

# Marketing + eCommerce

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By Kunaal Naik



Who am I?

**I HAVE A VERY PARTICULAR SET OF SKILLS.  
SKILLS I HAVE ACQUIRED OVER A VERY LONG CAREER.**



**SKILLS THAT MAKE ME AN ASSET FOR PEOPLE LIKE YOU.**



## Dell

Marketing Technology Advisor  
Digital Marketing

## Data Science

- Data Science Tutorials on YouTube
- Podcast host @ Data Masterminds Podcast
- Non-Linear ways of teaching Data Science

## Hobby

- Productivity Hacker
- Scuba Diver
- Chess
- Piano

## Other Interests

- Podcast Host @ Adjective Content Creators
- Growth Hacking & Performance Hacking
- Innovation in creating Data Science Courses
- The Tool Wizard

# What is Marketing?

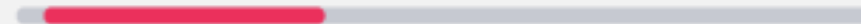
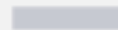
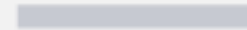
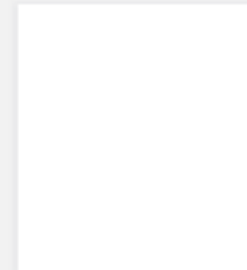
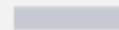
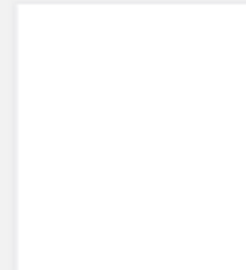
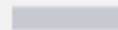
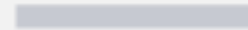




**Product**



Home >







**Price**

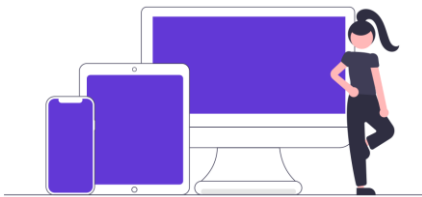
How companies think  
we view prices

\$20.00



\$19.99





**Place**







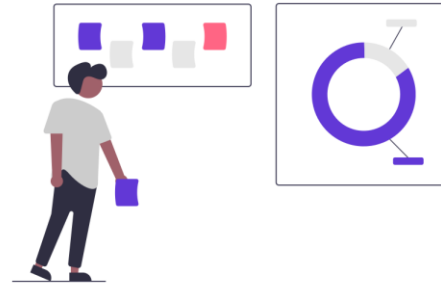
**Promotion**

When you accidentally click  
on an ad and you know  
they'll retarget you for months

**NO GOD PLEASE**

**Noooooooooooo**

# The 4 P's of Marketing

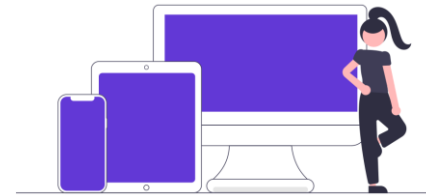




**Product**



**Price**



**Place**



**Promotion**



# Remarkable

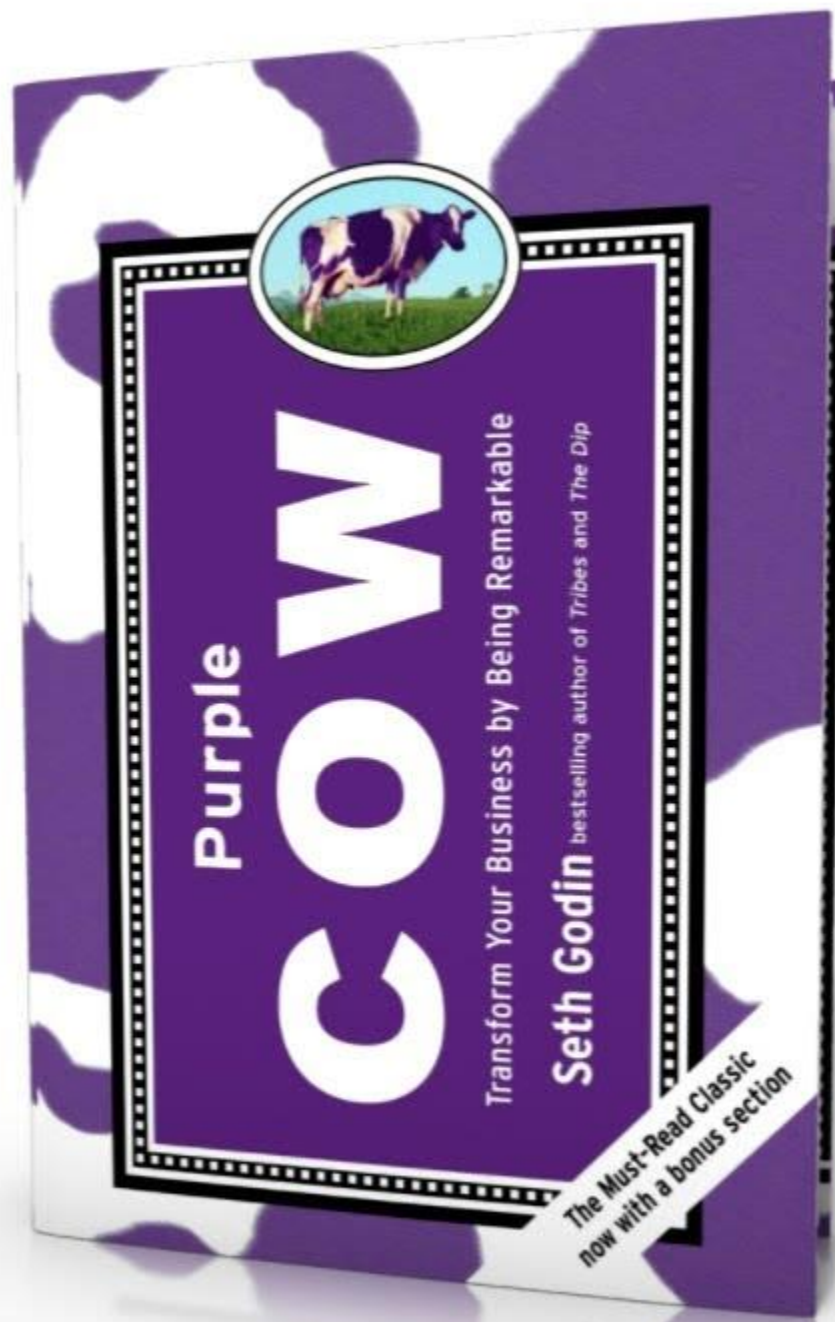
(The 5<sup>th</sup> “P”)

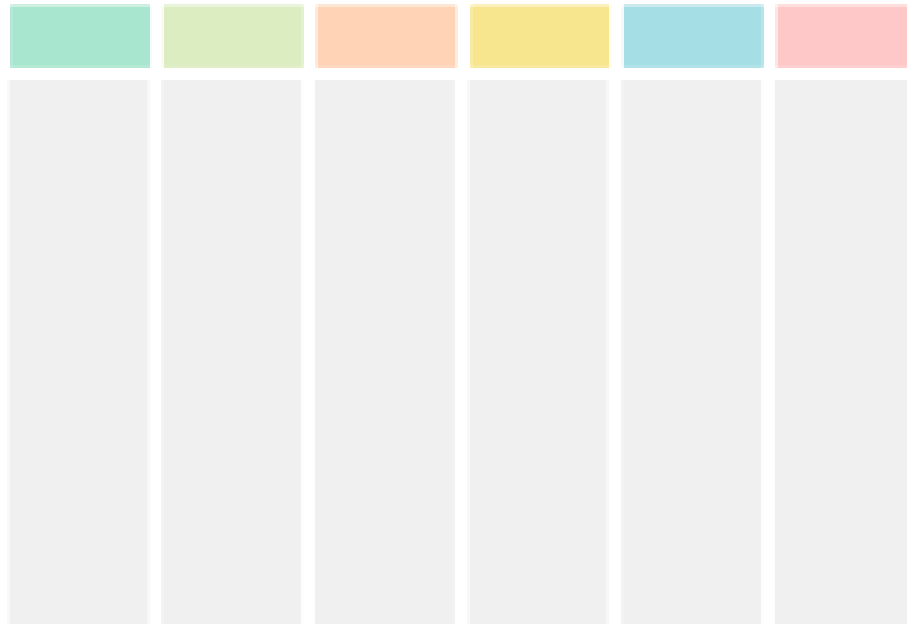


"The key to success is to find a way to stand out--to be the purple cow in a field of monochrome Holsteins."

- Seth Godin







## PESTLE Analysis

Understand the Macro-Environment



## Five Forces Analysis

Understand Your Competitors

P

## Political

- Increasing political focus on healthcare
- Global governments look for healthcare savings
- Britain voted to leave Europe causes political turmoil

E

## Economic

- Increasing labor cost
- Inflation
- Consumer confidence is low
- Low fuel prices and interest rates helps promote growth in market capacity

S

## Social

- Increasing attention in healthcare

T

## Technological

- Opportunity: Advertise through social media

L

## Legal

- Hello World Pharmacy was fined \$450m for pollution issues

E

## Environmental

- Adverse weather condition causes the temporary suspension of some factories
- Growing attention to environmental protection

P

Political

paytm



E

Economic



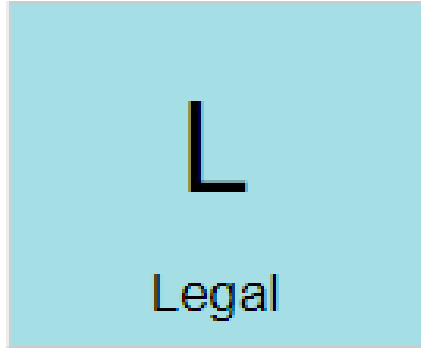


T  
Technological

T  
Technological







\$41 M for Violating  
Workers' Policy





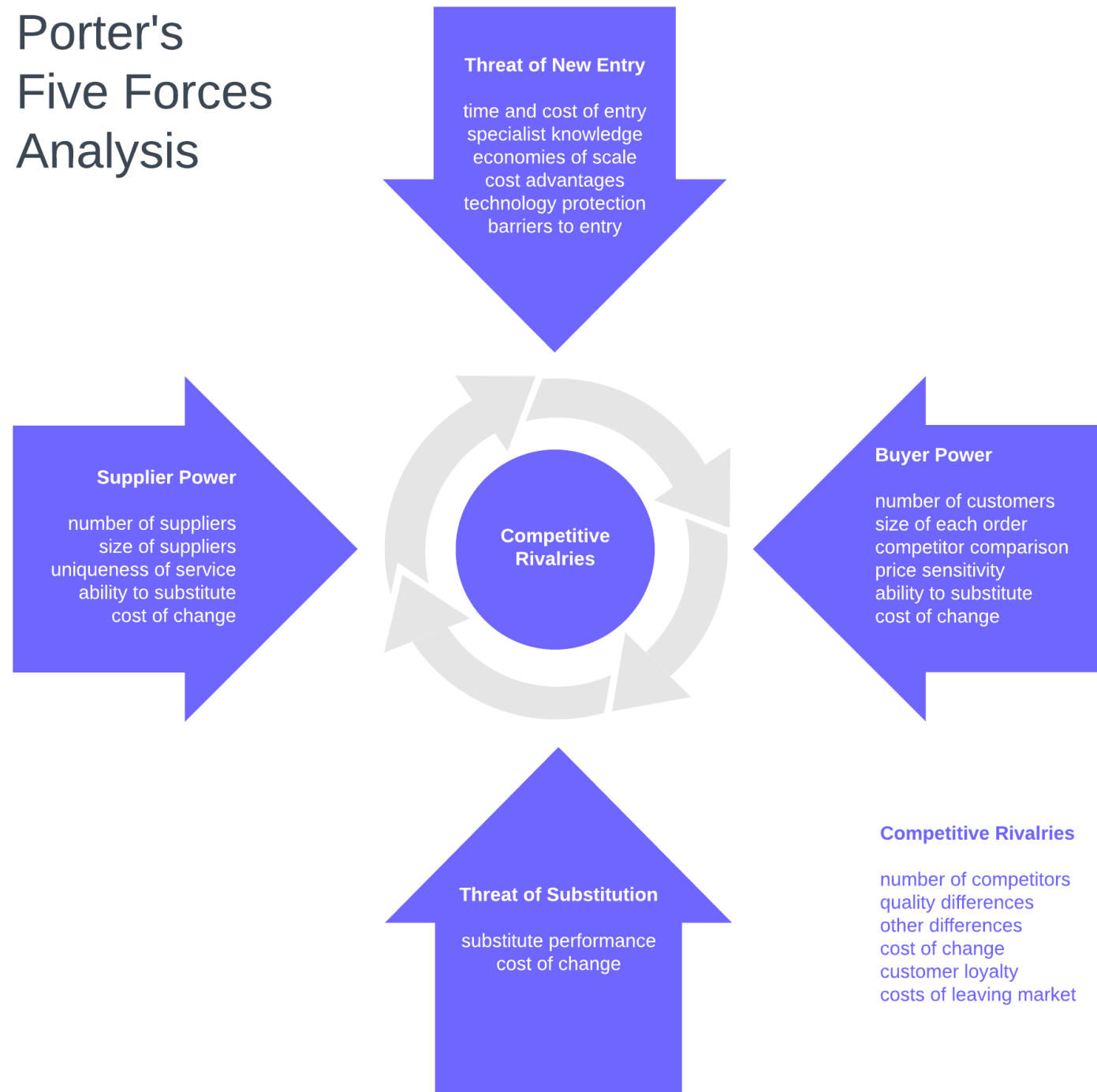


## PESTLE Analysis of Nike

.....

Political Factor	<ul style="list-style-type: none"><li>• Access to Favorable Government policy, political stability, regional tax policy, Limited trade restrictions</li></ul>
Economic Factor	<ul style="list-style-type: none"><li>• Target middle and high income populations with better purchasing power.</li><li>• Target developing countries with higher par capital</li></ul>
Social Factor	<ul style="list-style-type: none"><li>• Target health conscious population.</li><li>• Develop Social Campaigns to attract younger generation.</li></ul>
Technological Factor	<ul style="list-style-type: none"><li>• Installation of modern technologies to improve efficient manufacturing.</li><li>• Modern technologies improve research and development.</li></ul>
Legal Factor	<ul style="list-style-type: none"><li>• Strict Adherence to safety rules and Regulations</li><li>• Strict guidelines on enforcing copyright regulations on imitation companies.</li></ul>
Environmental Factor	<ul style="list-style-type: none"><li>• Research and use of sustainable raw materials.</li><li>• Planning and conducting environment awareness campaigns.</li></ul>

# Porter's Five Forces Analysis



# Porter's Five Forces: Apple

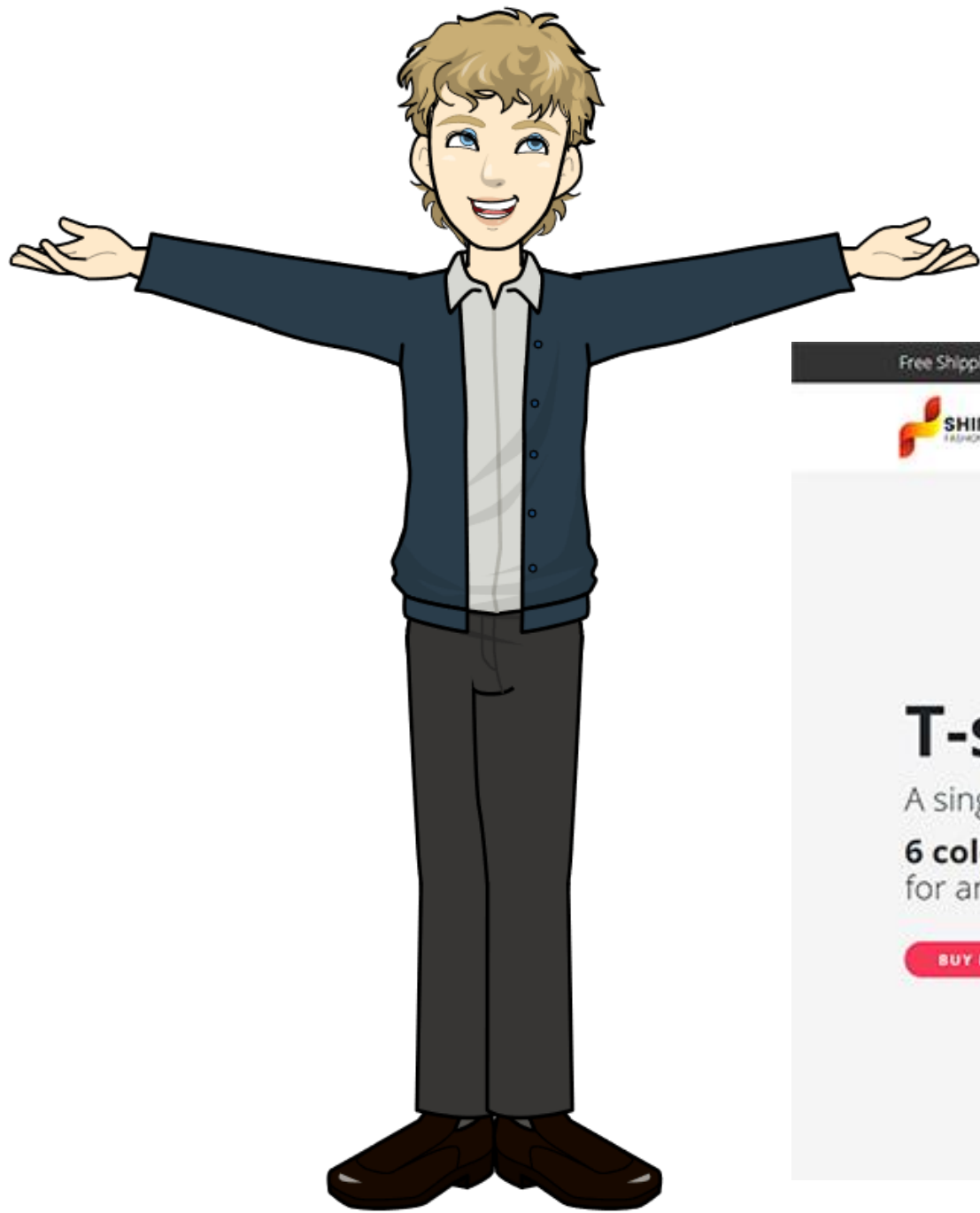


(Review link and comment)



E-Commerce





Free Shipping on orders over \$95

Customer Service 456-532-342



[HOME](#)

[TEXT PAGE](#)

[SHOP](#)



# T-shirt Store

A single-product Bootstrap template.

**6 colour variants** and **SASS files**  
for an easy customisation.

[BUY NOW](#)



What products will you  
list on your store?



# Product Strategy



## Product Vision

Why are you building this exact product?



## Customer Persona

Who is your ideal customer?



## Product Positioning

How does your product fit in the market?



## Product Differentiation

How is your product better from your competitor?



## Goals & Initiatives

What do you want to achieve and how?



How will you price  
shirts?



# The Fundamentals of Creating a Successful Pricing Strategy



How will you deliver to  
customer?



# How Print On Demand Works



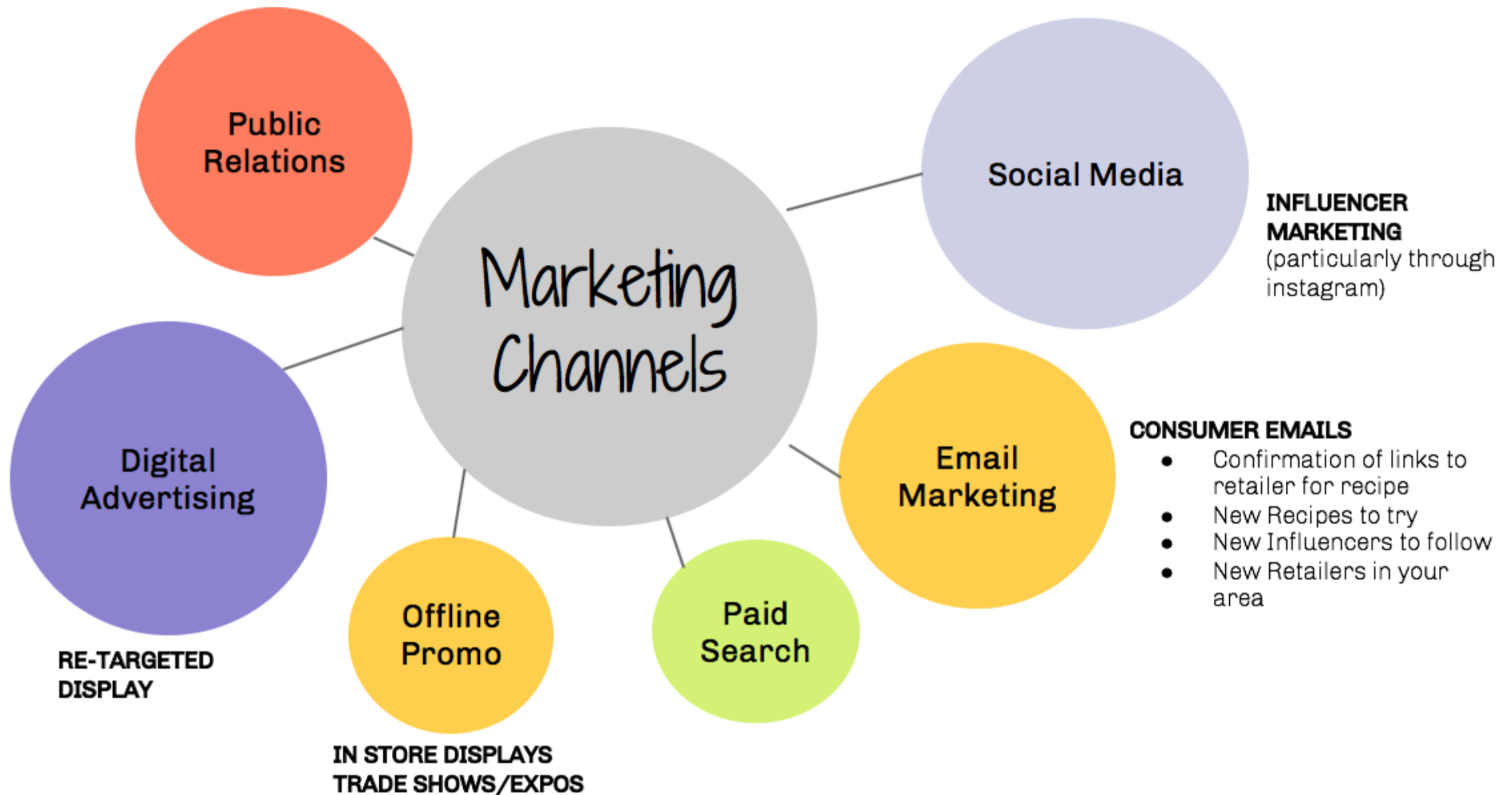


What social and  
economic factors  
will you consider?



How will you promote  
it?







How will you know  
your promotion is  
working?

# Marketing Funnel



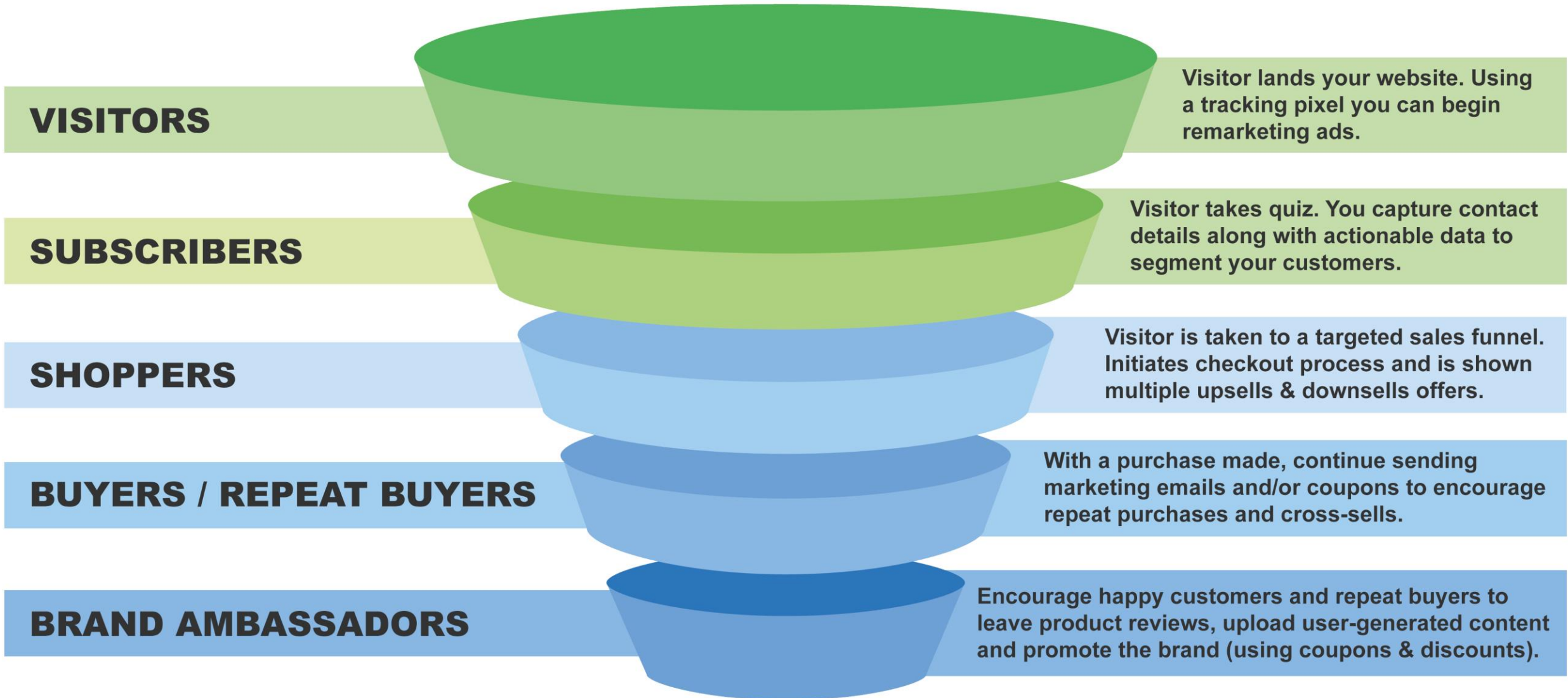
# Definition of Pirate Funnel

By Ward van Gasteren

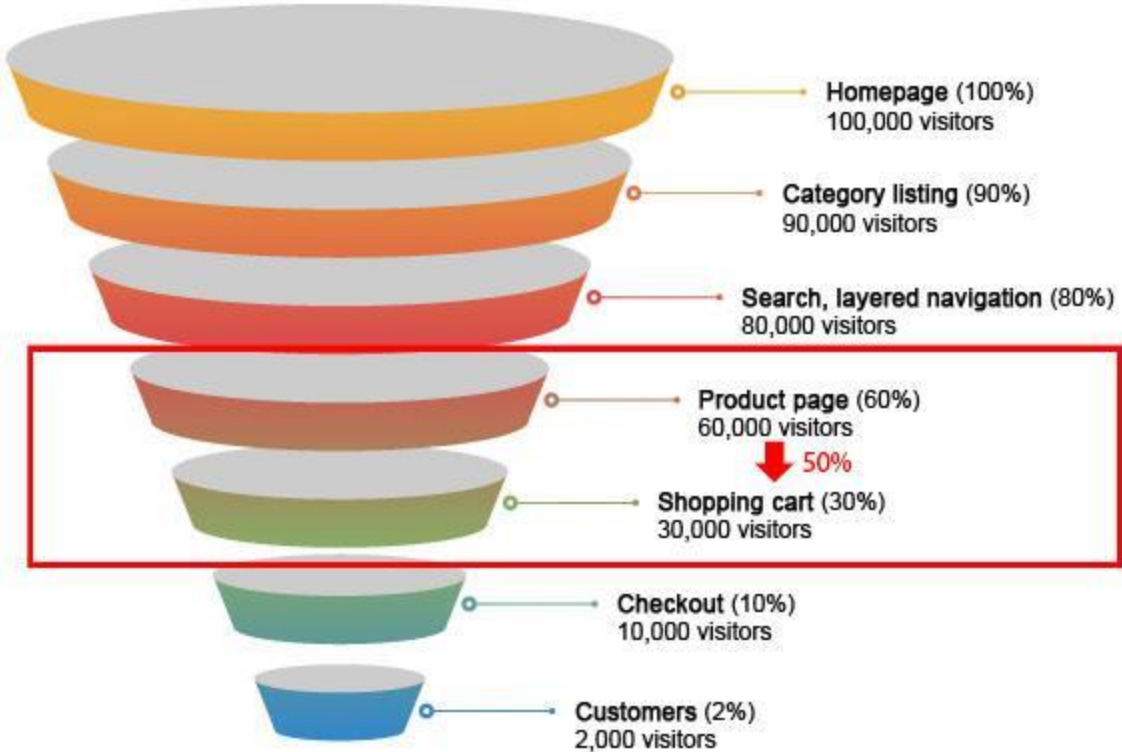


# Shopify Sales Funnel

A simplified sales cycle for eCommerce stores



IMAGINARY STORE FUNNEL



# Different Data Sources in Marketing





So let's build intuition

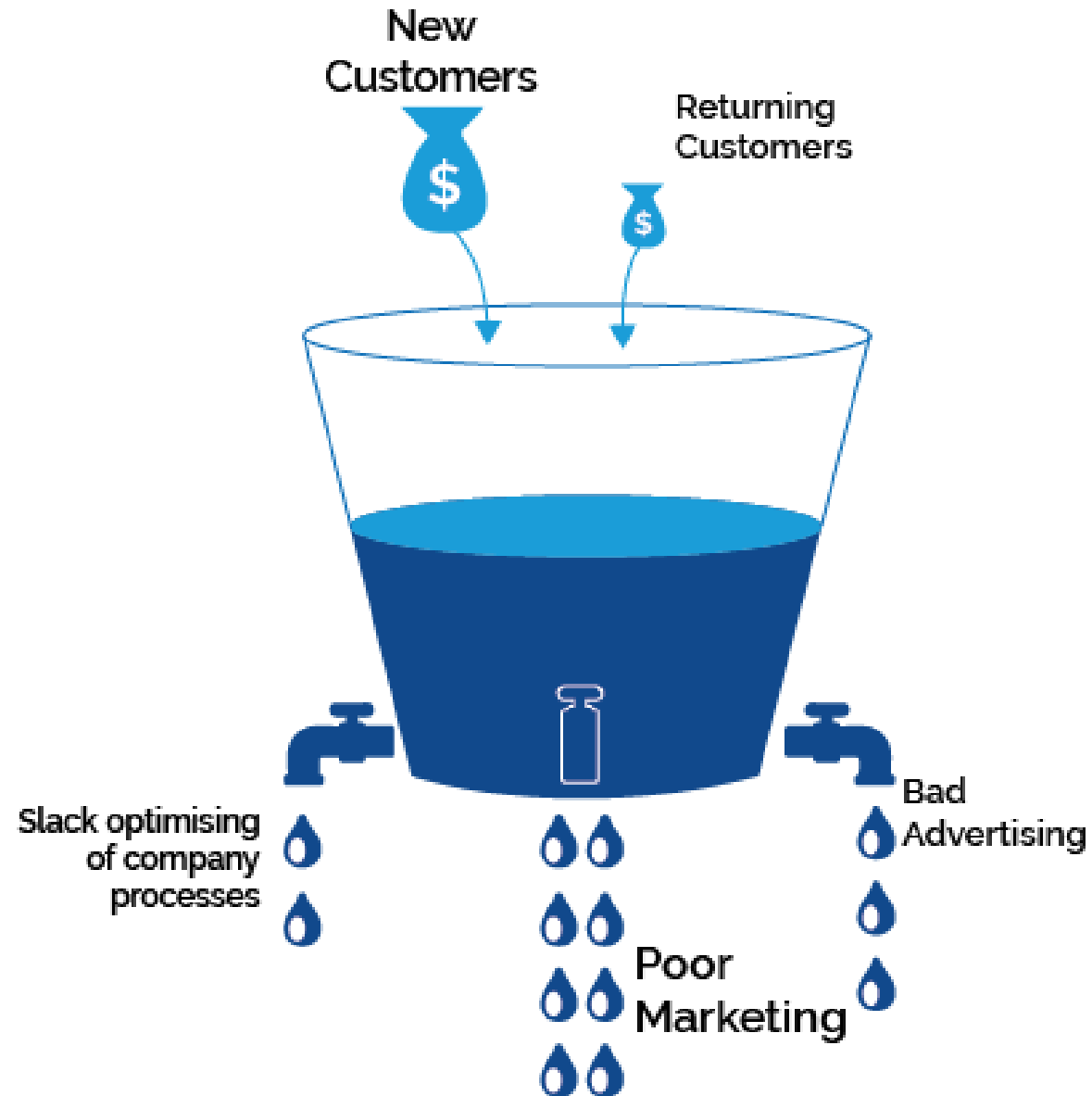
What is Classification?

What is Classification?

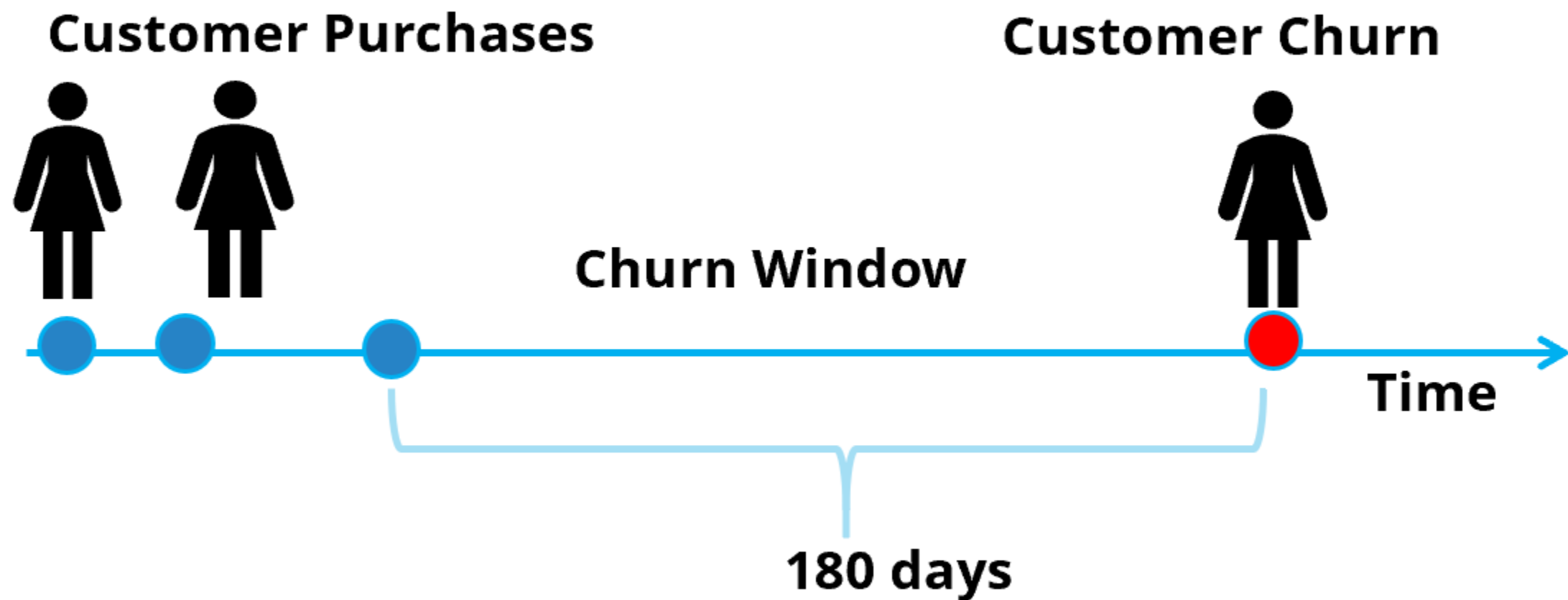


Customer Churn

# LEAKY BUCKET

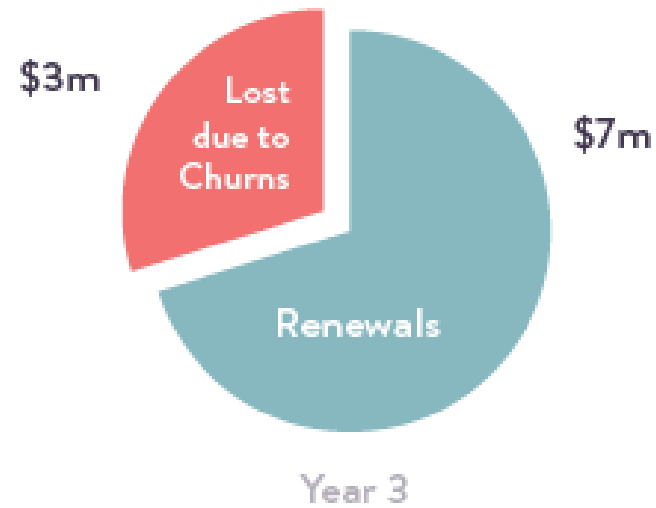


# Customer Purchase Pattern and Churn

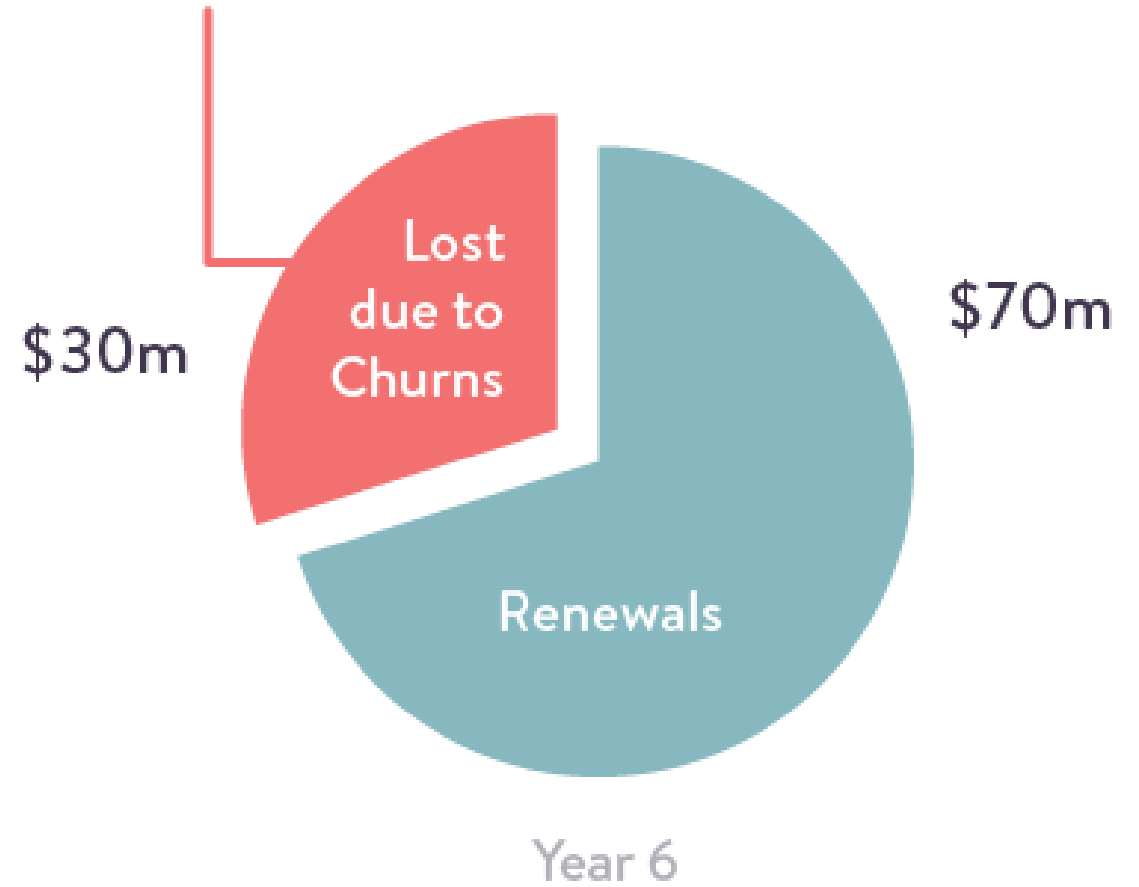


Illustrative depiction of churn





Becomes harder & harder to replace this with new bookings





**"We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better."**

~ Jeff Bezos

# Chapters for Learning



## Jigsaw Learning Center

Marketing And E-Commerce Analytics With R » Topics



PROFILE

00

Introduction To Marketing Analytics

01

Digital Economy E-Commerce And Developments

02

E-Commerce Processes And Use Of Data Analytics

03

Predicting Fashion Adoption

04

Promotion Analytics

05

Pricing Analytics

06

Time Series Forecasting

07

Customer Retention And Brand Switching

08

Segmentation - Market, Consumer & Product

09

Business Application Of RFM

10

Case Study: Customer Segmentation

11

Campaign Management

12



GO TO TOPIC

Videos  
0 / 15

Assignments  
0 / 1

13

Brief Overview: ClickStream Analytics

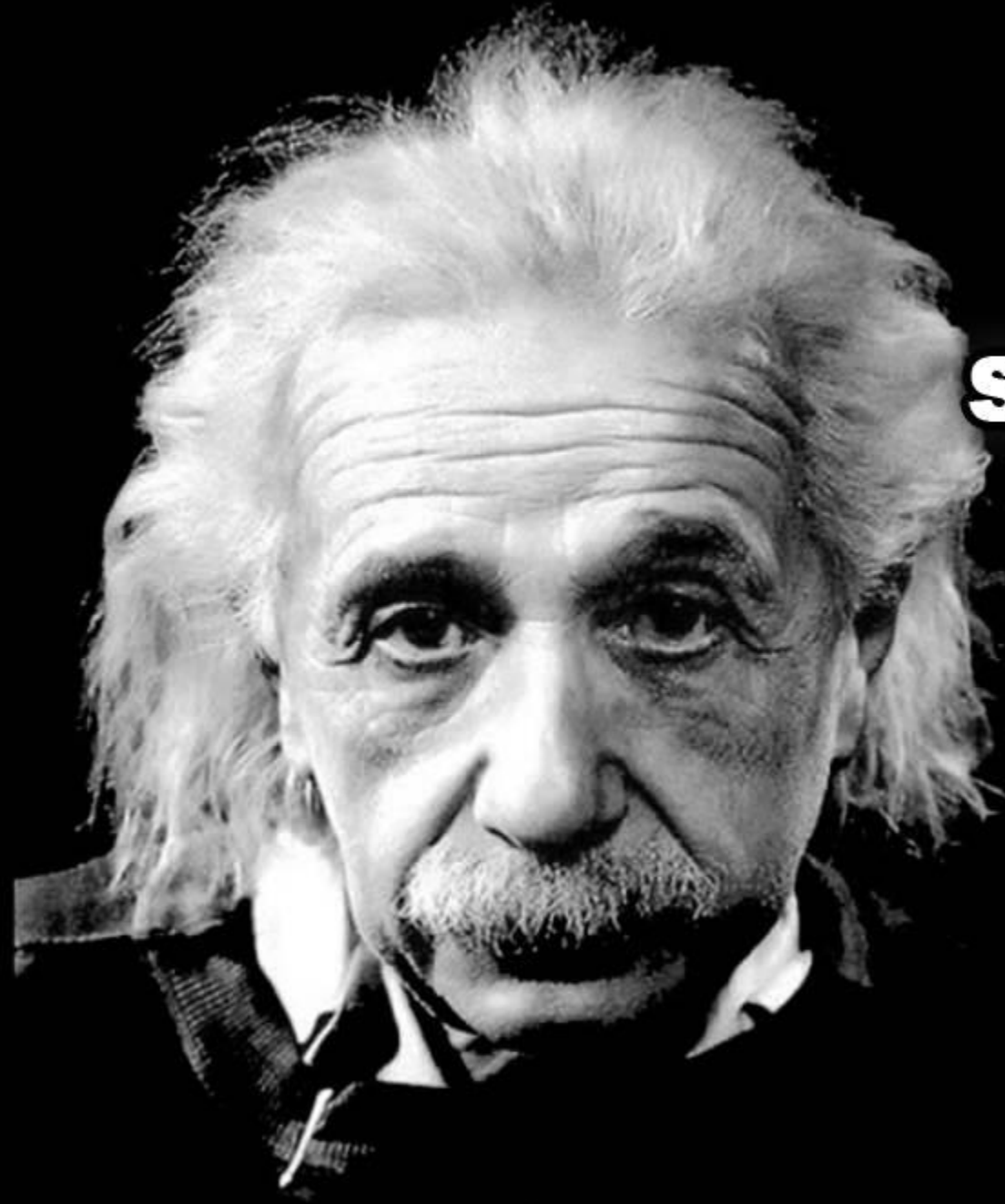
14

Case Study: Conversion Modelling

HELP  
?

Leave us a message!





**I have no  
special talent.  
I am only  
passionately  
curious.**

***~ Albert Einstein***