



**Scenario:** You work for a market research firm called **MarketMindz** that is collaborating with a retail vendor that specializes in food and beverage products.

**Problem:** Your client is a small company and they are still learning their market and evaluating their customers.

As a BI developer, you have just been handed your first sample of marketing data. Your client would love for you to build a BI tool that surfaces insights around a few specific items of interest:

1

How are our 6 recent marketing campaigns performing?

2

How are our products performing?

3

Who are our customers?

4

What is driving campaign performance and buyer decision-making?

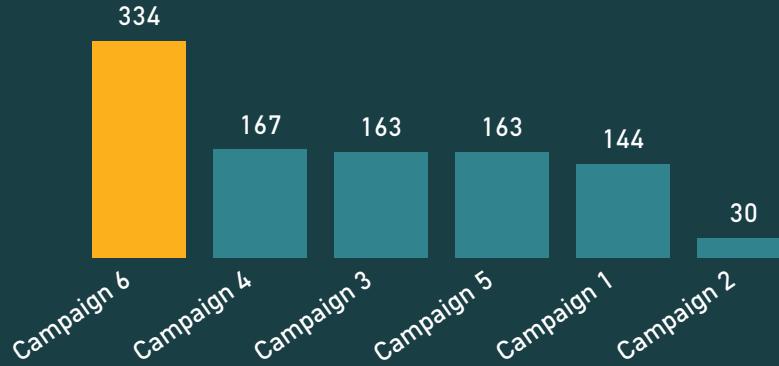
# Campaign Performance

MARKET  MINDZ



## Which Campaigns Resulted in the Most Purchases?

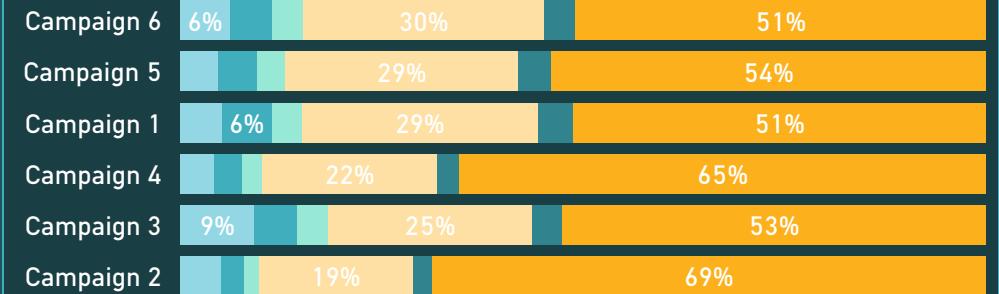
*Campaign 6 Had By Far the Highest Number of Attributed Purchases*



## Which Products Did Buyers Purchase via Each Campaign?

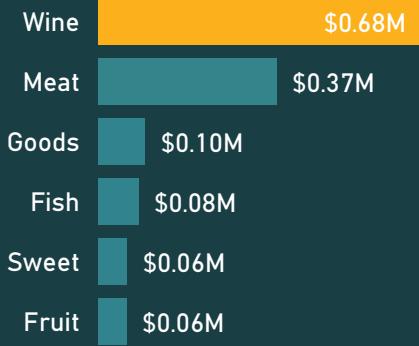
*Wine Was the Clear Favorite Across All Campaigns*

● Baked Goods ● Fish ● Fruit ● Meat ● Sweet ● Wine



## What Did Buyers Spend the Most On?

*Wine Was the Top Earner by Revenue, As Well*



## Which Campaigns Generated the Most Sales (\$)?

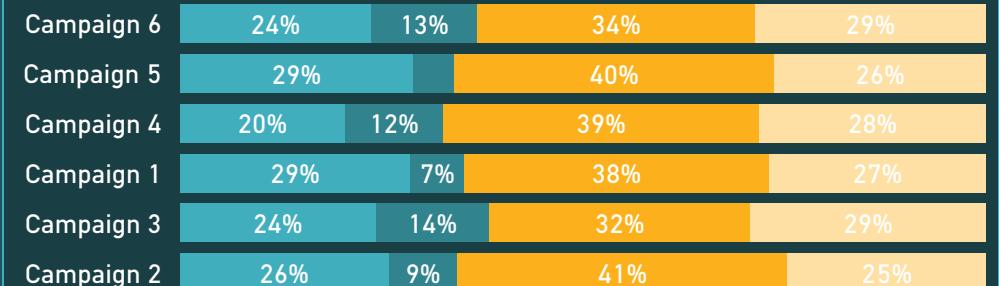
*Campaigns 5 and 6 Generated the Most Sales Revenue*



## Through Which Platforms Did Buyers Purchase for Each Campaign?

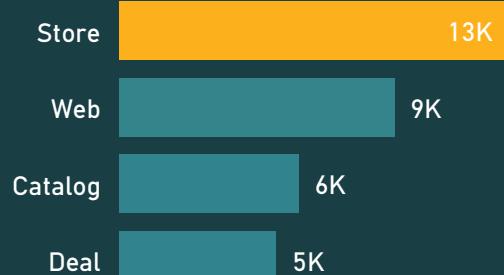
*Across the Board, In-Store Purchases Dominated All Campaign Purchases*

● Catalog ● Deal ● Store ● Web



## On Which Platform, Did Buyers Make Their Purchases?

*Overall, 13K Purchases Were Made In-Store*



# Buyer Composition

# of Customers  
**2240**



AVG Income  
**\$52,247**



AVG Age  
**55.2**



Discounts Purchased  
**5,208**



Store Purchases  
**12,970**



Catalog Purchases  
**5,963**



Web Purchases  
**9,150**



Web Visits Last Month  
**11,909**



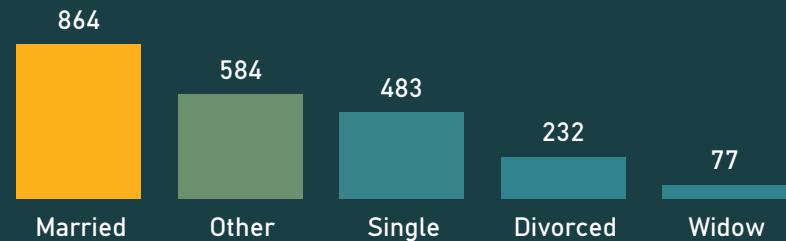
## Which Education Level Have Most of Our Customers Attained?

The Vast Majority of Our Customers Have Completed College/University Degrees

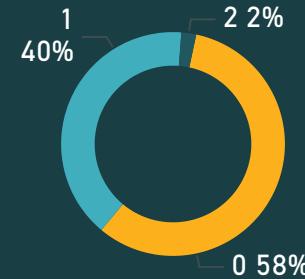


## What is the Marital Status of Our Customers?

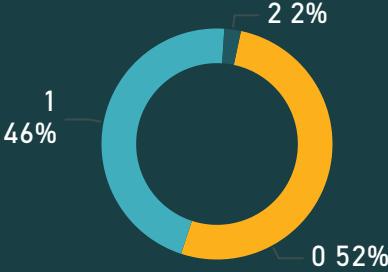
The Majority of Our Customers Are Married



## How Many Kids Do Our Customers Have at Home?

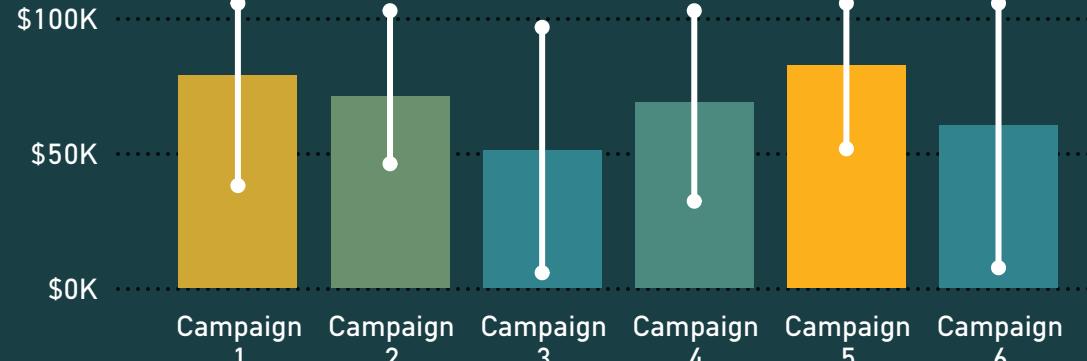


## How Many Teens Do Our Customers Have at Home?



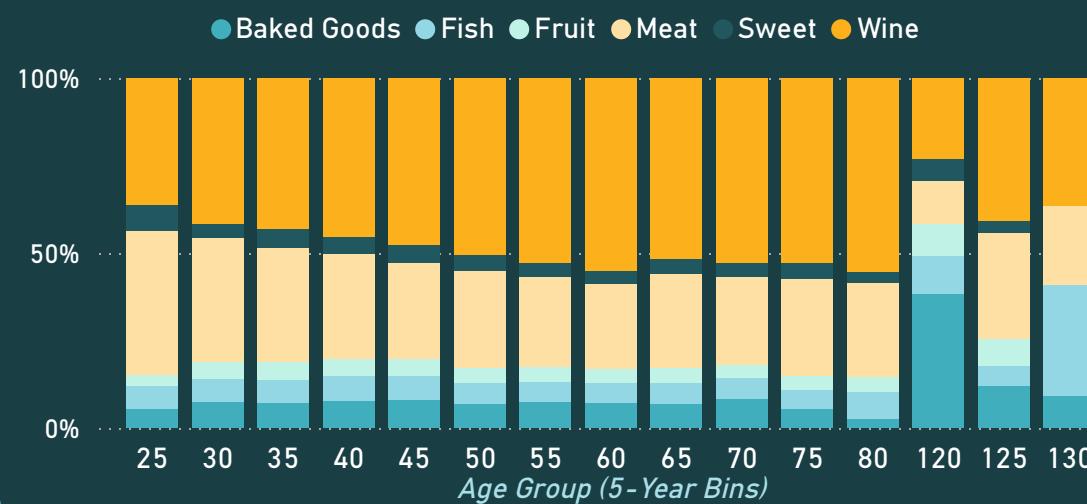
## What Was the Average Salary of Customers Who Opted into Each Campaign?

Error Bars Indicate Maximum and Minimum Salary of Customers by Campaign



## Do the Purchase Preferences of Our Customers Change with Age?

Notice that for older customers, wine sales increase as a % of total sales and meat decreases



# Purchase Drivers

## Key influencers

What influences Accepted Campaign to be  ?



When...

....the likelihood of Accepted Campaign being Campaign 1 increases by

Income is more than \$60,585



# of Kids at Home is 0



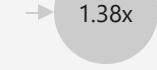
Web Visits Last Month is 5 or less



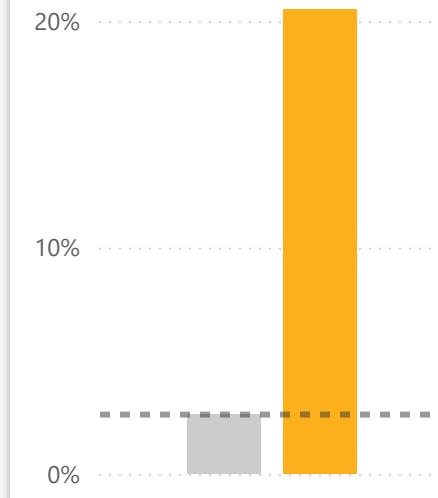
# of Teens at Home is 0



Marital Status is Married



← Accepted Campaign is more likely to be Campaign 1 when Income is more than \$60,585 than otherwise (on average).



Only show values that are influencers

Choose a Product or Products to Evaluate:

Select all

Baked G...

Fish

Fruit

Meat

Sweet

Wine

## Key influencers Top segments

What influences Total Sales to  ?

When...

....the average of Total Sales increases by

Income is \$66,653 - \$1,13,734



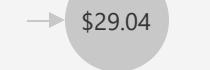
Web Visits Last Month is 2 or less



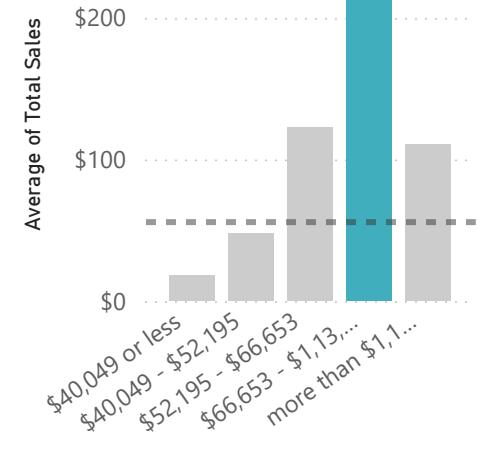
# of Kids at Home is 0



# of Teens at Home is 0



← Total Sales is more likely to increase when Income is \$66,653 - \$1,13,734 than otherwise (on average).



Only show values that are influencers