**DETAIL REPORT – TEAM 8**

**TOPIC- THE HOME DEPOT**

**SUMMARY:** The topic we have given is Marketing strategy for Home Depot. This assignment is divided into two parts.

**Part 1 -**

In part 1 of the assignment we have created a marketing data platform for Home Depot.

Home Depot is planning to launch a new toolkit product line. Which will be based on outdoor activities. For example, a tool kit for camping and Hiking.

In order to launch the product successfully and profitably we are analyzing the data we have for Home Depot. The description of the data is given below:

**Data Description:**

We have 9 tables in the data platform which are divided as:

The product hierarchy: Entity, Category, Subcategory and product

Sales: Sales order details and Sales order Header

Promotion

Customer

Marketing Ways

Product hierarchy is connected to sales, promotion and marketing in order to analyze the most effective marketing ways based on total sales.

Based on the effective marketing ways in the respective quarters gives us the analysis of which marketing ways we can move forward for our new product.

**Technical details:** We created the hierarchy based on the Home Depot’s existing product line in order to understand the customer-based sale of Home Depot products. All the 9-csv s were uploaded into S3 bucket on AWS and the moved into Amazon Redshift database for integrating the data to display on BI tool.

**BI tools detail:** The BI tool used in the assignment is Tableau. Dashboard gives us an information about top products based on sales and the ways in which they were marketed. We have product hierarchy by sales, promotion applied on products by sales, quarterly marketing sales and marketing strategies by sales displaying on the dashboard. We can clearly analyze the most effective ways of marketing based on the data and apply it to the new product line.

We can also do predictive analysis on marketing as a future scope: For e.g., If the base product has 1000 units for X$ each as a selling price,

Considering the ideal situation of selling all the units, we can calculate the predictive profit for Q3(Summer Sports quarter) of this product (Hiking and camping tool kit) by subtracting the Cost price, promotional offer and the cost for marketing in that quarter from selling price.

**Part 2:**

In this part, we are analyzing the Spotify(Team9) data based on profit and leads associated with various campaigns lead by Spotify.

**Data Description:**

We have 11 tables associated with the campaign data. They are as follows:

1. Campaigndata
2. Customerdata
3. Campaignmembers
4. Leadcustomer
5. Musiccompetitorsdata
6. Paperbasedcampaign
7. Socialmediacampaign
8. Spotifystaticsdata
9. Webinarcampaign
10. Youtubecampign
11. Emailcampaign

Various analysis has been made on data depicting:

* Profit made by various types of subscriptions.
* Profit made by each campaign in a state.
* Leads by campaign type.
* Profit gained by each subscription.

Below is the link to our presentation:

https://docs.google.com/presentation/d/1LQMcGZkKrn8L9JKY3WiTTT1ECwaED8bx3nHKNVmP\_k0/edit?usp=sharing