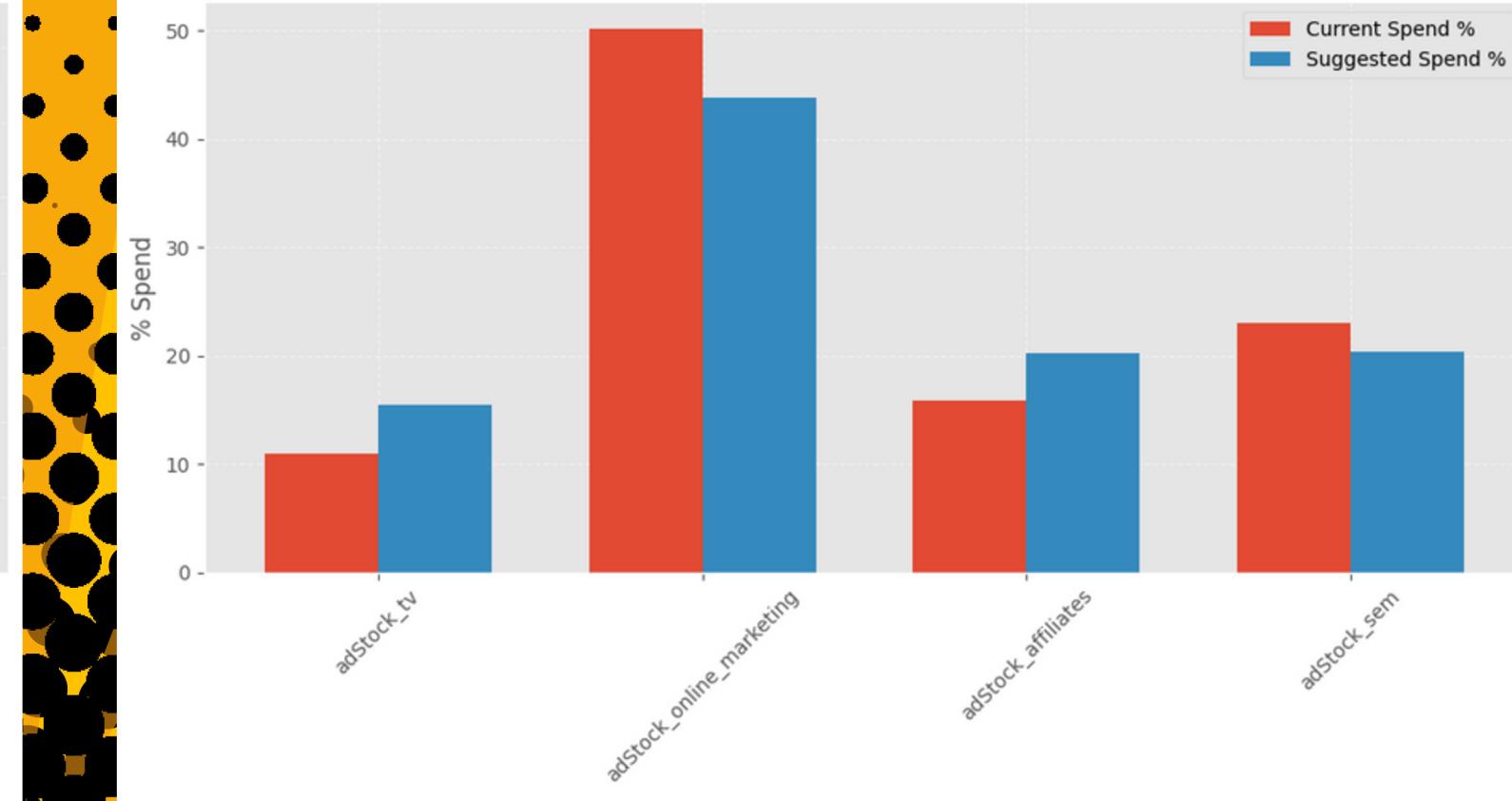
Model Type	Purpose	Performance
Linear	Directional Insight	$R^2 = 0.95+$ across models
Log-Linear	Elasticity Estimation	$R^2 = 0.99$ , MASE < 0.03
Cross-Validation	Robustness (5-fold CV)	Mean $R^2 = 0.99$ , low variance

ALL MODELS WERE BUILT USING PYTHON (OLS), VALIDATED WITH TEST SETS & 5-FOLD CV.

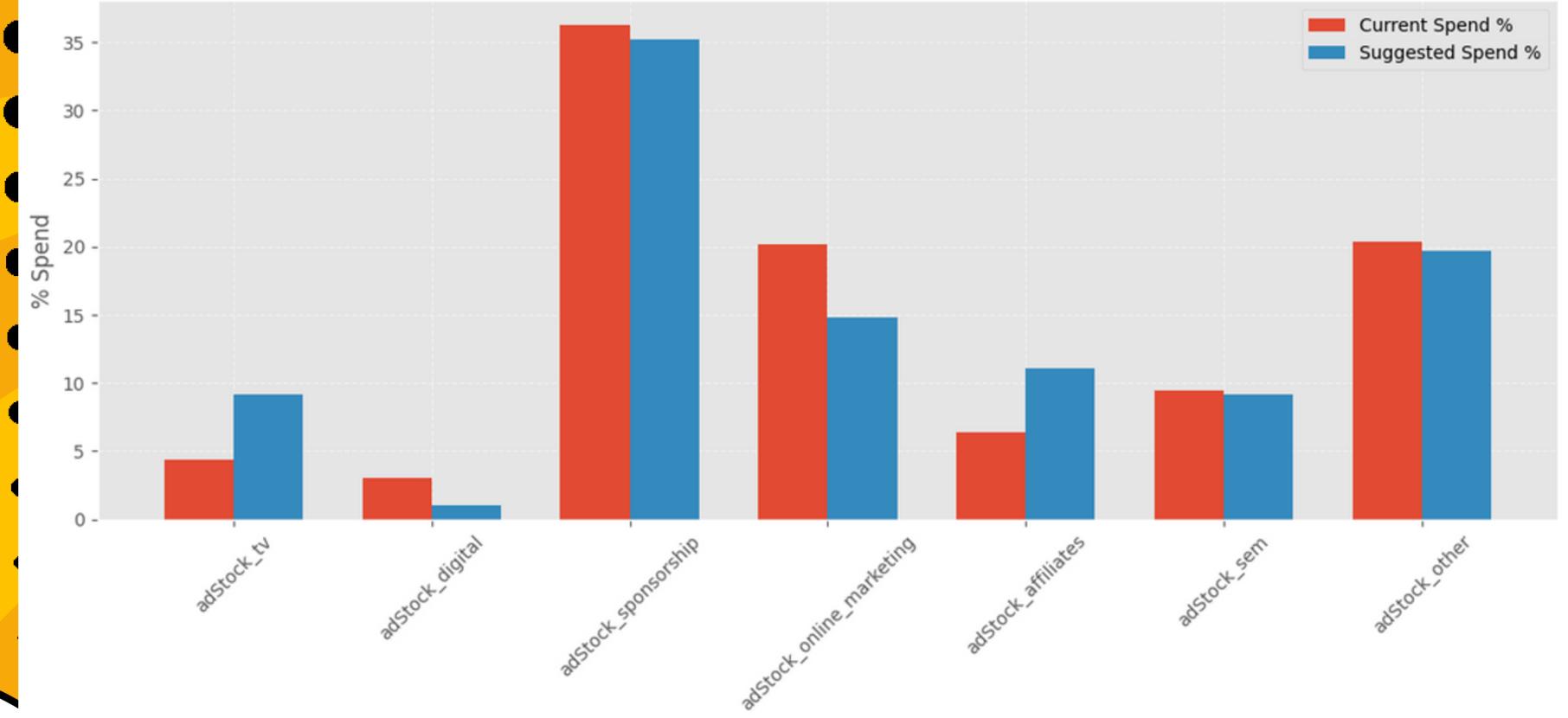
### Gaming Category - Budget Reallocation



### Home Audio Category - Budget Reallocation



### Camera Category - Budget Reallocation



Week	Task
1-2	🎯 Adjust marketing spend mix (Camera, Gaming, Home Audio)
3	🎮 Launch influencer campaign for Gaming (YouTube, Twitch)
4	📷 Push Camera bundles via SEM
5	🔊 Plan Flash Sale for Home Audio (target festival spike)

# CONCLUSION

**"BASED ON OUR DATA-BACKED ANALYSIS, WE RECOMMEND AN IMMEDIATE SHIFT IN MARKETING BUDGET TOWARD HIGH-PERFORMING CHANNELS. THE EXPECTED GMV UPLIFT IS SUBSTANTIAL, AND IMPLEMENTATION WITHIN THIS QUARTER COULD YIELD IMMEDIATE FINANCIAL IMPACT."**

**THANK  
YOU**