Assignment 3 Part 1– Understanding promotions

Note: This is a mini assignment. We will extend Part 2 next week after covering required concepts

Digital Marketing Analytics

Spring 2020

Attributing promotion to sales

Goals

To analyze the attached dataset

Work with Salesforce to understand the influence of various variables on sales

- To be able to analyze marketing data using Salesforce Einstein analytics studio

- Derive insights from the datasets

- Crisply communicate and document your findings

Review the textbook for information about the adstock model

Case

Marketa analytics is impressed with your second assignment and now want work with you to optimize their promotions campaign. They have weekly historical data and have built a model that shows sales a function of temperature, tv ad spending, radio spending and adstock effects.

See below for fields in the attached test.csv file

base_sales	Sales without ad spending
tv_Sales_1	Sales with TV spending + adstock model 1
temp	Temperature (normalized)
tv_spend	Spending on TV ads
week	Week number
adstock_TV_1	Adstock contribution for model 1
tv_Sales_2	Sales with TV spending + adstock model 2
tv_Radio_Sales_1	Sales with TV spending + Radio spending + adstock model 1
tv_Radio_Sales_2	Sales with TV spending + Radio spending + adstock model 2
radioSpend	Spending on Radio ads
tv_Sales_2_Adstock	Adstock contribution for model 2
tv_Radio_Sales_1_Adstock	Adstock contribution for model 3
tv_Radio_Sales_2_Adstock	Adstock contribution for model 4

Now they want you to bring this data into Salesforce and analyze the data well. They also want you to analyze data using dashboards and answer the following questions.

1. How is sales related to week numbers?

2. How does TV spending affect sales? Can you quantify it?

3. Are there any adstock effects for TV ad spending?

4. How does Radio spending affect sales? Can you quantify it?

5. Are there any adstock effects for radio ad spending?

Deliverables : Due 2/21/2020

- How to work with csv files

- Analytics Dashboard using Salesforce Einstein Analytics

- A Google Codelabs document summarizing the insights

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