| TIGER ANALYTICS |
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| Springboard Project: Emerging Business Opportunities |
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| **Karthik Ragunathan, Vignesh Vijayarajan** |

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# Background:



Our client (Manufacturer A) is a leading Food & Beverage manufacturer. Client wants to understand the growth patterns of consumer preferences (themes) and evaluate positioning of their brand across different themes. Client also wants to know the sales drivers of their products.

# Data:

Client will provide the following data for the project:

* Sales Data – At UPC level for both Client and Competitors
* Social Media Data – Mentions of theme across all Social media Platforms
* Google Search Data – Search volume of the Theme
* Theme\_Product\_List – Product to theme Mapping
* Product\_Manufacturer\_List – Product to Manufacturer Mapping
* Theme List – Theme Names

**Deliverables:**



Data Preparation from available sources

Demonstrates:

* Merge the required data sources
* Provide the list of themes available across all data sources
* Understands consumer preference(themes) available in each data source
* Provide a report for data sufficiency, sparsity and anomalies in each data source

Exploratory data analysis

Demonstrates:

* Understand the overall market share of our client
* Find the potential competitors for our client in each theme
* Is there a Trend/Seasonality across themes
* Identify top 5 themes with the highest business opportunity (this Is subjective. Back up your top 5 with valid reasoning)

Build the sales model and identify the driver of sales (Theme Level)

Demonstrates:

* Perform appropriate data transformation/aggregation to build models
* Create a dependent variable by aggregating sales of our client to corresponding theme level
* Estimate the impact on sales due to social trends, search trends, own price and competitor effects
* Identify the right model technique and select the suitable variables
* Justify the estimated impacts are accurate
  + Model Performance
  + Hold out validation
* **Build the Model only for Top 3 themes**

Recommend levers for business growth

Demonstrates:

* What are the controllable factors that could be leveraged by the client to increase sales across themes?
* How to achieve a 5% increase in sales overall or a specific theme?

**Note: All the case solution has to be done using code templates**