


<p style="text-align: center;">DEAKIN BUSINESS SCHOOL</p> <p style="text-align: center;">DEPARTMENT OF INFORMATION SYSTEMS AND BUSINESS ANALYTICS</p> <p style="text-align: center;">MIS784 Marketing Analytics</p>	
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Assignment One

Background

This is an **individual** assignment, which requires you to analyse a given data set, interpret, draw conclusions from your analysis, and then convey your conclusions in a written report to a person with limited knowledge of marketing analytics.

Percentage of final grade	20%
Due date	Monday 19 th August 2019 11:59pm

The assignment **must be submitted by the due date electronically in CloudDeakin**. When submitting electronically, you must check that you have submitted the work correctly by following the instructions provided in CloudDeakin. Please note that we will NOT accept any hard copies or part of the assignment submitted after the deadline or via Email.

Extensions of time are not permitted. 5% will be deducted from the 20 marks allocated to this assessment task for each day or part of the day that the assessment is late, up to five days. Penalties include weekend days. Where work is submitted more than five days after the due date, the task will not be marked and the student will receive 0% for the task.

The assignment uses the **MIS784_Assignment 1_Data.xlsx** file, which can be downloaded from CloudDeakin.

Assurance of Learning

This assignment assesses following Graduate Learning Outcomes and related Unit Learning Outcomes:

Graduate Learning Outcome (GLO)	Unit Learning Outcome (ULO)
GLO1: Discipline-specific knowledge and capabilities: appropriate to the level of study related to a discipline or profession. GLO3: Digital literacy: using technologies to find, use and disseminate information GLO5: Problem Solving: creating solutions to authentic (real world and ill define) problems.	ULO1: To apply analytics models to a wide range of marketing activities ULO2: Use computer software to analyse consumers' data and understand the strength and limitations of each software ULO3: Analyse and interpret the output of a range of Customer analytics models in order to improve the decision making process ULO4: Demonstrate comprehensive understanding of Customer analytics models

Feedback

Prior to submission

Students can seek assistance from the teaching staff to ascertain whether the assignment conforms to submission guidelines.

Cloud

1 - Mondays 6:30-7:30pm (moderator: Shadi)

2 - Wednesdays 8-9pm (moderator: Shadi)

On-Campus

1 - Tuesdays 3:30-4:30pm room EA2.24 (moderator: Shadi)

2 - Thursdays 6-7pm room EA2.25 (moderator: Hedieh)

3 - Fridays 4:30-5:30pm room EA2.25 (moderator: Zoleikha)

After submission

Your assignment feedback will be returned in a rubric via CloudDeakin with an overall mark together with comments. In order to understand any areas of improvement, students are expected to refer, and compare, their answers to the suggested solutions.

Case Study

Cereal bar manufacturer Carman's kitchen offers premium cereal bars in five different flavours under the brand name "Carman's". Despite being a small firm, Carman's kitchen has managed to get about 20% market share in the cereal bars category, which is dominated by larger players such as Kellogs and Uncle Tobys. Carman's kitchen is pursuing an aggressive growth strategy and is planning to use price promotions extensively. The company has hired you as its marketing consultant to help identify the best price promotion strategy to pursue. Carman's has identified four different price promotion strategies that it can offer. Details of these strategies are given in the table below. Regular price of Carman's cereal bar is \$5 and its regular margin (contribution) is \$3. Carman's has to cover any additional cost that the retailer will incur in running the promotion.

Strategy	Promotional price	Weekly retailer cost per store
10% price reduction	\$4.5	0
20% price reduction	\$4	0
10% price reduction with end of aisle display	\$4.5	\$300
20% price reduction with feature in weekly catalogue	\$4	\$1000

To evaluate which of these strategies is effective, Carman's conducted field experiments in four stores (one strategy per store) of a major Australian supermarket chain during the past 26 weeks. In these field experiments, one of the four promotions was offered in weeks 11-14 and the category sales and Carman's brand market share were observed for 10 weeks prior to promotion and 12 weeks after promotion. Post-promotion dip was observed for 2 weeks following the promotional period, after which sales returned to its baseline value or persisted higher than the baseline value. The provided Excel file contains the weekly category sales and brand market share for the 10 week pre-promotion period, 4 week promotion period (highlighted in light blue) and two week post-promotion period (highlighted in dark blue). Long-term weekly average category sales and brand market shares (evaluated during 10 weeks after post-promotion dip period) are also given in the data. You can assume that the four experimental stores are comparable in terms of their store characteristics as well as the demographic characteristics of its customers. Your task is to evaluate the net impact of promotion taking into account any retailer's cost and long-term impact on category sales and brand market share; and recommend the best promotion strategy for Carman's. Discuss your intuition for the observed results and provide justification for your recommendation.

Submission

The assignment consists of **two** parts: Analysis and Report.

You are required to submit both your written report (approx. 1500 words) and analysis files (conducted in MS-Excel).

- **Analysis**

Students are expected to complete the analysis task in MS-Excel. The analysis file is expected to be a part of your submission.

Before submitting your analysis make sure it is logically organised and any incorrect or unnecessary output has been removed. In your Excel file all calculated figures are expected to be tied to appropriate Excel functions.

Note: Give your analysis files an appropriate name such as **MIS784_A1_studentID.xlsx**.

- **Report**

The report should be written based on your analysis output. As a general guide, you are expected to start your report with a brief introduction and after explaining your methodology and interpreting your analysis findings, conclude the report by a recommendations section.

Note: Name the report with an appropriate file name such as **MIS784_A1_studentID.docx**.

Criteria	Unsatisfactory	Satisfactory	Good	Very Good	Excellent
Analysis: Analytical results (Marks: 3) GLO1 and GLO 3	0.7 No analysis is presented or irrelevant/inappropriate techniques have been used to analyse the data with many errors in the analysis	1.6 Consistently, independently and skilfully uses appropriate data analysis techniques, demonstrating some expertise and specialised skills	1.9 Consistently, independently and skilfully uses appropriate data analysis techniques, demonstrating good expertise and specialised skills	2.2 Uses appropriate data analysis techniques independently, efficiently and effectively, and demonstrating a consistently high levels of expertise and specialised skills.	3 Uses most suitable data analysis techniques independently, efficiently and effectively, and demonstrating a consistently high levels of expertise and specialised skills.
Report: Selection of analytical techniques and evaluation of the methodology for improving marketing decision-making (Marks: 4) GLO1 and GLO5	0-1.4 1 Proposes no or inadequate solutions to existing and/or new situations in professional practice and/or further learning that indicate comprehension of a complex problem. Solutions do not consistently reflect any intellectual independence, adaptability and integrity.	1.5-1.7 2.2 Proposes an acceptable creative solutions to existing and/or new situations in professional practice and/or further learning that indicates satisfactory comprehension of a complex problem and reflects proficient judgement of the pros and cons of the proposed solution.	1.8-2 2.6 Proposes a good creative solution to existing and/or new situations in professional practice and/or further learning that indicates comprehension of a complex problem and reflects expert judgement of the pros and cons of the proposed solution. The proposed solution reflect a high level of intellectual independence and autonomy.	2.1-2.3 3 Proposes a very good creative, novel solution to existing and/or new situations in professional practice and/or further learning that indicates a comprehension of a complex problem and reflects an authoritative judgement of the pros and cons of the solution. The proposed solution reflect a very high level of intellectual independence.	2.4-3 4 Proposes an exemplary creative, novel solution to existing and/or new situations in professional practice and/or further learning that indicates a deep comprehension of a complex problem and reflects an expert and authoritative judgement of the pros and cons of the proposed solution. Solutions reflect an exceedingly high level of intellectual independence.
Report: Interpretation of analysis output from a marketing perspective (Marks: 5) GLO1 and GLO5	0-1.9 1.2 Provides no or a limited interpretation of the analysis output and no logical interpretations from a marketing stand point	2-2.3 2.7 Provides an acceptable interpretation of the analysis output and satisfactory interpretations from a marketing stand point	2.4-2.7 3.2 Provides a good interpretation of the analysis output and reasonable interpretations from a marketing stand point	2.8-3.1 3.7 Provides a very well interpretation of the analysis output and thorough interpretations from a marketing stand point	3.2-4 5 Provides an excellent interpretation of the analysis output and insightful interpretations from a marketing stand point
Report: Develop management recommendations (Marks: 5) GLO5	0-2.4 1.2 Provides no or limited guidance as to how solutions might be skilfully and creatively implemented in a manner that addresses multiple contextual factors of the problem.	2.5-2.9 2.7 Provides satisfactory guidance as to how solutions might be skilfully and creatively implemented in a manner that satisfactorily addresses multiple contextual factors of the problem.	3-3.4 3.2 Provides expert guidance as to how solutions might be skilfully and creatively implemented in a manner that adequately addresses multiple contextual factors of the problem.	3.5-3.9 3.7 Provides very good authoritative and expert guidance as to how novel solutions might be skilfully and creatively implemented in a manner that addresses sufficiently multiple contextual factors of the problem.	4-5 5 Provides outstandingly authoritative and expert guidance as to how novel solutions might be skilfully and creatively implemented in a manner that excellently addresses multiple contextual factors of the problem.

Report: Quality of writing, Report formatting & Table & Figures to support conclusions (Marks: 3) GLO2	0.7 Always or mostly uses inappropriate and/or irrelevant content to develop and explore basic ideas and presents an unacceptable exposition of complex knowledge and ideas. 0-1.4	1.6 Moderately uses appropriate, relevant, and compelling content to illustrate mastery of the subject or topic and presents a clear, coherent, independent and professional exposition of complex knowledge and ideas 1.5-1.7	1.9 Mostly uses appropriate, relevant, and compelling content to illustrate mastery of the subject or topic and presents a clear, coherent, independent and professional exposition of complex knowledge and ideas 1.8-2	2.2 Consistently uses appropriate, relevant, and compelling content to illustrate a mastery of the subject or topic and generates original knowledge, making a substantial contribution to a discipline or area of professional practice. 2.1-2.3	3 Consistently and effectively uses appropriate, relevant, and compelling content to illustrate a mastery of the subject or topic and generates original knowledge, making a very substantial contribution to a discipline or area of professional practice. 2.4-3
Overall Score	Fail (N) 0 – 9.5	Pass (P) 10-11.5	Credit (C) 12-13.5	Distinction (D) 14-15.5	High Distinction (HD) 16 - 20