START YOUR ONLINE STORE...





New Authorized Seller For Mavis

Objective: want to draw traffic to store with promotion and buy it





Premium Toothpaste 600 Baht







Problem

The seller never open an online store on any platforms. The marketing team endlessly discuss which promotion would be more attractive for customer on Lazada. Because of new to this platform, the team do not have any data about customer in Lazada at all.





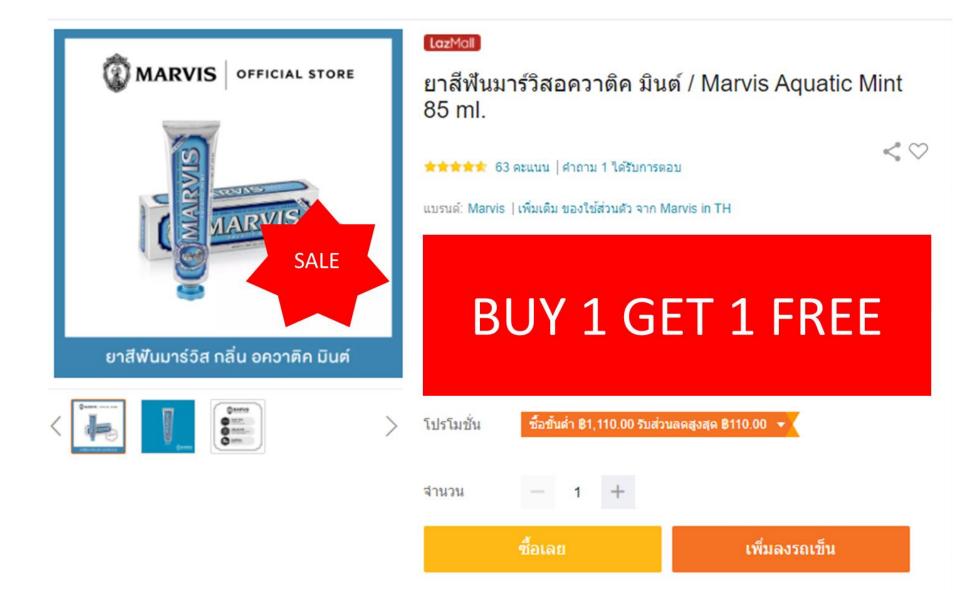


Sampling: Lazada Shoppers

1st Promotion

Buy one Get one





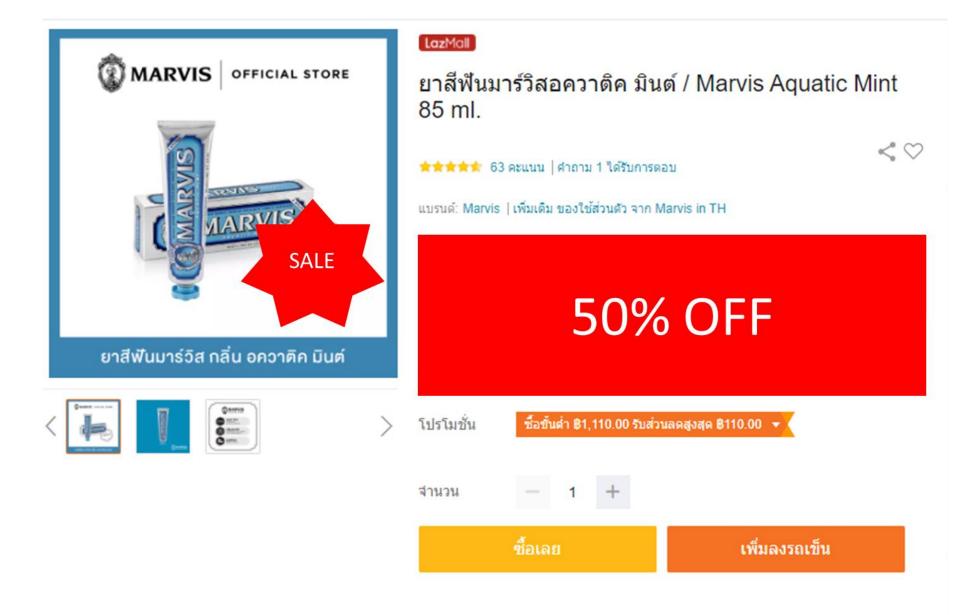




2nd Promotion

50% Off









Hypothesis

H0: 1^{st} Promotion : 2^{nd} Promotion = 0.5:0.5

H1: Not H0







Result from 45 respondents

Promotion	N	Expected Proportion	Expected	(O-E) ² / E
1	18	0.5	22.5	0.9
2	27	0.5	22.5	0.9
Grand Total	45		X_2	1.8

critical p val

3.841458821 0.179712495

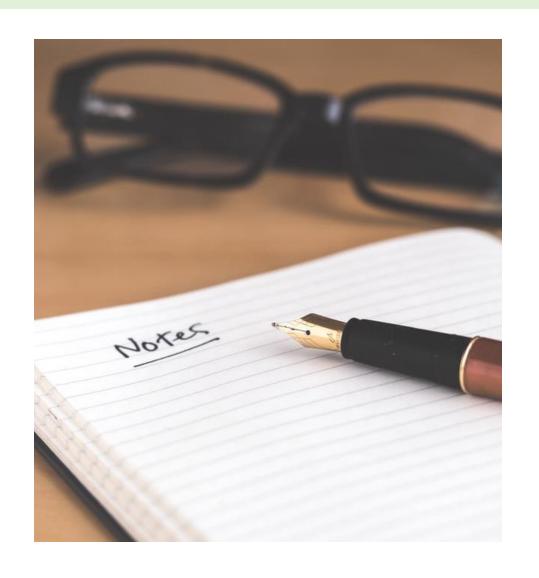
ALPHA = 0.05 P VALUE = 0.179

P VALUE > ALPHA, SO WE DO NOT REJECT HO





Solution



- The seller can choose any promotion to draw traffic.
- The confidence level at 95%, so the decision has a chance to mistake only 5%
- Next plan, the team should test difference between who are new to product and are not.





THANK YOU



GROUP 4

ศิริพงษ์ มนัดดา ภูริภัทร คเณศ สมสกุล