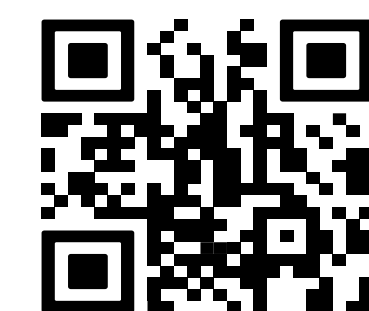




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Purdue University, Mitch Daniels School of Business

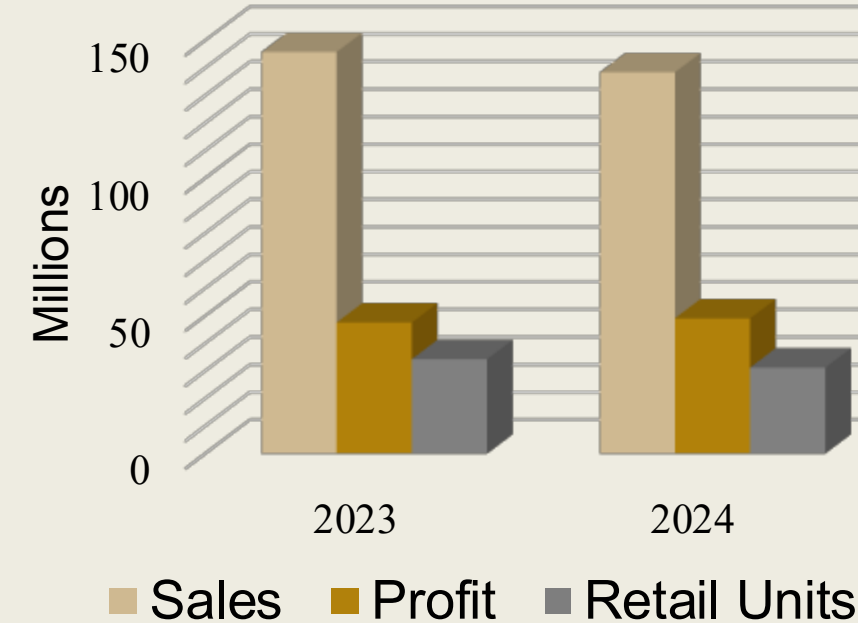
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### BUSINESS PROBLEM

#### Background

Facing market decline and a shrinking customer base, we are collaborating with industry partners to analyze the competitive landscape and internal operations to develop advertising and production strategies for growth.



#### Pain Issues

##### Advertising Aspect:

- Shift from BnM to Amazon
- Retailers' shift to other categories

##### Production Aspect:

- Underutilized production factory
- Low margins & customer contribution on products

#### Business Objectives

**Advertising Aspect:** Develop ad strategies to increase brand exposure, attract new customers, boost sales, and enhance customers satisfaction and loyalty

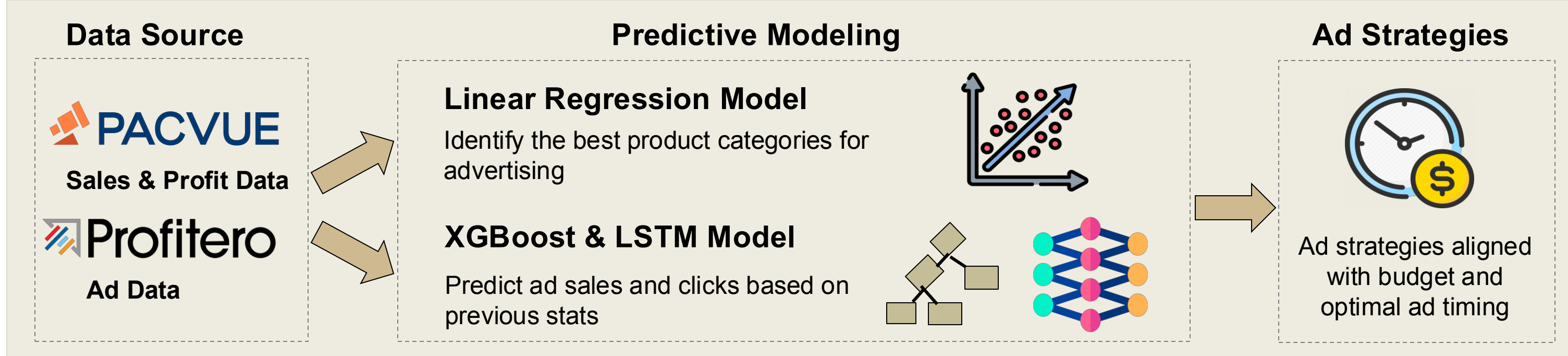
**Production Aspect:** Optimize production efficiency and reduce costs by analyzing outsourcing vs. in-house production scenarios

#### Expected Benefits

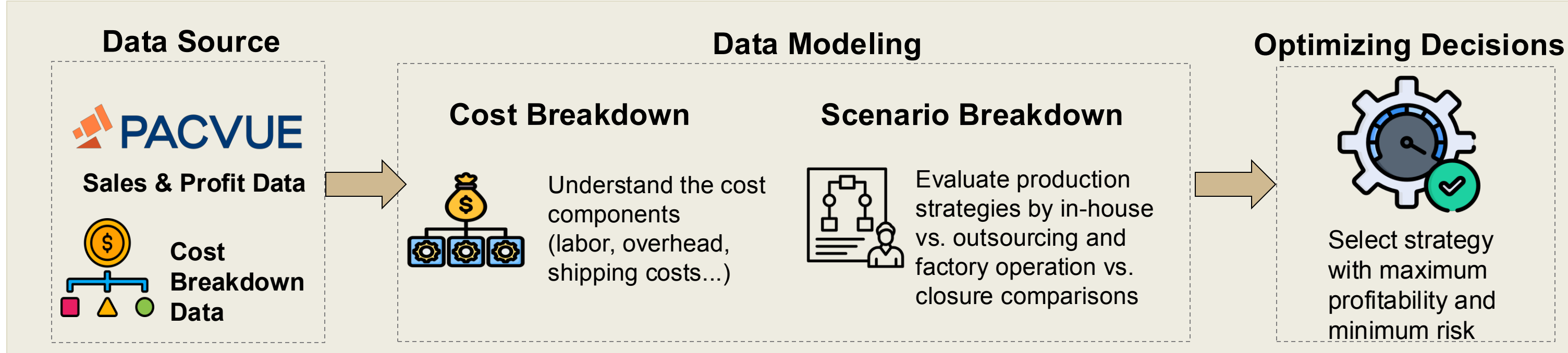


### ANALYTICS FRAMEWORK

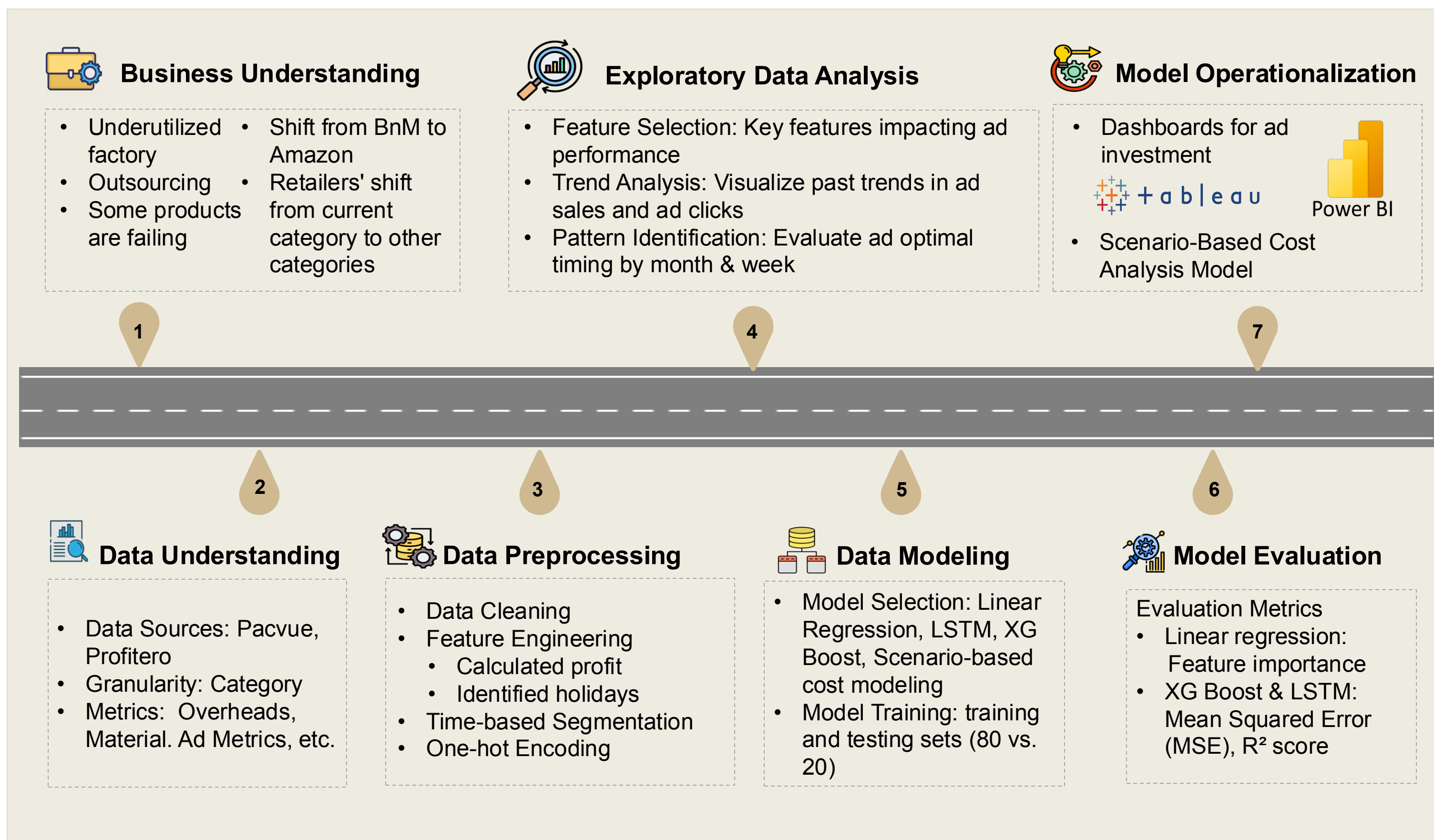
#### Advertising Aspect



#### Production Aspect

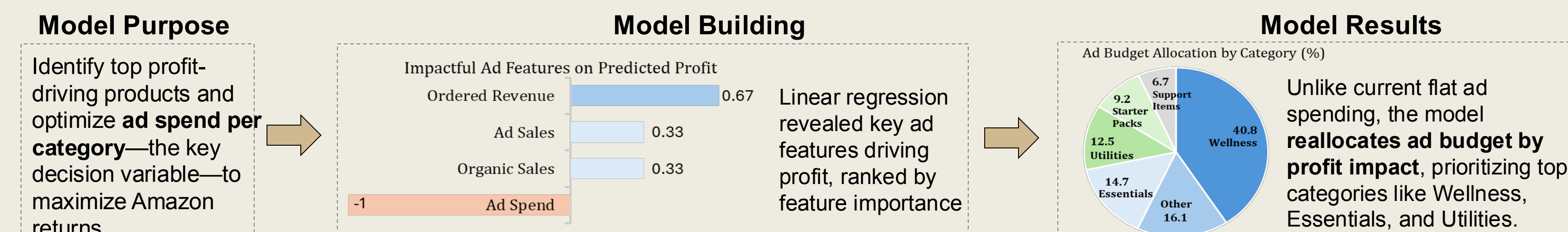


### METHODOLOGY

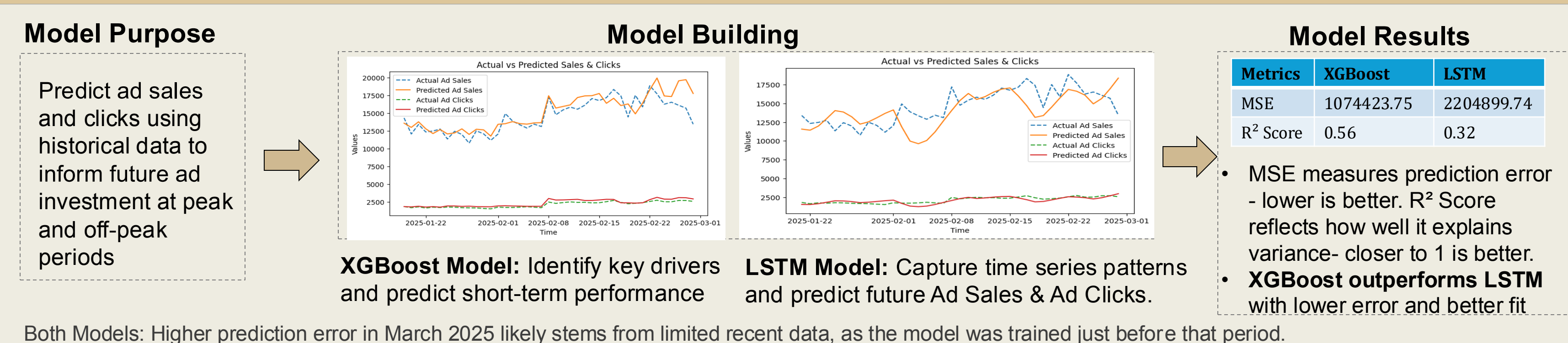


### MODELLING & RESULTS

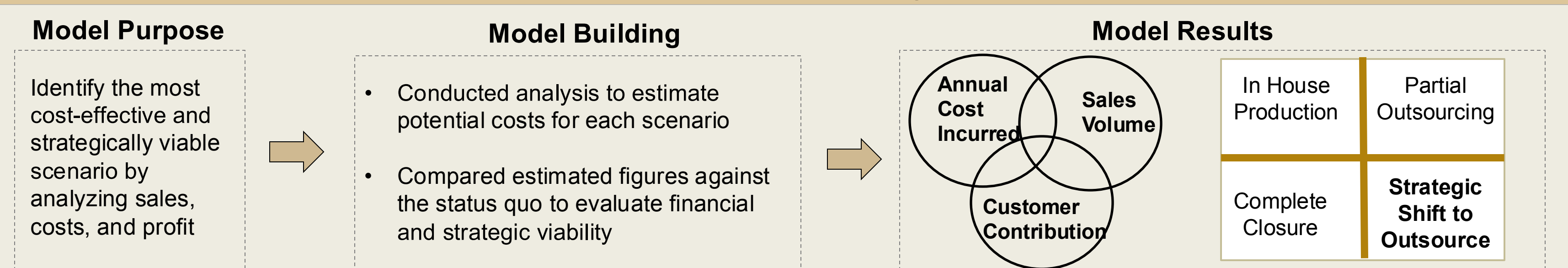
#### Targeted Ad Product Model



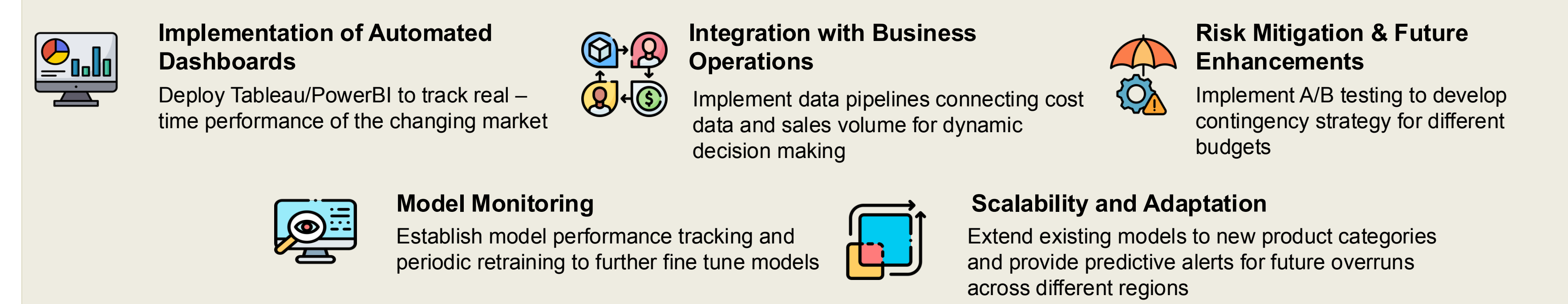
#### Dynamic Ad Return Model



#### Scenario-based Cost Analysis Model



### DEPLOYMENT & LIFE CYCLE MANAGEMENT



### ACKNOWLEDGEMENTS

We would like to thank our instructor Dr. Mercado, our industry partner, and our consultant tutor for this valuable opportunity, their guidance, and support on this project.