

Scenario: You work for a market research firm called MarktMindz that is collaborating with a retail vendor that specializes in food and beverage products.

Problem: Your client is a small company and they are still learning their market and evaluating their customers

As a BI developer, you have just been handed your first sample of marketing data. Your client would love for you to build a BI tool that surfaces insights around a few specific items of interest:

1

How are our 6 recent marketing campaigns performing?

2

How are our products performing?

3

Who are our customers?

4

What is driving campaign performance and buyer decision - making?

Campaign Performance



Wine

680 tys.



Meat

373 tys.



Baked Goods

98 tys.



Fish

84 tys.



Sweets

61 tys.

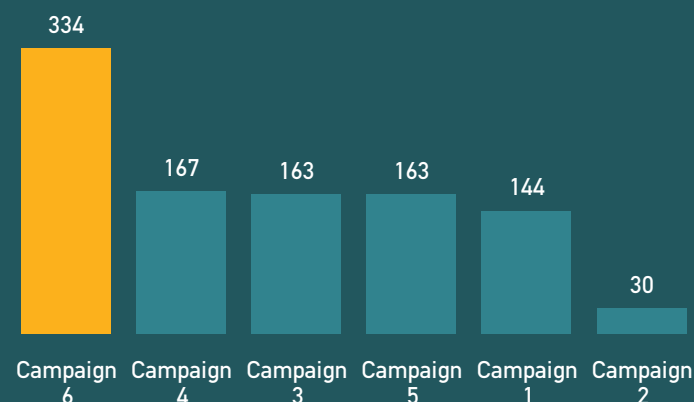


Fruit

59 tys.

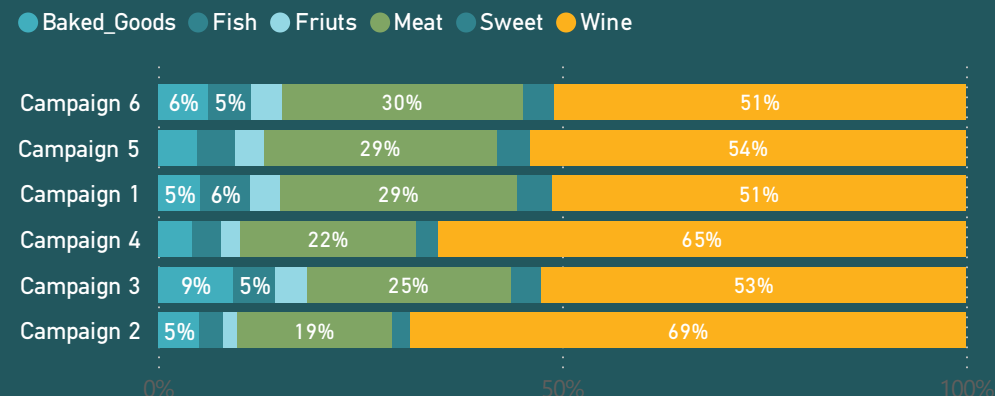
Which Campaigns resulted in the Most Purchases?

Campaign 6 Has Far the Highest Number of Attributed Purchases



Which Products Did Buyers Purchase via Each Campaign

Wine Was the Clear Favorite Across All Campaigns



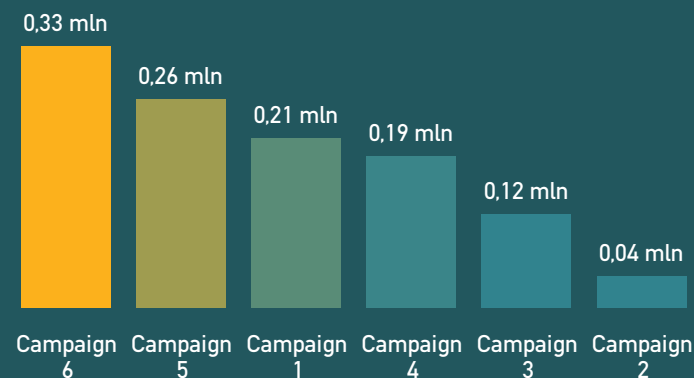
What Did Buyers Spend the Most On?

Wine was the Top Earner by Revenue As Well



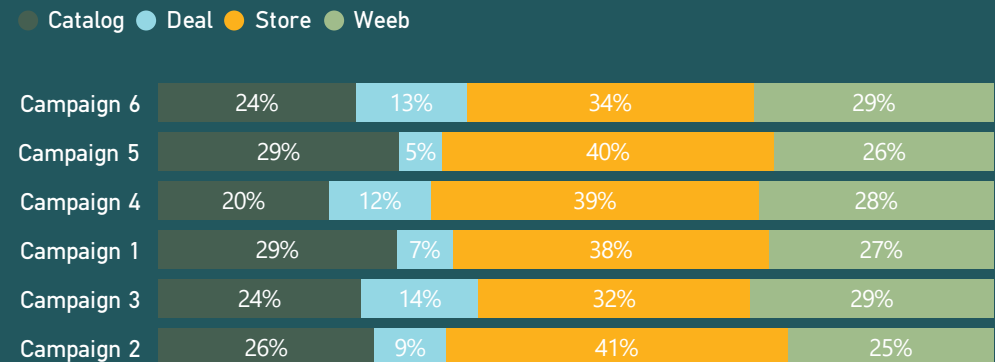
Which Campaigns Generated the Most Sales?

Campaigns 5 and 6 Generated the Most Sales Revenue



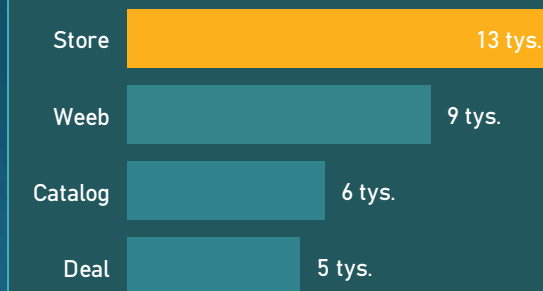
Through Which Platforms Did Buyers Purchase for Each Campaign?

Across the Board, In - Store Purchases Dominated All Campaign Purchases



On Which Platform Did Buyers Make Their Purchases?

Overall, 13K Purchases Were Made In-Store



Buyer Composition

of Customers

2,24 tys.



AVG Income

115,6 mln



AVG Age

56



Discounts Purchased

5,21 tys.



Store Purchased

12,96 tys.



Catalog Purchased

5,96 tys.



Web Purchased

9,14 tys.



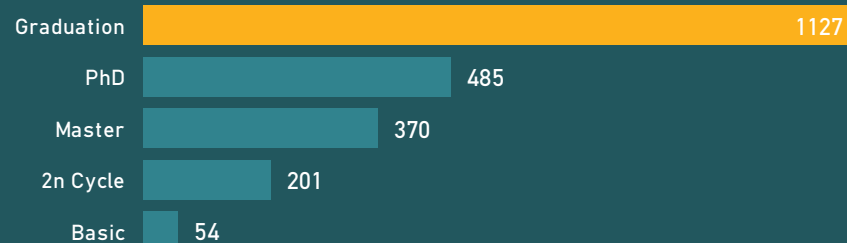
Web Visits Last...

11,90 tys.



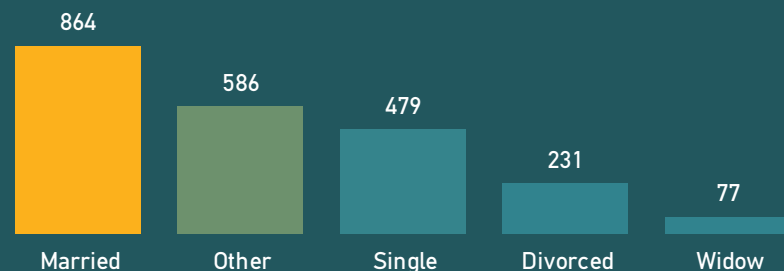
Which Education Level Have Most of Our Customers Attained?

The Vast Majority of Our Customers Have Completed College/University Degrees

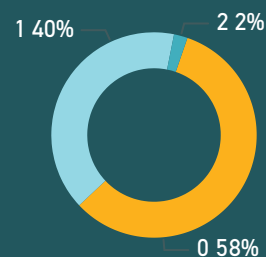


What is the Marital Status of Our Customers?

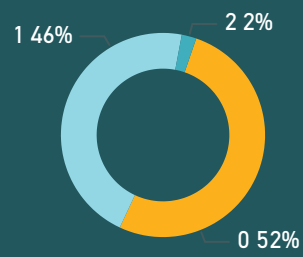
The Majority of Our Customers Are Married



How Many Kids Do Our Customers Have at Home?

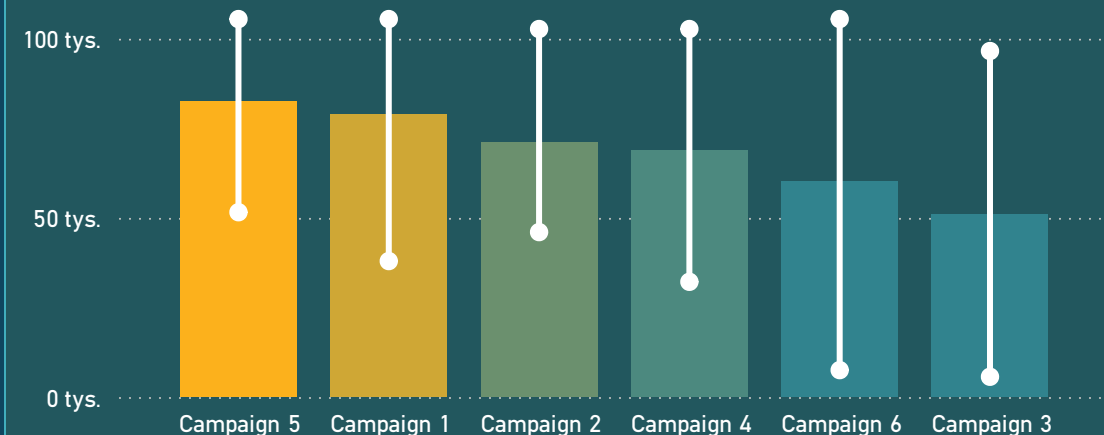


How Many Teens Customers Have at Home?



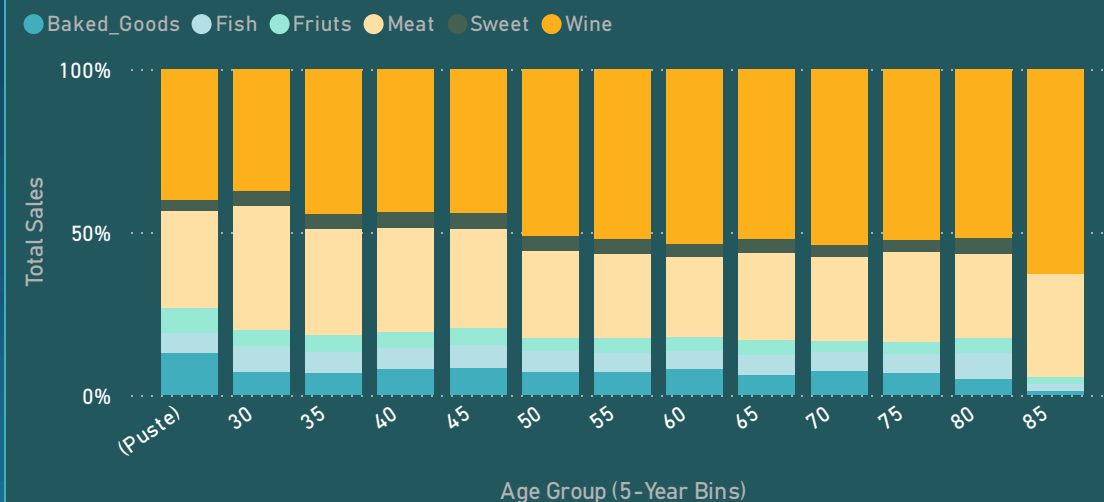
What Was the Average Salary of Customers Who Opted into Each Campaign?

Error Bars Indicate Maximum and Minimum Salary of Customers by Campaign



Do the Purchase Preferences of Our Customers Change with Age?

Notice that for older customers, wine sales increase as a % of total sales and meat decreases



Kluczowe elementy mające wpływ

Co wpływa na pole Accepted Campaign, aby miało wartość Campaign 6 ?

Gdy...

....wartość prawdopodobieństwa ustawienia pola Accepted Campaign na Campaign 6 zwiększa się o

Income jest 44051 lub mniej

1.92x

of Kinds at Home jest ponad 0

1.67x

Web Visits Last Month jest ponad 6

1.61x

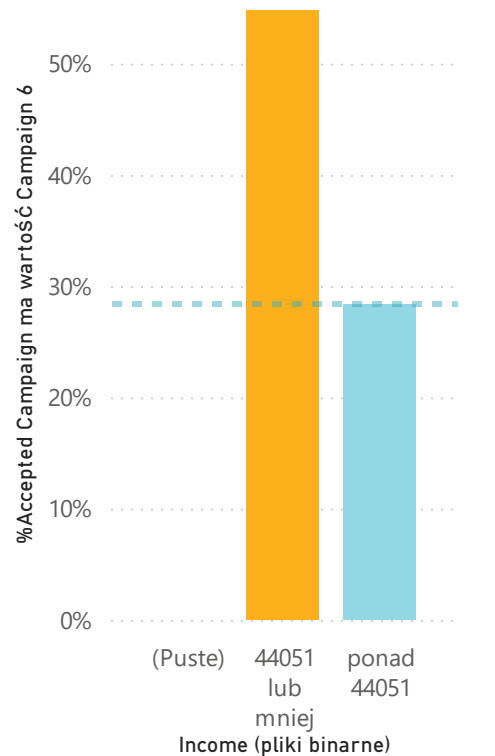
Marital Status jest Single

1.44x

Education jest PhD

1.21x

← W przypadku pola Accepted Campaign istnieje większe prawdopodobieństwo, że będzie miało ono wartość Campaign 6 przy filtrze Income jest 44051 lub mniej niż



☐ Pokaż tylko wartości stanowiące elem...

Please Choose a Product/Products to Evaluate in the Key Influencers Visual Below

Baked_G...

Fish

Friuts

Meat

Sweet

Wine

Kluczowe elementy mające wpływ

Co wpływa na pole Total Sales, że Zwiększ ?

Gdy...

....średnia pola Total Sales zwiększa się o

Web Visits Last Month jest 4 lub mniej

284,1

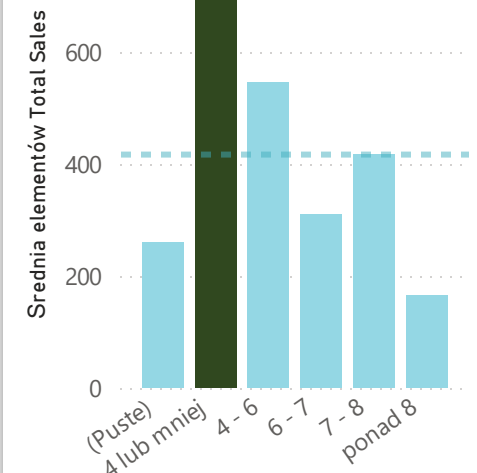
Income zwiększa się do wartości 21393.44

249,3

Pole # of Kinds at Home zmniejsza się do wartości 0.47

97,88

← W przypadku pola Total Sales istnieje większe prawdopodobieństwo jego zwiększenia przy wartości Web Visits Last Month jest 4 lub mniej niż przeciwnie 800



☐ Pokaż tylko wartości stanowiące elem...