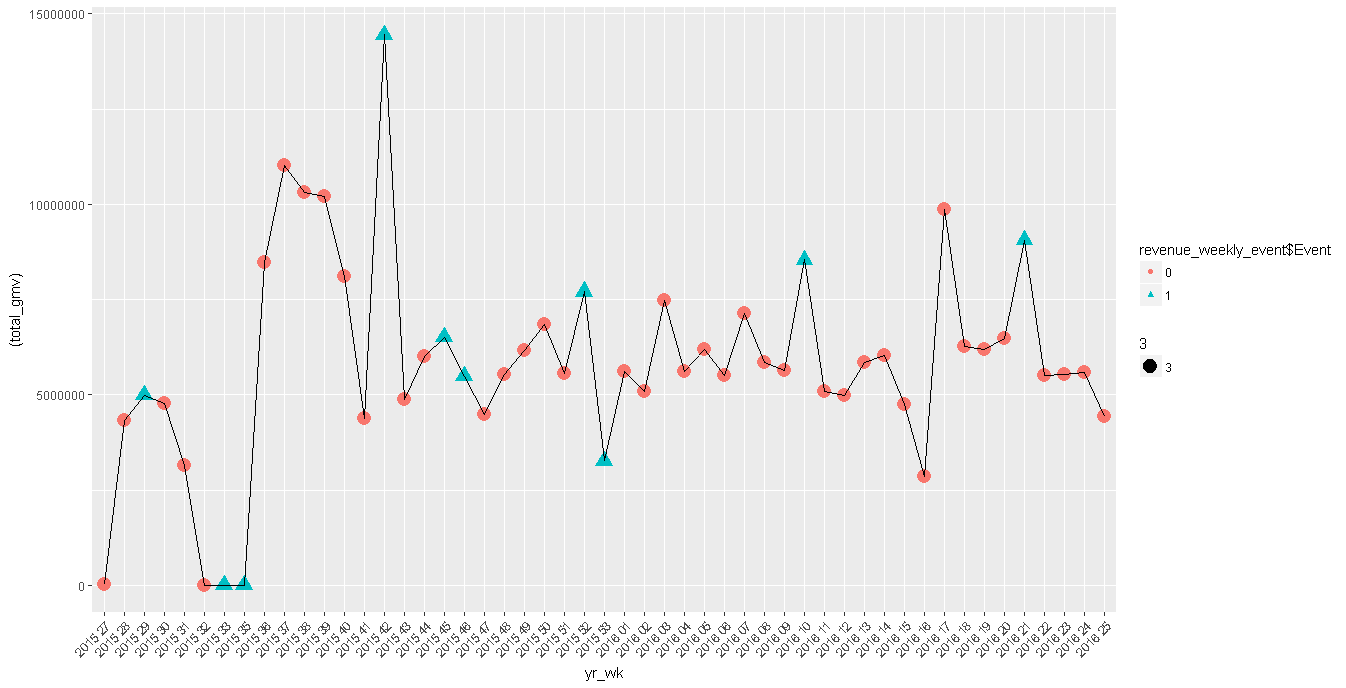
**Consumer Electronics**

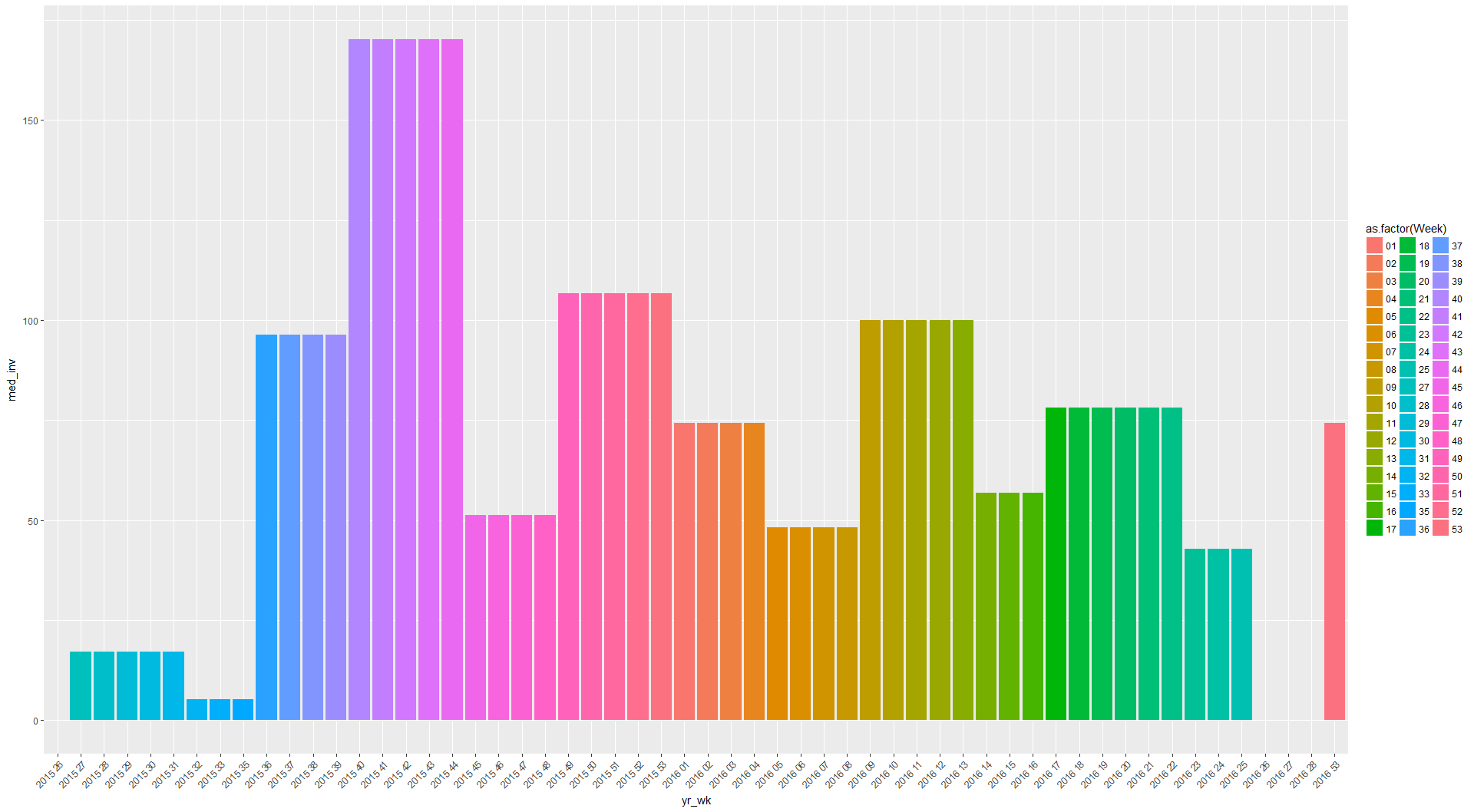
Camera Accessories

Weekly GMV generated from sales of Camera Accessories with Holiday/Event marks



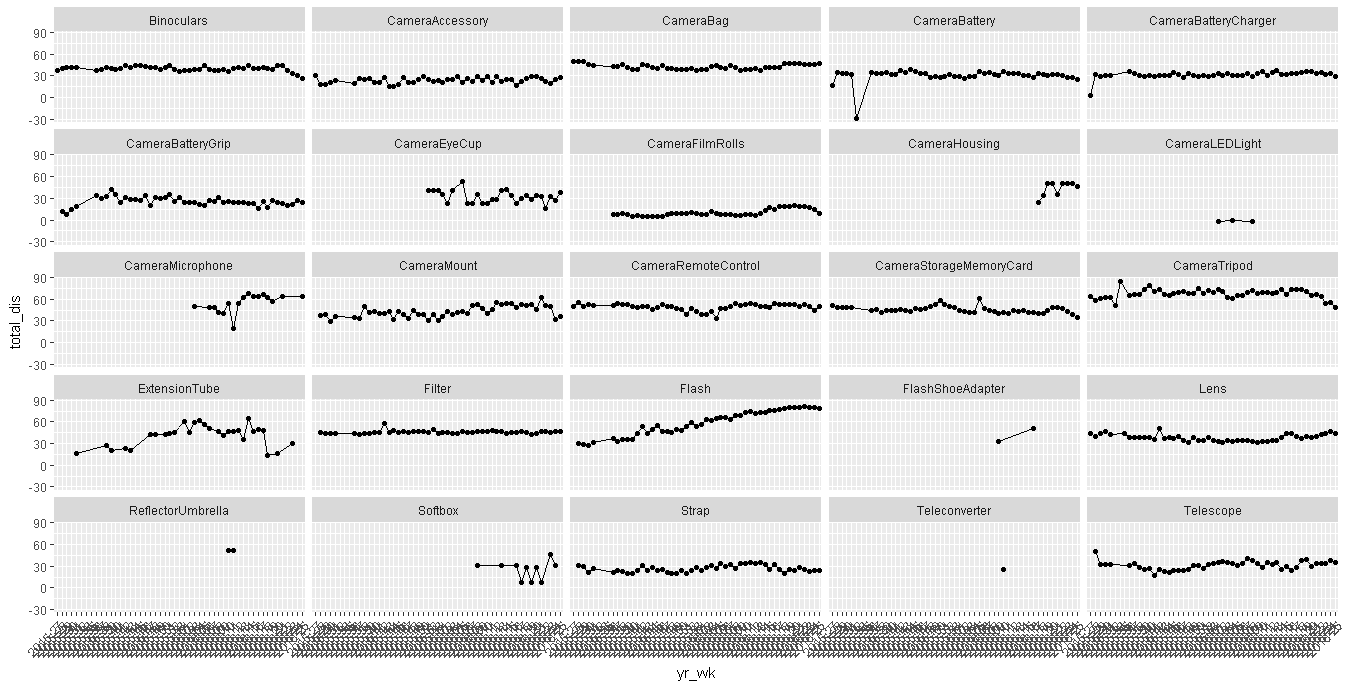
We can see the increase in overall sales in the last 1 year.

Investments made in commercials

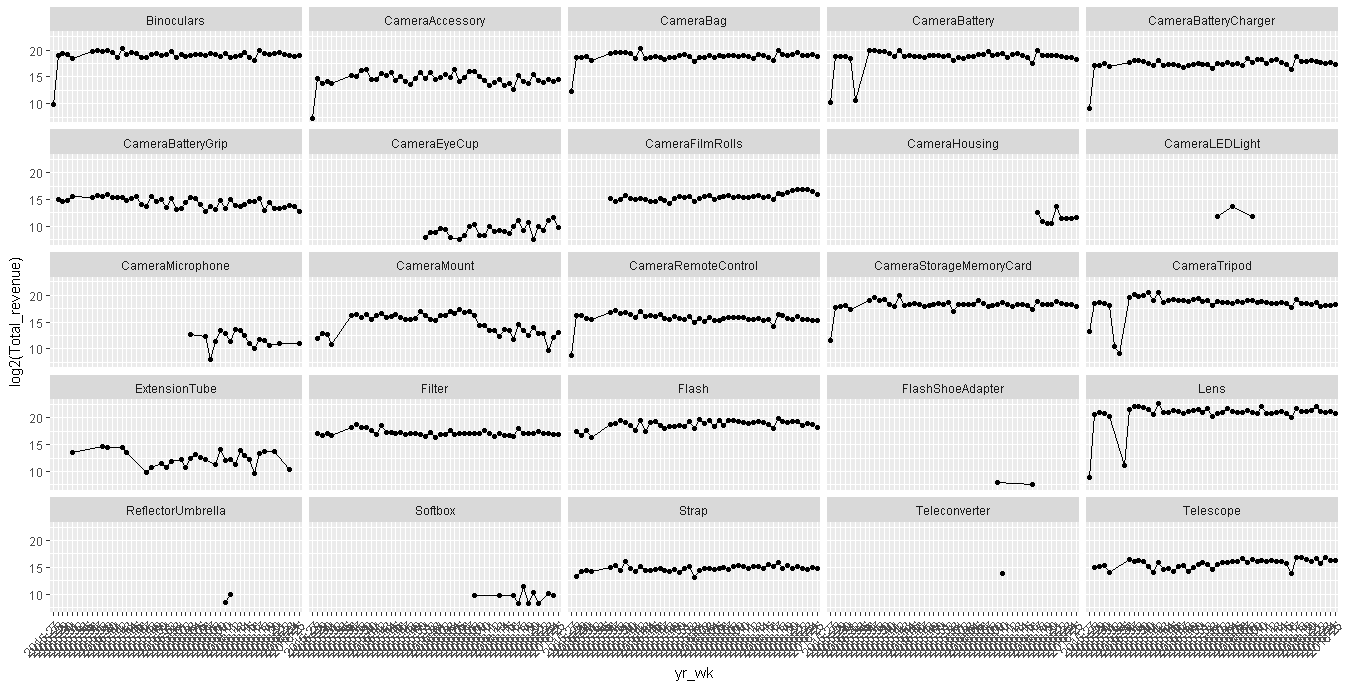


Comparison of discount Vs sales.

Discounts on various camera accessories given round the year



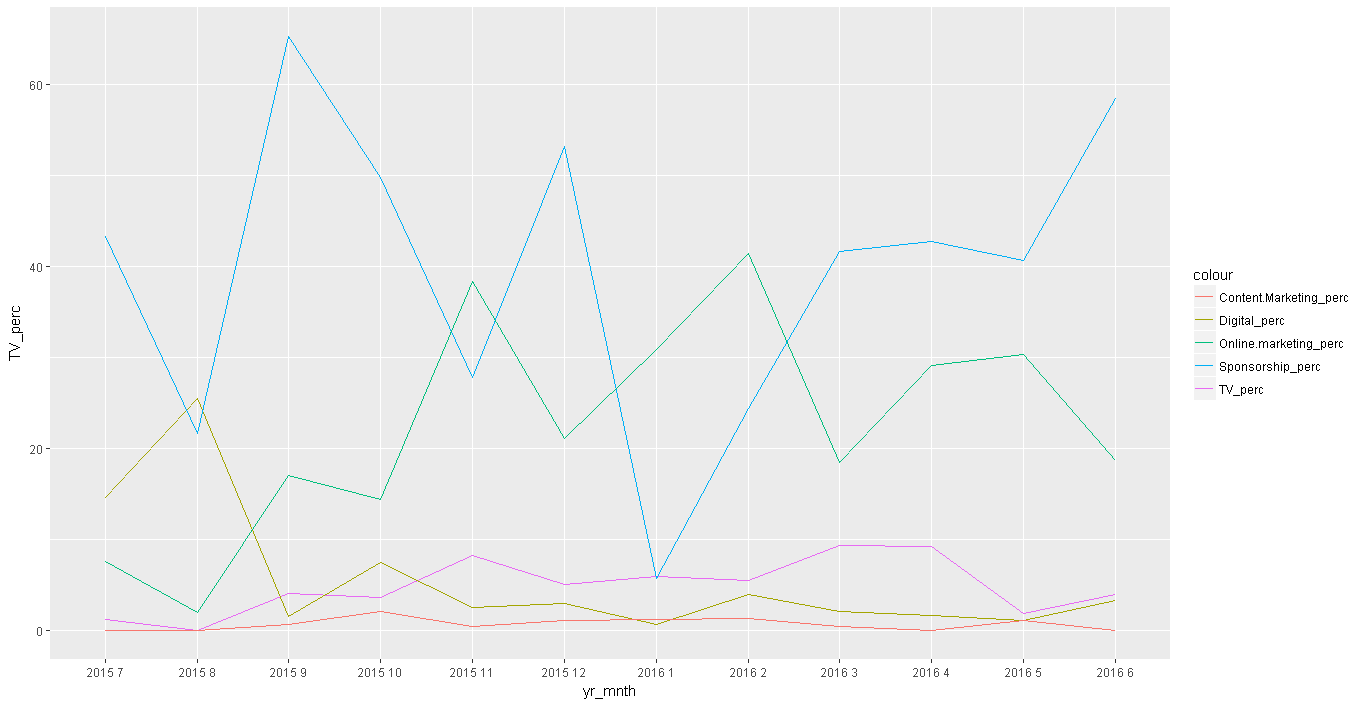
Revenue from the sale of various camera accessories, sale in log2 scale

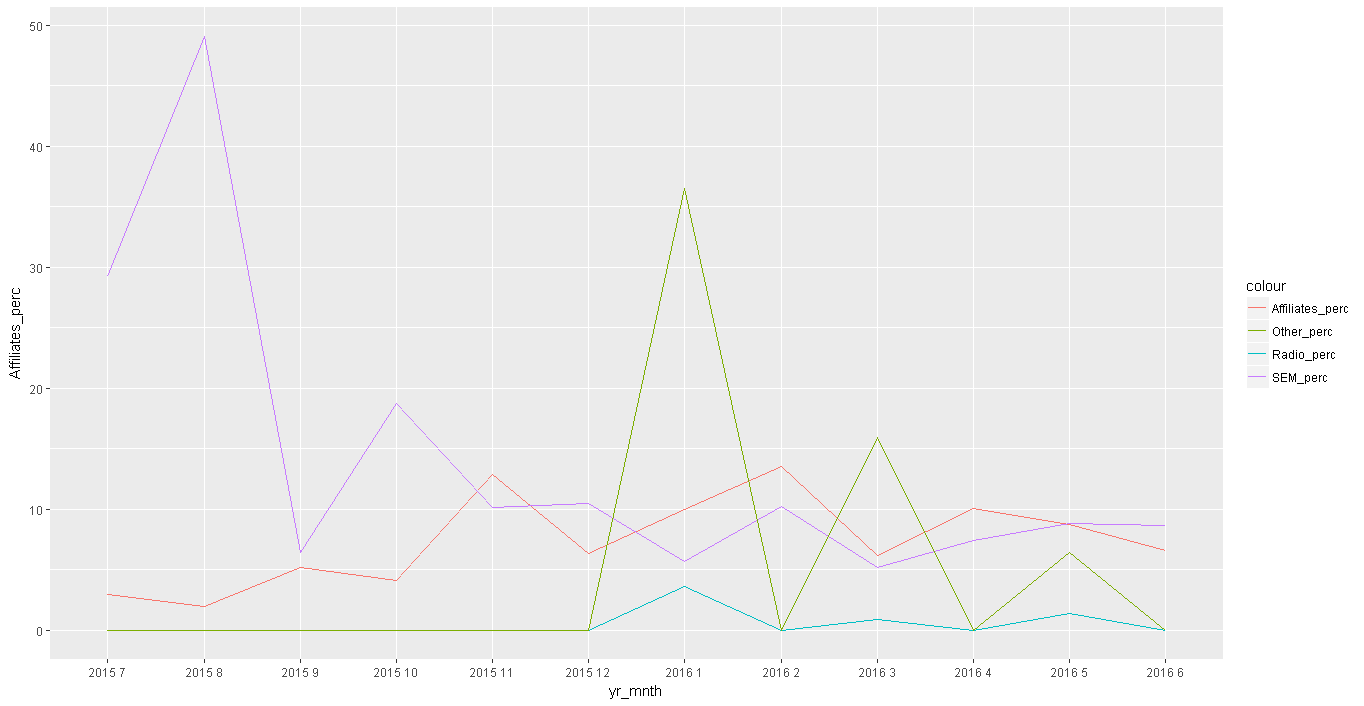


We can see that there is an increase in sale of few products and decline in few others.

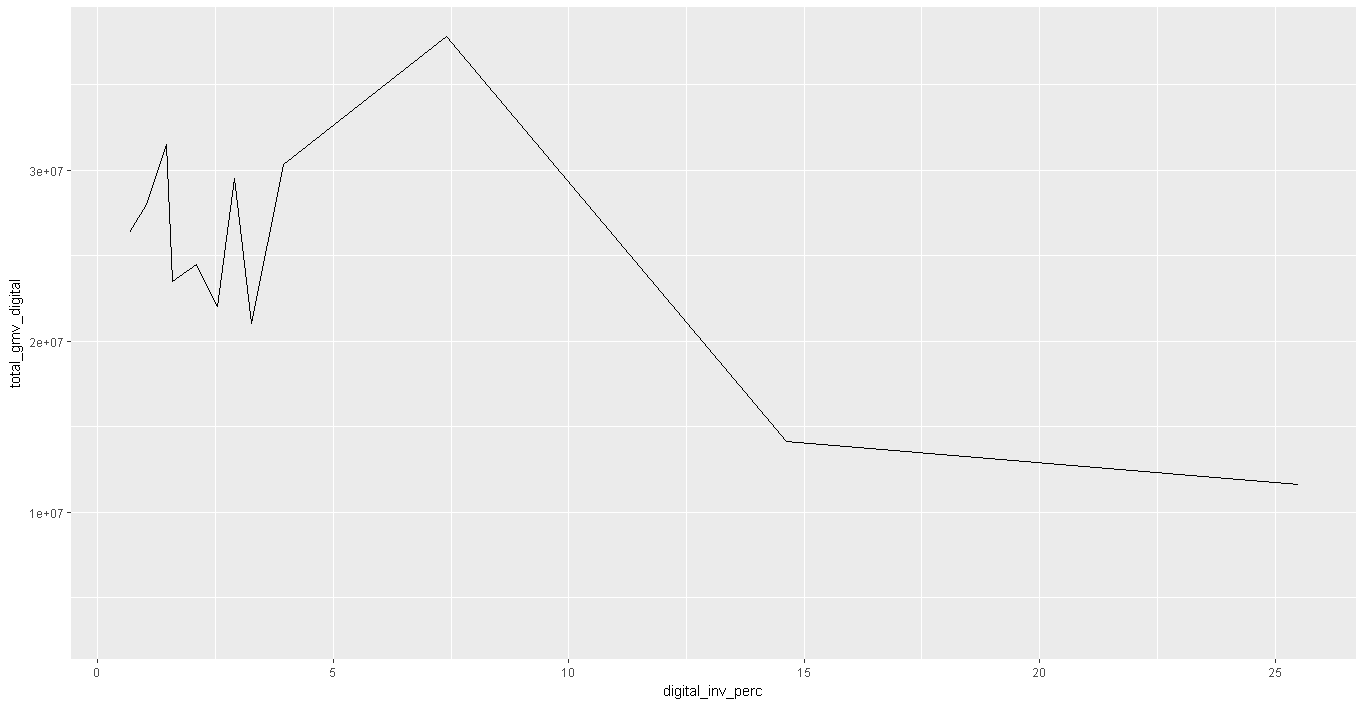
**Media Investment and effects on GMV**

**Investment across the year**

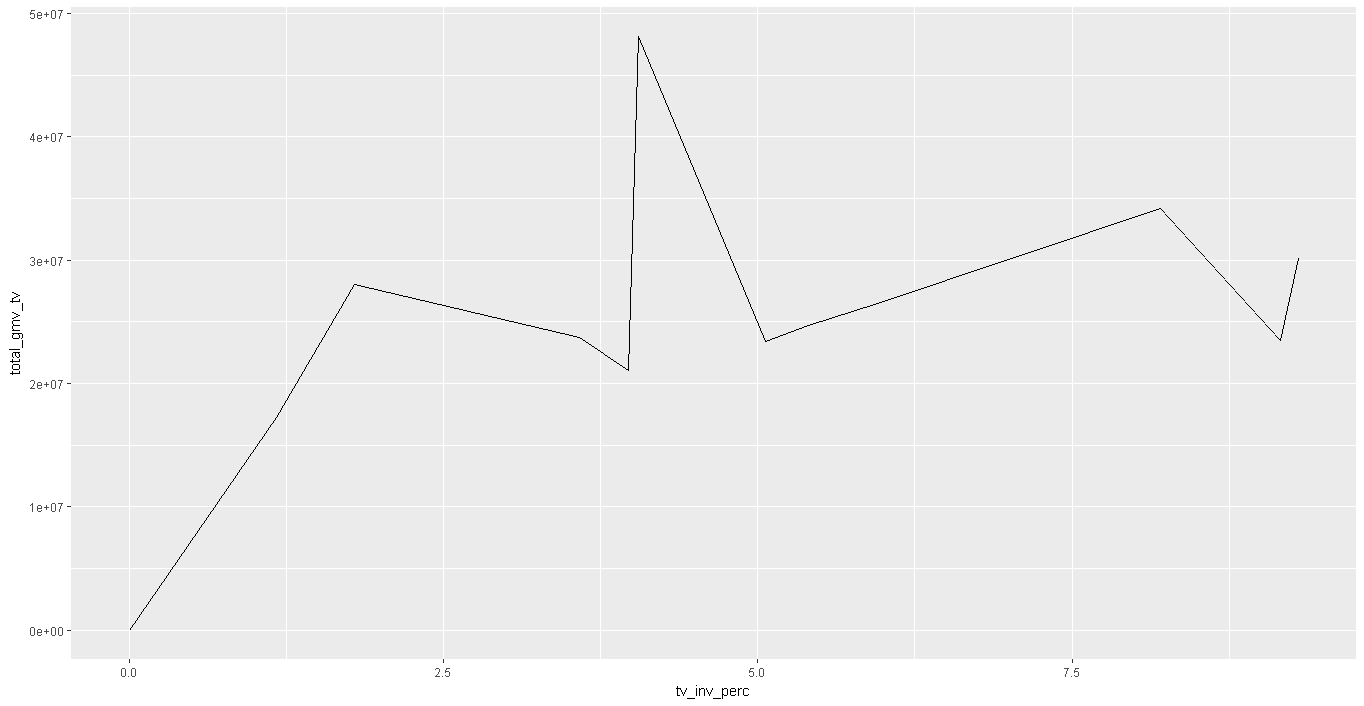




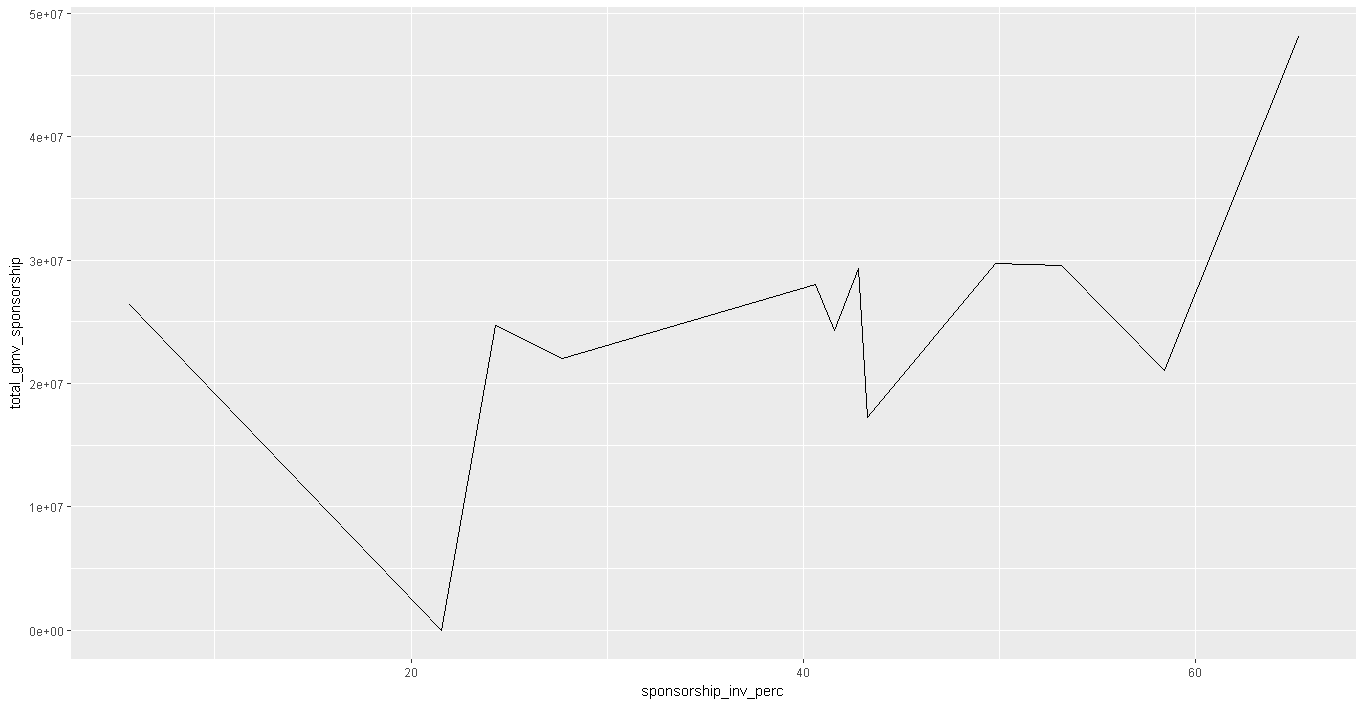
**Digital Marketing Vs Sales revenue**



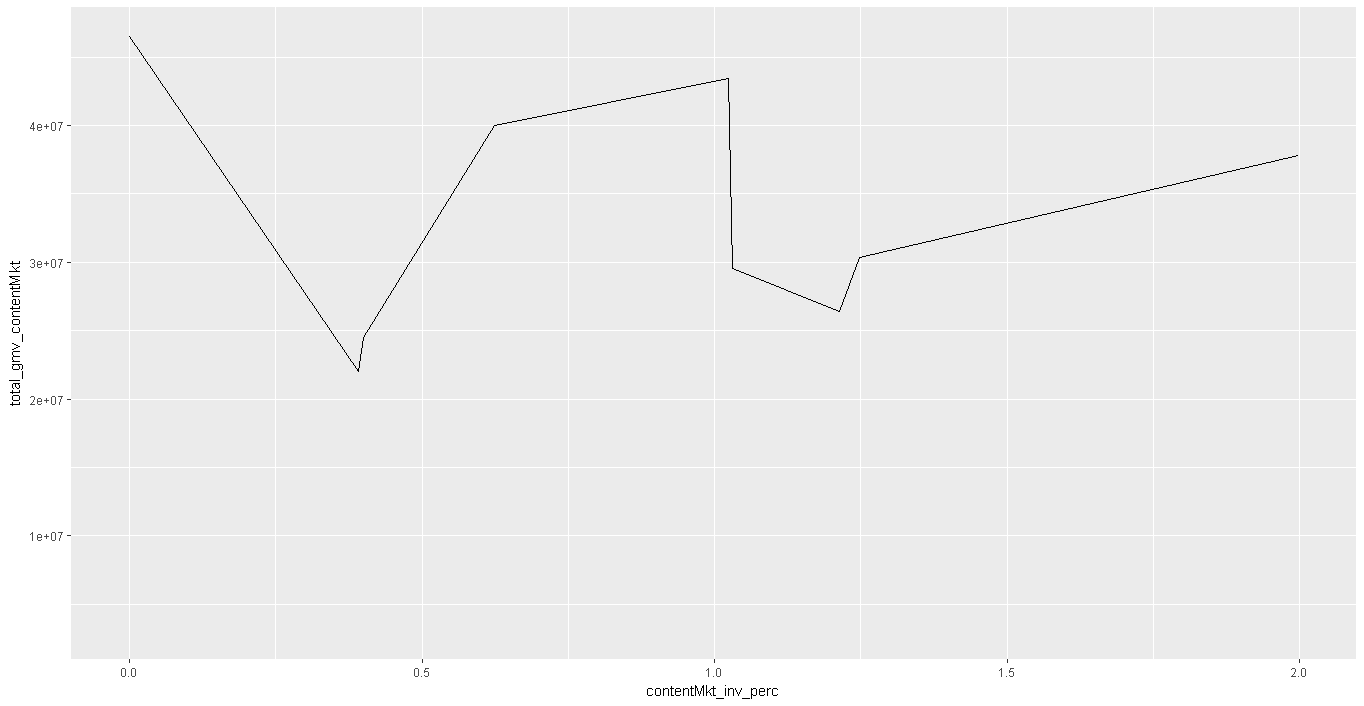
**Tv marketing Vs Sales revenue**



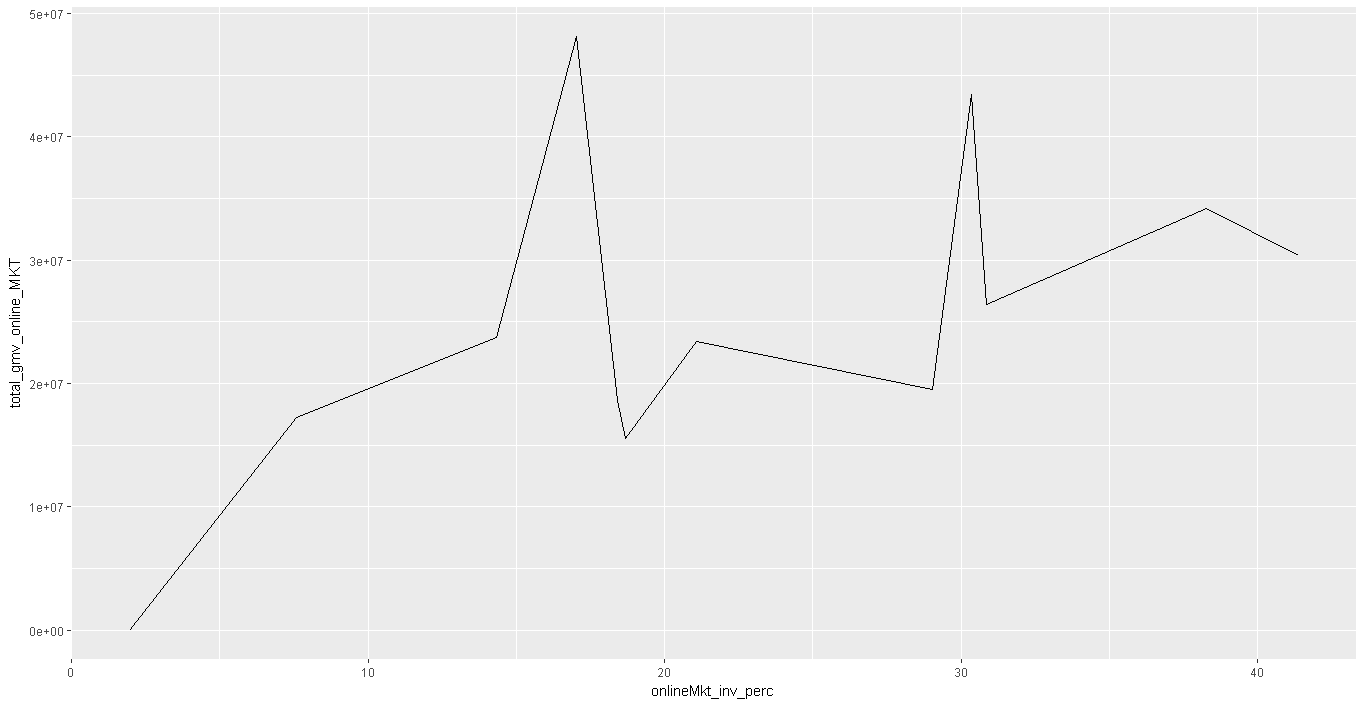
**Sponsorship Vs Sales revenue**

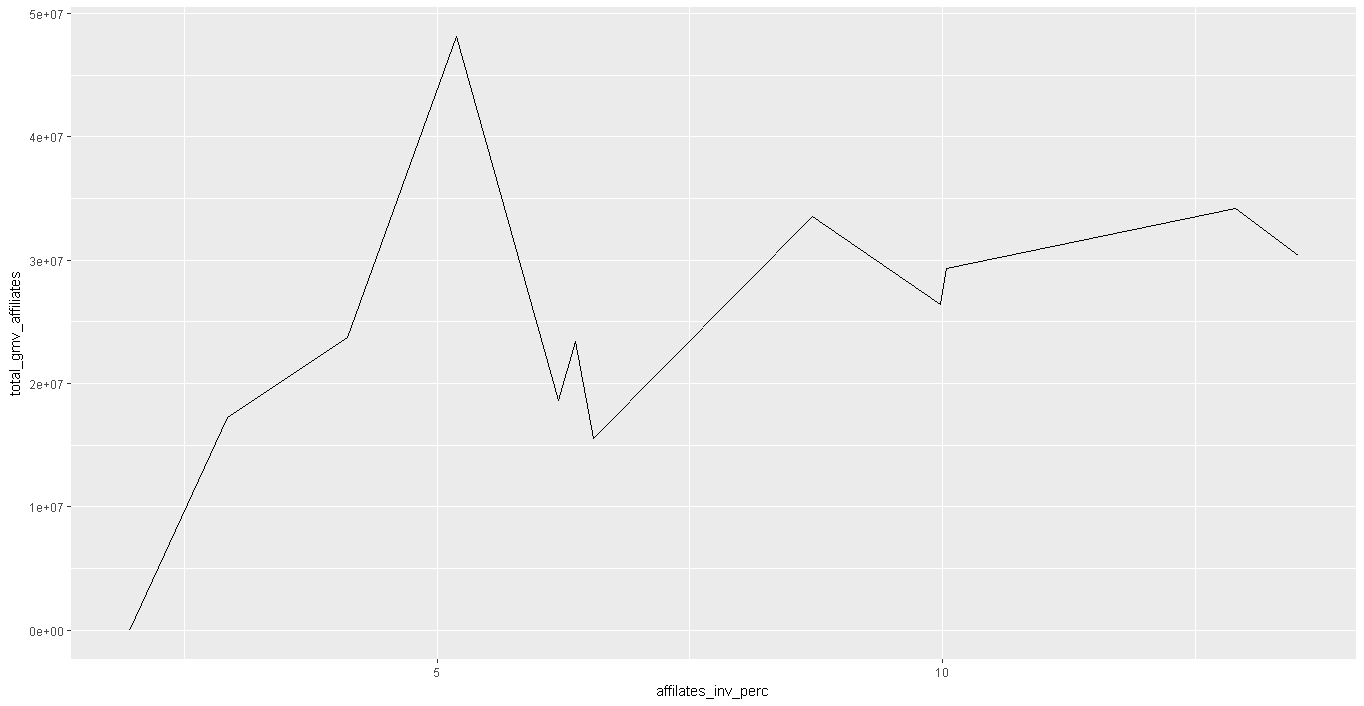


**Content Marketing Vs Sales Revenue**

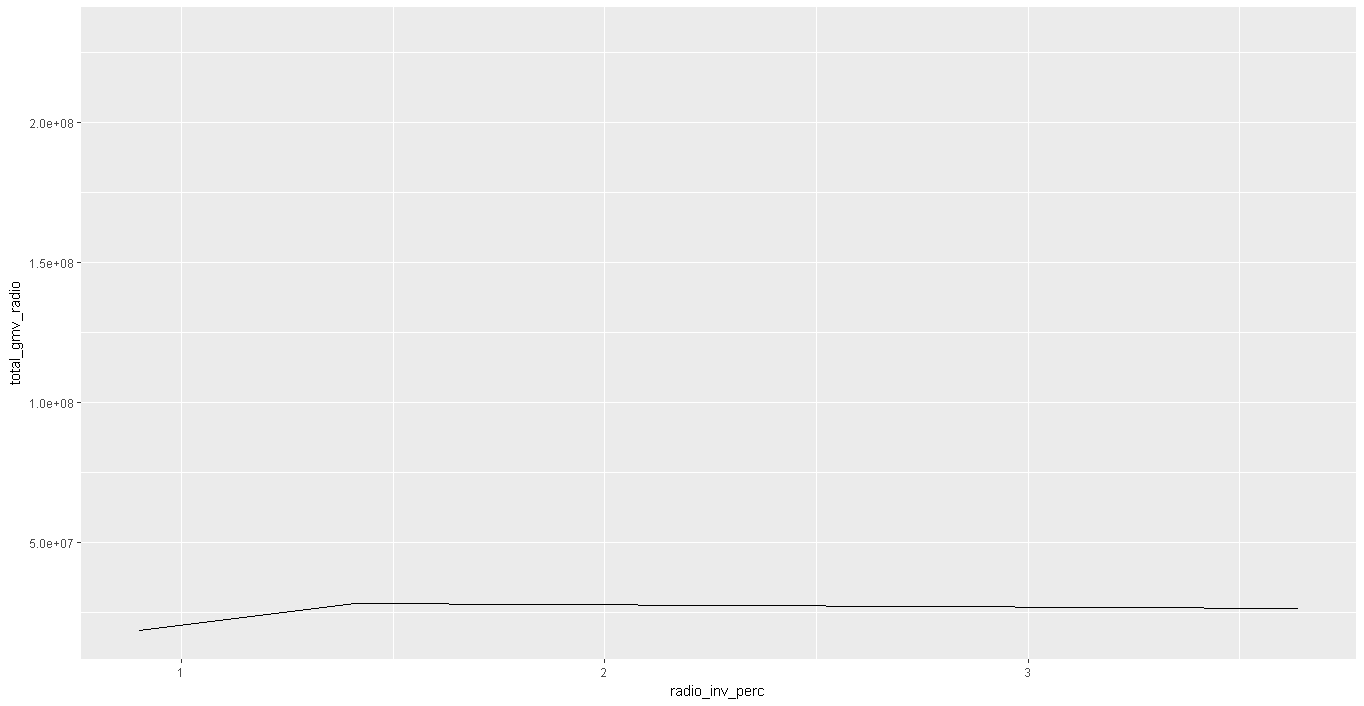


Online Marketing Vs Sales

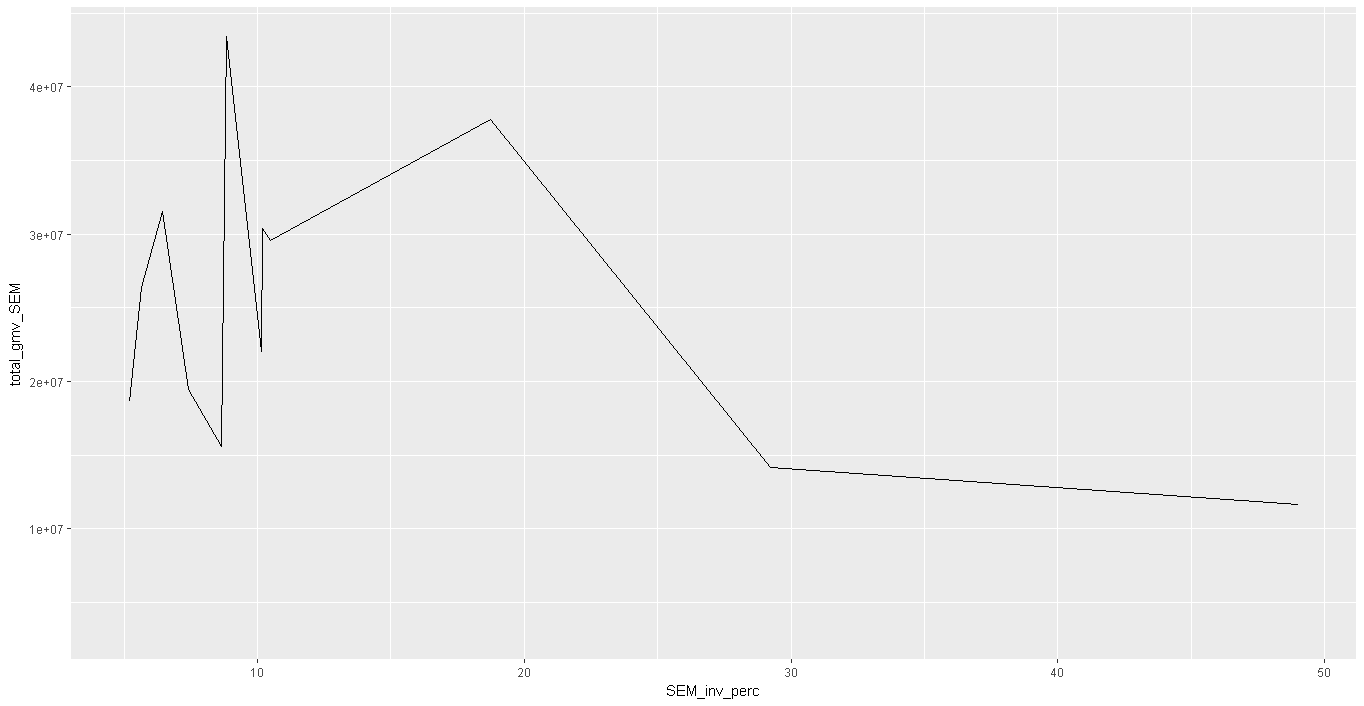


Affiliates Vs Sales

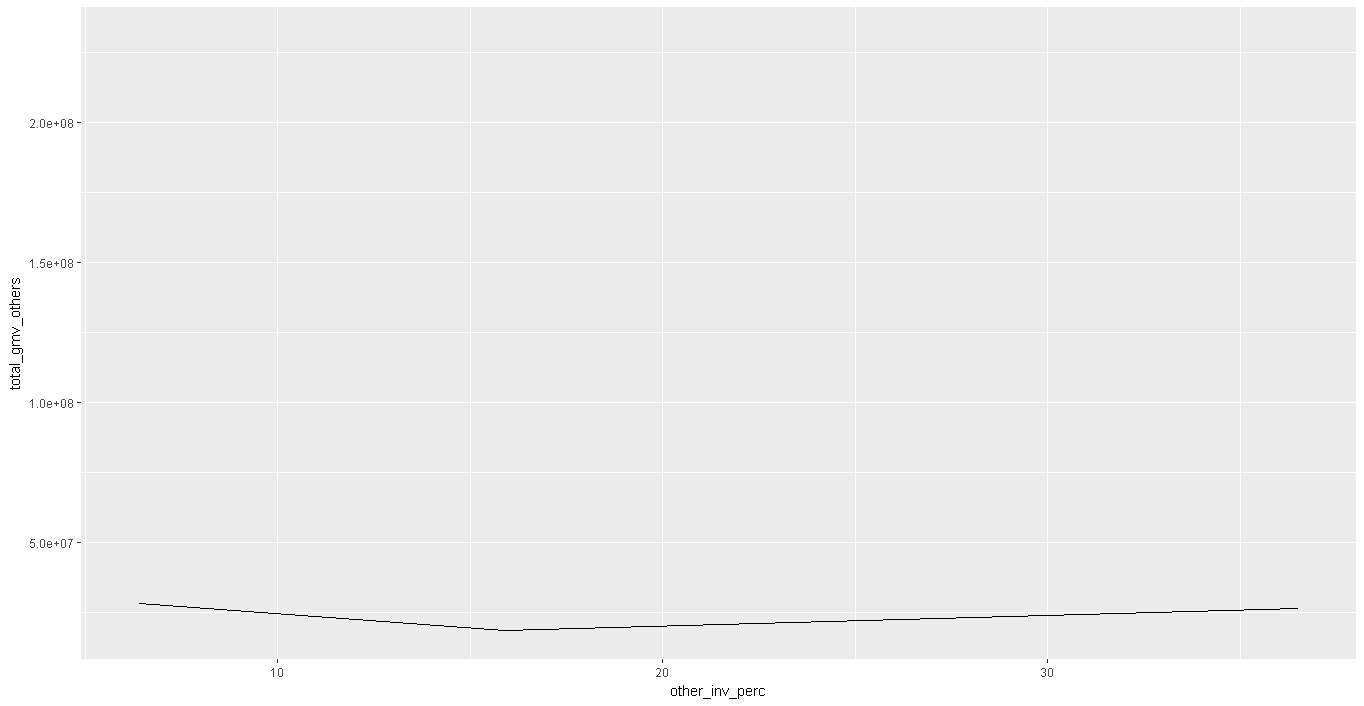
Radio Vs Sales



SEM Vs Sales



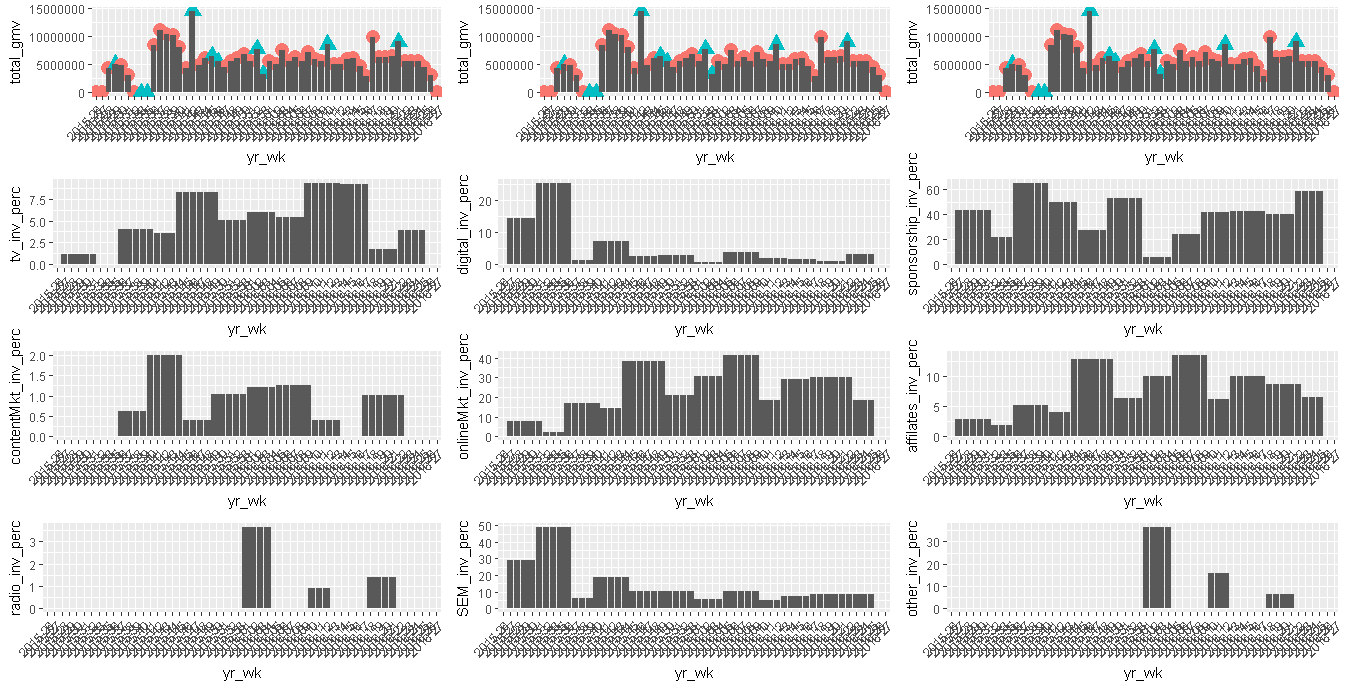
Others vs Sales



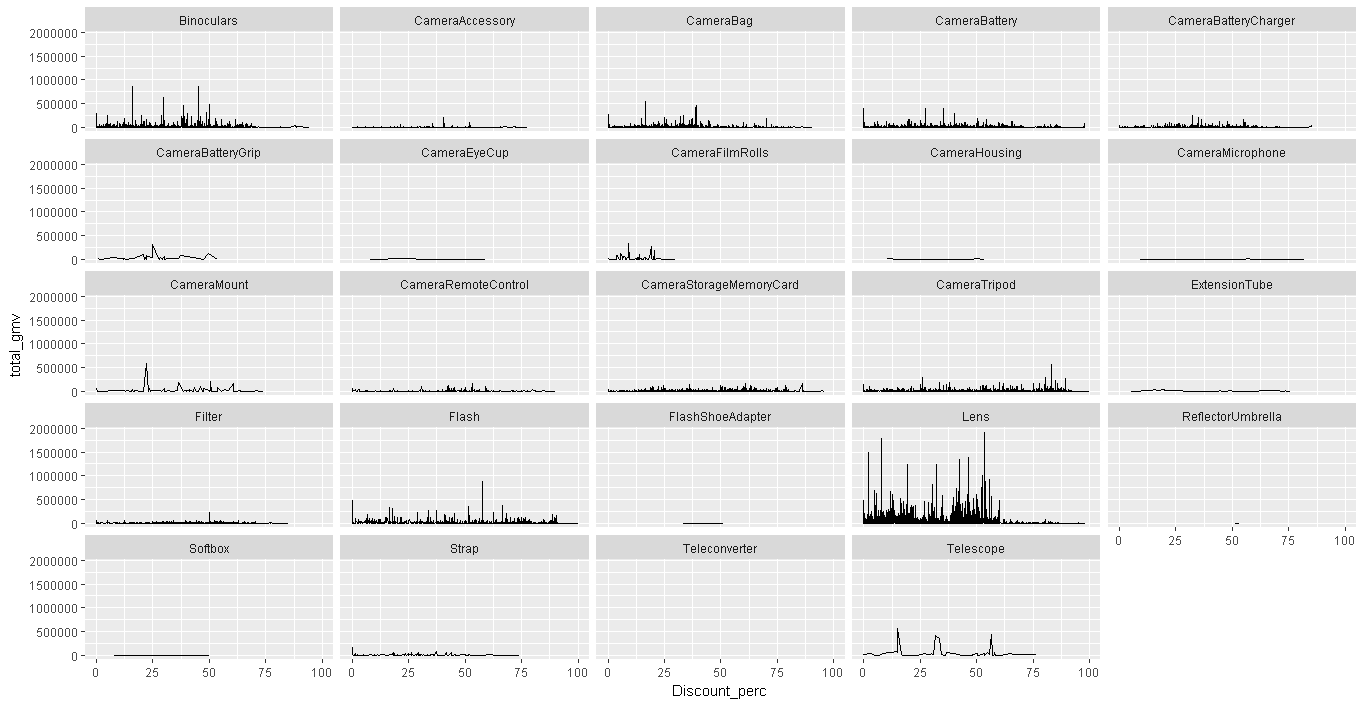
But here is the question.

Over the year we saw the proportion of investments on various channels were not uniform. What if when there was festival sale and the proportion of investment, let’s say on channel A was higher than on channel B (80:20)and during a normal week/month the proportion was reverse (20:80), we will end up concluding channel A is better. But we are not capturing the fact that it was a festival season and sale was supposed to go up anyways?

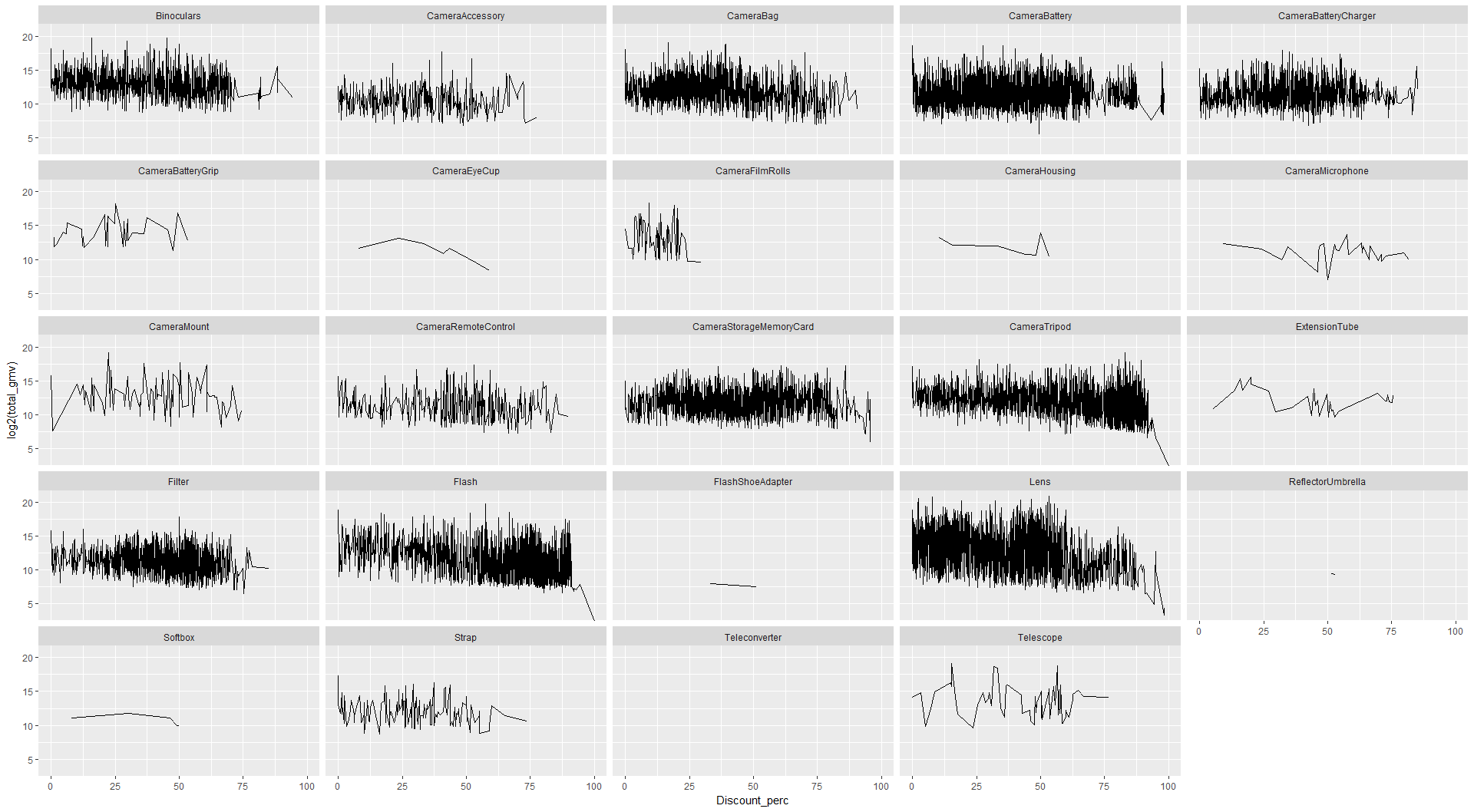
Plot attached shows digital marketing and SEM is not a better option to invest much. But the fact that heavy investment on these channels were made during non-event months



Discount Vs Sales on various camera accessories

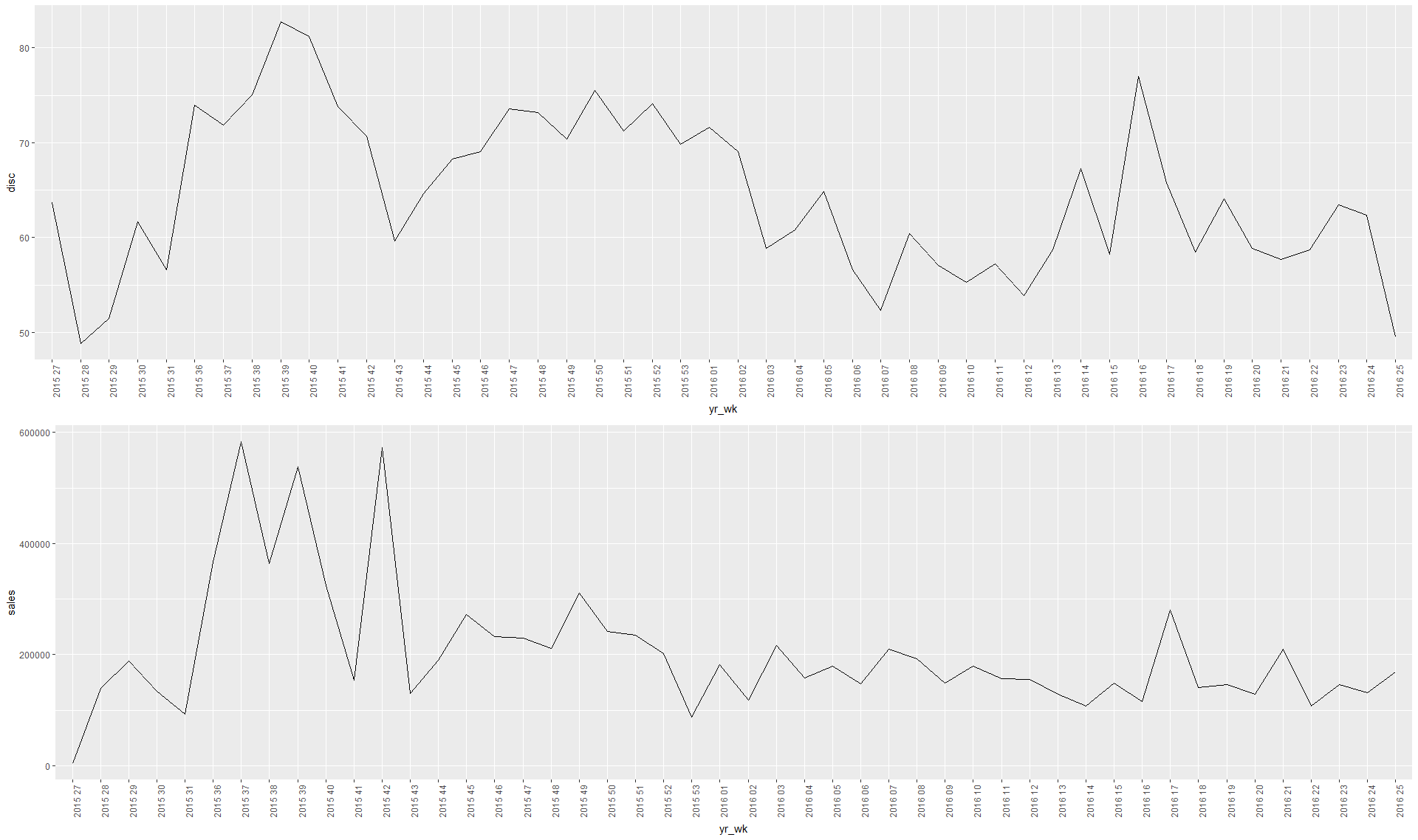


Sales in log2 scale

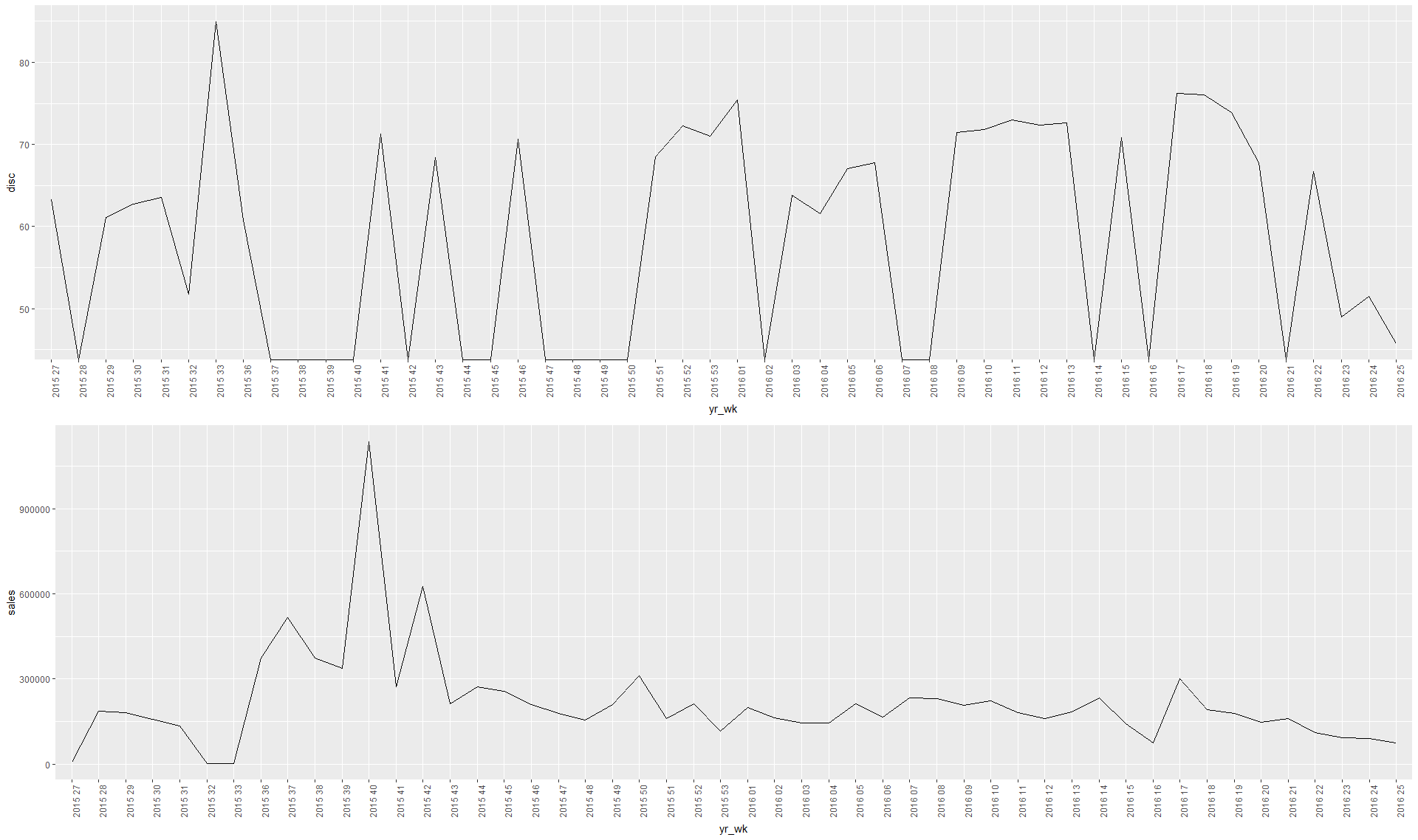


Discount Vs Sales effect in 3 product levels of same vertical (Camera Tripod)

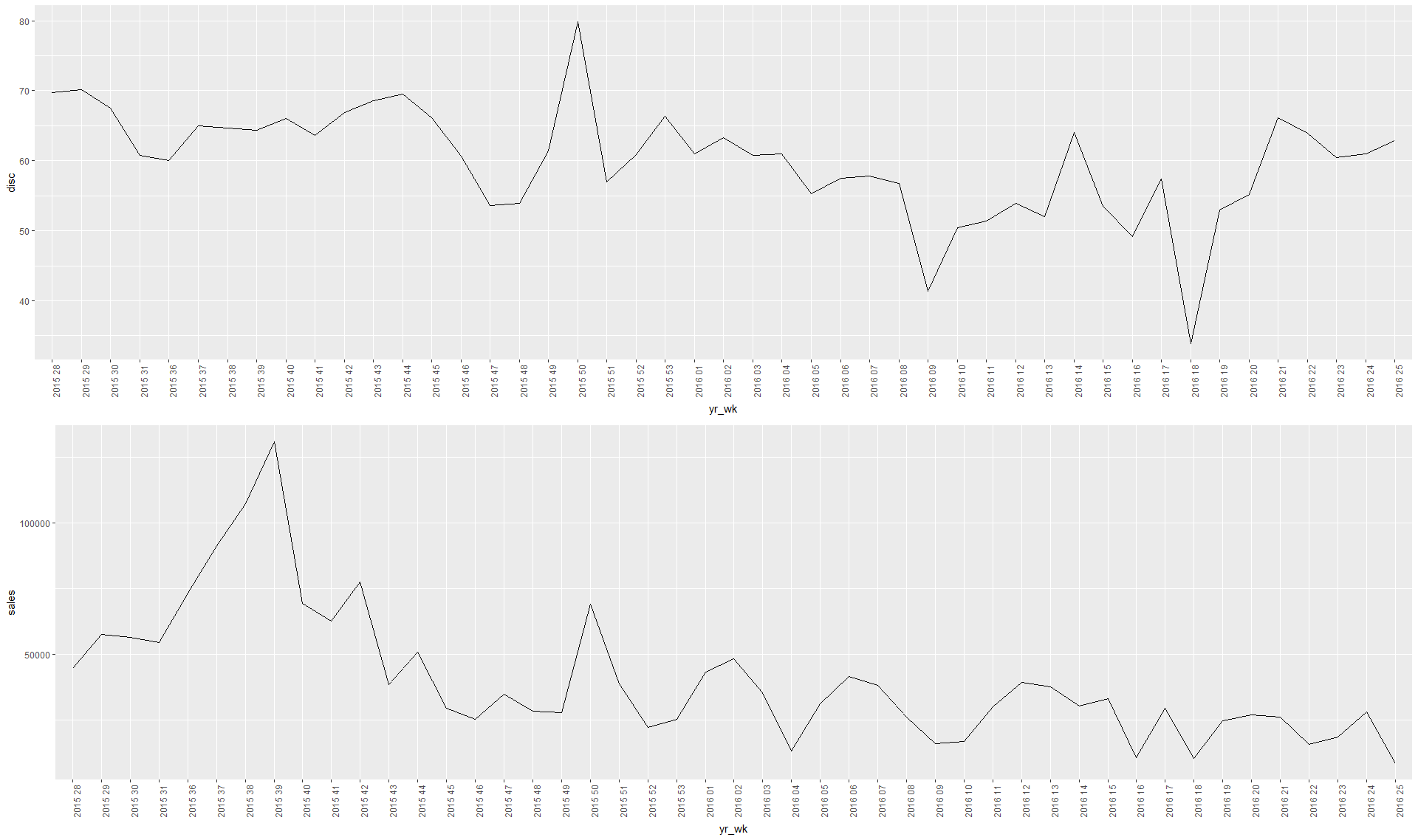
Premium



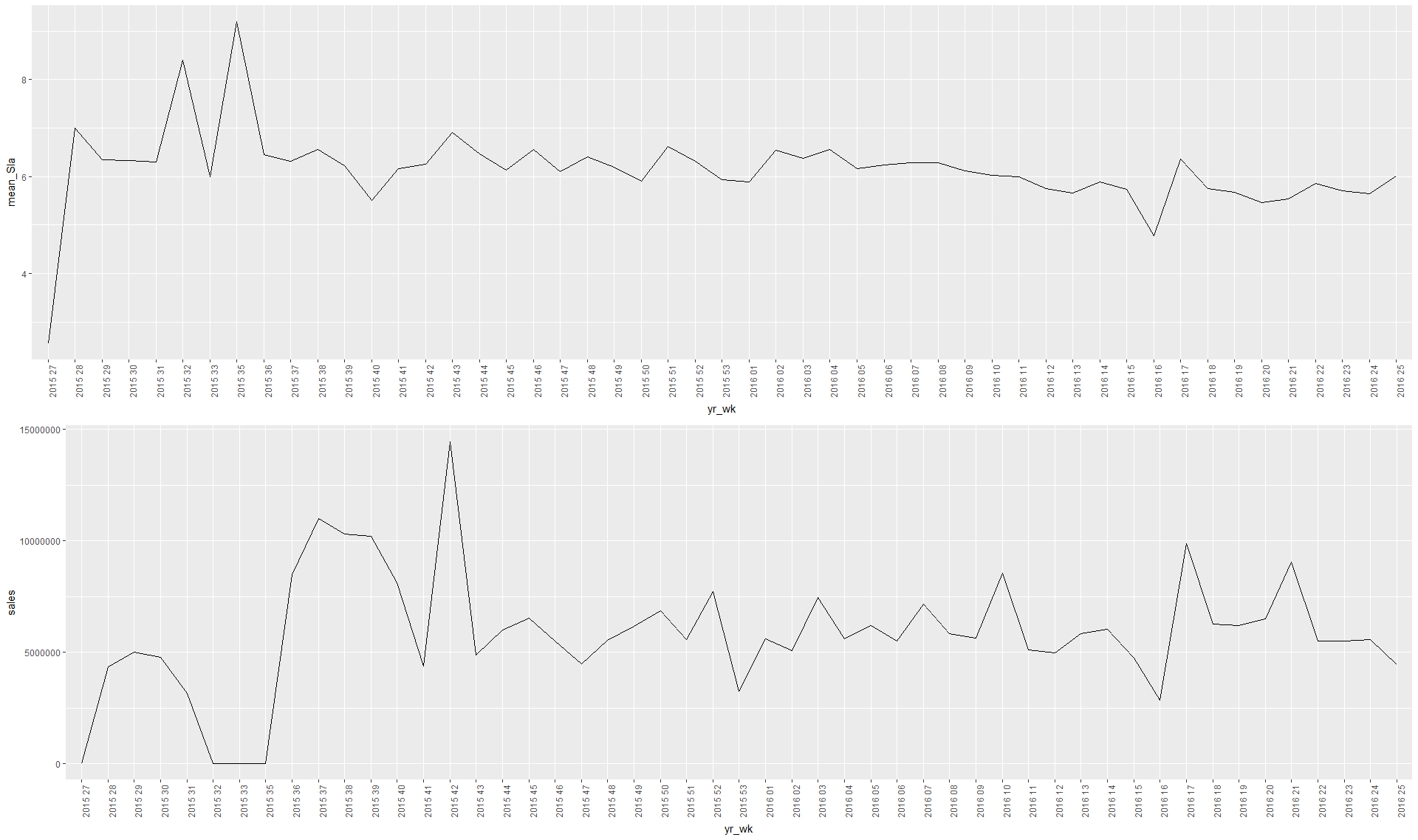
Budget



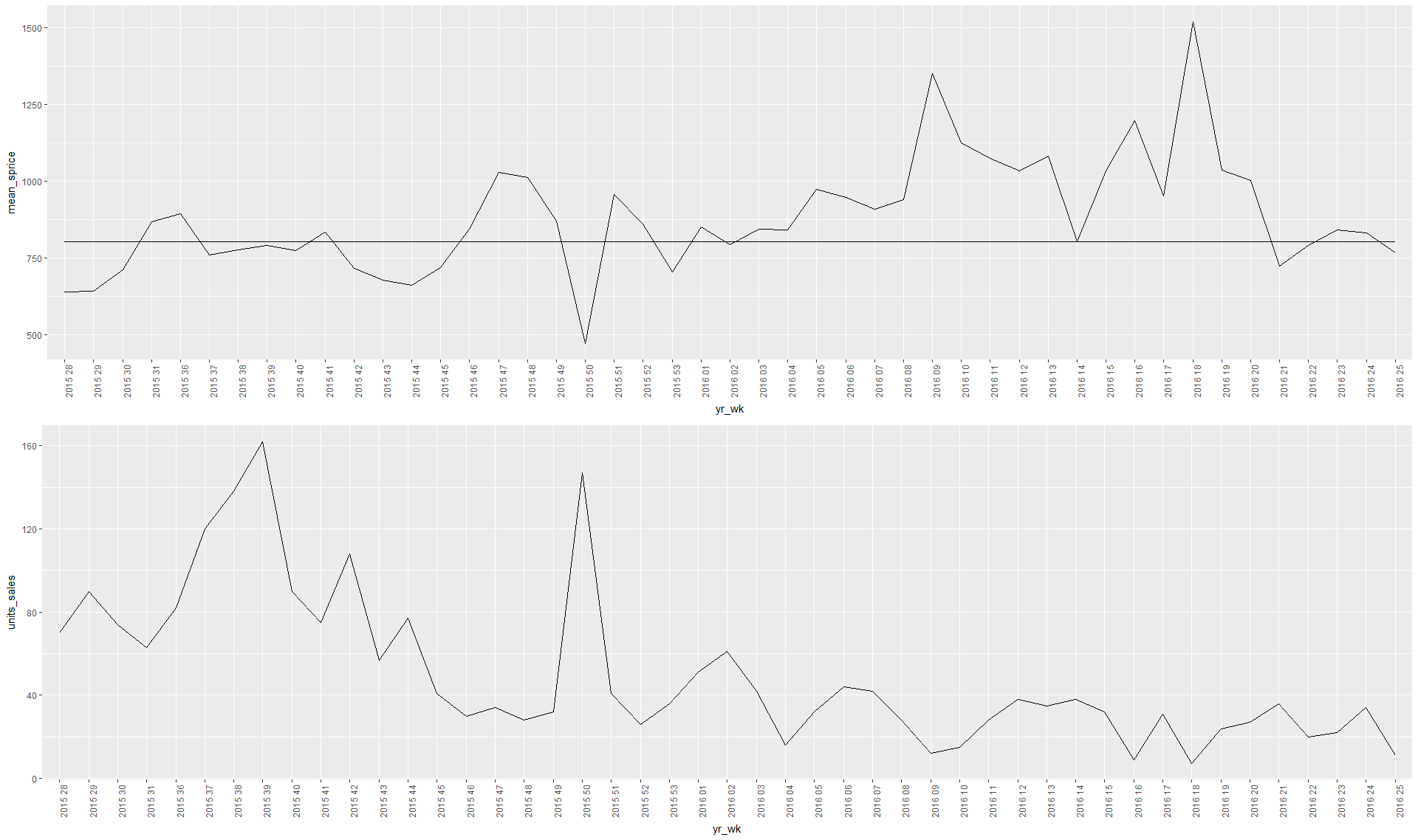
Economy



SLA vs Sales



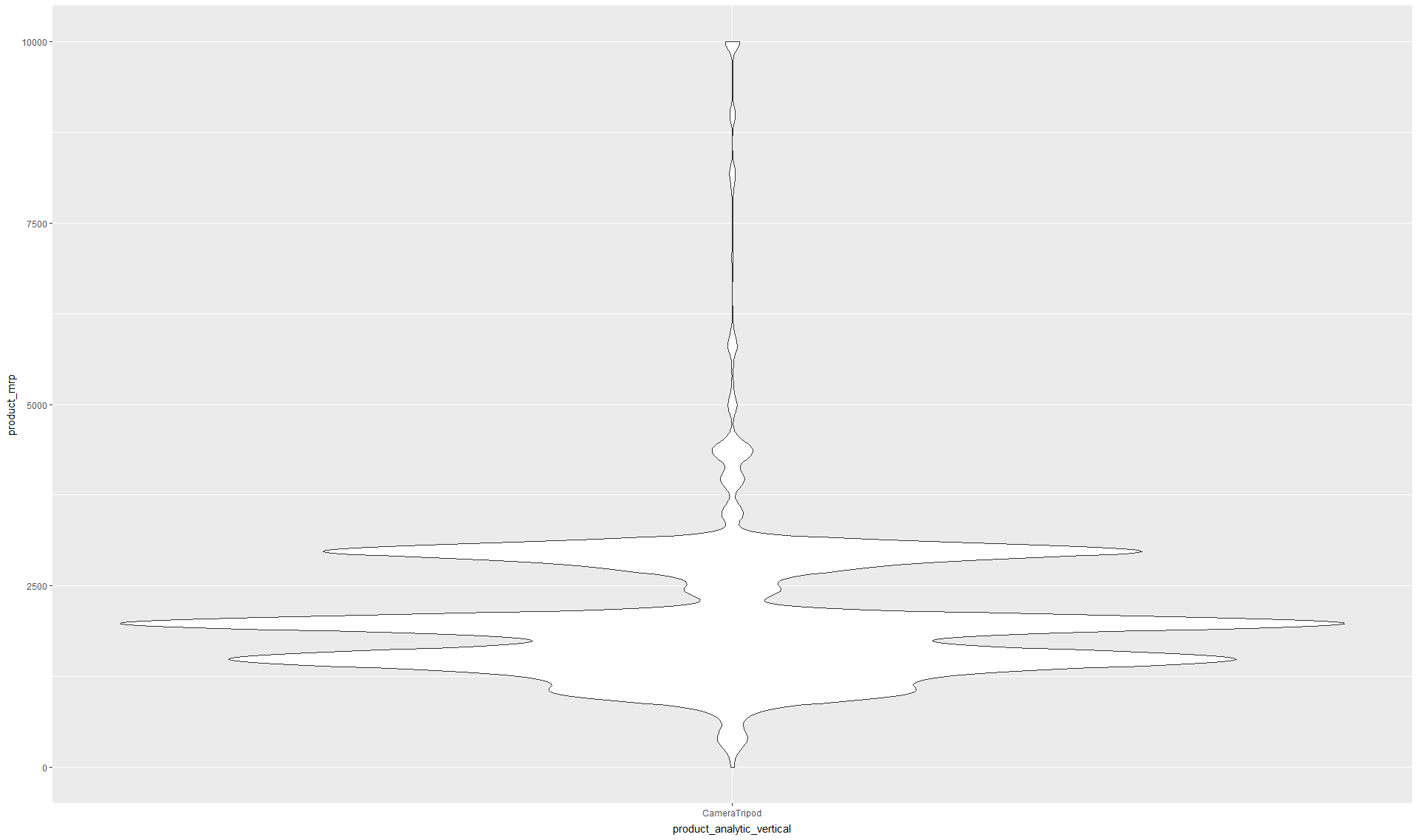
Price changes and change in sales unit



We are segmenting each type of products into 3 buckets:

Budget, Economic and Aspiring:

Violin plot for Camera Tripod

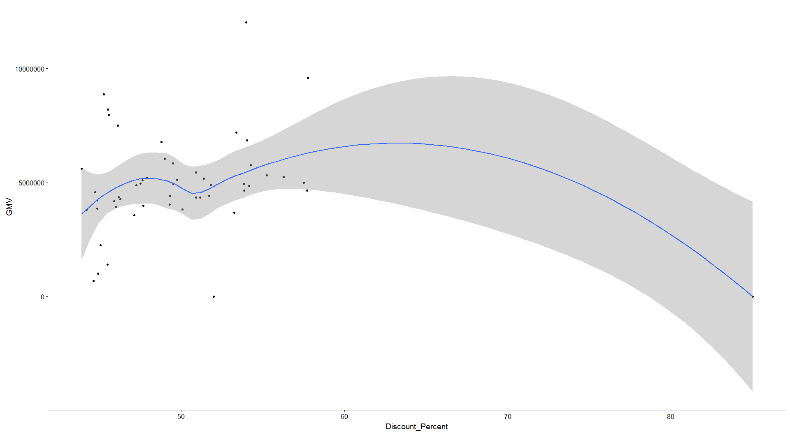
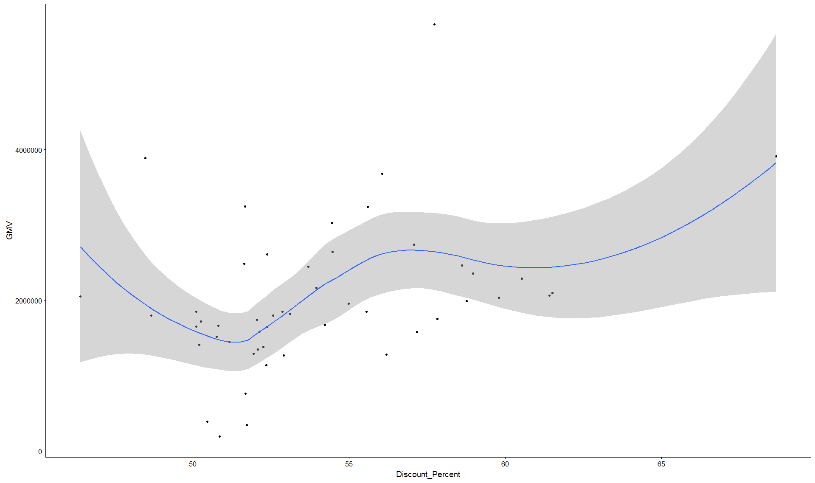


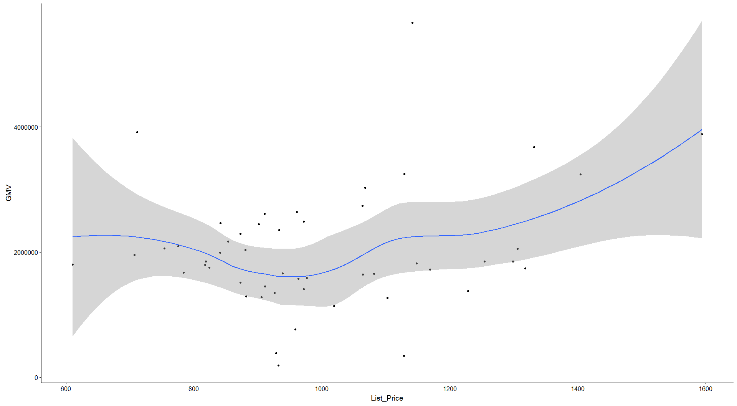
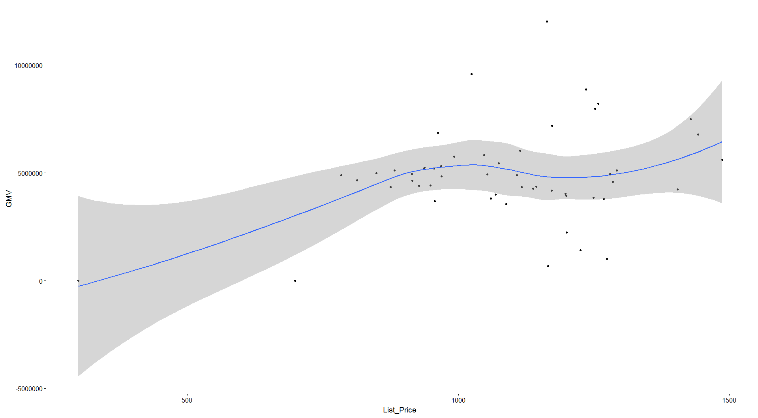
Question: How to choose the threshold values?

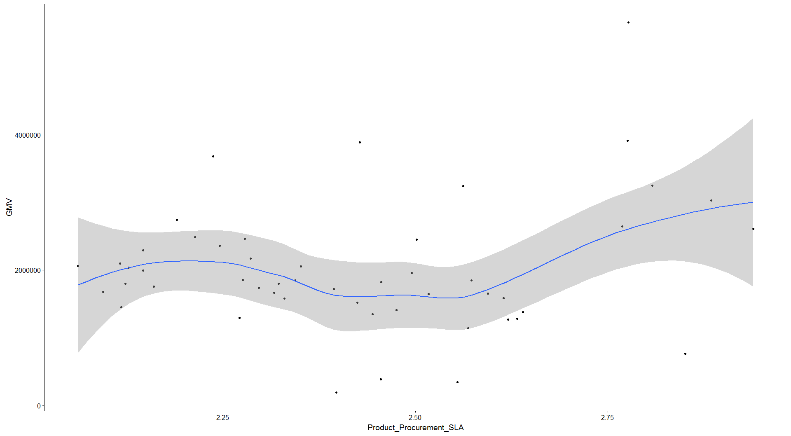
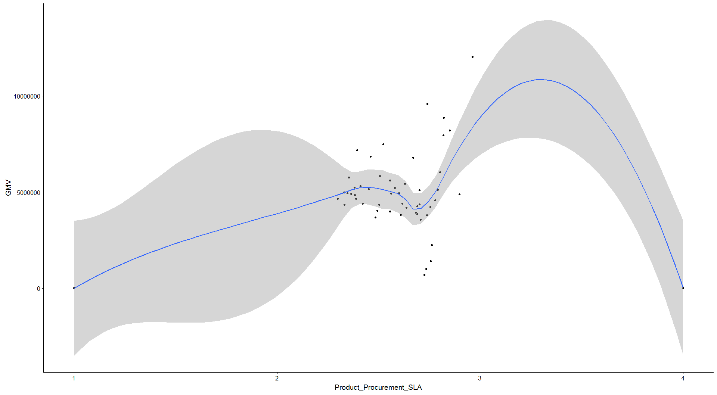
Can we run our analysis on all the SKUs based on these buckets?

**Before Regression final datasets and comparison plots**

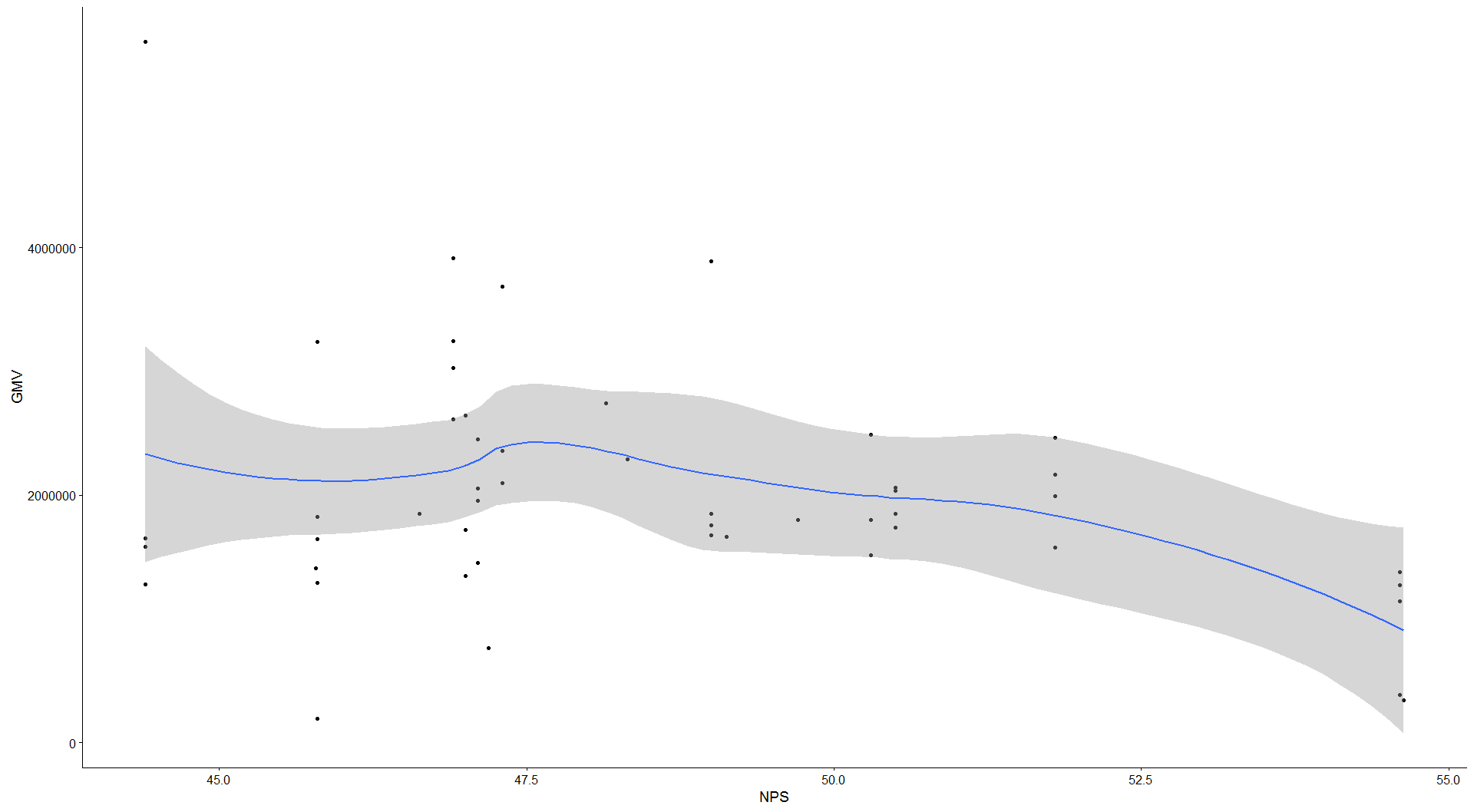
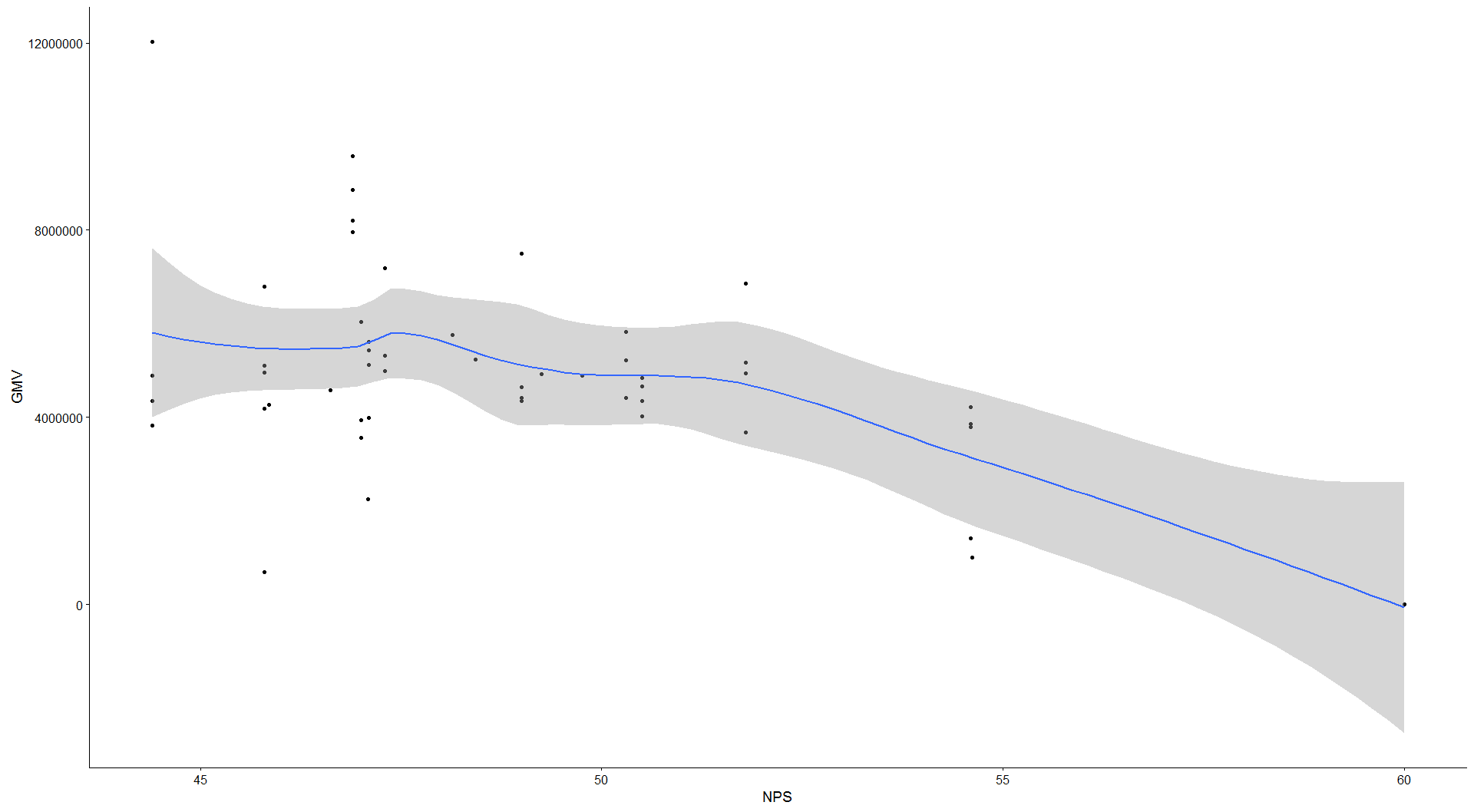
**NO CLUSTER Cluster: MASS**

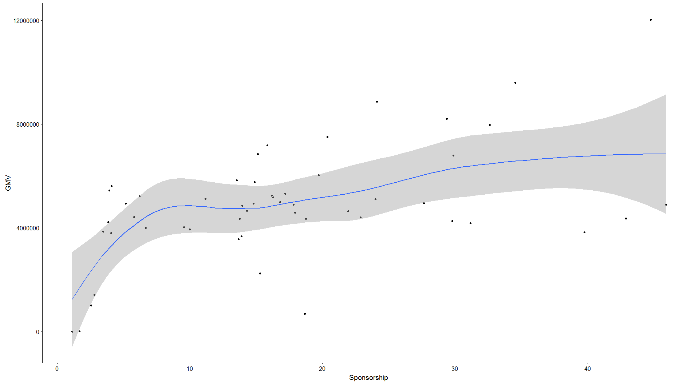
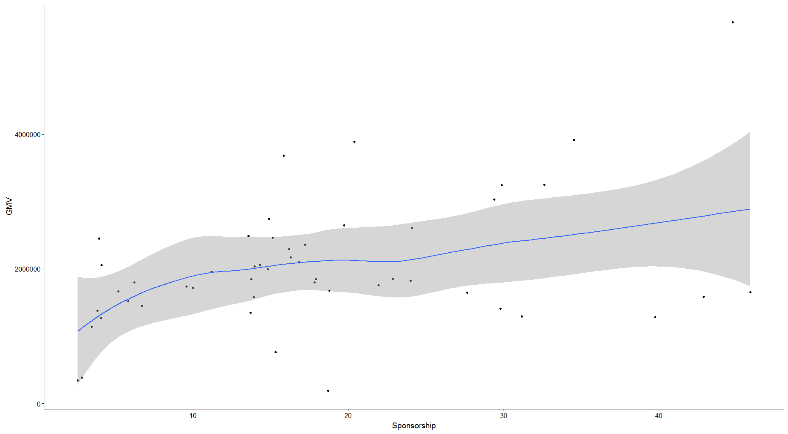
**D**iscount Percent

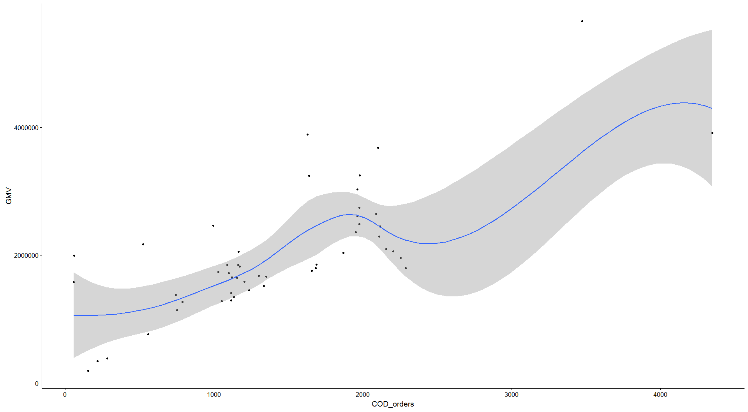
List\_price

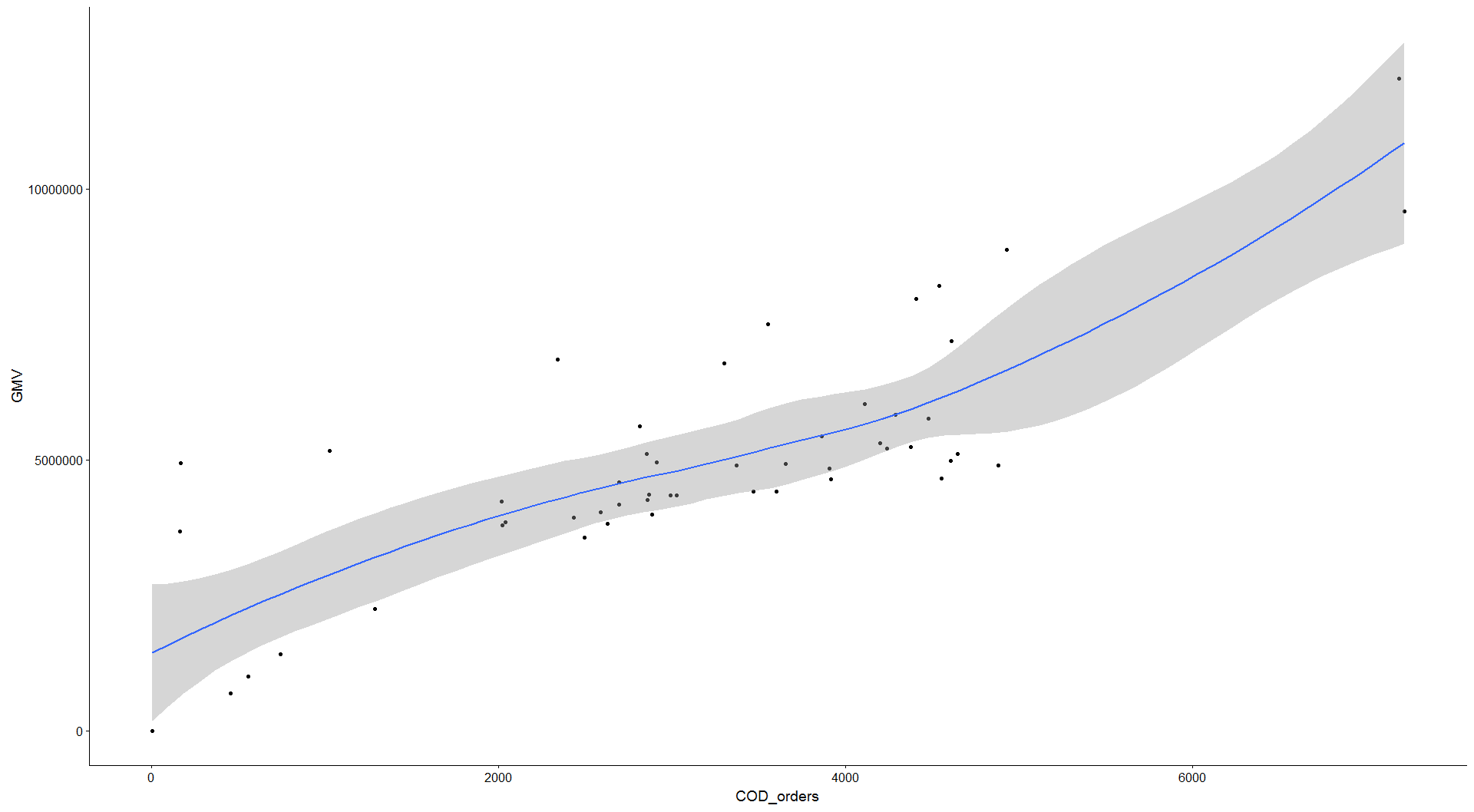
Product\_procurementSLA

NPS

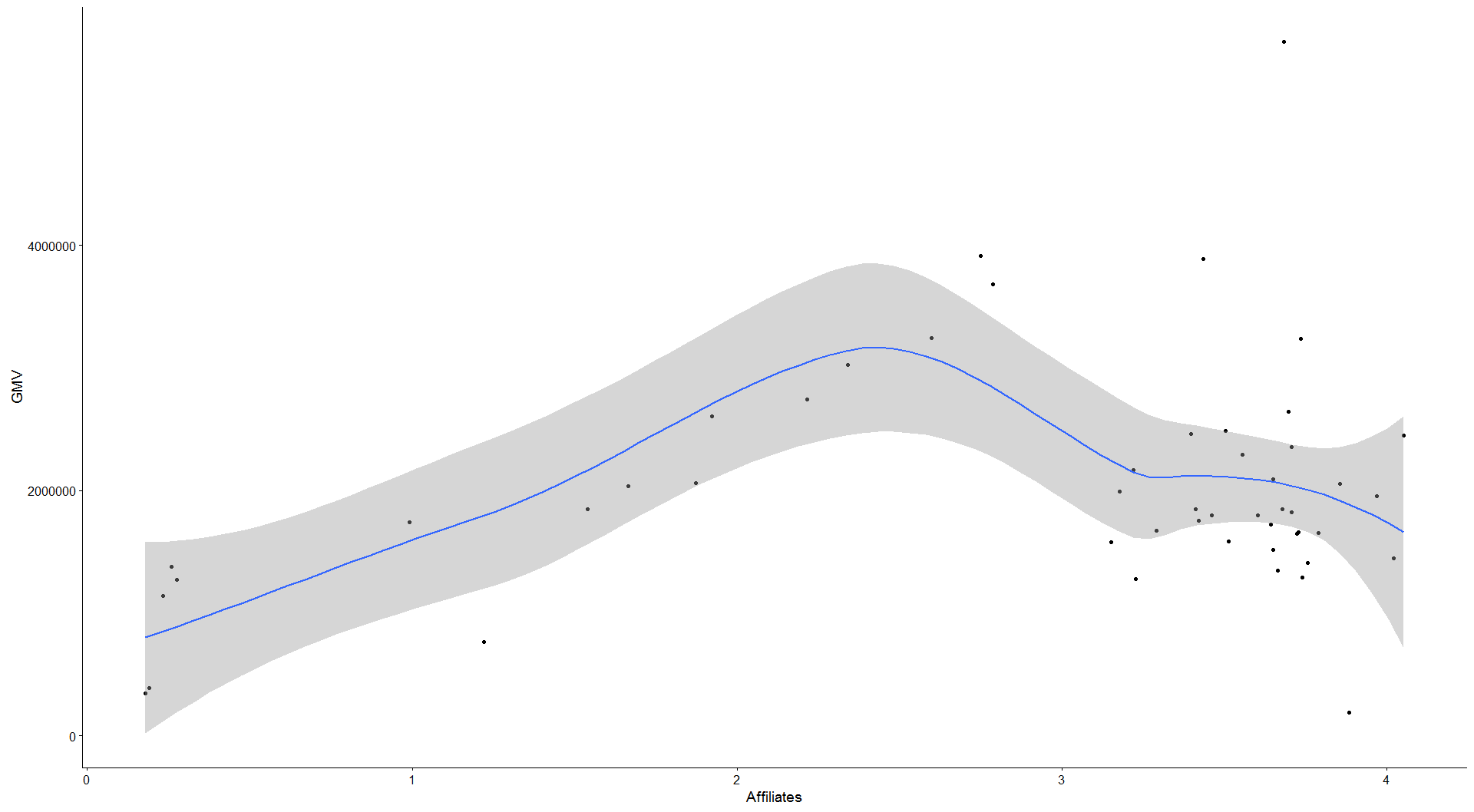
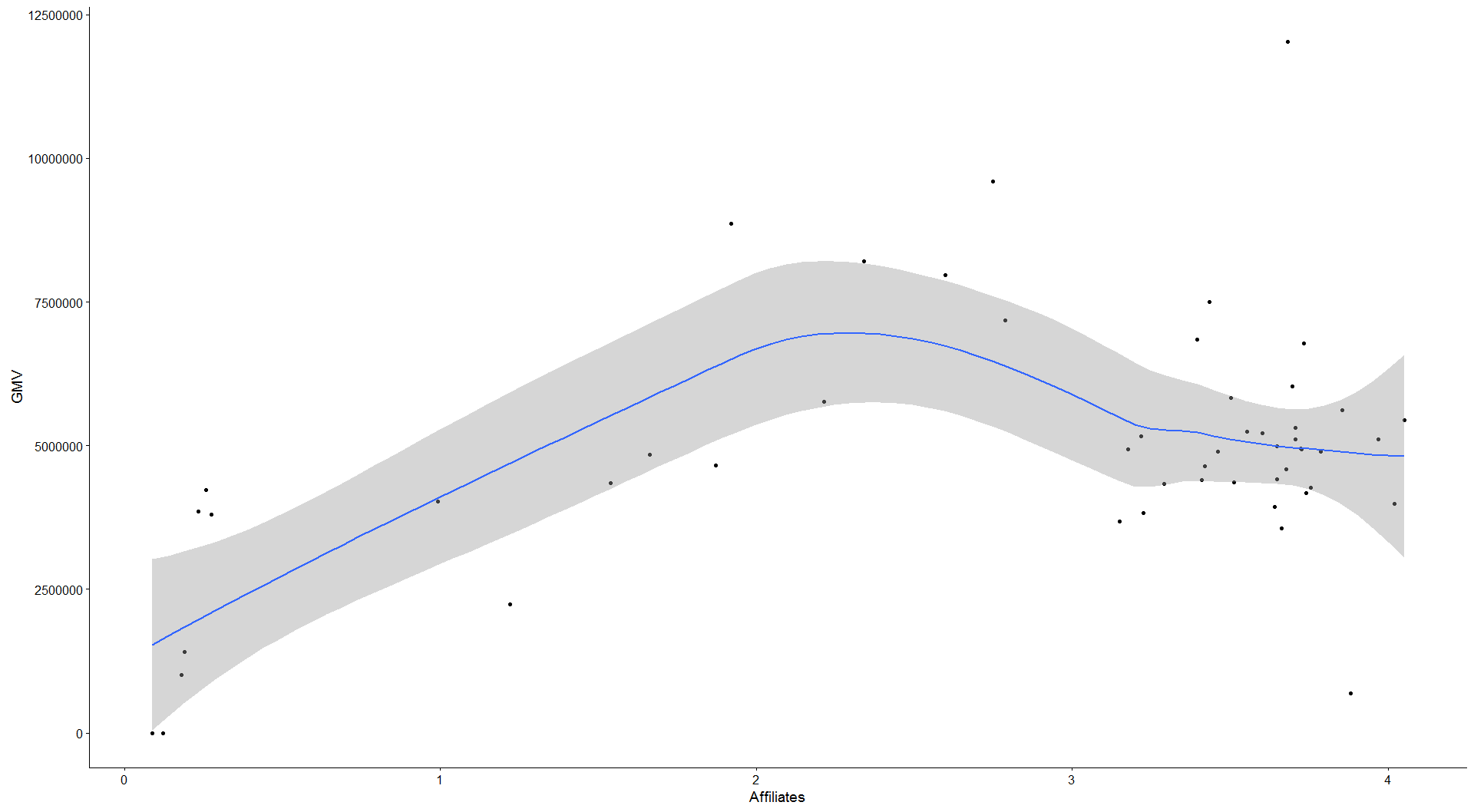


Sponsorship

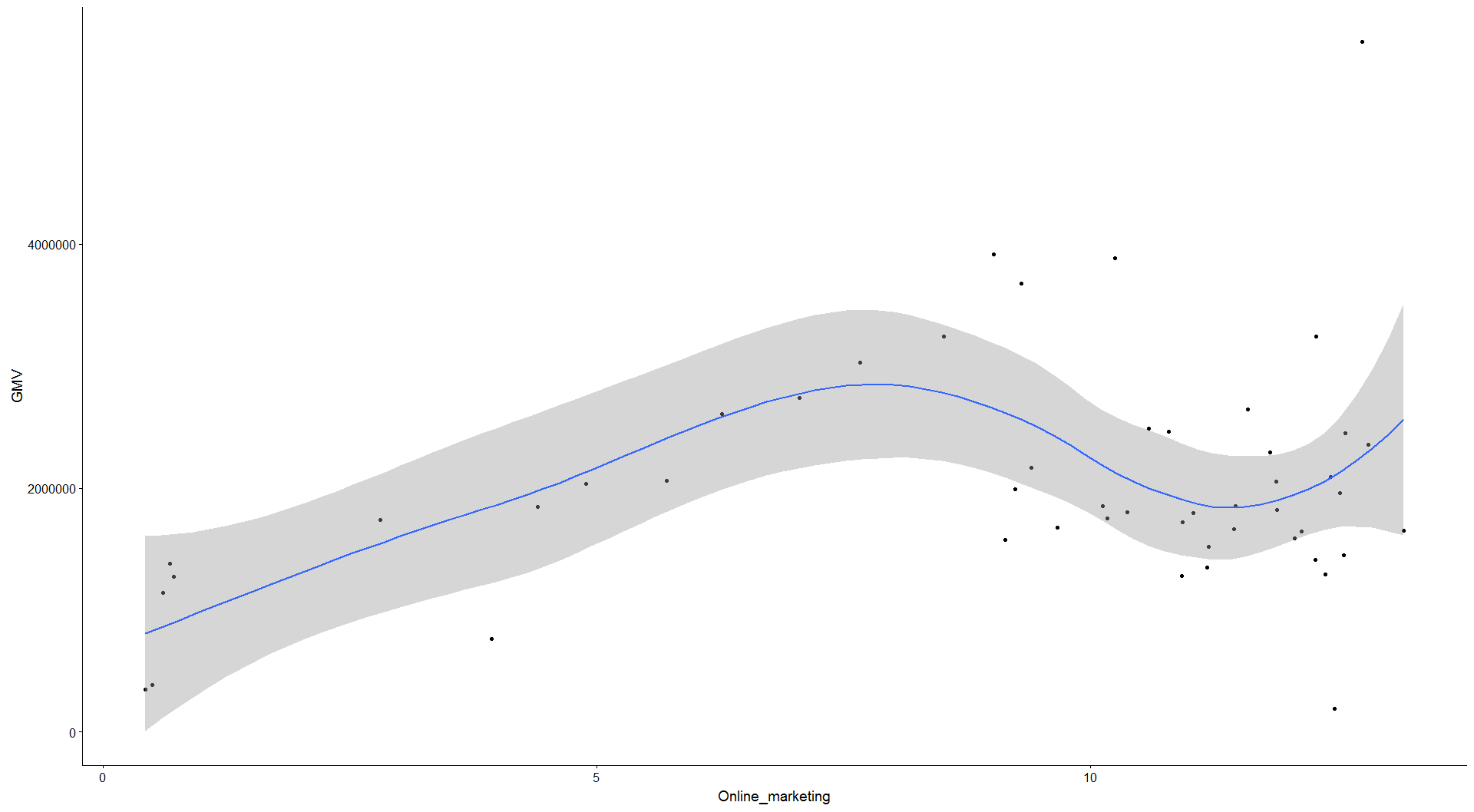
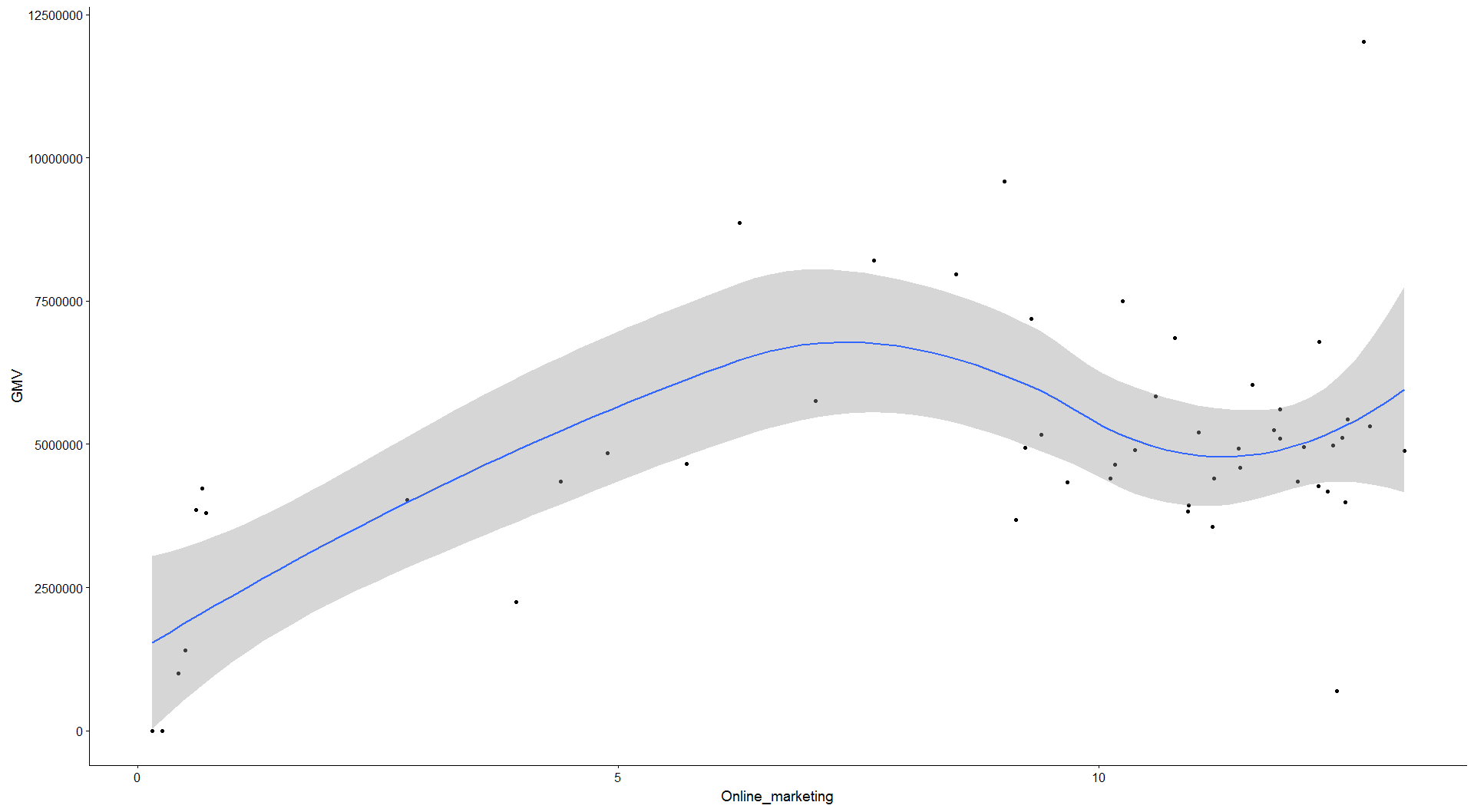
COD orders



Affiliates



Online Marketing



**QUESTIONS:**

Should we take the ListPrice, MRP, Discount all? It is multi-corelated. Isn’t it?