Metric Based Analysis For Products.

1. Inferences from the Visualization

1.1. Inferences from Turnover Trends.

1.1.1. Marke 1

- **Stable Turnover:** The turnover for Marke 1 shows a relatively stable trend with minor fluctuations. The turnover peaks around weeks 4, 18 and 23 indicating potentially successful periods in terms of sales or effective marketing campaigns. Weeks 1, 12, and 15 shows relatively lower turnover indicating potential issues or reduced sales activities.
- **Seasonal Effects:** No specific seasonality pattern is observed in Marke 1.

1.1.2. Marke 2

- **More Fluctuations:** Marke 2 shows more evident fluctuations in turnover. There is a significant dip around week 12, 15 and 15, followed by a recovery.
- **Winter Seasonality:** The expected winter seasonality might explain the higher turnover in the initial weeks (assuming the winter season spans weeks from 1 to 9).

1.1.3. Performance Comparison

Despite the fluctuations, on the whole Marke 2 generally has higher turnover compared to Marke 1 . Both the brands show a dip followed by a recovery towards week 26, with Marke 2 recovering more strongly.

1.1.4. Insights for Decision Making

1. **Investment Considerations**
    - **For Marke 1:**
        - **Stable Investments:** Given the stable turnover, maintaining or slightly increasing investments in effective channels could stabilize or slightly boost turnover.
    - **For Marke 2:**
        - **Seasonal Investments:** Given the fluctuations and higher turnover, especially in the initial weeks, consider increasing investments to maximize

returns.

2. Inferences from the Investment Development Visualization.

Based on the visualizations, we can infer a few aspects regarding the investment development for Marke 1 and Marke 2 over the first 26 weeks of the year:

2.1. Total Investment Overview

The clustered column chart shows the total investment for Marke 1 and Marke 2 over the weeks:

2.1.1. Trend Analysis

- Both Marke 1 and Marke 2 have varying investment levels over 26 weeks.
- Marke 2 tends to have higher investment peaks compared to Marke 1.
- Investments for Marke 2 appear to be more volatile with significant highs and lows.

2.1.2. Investment Peaks

- Marke 2 shows significant investment peaks around week 1, 3, and 4.
- Marke 1 shows relatively consistent investment with a notable peak around week 14.

2.1.3. Comparative Analysis

In general, Marke 2 seems to have more frequent and higher peaks compared to Marke 1.

2.2. Channel Investments for Marke 1

The "Channel Investments - Marke 1" clustered column chart breaks down the investment by channels for Marke 1:

2.2.1. Channel Distribution

- The investments in Print IV and Print I seem to dominate the channels for Marke 1.
- Online-Native and other investments (Print II, Print III, SEA, TV) have lower investments compared to Print I and Print IV.
- This investment helps Marke 1 to have high turnover in weeks 3, 10, 14, 18, and 23 respectively.

2.2.2. BI Decision

The investments should be made on channels Print IV and Print I to get a better total turnover for Marke 1.

2.3. Channel Investments for Marke 2

The "Channel Investments - Marke 2" breaks down the investment by channels for Marke 2:

2.3.1. Channel Distribution

- TV investments are very prominent in Marke 2 particularly in the previous weeks.
- Print I and Print II also show significant investments.
- With SEA, there is considerable investment during some weeks, indicating targeted campaigns.

2.3.2. BI Decision

The investments in Marke 2 channels show more volatility compared to Marke 1 with large spikes and drops in certain weeks. So, the investments should be made on channels TV, Print I, and Print II to get a better total turnover.

2.4. Combined Inferences

2.4.1. Investment Strategy

- Marke 1 follows a more stable and consistent investment strategy, focusing on Print IV and Print I channels.
- Marke 2 appears to use a more aggressive and varied investment approach, with significant spikes in TV, Print I, Print II, and SEA channels.

2.4.2. Seasonal or Campaign-Based Investments

The peaks in investments for Marke 2 around weeks 1 to 4 could indicate specific seasonal campaigns or targeted marketing efforts.

3. Inferences from the Profitability Visualization

The clustered column chart, line chart, and heat map display the profitability for Marke 1 and Marke 2 across the first 26 weeks of the year. Here are several key inferences we can draw from this visualization:

3.1. Overall Profitability Comparison

- Marke 2 has consistently higher profitability than Marke 1. This is evident from the higher bars representing Marke 2 across most weeks.

3.2. Profitability Trends Over Time

3.2.1. Marke 1

- Profitability is relatively low compared to Marke 2.

- There are some weeks where Marke 1 shows significant increase in profitability, specifically around weeks 4, 19, and 26.

3.2.2. Marke 2

- Profitability is higher compared to Marke 1.
- Notable peaks are observed around weeks 5, 9, 13, and 23.
- A significant dip in profitability is seen around weeks 6, 8, and 24.

3.3. Profitability Peaks and Dips

3.3.1. Marke 1

- Peaks around weeks 4 and 19 would indicate successful campaigns and periods of higher turnover relative to investment.
- Lower profitability around weeks 10 and 14 is due to higher investments and lower turnover during those periods.

3.3.2. Marke 2

- Significant profitability peaks around weeks 5, 9, 13, 23, and 24 suggest high turnover and successful marketing efforts during these weeks.
- The sharp dip around weeks 6, 8, and 24 indicates a period of reduced profitability, possibly due to high investment costs not matched by turnover.

3.4. Seasonal or Campaign Impact

The periodic peaks and troughs in profitability, especially for Marke 2, suggest that there might be specific campaigns or seasonal impacts influencing profitability.

4. Inferences from the ROI-Channel Investments Visualization

The scatter charts show a comparison between the total turnover and the investment in various channels (TV, Print I, Print II, Print III, Print IV, Online Native) for two brands, Marke 1 and Marke 2. Each chart focuses on a specific channel and includes the following elements:

4.1. X-Axis (Total Investment per Channel)

Represents the total amount invested in a specific channel (e.g., TV, Print I, etc.). As the point moves further right, higher the investment value in that channel.

4.2. Y-Axis (Total Turnover of the Product)

Represents the total turnover generated for the product. Total turnover per product is constant.

4.3. Interpretation of the Charts

The return on investment is calculated by dividing the total turnover across 26 weeks for a particular product by the sum of investments (channel particular) across 26 weeks for the same product. The same metric analysis is also available per week.

4.4. Key Insights

Marke 2 generally has higher turnover across most channels compared to Marke 1. Marke 2 appears to invest more in channel TV, leading to higher turnover.

4.5. Conclusion

These scatter charts provide a visual summary of how investments in different channels correlate with turnover and ROI for the two brands. It helps identifying which channels are more effective and where there might be opportunities to optimize investment allocation. Analyzing the turnover data in accordance with these investment charts would be crucial to determine the return on investment (ROI) for these channels.

5. Will 25% Extra Investment Boost the Profitability?

5.0.1. Potential Impact Analysis

- **Marke 1:** Historical ROI suggests moderate returns. A 25% increase in investment could yield proportional or slightly higher returns due to stable performance.
- **Marke 2:** Historical ROI indicates higher volatility but greater potential for returns. A 25% increase could significantly boost profitability.

5.0.2. Final Considerations and Risks

Increased investment does not always guarantee proportional returns.

5.0.3. Recommendations

Conduct tests with 10-15% increased investment, weeks before scaling up to 25%. By this we can make informed decisions on whether a 25% extra investment will boost profitability for Marke 1 and Marke 2, and how to allocate this investment effectively to achieve the best possible outcomes. Consistent investment in certain channels for Marke 1 indicates a strategy of sustained brand presence, while Marke 2 might be using high impact campaigns for quick gains. Based on this analysis, the CEO can consider reallocating funds, especially with the additional 25% investment to maximize returns.