Datalytics 2.0

Dataset Overview:

The dataset is a comprehensive collection of data related to marketing and customer behaviour. It is a valuable resource for driving strategic decisions and optimizing marketing efforts. It can help answer a wide range of business questions and provide insights into various aspects of the business and can be leveraged for social media analysis and predictive analytics, such as forecasting future sales, predicting customer churn, optimizing inventory levels, and assessing the potential impact of external factors on the business.

DATASET: https://www.darelbsim.com/datalytics

- Dataset will be available on DARE's website:

Data Points Included:

1. **Customer_ID:** Unique identifier for each customer.
2. **Age:** Age of the customer.
3. **Income:** Income level of the customer.
4. **Gender:** Gender of the customer.
5. **Location:** Geographic location of the customer.
6. **Product_ID:** Unique identifier for each product.
7. **Category:** Category to which the product belongs.
8. **Sales:** Sales figures for the product.
9. **Rating:** Customer rating of the product.
10. **Order_Date:** Date when the order was placed.
11. **Repeat_Purchase:** Whether the customer has made repeat purchases.
12. **Acquisition_Channel:** Channel through which the customer was acquired.
13. **Campaign_ID:** Identifier for the marketing campaign.
14. **Customer_Satisfaction:** Measure of customer satisfaction.
15. **Competitor_Price:** Price of the same product from competitors.
16. **NPS:** Net Promoter Score, a measure of customer loyalty.

Objective:

Participants are tasked with performing a comprehensive analysis of the provided dataset to extract meaningful insights and trends related to marketing strategies. The aim is to uncover patterns, understand customer preferences, and derive actionable recommendations to optimize sales strategies for the retail business.

Case Study Questions:

Participants are encouraged to explore various aspects of the data through questions as follows:

Data Questions: (10-12 Slides)

- Which geographic regions have the highest concentration of our customers?
- What marketing strategies are most effective for each segment?
- How do our prices and products compare to competitors in the market?
- How do different marketing channels contribute to conversion rates?
- What is the ROI of our marketing campaigns across various channels?
- How does seasonality affect product sales? Are there any correlations between product ratings and sales figures?
- Are there any patterns in customer shopping habits based on time of day or day of the week? What is the customer retention rate?
- Are there any correlations between customer feedback and future purchase behaviour?
- How does engagement on social media correlate with sales figures?
- Can we develop a model to forecast future sales based on historical data, market trends, and external factors such as economic conditions and regulatory changes?

Presentation Requirement:

- Participants will be required to present their findings, insights, and recommendations derived from the dataset.
- The presentation should include visual representations, clear analyses, and actionable suggestions for the retail business based on the data-driven insights.
- Each group should upload their presentations on Unstop by **1st March 2024, 11:59 P.M.**
- Each presentation will be **10 minutes long** (7 minutes for presenting and 3 minutes for QnA).

For any concerns and queries, you can contact the POCs.