**MARKETING ANALYTICS DO ZERO**

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**ESTRATÉGIAS – ESTATÍSTICAS DESCRITIVAS**

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| **PREÇO VENDA ATUAL** | **Marca** | **Ano 1** | | | | **Ano 2** | | | |
| **Média** | **Mediana** | **Desvio-Padrão** | **CV** | **Média** | **Mediana** | **Desvio-Padrão** | **CV** |
| Budget | **0,58** | **0,59** | **0,004** | **0,007** | **0,58** | **0,58** | **0,000** | **0,000** |
| Whittaker | **0,74** | **0,85** | **0,12** | **0,17** | **0,83** | **0,85** | **0,12** | **0,15** |
| Cadbury | **0,82** | **0,86** | **0,08** | **0,10** | **0,83** | **0,85** | **0,13** | **0,15** |
| Donovan | **0,78** | **0,86** | **0,11** | **0,14** | **0,83** | **0,85** | **0,10** | **0,12** |
| Pams | **0,67** | **0,70** | **0,05** | **0,08** | **0,67** | **0,69** | **0,07** | **0,10** |

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| **ANÚNCIO** | **Marca** | **Ano 1** | | | | **Ano 2** | | | |
| **Média** | **Mediana** | **Desvio-Padrão** | **CV** | **Média** | **Mediana** | **Desvio-Padrão** | **CV** |
| Budget | **0%** | **0%** | **0%** | **NA** | **1,92%** | **0%** | **13,86%** | **7,21%** |
| Whittaker | **5%** | **0%** | **14,87%** | **2,97%** | **5,48%** | **0%** | **14,20%** | **2,59%** |
| Cadbury | **5,34%** | **0%** | **0%** | **19,40%** | **8,11%** | **0%** | **19,34%** | **2,38%** |
| Donovan | **1,23%** | **0%** | **4,18%** | **3,39%** | **7,71%** | **0%** | **21,52%** | **2,79%** |
| Pams | **1,84%** | **0%** | **10,37%** | **5,61%** | **5,38%** | **0%** | **18,11%** | **3,59%** |

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| **DISPLAY** | **Marca** | **Ano 1** | | | | **Ano 2** | | | |
| **Média** | **Mediana** | **Desvio-Padrão** | **CV** | **Média** | **Mediana** | **Desvio-Padrão** | **CV** |
| Budget | **0%** | **0%** | **0%** | **NA** | **0%** | **0%** | **0%** | **NA** |
| Whittaker | **7,11%** | **4%** | **11,16%** | **1,56%** | **5,48%** | **0%** | **7,27%** | **1,87%** |
| Cadbury | **2,88%** | **0%** | **8,11%** | **2,81%** | **4,15%** | **2%** | **6,06%** | **1,45%** |
| Donovan | **8,59%** | **4%** | **14,56%** | **1,69%** | **4,65%** | **4%** | **6,33%** | **1,36%** |
| Pams | **4,75%** | **0%** | **12,26%** | **2,66%** | **2,78%** | **0%** | **7,41%** | **2,65%** |

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| **ANÚNCIO E DISPLAY** | **Marca** | **Ano 1** | | | | **Ano 2** | | | |
| **Média** | **Mediana** | **Desvio-Padrão** | **CV** | **Média** | **Mediana** | **Desvio-Padrão** | **CV** |
| Budget | **0%** | **0%** | **0%** | **NA** | **0%** | **0%** | **0%** | **NA** |
| Whittaker | **18,07%** | **0%** | **35,31%** | **1,95%** | **11,82%** | **0%** | **27,14%** | **2,29%** |
| Cadbury | **6,19%** | **0%** | **21,27%** | **3,43%** | **12,92%** | **0%** | **27,57%** | **2,12%** |
| Donovan | **8,38%** | **0%** | **26,01%** | **3,10%** | **7,61%** | **0%** | **21,25%** | **2,79%** |
| Pams | **3,92%** | **0%** | **17,52%** | **4,46%** | **4,57%** | **0%** | **16,90%** | **3,69%** |

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| **SITUAÇÃO DAS VENDAS** | **Marca** | **Ano 1** | | | | **Ano 2** | | | |
| **Média** | **Mediana** | **Desvio-Padrão** | **CV** | **Média** | **Mediana** | **Desvio-Padrão** | **CV** |
| Budget | **91,33** | **91,74** | **16,71** | **18,30%** | **99,72** | **99,73** | **9,53** | **9,55%** |
| Whittaker | **381,31** | **121,38** | **435,33** | **114,17%** | **239,95** | **112** | **246,97** | **102,92%** |
| Cadbury | **252,86** | **177,30** | **192,50** | **76,12%** | **313,81** | **177,30** | **249,77** | **79,59%** |
| Donovan | **184,80** | **56,2** | **270,07** | **146,14%** | **150,20** | **63,59** | **208,85** | **139,05%** |
| Pams | **154,47** | **119,75** | **91,61** | **59,31%** | **196,41** | **147,15** | **116,34** | **59,23%** |

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| **SITUAÇÃO PARTICIPAÇÃO MERCADO** | **Marca** | **Ano 1** | | | | **Ano 2** | | | |
| **Média** | **Mediana** | **Desvio-Padrão** | **CV** | **Média** | **Mediana** | **Desvio-Padrão** | **CV** |
| Budget | **10,41%** | **9,89%** | **4,83%** | **46,43%** | **11,28%** | **11,18%** | **3,85%** | **34,19%** |
| Whittaker | **30,60%** | **16,95%** | **23,78%** | **77,72%** | **22,92%** | **15,23%** | **17,37%** | **75,79%** |
| Cadbury | **25,75%** | **21,85%** | **14,67%** | **56,98%** | **30,37%** | **26,53%** | **16,18%** | **53,29%** |
| Donovan | **16,02%** | **8,41%** | **18,41%** | **114,89%** | **14,65%** | **9,16%** | **14,87%** | **101,53%** |
| Pams | **17,19%** | **14,61%** | **10,67%** | **62,07%** | **20,76%** | **19,36%** | **9,92%** | **47,79%** |

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| **SITUAÇÃO DA RECEITA** | **Marca** | **Ano 1** | | | | **Ano 2** | | | |
| **Média** | **Mediana** | **Desvio-Padrão** | **CV** | **Média** | **Mediana** | **Desvio-Padrão** | **CV** |
| Budget | **56,37** | **53,28** | **9,94** | **18,53%** | **57,84** | **57,84** | **5,52** | **9,55%** |
| Whittaker | **239,53** | **104,38** | **236,34** | **98,66%** | **179,85** | **100,78** | **160,24** | **89,09%** |
| Cadbury | **194,16** | **154,25** | **108,93** | **56,10%** | **238,70** | **166,92** | **155,14** | **64,99%** |
| Donovan | **121,12** | **48,73** | **155,03** | **128%** | **108,90** | **57,32** | **125,66** | **115,39%** |
| Pams | **99,93** | **84,78** | **47,72** | **47,75%** | **128,07** | **103,03** | **65,43** | **51,09%** |