DATA ANALYTICS FOR GUESS

For business sight

Abstract
This report provides suggestions in data analytics sight to help Guess do some rapid changes to their business to ensure guess watches remain a dominant player for the future

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1. Executive summary

The watch industry is transforming as Apple technology smart watch entered in and other new brands entering through e-commerce and social media like Daniel Wellington. Therefore, Guess watch needs to do some rapid changes to their business to ensure guess watches remain a dominant player for the future.

Guess watch has some questions about their social media presence and running an event over here in the United States. Guess watches is planning on hosting an event in New York City where there will launch a new collection in conjunction with a New York-based social-media influencer. She's a millennial fashion and lifestyle influencer who became famous through her blog and later Instagram. Those attending the event will be other smaller social media influences as well as press the goal of the game is to create buzz and awareness via social media about the new collaboration with their target demographic of females primarily aged 18 to 30.

Before we start our tasks, we will analyse who the target audience of Guess is. After that, we will find a specific borough of the five boroughs of New York for the collection event. Then we are going know the best way to discover other smaller social media influencers to invite to the event and what the criteria are for choosing them. Furthermore, we also need to research the best digital and social channels to focus on leading up and throughout the event to reach Guess target audience and ensure exposure.

2. Tasks Statement

After reading this scenario, we all know we have 3 main tasks need to be addressed to help Guess keep their dominating player in watch industry.

1. Find the best one of five boroughs in New York for the new collection event.
2. Find the best way to know those smaller influencers should be invited.
3. Find the best digital channel to promote this event and products efficiently and effectively.

3. The audience of Guess

As our tasks are to help Guess attract more customers, the first step is to know who the target audience of Guess should be.

"The Guess girl is edgy, sexy, confident, and she loves to be looked at ", Marcianos the founder of Guess provides descriptions of their consumer. These three markets can look very different and the same from Demography because they can be of various nationalities, races, religions, family sizes, ages, and from different locations in the US. Generally, we think their income is similar. Consumers in the same demographic groups can be very different psychographically. Psychographics are based on a social level, lifestyles, and personality characteristics. The psychographics of the Guess target markets should be that they are **middle to upper class** because they have very social lifestyles, are adventurous, sexy, and stylish.[2]

4. Where should be chosen for event? (task one)

The location of the collection is significant because a good site can attract more people attending the event and grab more attention from the public. As we don't know how big this event will be and how many people will be invited, we only consider a specific borough, not an address for this event.
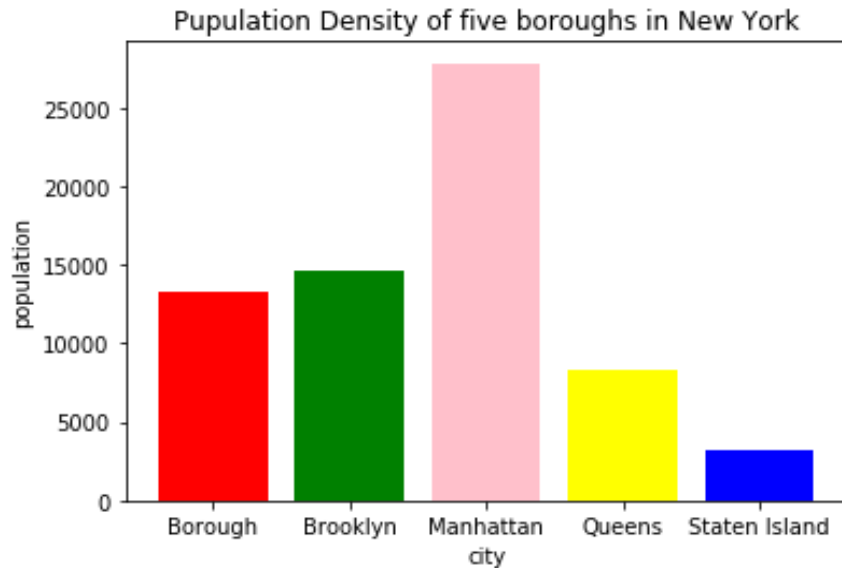
1. **Population**

    The first element that needs to consider is the location we choose whether has enough population to support our event or not. So, we select the population data of five boroughs from and visualize them.
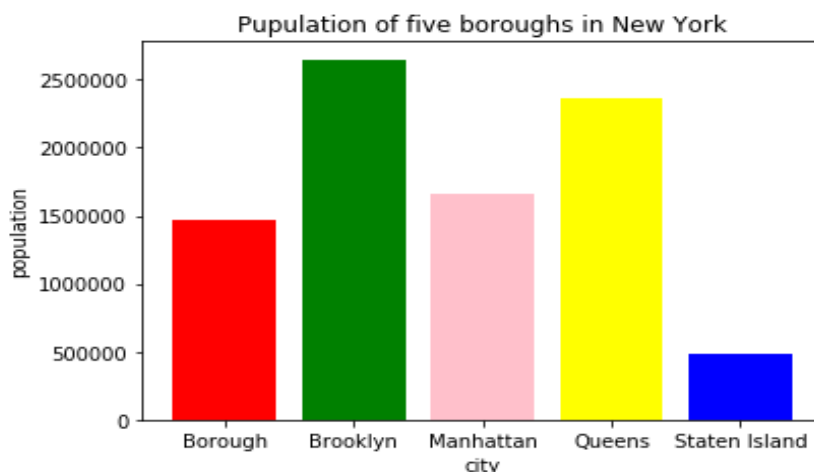
From the graph, we can know Brooklyn has the most population. Queens is on the second place and Manhattan is on the third place. Both of them has enough population for this event.

2. Population density

The next element should be considered is population density. The population density of an area can be one of the most significant determining factors for marketing planning. It is not enough to know how many consumers live in a specific state or city. This will allow us to choose a location for a business that is accessible to the largest amount of people.[1]

From the Visualization, we can know Manhattan has the most population density. It means it is much easier to spread during people than other boroughs when something happened. People gather together much quickly in Manhattan.

3. Personal GDP

We know the target audience of Guess is from middle to upper class. Based on this, in order to make this event we hope the people in that place should be wealthy, and most
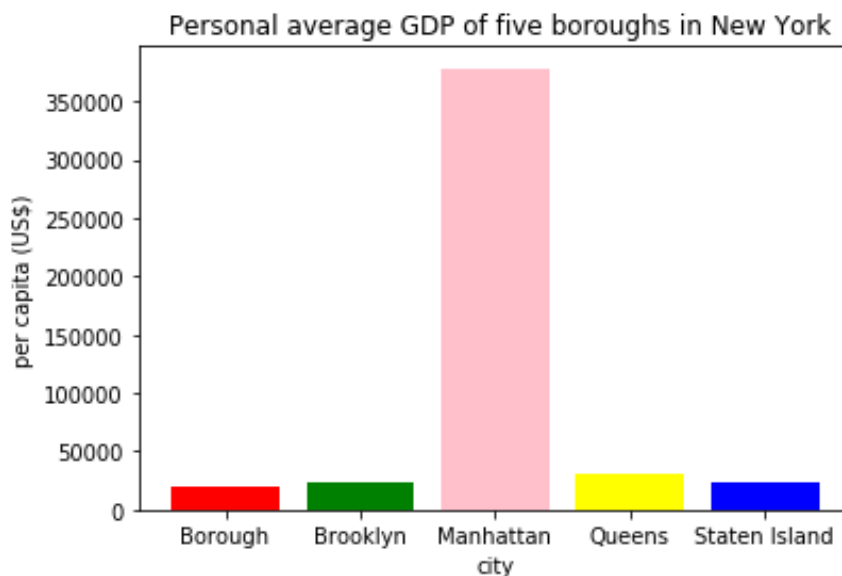
of them are the middle to upper class. So, the information of personal GDP in five boroughs is quite necessary for us.

From the Visualization, we can know Manhattan has a much higher average GDP the other places. It means the most rich and middle and upper-class people live here. Those people are the target audience of Guess.

4. Boroughs Reputation

If Guess wants more people can focus on the event, the reputation of the place is also crucial. If the boroughs have an excellent reputation, it will attract more people coming. So, we collected analyse people Twitter about these five boroughs on Twitter and did analysis on these data.
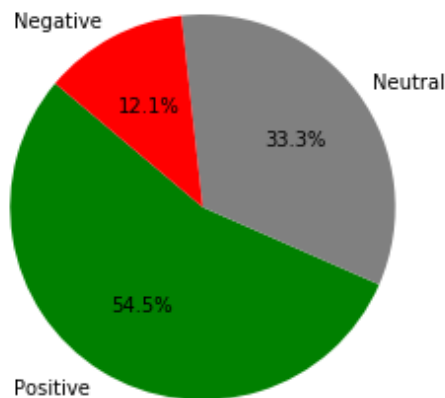
After input five boroughs many times, we found that Manhattan always has the lowest negative tweet percentage. The percentage is always around 10%.

Furthermore, we also found we can extract more tweets about Manhattan then other four boroughs. This means there are more people focus on this place.

After considering four elements above, we suggest Manhattan as the best place for holding the event because It not only has the highest population density and enough population for this collection event, but also there are more people from middle and upper class live there. At the same time, this borough is the centre and focus of New York.

5. Who should be invited? (task two)

Who should be invited? We think this is the most crucial part of this task because these influencers can create internet buzz easily. Unlike traditional top-down advertising campaigns, Instagram influencers can speak to their audiences as trusted peers, make viewers into loyal customers of the products they recommend. With consumers becoming savvier than ever, Instagram influencers will be crucial to improving sales.

The first question is which area Instagram influencers we should invite. About fashion? About the design? Alternatively, about others. In our opinion, it depends on the product Guess they sell and what the selling point. As a watch, Guess can invite watch influencers. As a well-designed artefact, they can ask great designers on Instagram to attend the event. As a fashionable accessory, they can invite those fashion & style Influencers on Instagram. **Here we consider Guess watches are more like a colourful and fashion accessory for young women.** So, we select top fashion and lifestyle influencers in 2018 and visualize their data.

Alexa Chung (@alexachung)

has **3.3m** followers.

has **5,581** posts.

Danielle Bernstein (@weworewhat)

has **2.1m** followers.

has **11.5k** posts.

Meets Glam) (@juliahengel)

has **1.2m** followers.

has **5,759** posts.

Chiara Ferragni (@chiaraferragni)

has **16.5m** followers.

has **12.7k** posts.

from Gabi (@gabifresh)

has **699.9k** followers.

has **1,813** posts.

❤ 임도희 (@imjennim)

has **1.7m** followers.

has **2,903** posts.

The second element need to be considered is race. America is a big melting pot where immigrants and people from all over the world live and share thoughts. Guess should invite influencers from different culture and races because the audience is much easier convinced by people are similar to them. Those influencers **age should be around 18-34** because our target customers are aged from 18-34.

The next should be considered is how many followers they have. This depends on how much promotion budget they have, and what kind of their specific promotion strategy is.

As for the location they live, it is not very important as long as she is mostly active in the US because the Internet removes most the geography barriers for spreading information.

From the information we collect, we can know **Chiara Ferragni is the biggest influencers in fashion**. She has 16.5m followers. She's a millennial fashion and lifestyle influencer who became famous through her blog and later Instagram. In the early age, she also had model experience of Guess in November 2013. So, she should be the perfect person for the leading influencer in this event.

For other small influencers, we suggest **Danielle Bernstein**, **임도희** and **Gabi Gregg**. They represent three general racial classifications of humans Caucasoid, Mongoloid and Negroid respectively. They all under 30 years old. At the same time, the total number of fans will definitely create a great buzz on the Internet. As for the location, we don't think that it is very important as long as they active in the US because the Internet has removed most the geography barriers for spreading information. All the influencers above are very active in the US.

6. Digital Channel (task three)

The traditional way of marketing brands, products and services make use of either indirect or direct methods like advertising through newspapers, magazines, telephone books, radio, and TV to reach out to targeted customers. These methods are clear-cut and very straightforward. What companies needs to do is just investing money, performing a set of actions, and getting results. However, in recent years, the business marketing landscape have drastically changed. Traditional methods that were effective before may not be as effective in this current market powered by the complexities – and the vast wealth of opportunities – by the Internet.[3] In our opinions, the best digital channel for promotion is the combination of different channels like **video, social media, and search engine** because these are young people used most in daily life.

1. **Video Platform**

   There are more and more brands use video content marketing strategy. Currently, 87% of online content such as blogs, articles and images are in the form of a video. According to Cisco, the video will account for 69% of all consumer internet traffic in 2017.[5] It is essential to know which video platform people used mostly. We got the ranking data from **Ebizmba** and ranked them according to their number of monthly visitors.

1 | YouTube

has **1,000,000,000** Estimated Unique Monthly Visitors.

2 | NetFlix

has **150,000,000** Estimated Unique Monthly Visitors.

3 | Vimeo

has **130,000,000** Estimated Unique Monthly Visitors.

4 | Yahoo! Screen

has **125,000,000** Estimated Unique Monthly Visitors.
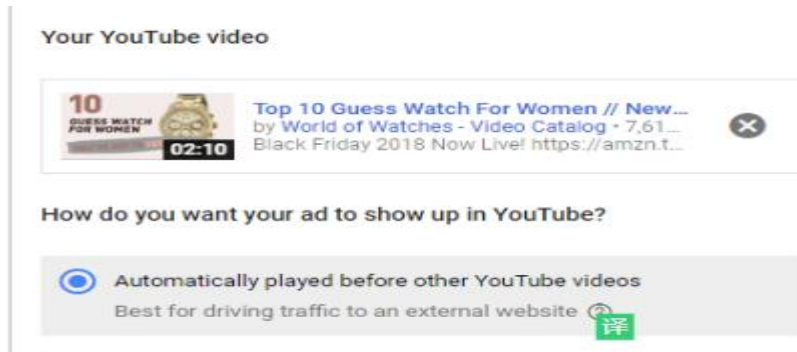

5 | DailyMotion

has **100,000,000** Estimated Unique Monthly Visitors.

6 | Hulu

has **75,000,000** Estimated Unique Monthly Visitors.

From this list, we can know YouTube is in the first place, and they have nearly 7 times visitor volume than the second one. SO, we only consider YouTube as the only video promotion channel.

Your YouTube video

| 10 GUESS WATCH FOR WOMEN 02:10 | Top 10 Guess Watch For Women // New... by World of Watches - Video Catalog · 7,61... Black Friday 2018 Now Live! https://amzn.t... | ✕ |

How do you want your ad to show up in YouTube?

◉ Automatically played before other YouTube videos
Best for driving traffic to an external website 译

2. Social Media

Social media marketing is definitely one of the most phenomenal things happens in the digital arena that business owners and digital marketers can use this to create brand awareness for their products and services. Through Social Media Marketing (SMM), digital marketers can reach out to highly targeted potential customers through direct and person-to-person engagement.[3] The first thing we need to know is which social media used most in the US. Then choose the top platform to promote Guess watch.
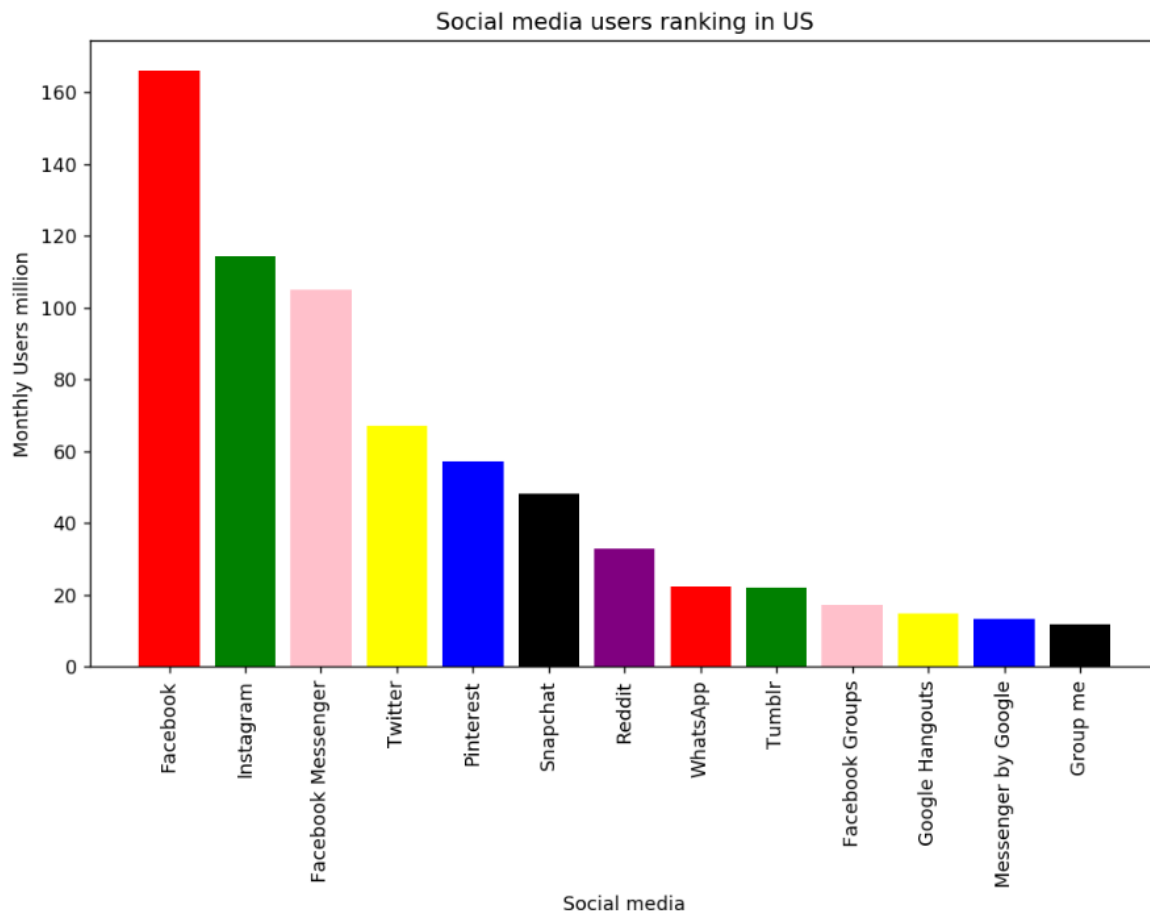
From the visualization, we know the top 3 social media platforms are Facebook, Instagram, Facebook Messenger. After researching on these platforms, we found these three platforms all belong to Facebook. Facebook also provides ads platform for business. You also can choose your audience features like age, location and gender as you want.

3. Search Engine

Almost all people are familiar with using of search engines to look for anything they want to know. In fact, there are about 93% of online experiences happening to when these people are using a search engine. People use search engines to look for information about a brand, product or services, and search engine can recommend products or insert relative ads in web pages they get.[3] Therefore, we will look at the search engine market, and find the biggest player in the US to do promotion for Guess. Market share data in US is from **statcounter.**

Market Share Perc.

Search Engine	
Google	87.01
bing	6.54
Yahoo!	5.29
DuckDuckGo	0.82
MSN	0.12
Baidu	0.05
YANDEX RU	0.05
Norton Safe Search	0.03
Ask Jeeves	0.02
AOL	0.01
Other	0.06
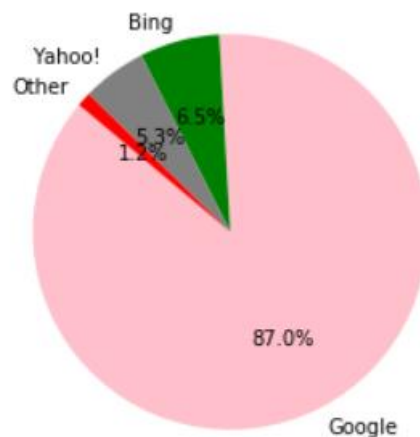
As we expected, Google is the most significant player in the search engine market. Moreover, they also provide an excellent advertisement promotion service, Google Ads. Google Ads (formerly Google AdWords and Google AdWords Express) is an online advertising solution that businesses use to promote their products and services on Google Search, YouTube, and other sites across the web.[4When users input information relate to about watch or Guess, Google will recommend shopping, promotion and event information that users may need.

Overall, we suggest Facebook, Instagram, YouTube and Google search as the digital marketing combination channel. It not only just they have board uses in the US, but they also have excellent ads platforms and solution for business to reach Guess target audience.

7. Summary

In conclusion, Manhattan should be the best place for holding the event. The most important reason is that there is more target audience living there. Even though the cost of the collection event is much more expensive than other boroughs, it can bring more attention and exposure. When it comes to those influencers, we will invite those influencers in the fashion industry because Guess watches are more about fashion accessories. According to the information we collected,

we suggest Chiara Ferragni as a leading influencer and Danielle Bernstein, 임도희 and Gabi Gregg as other three major small influencers. As for digital channels, Google and Facebook have perfect solutions for advertising. Guess can choose people who can watch their ads according to features like age, gender, location and searching records, which is money-saving and efficient.

8. Reference

1. http://www.geolytics.com/resources/population-density.html
2. https://guesswhatsupwithguess.blogspot.com/2009/03/3-target-markets.html
3. https://digitalmarketingphilippines.com/how-to-choose-the-best-digital-marketing-channel-for-your-business/
4. https://ads.google.com/intl/en_au/home/faq/