

## Case 1: Campaign Development

I. Give an overview of the development for the entire market and the different campaigns. Please prepare 3-5 charts and summarize the most important findings for each chart.

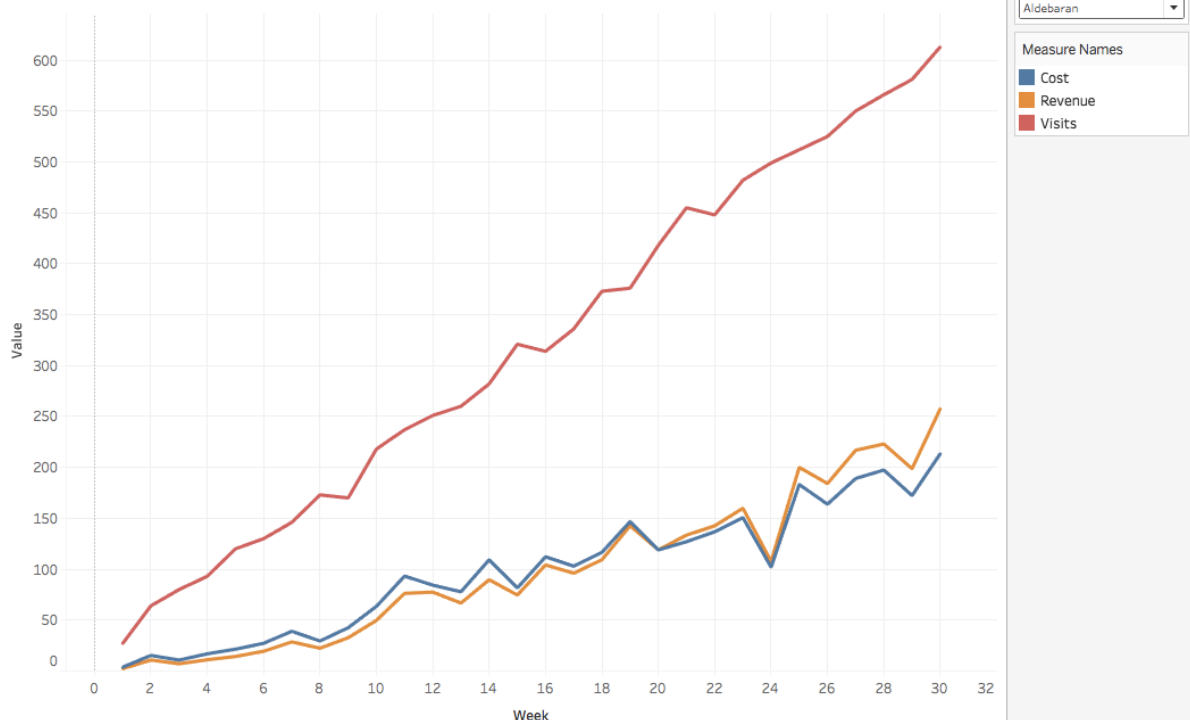
Market over view of the campaign

Overall, the cost and revenue looks highly correlated i.e there is a high dependency between them. Aldebaran is a low cost campaign when compared to the other two, attracts more visitors. Cottington is a high cost campaign which also generates high revenue.

We will look at all the campaigns one by one

### Aldebaran

Market overview

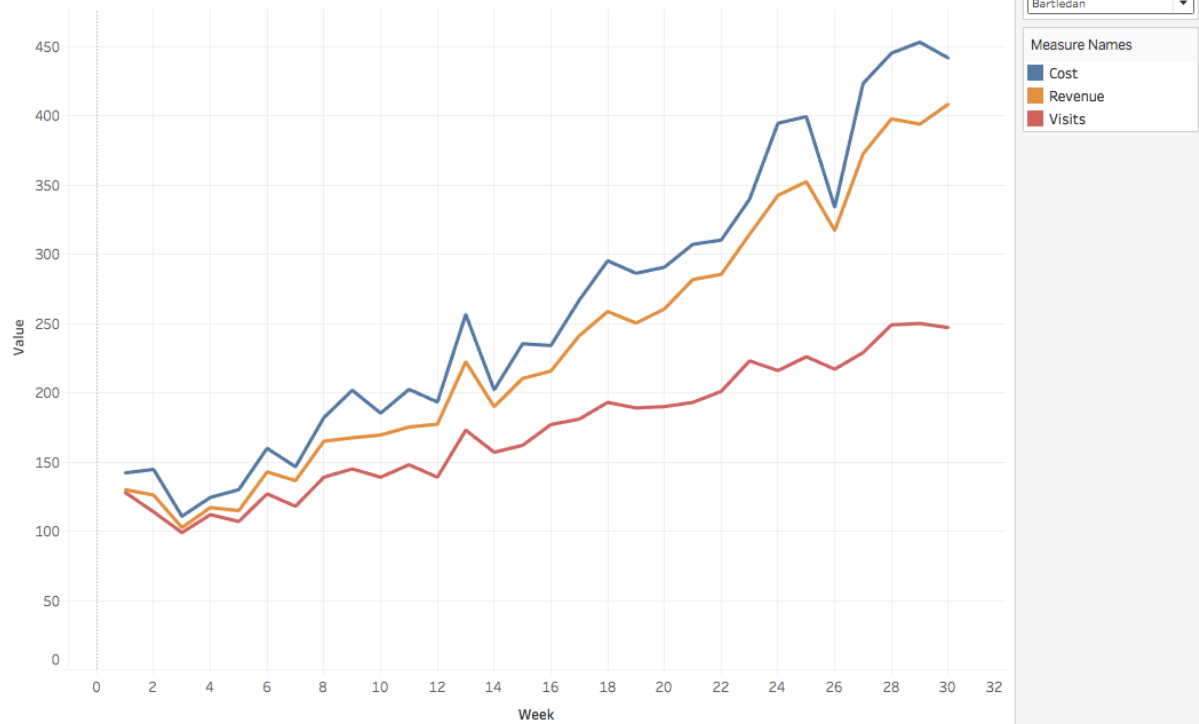


The number of visits are relatively high and shows the upward trend which means that number of visiting users has increased over time. It started with 27 visits in the 1<sup>st</sup> week and it is 613 visits in the 30<sup>th</sup> week whereas revenue generated in 1<sup>st</sup> week is 2.3 and in the 30<sup>th</sup> week its around 258. Cost in week 24 is 102 and revenue has also dropped to 107.6 which looks like an outlier in cost and revenue's growth.

The revenue generated by Aldebaran is lower than the cost till week 19, week 20 onwards its showing a higher trend than the cost.

## Bartledan

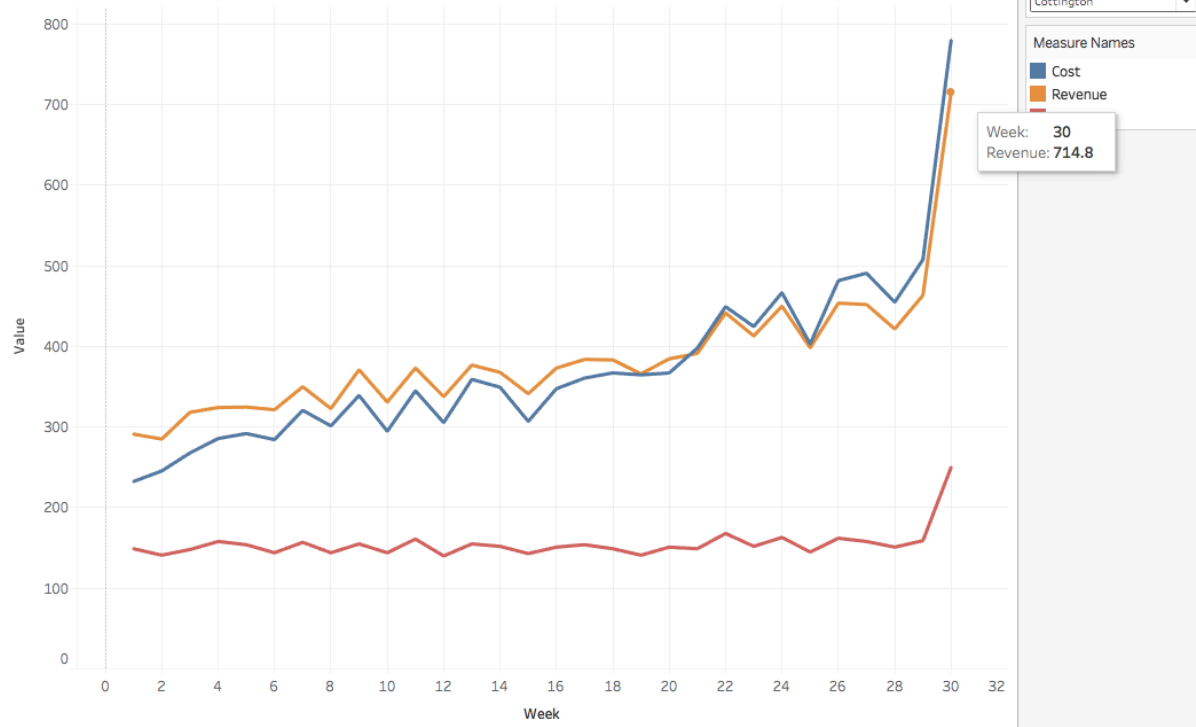
### Market overview



For Bartledan also, we see that the cost and revenue are highly correlated. Visits also look correlated to cost and revenue till some extent that could be till week 16. We can steep high in week 13 cost is 256 and revenue is 222. Also there is a steep low in week 26 in terms of cost and revenue. Overall cost, revenue and visits show an upward trend.

## Cottingham

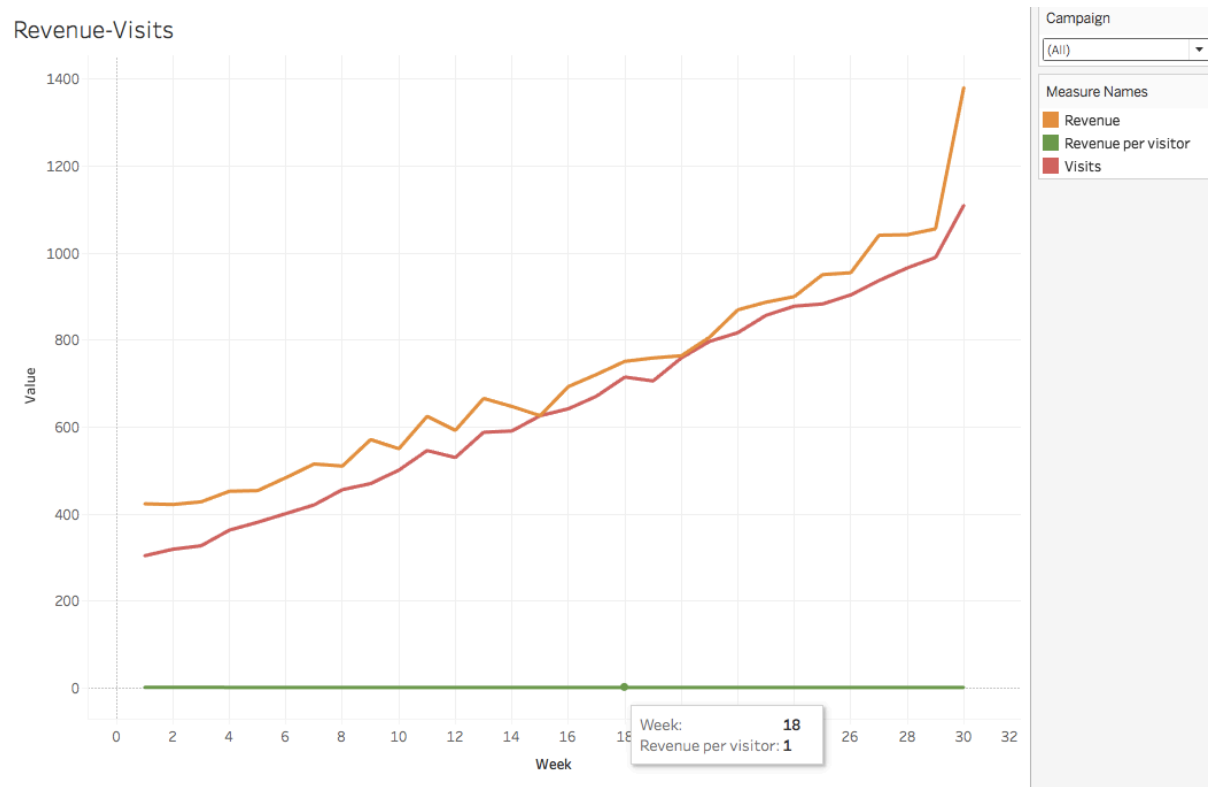
## Market overview



The number of visits here do not show an upward trend i.e its almost flat, its between 149 to 250. There is a huge rise in cost and revenue in week 30 as we can see that cost is around 780 and the revenue is around 715.

## II. How would you assess the development of the quality of traffic, e.g. in terms of revenue per visitor. How is the overall development and what are the drivers for it?

We see that revenue per visitor comes to 1 overall and it looks like its constant over the number of weeks. We could see little variation when we see the revenue per visitor for different campaigns. The number of visits have shown the rapid growth in Aldebaran campaign.



When we assess revenue per visitor for each campaign we find that Cottingham has superior revenue per visit when compared to other two campaigns. It ranges from 2 to 2.9 whereas Aldebaran ranges from 0.1 to 0.4 and Bartledan's revenue per visit ranges from 1 to 1.7. The details can be seen in the Tableau file. There is a correlation between the Visits and Revenue.

**II. You are talking with the responsible business developer for the market who wants to spend an additional 250€ per week from week 31 onwards. Please help him out with the following questions:**

- o - What is your advice in which campaign to invest and why?
- How do you expect this to impact the overall performance in the market from week 31 onwards?

If we are looking for a campaign in which cost spend is low and revenue is high, we could consider Aldebaran. Till week 19 revenue is recorded lower than cost but it starts increasing and gradually we see that there is a considerable difference in cost and revenue where revenue generated is higher. It has recorded the highest growth in number of visits as well which started at 27 in week 1 and its 613 in week 30

If we are spending 250€ extra from week 31 I would suggest the business developer to for Aldebaran campaign.

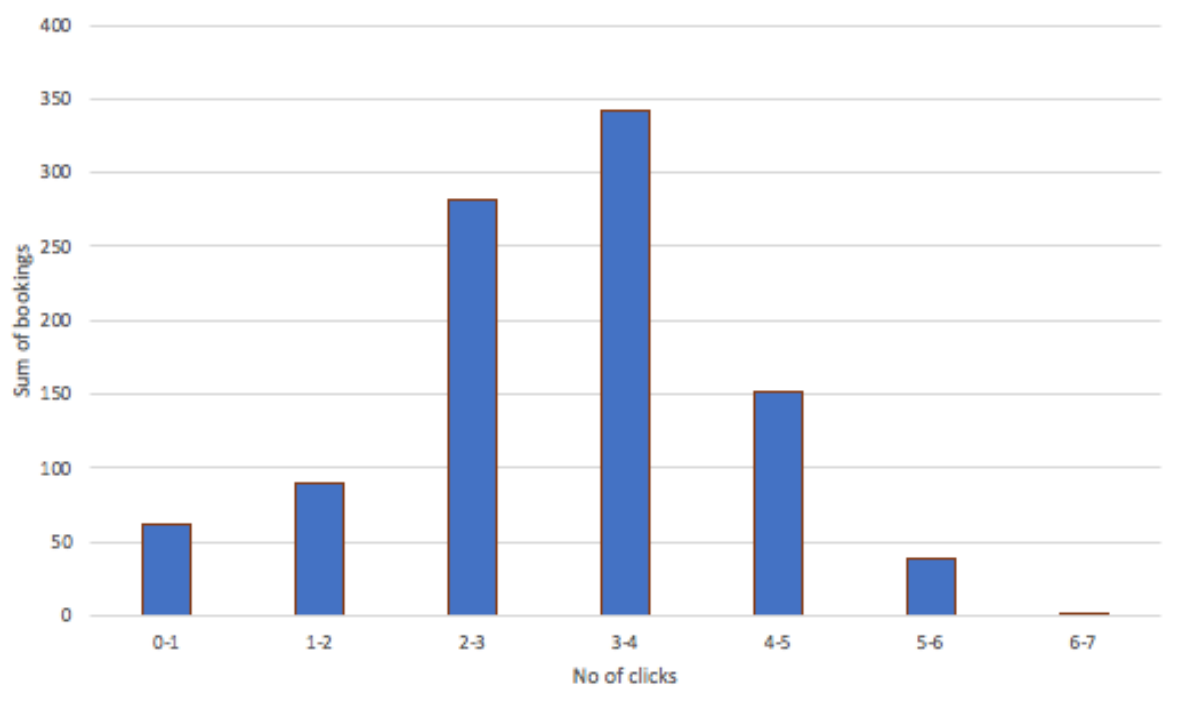
I would expect this to have more number of visits and more revenue generations, if we are spending 250€ extra from 31<sup>st</sup> week then this campaign should generate extra revenues too where revenue will be greater than the cost spent.

## Case 2: Session data

From our server logs you receive the .csv file. It contains information about single visits to our website (= sessions). A clickout is logged whenever a user clicks on hotel and is redirected to the

booking page. The booking field is binary and indicates if a hotel booking was logged after one of the click outs. Have a look at the data and check if there is a connection between the booking data and other information.

When we see the below graph plotted between number of clicks - sum of bookings, we observe that more number of clicks lead to less or no bookings. High number of clickouts result in high possibilities of not booking. 3 to 4 clickouts has lead to the maximum number of bookings which is 342. 5 to 6 clickouts has yielded 39 bookings and 6 to 7 has got only one booking.



The minimum session time has been recorded as 0 and maximum session time has been recorded at 6.30 minutes.

### -Automotive industry-

#### Case 3 (no data set)

The Strategy Department needs your support.

We intend to launch a campaign for Jaguar's new compact SUV, E-Pace, but will have to prioritise which European markets to run the campaign in. Please help the Strategic Team with your analytics skills and give a topline recommendation based on relevant data, statistics, studies you can find. These could be consumer behaviour, industry trends, market statistics, or whatever other sources could support a decision like this.

It looks like there is a huge market of Jaguar SUVs in the UK. The previous SUV model F-Pace which was launched a couple of years back was a huge hit in the UK and it has been one of the most sold cars by Jaguar. So, I would suggest to start the campaign for E-Pace in the UK. Also, Jaguar has a huge market in Germany we could continue to campaign in Germany as well. The Jaguar sales have also been increasing in Russia, Italy, Spain, Netherlands in last few years. We could continue campaigning in these countries.