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#3332 098

“Step Up” – Experian Live Online Career Challenge

Everyone should digdata!

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Where do you live?

ⓘ Start presenting to display the poll results on this slide.

What we will cover today

- Meet the Team
- What you will need
- Experian – What tools do we use
- Who are Experian?
- Your Challenge
- Understanding the Data
- Final Reminders

Meet the team

Krasimira Bozhinova

Data QA

Loves the challenges ahead

Eager to learn new technologies

Adam Blomfield

Senior Analyst

Enjoys helping clients understand what their data is showing

Loves using data to solve business problems

Fabio Zancani

Product Owner

Loves using data to ensure we build the right products

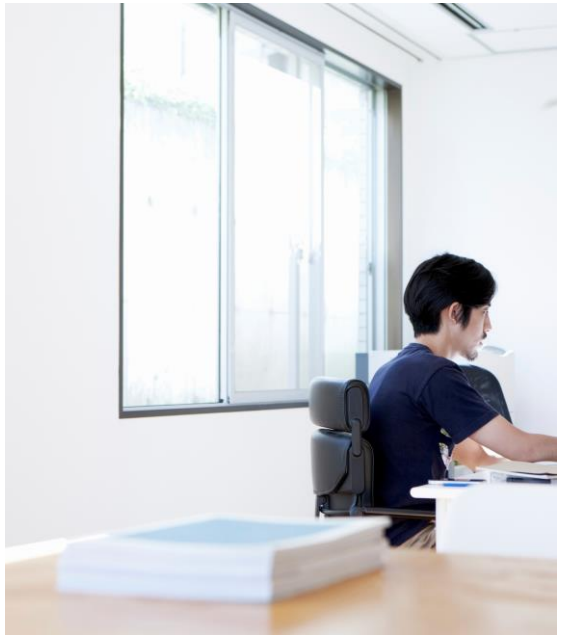
Creating products that help companies be successful

How will you benefit from completing this challenge?

- The opportunity to solve a real-world business problem using Experian data
- To learn about how your current course can be applied to a career in data
- Understand how valuable YOUR “Key skills” are when solving this problem and delivering the solution
- Hands-on experience with data handling tools

Any technical issues during this session – please email us on: info@digdata.online

What will you need?



- A good wi-fi connection;
- A notebook and a pen;
- A quiet environment where you will not be disturbed for 40 minutes.

What do we expect?

- Respectful and appropriate behavior throughout this 40-minute briefing session;
- A positive attitude and willingness to learn;
- There will be a number of opportunities throughout today’s presentation to ask questions using the chat function.

What kind of tools do we use?

Who are Experian?

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Name one word to describe Experian

ⓘ Start presenting to display the poll results on this slide.

Who are Experian?

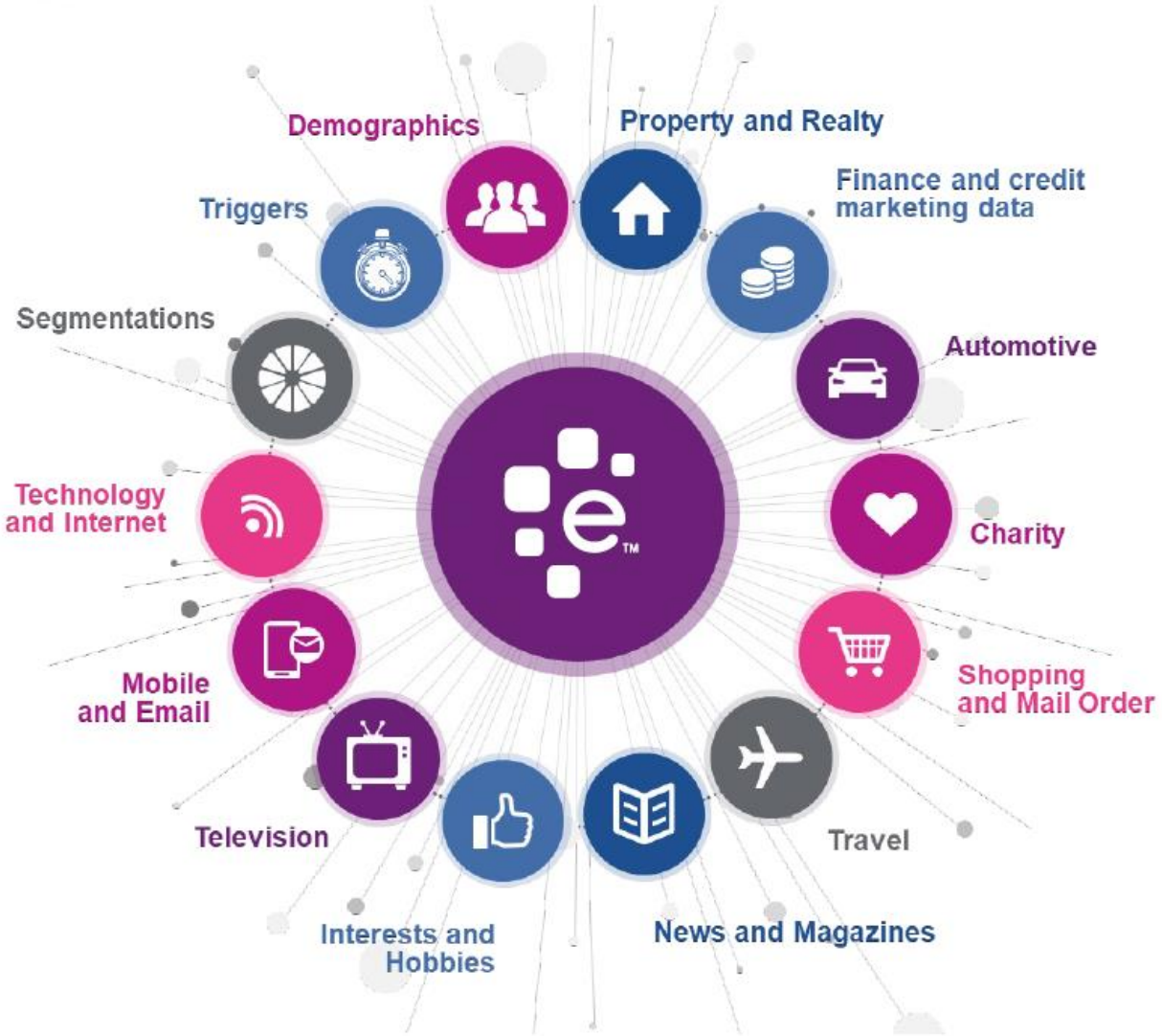
Experian unlocks the power of data to create opportunities for consumers, businesses and society

Experian's marketing data provides a view of the UK population

50 million adults

26 million households

1.7 million postcodes



People aged 18+

Examples of our person level data insights include:

- Age
- Gender
- Employment status
- Environmental values

Properties and those who live in them

Examples of our household level data insights include:

- Are there children in the household
- Household discretionary income
- Number of cars registered at the property
- Property type and build date

Local Areas & Communities

Examples of our local area data insights include:

- Distance from one location to another
- Area profiles of people / households who live there
- How much communities typically spend on items

Our marketing data helps millions of people access essential everyday information and services

Better experiences

Fair pricing

Creating choice and meeting demand

The Challenge

BMW Electric Vehicle Test Drive Promotion

Setting the Scene

- BMW launching new £70,000, luxury Electric Vehicle (EV)
- BMW wants to attract people to take a test drive.
- As BMW's marketing agency, use the data provided to focus their £100,000 budget

Challenge Goals

Survey Data

Mosaic Data

Google Analytics

1. Identify the best test-drive prospects for BMW. Look for common characteristics.

2. Using the common characteristics:
   I. Decide with Mosaic "Group Type(s)" they are
   II. Select which audience(s) ("Topic" and "Variable") are most representative of your "Group Type(s)" would be best suited to target these groups
   III. Calculate the reach this audience would bring, and any costs associated

3. Identify prospective test-drivers for re-targeting

NB Don't forget to explain which factors you chose to make your decision and why. There is no right or wrong answer.

Different ways to approach the challenge

Approach A:

Data Strategy

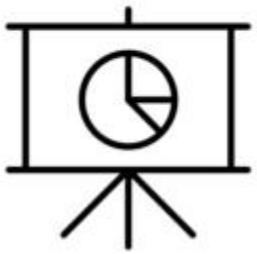
How you'll reach the target audience

Approach B:

Data Science

Algorithms to assist approach A

How will you present your findings?



PowerPoint

Report

Chart

Social Media
Content
e.g. TikTok Video

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Do you currently own a car?

ⓘ Start presenting to display the poll results on this slide.

Understanding the Data

Data snapshot - Survey

7,250 rows

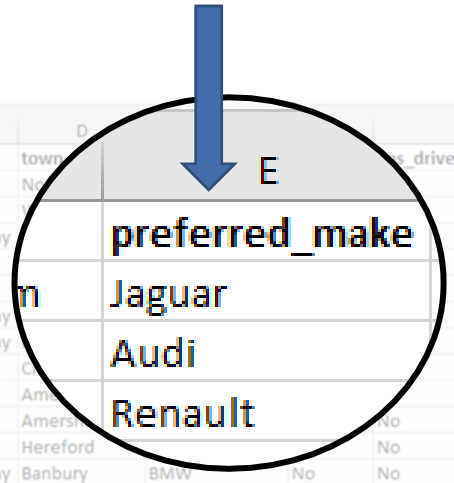
responses to a marketing questionnaire by BMW

Identify common characteristics of prospects

gender	age	town	income_band	preferred_make	owns_car	has_drivers_license	decision_maker	intent_on_buying	has_ongoing_lease
female	18-24	Bristol	£70k£99,999	Subaru	No	Yes	Yes	No	Yes
male	55-64	London	£40k£49,999	Skoda	Yes	Yes	Yes	Yes	Yes
prefer not	25-34	London	£50k£59,999	Jeep	Yes	Yes	No	No	No
prefer not	45-54	Liverpool	£100k+	Subaru	Yes	No	Yes	Yes	No
male	35-44	Priston	£40k£49,999	Honda	Yes	Yes	No	No	No
male	35-44	Morpeth	£20k£29,999	Honda	No	Yes	Yes	Yes	Yes
prefer not	35-44	Longport	£20k£29,999	Land Rover	No	Yes	Yes	Yes	Yes
female	45-54	Exeter	£30k£39,999	Land Rover	Yes	Yes	No	No	Yes
prefer not	65 and ov	Priston	£50k£59,999	Peugeot	No	Yes	Yes	Yes	Yes
female	45-54	Morpeth	£100k+	Audi	Yes	Yes	No	Yes	Yes
male	55-64	Burnley	£60k£69,999	Peugeot	Yes	Yes	Yes	Yes	No
male	18-24	Thetford	£10k£14,999	Renault	Yes	Yes	Yes	No	No
female	45-54	Bodmin	£60k£69,999	Mitsubishi	Yes	No	Yes	No	Yes
male	65 and ov	Manchester	£70k£99,999	Skoda	Yes	No	Yes	No	No
female	55-64	Nottingham	£15k£19,999	Honda	No	No	Yes	No	Yes
prefer not	55-64	Durham	£60k£69,999	Seat	No	Yes	Yes	Yes	No
prefer not	55-64	Dorchester	£10k£14,999	Skoda	Yes	Yes	Yes	Yes	No
female	35-44	Banbury	£40k£49,999	Saab	Yes	No	Yes	No	No
female	55-64	Derby	£50k£59,999	Dacia	No	No	Yes	No	Yes
prefer not	45-54	Exeter	£60k£69,999	Skoda	No	No	Yes	Yes	No
prefer not	55-64	Thetford	£15k£19,999	Peugeot	Yes	No	No	No	No
prefer not	45-54	Leicester	£10k£14,999	Volkswagen	Yes	No	No	Yes	Yes
female	45-54	Banbury	£60k£69,999	Ford	Yes	Yes	Yes	No	Yes
female	45-54	Bedford	£30k£39,999	Suzuki	No	Yes	Yes	Yes	Yes
female	45-54	Bedford	£70k£99,999	Subaru	Yes	Yes	Yes	Yes	No
female	55-64	Thetford	£30k£39,999	Land Rover	No	Yes	Yes	Yes	Yes
female	65 and ov	Banbury	£15k£19,999	BMW	No	No	No	Yes	Yes
female	25-34	Bristol	<£10k	Jeep	Yes	Yes	Yes	Yes	No
male	55-64	Priston	£30k£39,999	Other	No	Yes	No	No	Yes
male	25-34	Ramsay	£40k£49,999	Saab	Yes	No	Yes	Yes	No
male	65 and ov	Amersham	£40k£49,999	Dacia	No	Yes	Yes	Yes	Yes
male	25-34	Northampton	£100k+	Skoda	No	No	No	No	No
male	18-24	Crewe	£20k£29,999	Jeep	No	No	No	Yes	Yes
prefer not	35-44	Lutton	£40k£49,999	Ford	Yes	No	No	Yes	No
prefer not	65 and ov	Lutton	£10k£14,999	Volkswagen	Yes	Yes	No	No	No
prefer not	18-24	Nottingham	£15k£19,999	Alfa Romer	Yes	Yes	No	Yes	No

Data snapshot – Survey

What make the person prefers?



If the person requests a test drive or not?

What amount the person is willing to spend?

Understand the Data – Survey

In the guide document there is a table that tells you all about the different columns

Use the columns to decide what BMW may find important to identify the potential EV customer.

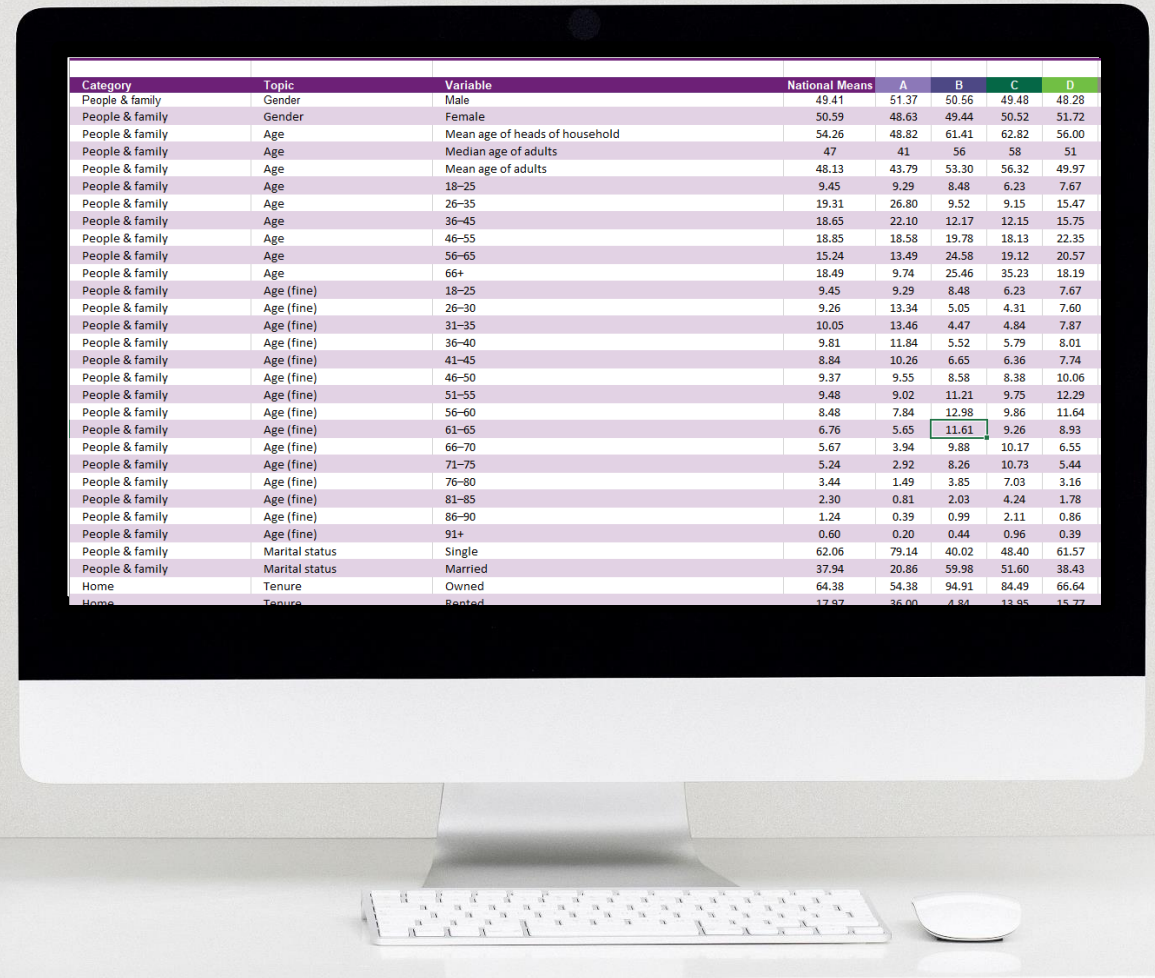
Hints:
Keep in mind the cost of the vehicle

Would you buy an EV if you only had on-street parking?

Columns	Description
first_name	Contains the first name of the customer
last_name	Contains the last name of the customer
gender	Contains the gender of the customer
town	Contains the town of the customer
preferred_make	Contains the preferred make of the customer
owns_car	Whether the customer owns car or not
has_drivers_license	Whether the customer has drivers license
decision_maker	Whether the customer is the head of the household and can make decision on purchase or not
has_ongoing_lease	Whether the customer has on-going lease or not
intent_on_buying	Whether the customer intents on buying or not
target_price_range	What price range the customer can afford
has_used_electric_vehicle	Whether the customer has used electric vehicles or not
requests_test_drive	Whether the customer has requested a test drive previously
has_driveway	Whether the customer has a driveway or not

Data snapshot - Mosaic

- Splits the UK population into groups based on similar characteristics
- Based off the characteristics you found from Survey Data, use Mosaic to gain greater sight and select your audience segment to target.



Category	Topic	Variable	National Means	A	B	C	D
People & family	Gender	Male	49.41	51.37	50.56	49.48	48.28
People & family	Gender	Female	50.59	48.63	49.44	50.52	51.72
People & family	Age	Mean age of heads of household	54.26	48.82	61.41	62.82	56.00
People & family	Age	Median age of adults	47	41	56	58	51
People & family	Age	Mean age of adults	48.13	43.79	53.30	56.32	49.97
People & family	Age	18–25	9.45	9.29	8.48	6.23	7.67
People & family	Age	26–35	19.31	26.80	9.52	9.15	15.47
People & family	Age	36–45	18.65	22.10	12.17	12.15	15.75
People & family	Age	46–55	18.85	18.58	19.78	18.13	22.35
People & family	Age	56–65	15.24	13.49	24.58	19.12	20.57
People & family	Age	66+	18.49	9.74	25.46	35.23	18.19
People & family	Age (fine)	18–25	9.45	9.29	8.48	6.23	7.67
People & family	Age (fine)	26–30	9.26	13.34	5.05	4.31	7.60
People & family	Age (fine)	31–35	10.05	13.46	4.47	4.84	7.87
People & family	Age (fine)	36–40	9.81	11.84	5.52	5.79	8.01
People & family	Age (fine)	41–45	8.84	10.26	6.65	6.36	7.74
People & family	Age (fine)	46–50	9.37	9.55	8.58	8.38	10.06
People & family	Age (fine)	51–55	9.48	9.02	11.21	9.75	12.29
People & family	Age (fine)	56–60	8.48	7.84	12.98	9.86	11.64
People & family	Age (fine)	61–65	6.76	5.65	11.61	9.26	8.93
People & family	Age (fine)	66–70	5.67	3.94	9.88	10.17	6.55
People & family	Age (fine)	71–75	5.24	2.92	8.26	10.73	5.44
People & family	Age (fine)	76–80	3.44	1.49	3.85	7.03	3.16
People & family	Age (fine)	81–85	2.30	0.81	2.03	4.24	1.78
People & family	Age (fine)	86–90	1.24	0.39	0.99	2.11	0.86
People & family	Age (fine)	91+	0.60	0.20	0.44	0.96	0.39
People & family	Marital status	Single	62.06	79.14	40.02	48.40	61.57
People & family	Marital status	Married	37.94	20.86	59.98	51.60	38.43
Home	Tenure	Owned	64.38	54.38	94.91	84.49	66.64
Home	Tenure	Rented	17.97	36.00	4.84	13.95	15.77

Understand the Data – Mosaic

Use the blue circled tabs to identify the Group, which is most similar to the characteristics found in the Survey Data (Step 1)

Use the red circled tabs to choose your audience segments to target.

The help tab will help you in how to interpret the data in the Grand Index.

Understand the Data – Mosaic

Glossary

- CPM – “Cost per Mille”, this is the cost of purchasing 1,000 adverts
- CTR – “Click Through Rate”, the proportion of adverts which will be clicked on

e.g. if you choose the following row:

Category	Topic	Variable	Cost (£) CPM	Expected CTR
People & family	Gender	Male	0.4	0.05%

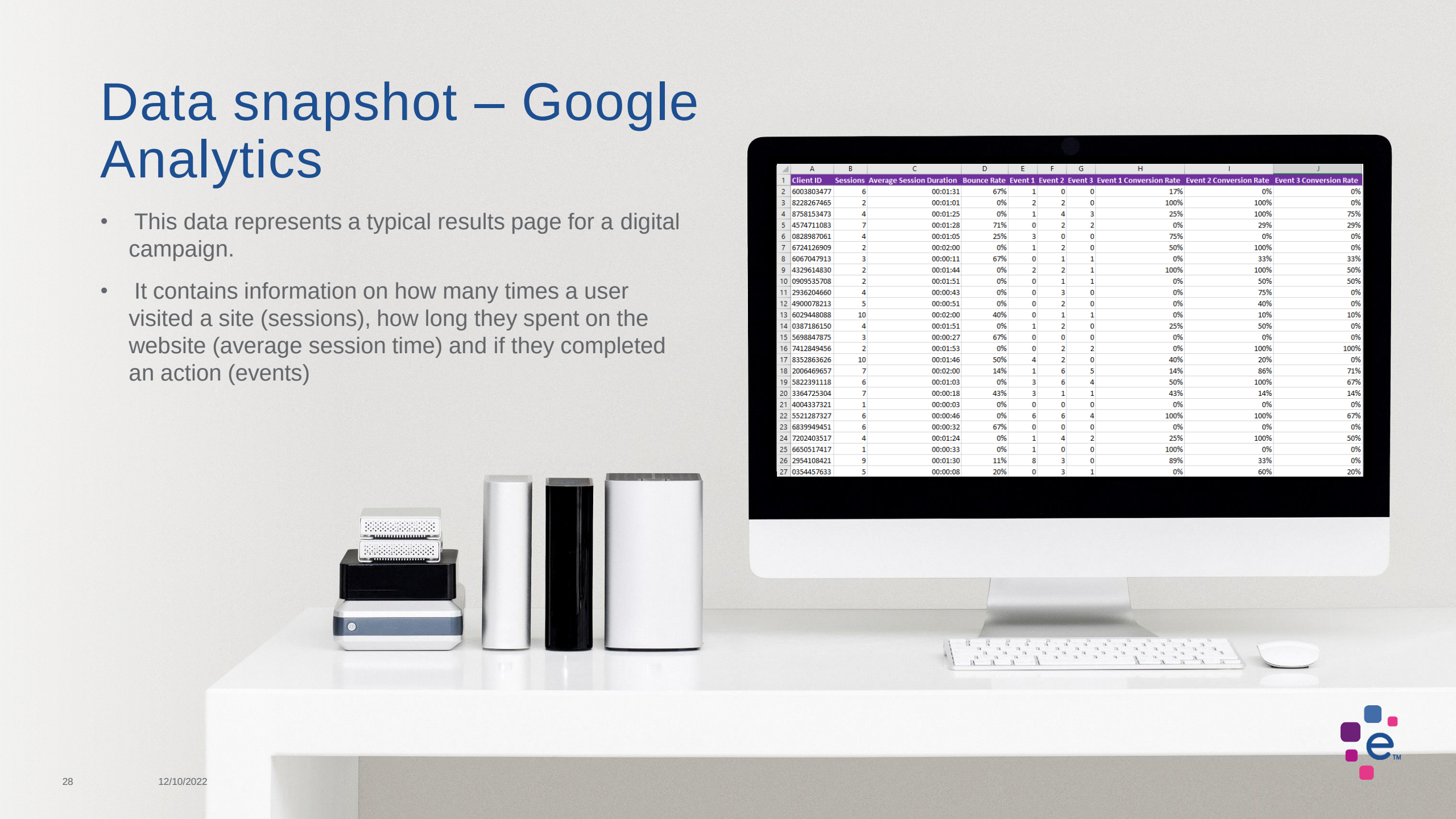
£100,000 budget will give you 250,000,000 adverts. Of these 250,000,000 adverts, 125,000 will be clicked on and so 125,000 will reach BMW’s website.

Hint:

When selecting the audience segments keep in mind the cost of the segment (CPM) and the expected performance of the segment (CTR). You want the greatest performance at the lowest cost but the audience segment has to be relevant

Data snapshot – Google Analytics

- This data represents a typical results page for a digital campaign.
- It contains information on how many times a user visited a site (sessions), how long they spent on the website (average session time) and if they completed an action (events)



	A	B	C	D	E	F	G	H	I	J
1	Client ID	Sessions	Average Session Duration	Bounce Rate	Event 1	Event 2	Event 3	Event 1 Conversion Rate	Event 2 Conversion Rate	Event 3 Conversion Rate
2	6003803477	6	00:01:31	67%	1	0	0	17%	0%	0%
3	8228267465	2	00:01:01	0%	2	2	0	100%	100%	0%
4	8758153473	4	00:01:25	0%	1	4	3	25%	100%	75%
5	4574711083	7	00:01:28	71%	0	2	2	0%	29%	29%
6	0828987061	4	00:01:05	25%	3	0	0	75%	0%	0%
7	6724126909	2	00:02:00	0%	1	2	0	50%	100%	0%
8	6067047913	3	00:00:11	67%	0	1	1	0%	33%	33%
9	4329614830	2	00:01:44	0%	2	2	1	100%	100%	50%
10	0909535708	2	00:01:51	0%	0	1	1	0%	50%	50%
11	2936204660	4	00:00:43	0%	0	3	0	0%	75%	0%
12	4900078213	5	00:00:51	0%	0	2	0	0%	40%	0%
13	6029448088	10	00:02:00	40%	0	1	1	0%	10%	10%
14	0387186150	4	00:01:51	0%	1	2	0	25%	50%	0%
15	5698847875	3	00:00:27	67%	0	0	0	0%	0%	0%
16	7412849456	2	00:01:53	0%	0	2	2	0%	100%	100%
17	8352863626	10	00:01:46	50%	4	2	0	40%	20%	0%
18	2006469657	7	00:02:00	14%	1	6	5	14%	86%	71%
19	5822391118	6	00:01:03	0%	3	6	4	50%	100%	67%
20	3364725304	7	00:00:18	43%	3	1	1	43%	14%	14%
21	4004337321	1	00:00:03	0%	0	0	0	0%	0%	0%
22	5521287327	6	00:00:46	0%	6	6	4	100%	100%	67%
23	6839949451	6	00:00:32	67%	0	0	0	0%	0%	0%
24	7202403517	4	00:01:24	0%	1	4	2	25%	100%	50%
25	6650517417	1	00:00:33	0%	1	0	0	100%	0%	0%
26	2954108421	9	00:01:30	11%	8	3	0	89%	33%	0%
27	0354457633	5	00:00:08	20%	0	3	1	0%	60%	20%

Data snapshot – Google Analytics

Glossary of terms

Sessions: the number of times a user has visited a website

Average Session Duration: The average time a user spent on the website, per session

Bounce Rate: The percentage of sessions where a user only viewed one page, then left. If a user had 1 session and a 100% bounce rate it would mean they only viewed one page. if a user had 2 sessions and 50% bounce rate it would mean the user visited more than one page on 1 session, and only 1 page on the other session

Event 1: User configured their EV

Event 2: User visited the test drive sign up page

Event 3: User visited the test drive sign up page, filled in their details and requested a test drive

Event # Conversion Rate: Percent of sessions which completed the event

Can you help BMW segment the Google data so they know who to re-target?

Bucket 1 – Low engagement, not prospects

Bucket 2 – High engagement, prospects for re-target

Bucket 3 – Prospects which are for a later date/campaign

Hint:

How would you help BMW know who to re-target? Think about yourself.

- If you visit a shop/website more than once are you more likely to buy/complete an action?
- If you spend longer in a shop are you more engaged with that brand/product?
- If you buy/complete an action, would you want to be re-targeted with an advert for that same product?

Final Reminders

- Carefully look at all the data provided
- Apply any methods you are comfortable with, and utilise any software
- This shouldn’t be stressful, there is no correct answer
- Be creative and we look forward to hearing your findings

Find us on social media
@digdatagroup

What happens now?

Digdata will send you:

- Briefing document
- 3 x Data sets (Excel worksheet)
- Powerpoint presentation

When is the Experian career challenge deadline?

Friday 21st October

How can you present your solution?

- Infographics
- Graphs / charts
- Code
- Text / bullet points

Send all of your work to info@digdata.online and you will receive your virtual work experience certificate within 7 days.