

Use case

Group project

Context

In September 2020, Domyos, Decathlon Cardio Fitness brand, partnered with **Sissy Mua**, a fitness influencer on Instagram (1.3M followers) in an influencer campaign.

The **main objective** of this influencer campaign was to **recruit new Generation Z** customers from social networks.

The event consisted of an Instagram live where Sissy M. presented a Domyos set of 4 products from a limited series (bra, t-shirt, leggings, shoes, ~2000 pieces/product).

This live event took place on 4 September 2020

The budget allocated for this operation was 30k€*.

* illustrative amount



Objectives

The team in charge of this influence campaign wants to know if the objective of **rejuvenating its target population has been achieved**.

In addition, **Fitness Cardio wonders if this campaign was profitable** for Decathlon. To answer this last question, you can apply an average margin rate of 20%*.

* illustrative amount



Group project

What is expected from each group

Assignment 📝

Based on the provided workbook you'll need to **answer to Fitness Cardio** questions / objectives respecting the following constraints :

- Build a dashboard answering the questions asked ; giving as many context as possible.
- Create a Powerpoint aside the dashboard to storytell your answers. It should have only few slides (less than 10).
- Prepare a 15' pitch of the assignment (including demo) to be presented the 25th of November

File : OneDrive/IESEG Courses - Laurent Borel/Use case study - Marketing campaign/

Technical explanations

The Tableau workbook provided embed a pre-prepared datasource based on the following tables

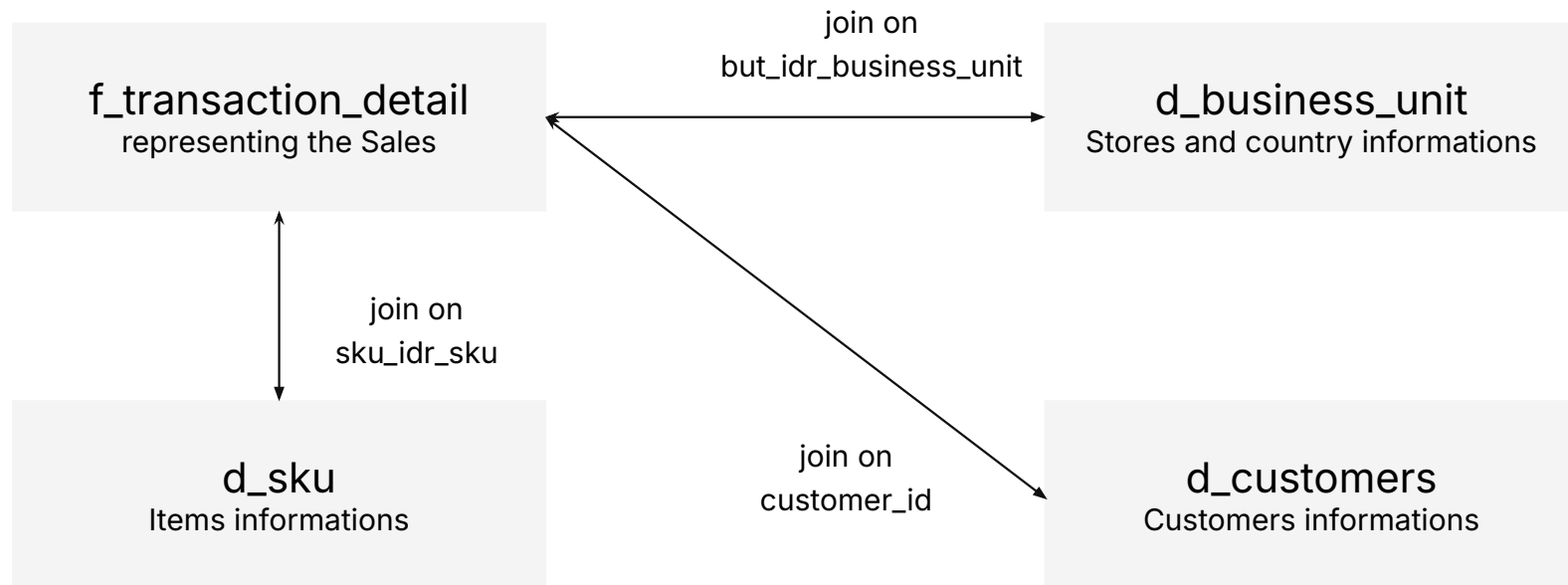


Table explanations

f_transaction_detail
representing the Sales

the_transaction_id (varchar):	transaction id
tdt_date_to_returned (datestamp):	return date
the_date_transaction (datestamp):	transaction date
the_date_authorized (datestamp):	date of payment authorisation
sku_idr_sku (numeric):	item code
but_idr_business_unit (numeric):	shop number
ctm_customer_id (numeric):	customer card number
ctm_zip_code (numeric):	department number where the order will be sent
the_to_type (varchar):	type of transaction (physical or digital)
the_transaction_status (varchar):	status of the transaction
tdt_type_detail (varchar):	sale or return
f_to_tax_in (decimal):	turnover
f_qty_item (numeric):	quantity

Table explanations

d_sku
Items informations

sku_idr_sku (numeric):	item code
mdl_num_model_r3 (numeric):	model code
mdl_blue_product (boolean):	entry-level products
fam_num_family (numeric):	product family number
family_label (varchar):	label of the family to which the product belongs
sdp_num_sub_department (numeric):	sub-range number
sdp_label (varchar):	label of the sub-shelf to which the product belongs
dpt_num_department (numeric):	department number
dpt_label (varchar):	label of the department to which the product belongs
unv_num_univers (numeric):	universe number
unv_label (varchar):	label of the universe to which the product belongs
pnt_num_product_nature (numeric):	product nature number
product_nature_label (varchar):	label of the product type to which the product belongs
Category_label (varchar):	category to which the product belongs (textile/shoes etc...)
brd_type_brand_libelle (varchar):	decathlon product ('MP') or international brands ('AMI')
sku_date_end (timestamp):	date on which the product is stopped

Table explanations

d_customers

Customers informations

loyalty_card_num (numeric):

year_birthdate (numeric):

gender_id (numeric):

language_id (varchar):

email_is_valid (boolean):

mobile_is_valid (boolean):

loyalty_card_creation_date (timestamp):

but_idr_business_unit_usual (numeric):

but_idr_business_unit_creator (numeric):

cnt_country_code_creator (varchar):

optin_sport (boolean):

optin_review (boolean):

optin_event (boolean):

last_purchase_date (timestamp):

customer's card number

customer's year of birth

customer's gender (1 = male, 2 = female)

customer's language

validity of the e-mail address entered

validity of the mobile phone number entered

customer card creation date

number of the shop to which the customer belongs

shop number where the account was created

country where the account was created

customer agrees to receive communications from sports

customer agrees to receive notification solicitations

customer agrees to receive event communications

date of last purchase

Table explanations

d_business_unit

Stores and country informations

but_idr_business_unit (numeric):

but_num_typ_but (numeric):

cnt_idr_country (numeric):

cnt_country_code (varchar):

but_name_business_unit (varchar):

but_postcode (numeric):

shop number

shop type (7 = physical, 50 = digital)

country number

country code

shop name

shop postcode

Ready
to play?*

*Prêts à jouer

Thank *you* !