**Decathlon Presentation**

**1. # of New Loyal Customers: After Campaign**

**Question:**  
*Did the campaign successfully attract new Gen Z customers?*

**Insight:**  
The campaign resulted in **67 new loyal customers**, which suggests it was successful in appealing to the targeted Gen Z demographic. By creating a visually engaging and exclusive campaign, Decathlon effectively boosted its ability to bring in first-time loyalty card users, reinforcing its strategy to rejuvenate its target audience.

**2. Purchase Uplift Post-Campaign (Bar Chart: Before vs. After Campaign Purchases)**

**Question:**  
*Did purchases increase among Gen Z customers after the campaign?*

**Insight:**  
Purchases by Gen Z customers increased significantly from **1,221 before the campaign** to **1,544 after the campaign**. This uplift highlights the effectiveness of the campaign in driving purchasing behavior. The exclusivity of the promoted products may have created a sense of urgency and appeal among younger consumers.

**3. What’s Selling? (Horizontal Bar Chart: Breakdown of Promoted Products Sold)**

**Question:**  
*Which products from the campaign were the most popular among Gen Z customers?*

**Insight:**  
The **T-shirt and leggings** were the top-selling items, with over 100 units sold each. These items likely resonated with Gen Z due to their fashion appeal and practicality for fitness activities. Understanding this preference can help refine future campaigns to emphasize these product types.

**7. Campaign Impact on Profitability (Bar Chart: Before vs. After Campaign Profit)**

**Question:**  
*Did the campaign improve profitability among Gen Z customers?*

**Insight:**  
Profit increased from **€8.29K before the campaign** to **€10.03K after the campaign**, a notable rise. However, this gain needs to be weighed against the campaign cost to assess overall ROI. The profitability trend suggests that while the campaign had a positive revenue impact, monitoring costs is critical for future campaigns.

**8. Online vs. Offline Transaction Trends (Bar Chart: Gross Profit by Channel)**

**Question:**  
*Which channel (online or offline) drove more profitability for Gen Z customers?*

**Insight:**  
The **online channel** contributed significantly more to gross profit than offline transactions. This aligns with the campaign’s focus on social media engagement, showing that online engagement effectively converted into online sales. Future campaigns could further leverage online channels to maximize profitability.

**9. ROI After Campaign**

**Question:**  
*Was the campaign financially viable?*

**Insight:**  
Given the short evaluation window of **1 week before and after the campaign**, the ROI shows a **-66.54% return**, reflecting a short-term financial loss. However, this limited time frame may not fully capture the long-term benefits of the campaign, such as increased customer lifetime value (CLV) from the **new loyal Gen Z customers**.

Also, the campaign could have influenced other age groups (e.g., Millennials or older audiences). Limiting ROI to Gen Z alone may underreport the full financial impact.

* **7. Loyalty Cards & Sales: Campaign Trends (Line & Bar Combination Chart)**

**Question:**  
*Did the campaign generate a spike in loyalty card signups and sales?*

**Insight:**  
There is a noticeable spike in both **sales and loyalty card signups on September 4, 2020**, the day of the campaign launch. This reflects the campaign's immediate impact, suggesting that exclusive events and limited-time promotions are effective in driving customer engagement and sales momentum.

**8. Sign Me Up: How the Campaign Boosted Sales (Line Chart: Sales Over Time)**

**Question:**  
*What does the overall sales trend tell us about the campaign’s short-term effectiveness?*

**Insight:**  
Sales peaked sharply on the day of the campaign and remained elevated for a few days after, before gradually tapering off. This trend underscores the campaign’s ability to create immediate hype and drive short-term sales. However, sustaining this momentum in the long term remains a challenge.

**9.Connecting the Story to the Objectives (Summary)**

The insights from the dashboard charts clearly demonstrate that the campaign succeeded in rejuvenating Decathlon’s target audience by attracting new Gen Z customers and driving purchases of the promoted products. However, the profitability analysis reveals that the campaign incurred a negative ROI, raising concerns about financial viability.

In summary:

1. **Rejuvenating the Target Audience**: The campaign successfully engaged Gen Z, as reflected in the uplift in purchases and new loyalty card signups.
2. **Profitability**: While profit increased post-campaign, the negative ROI highlights a need for better cost control and more targeted strategies for future campaigns.