Problem Statement Worksheet (Hypothesis Formation)

Create a predictive model to estimate Sales & Revenue of PPC activity for a given client over a 6 month period

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1 Context

Kinase are regularly approached with the following question from clients **"What sales and revenue volume can we expect from Pay Per Click (PPC) activity in the next quarter/6 months.".** Manually estimating these figures is time consuming and hard to predict. Automating this process, will give employees more time to spend improving their account instead of crunching numbers in excel docs.

2 Criteria for success

Predictive model with a 5% to 10% margin of error.
Slide deck to detail how model works.

3 Scope of solution space

Client's Pay Per Click (PPC) performance.

4 Constraints within solution space

- Lack of data
- External factors (global pandemic) causing unpredictable effects on clients sales and revenue
- Permission to use client data

5 Stakeholders to provide key insight

Kinase CEOs
Kinase Clients

6 Key data sources

Client sales data over the past 4 years. Key metrics to include:
- Media Spend
- Sales
- Revenue
- Segmentation - Date