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Scenario:

iFood solutions had previously conducted 5 ad campaigns throughout many countries to attract new consumers. But unfortunately the response was not as expected. So this time it wants to conduct a 6th campaign but now with the help of data that they collected from previous campaigns. The key objectives of our analysis is to provide solutions that will maximize profits as well as highlight consumer buying habits which will be very useful to the company.

Key Performance Indicators:

- Income generated w.r.t country
- How is a person's income affecting the purchasing habits
- How are kids affecting a families buying habits
- Are web visits transforming into purchases?

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First

Intro^x

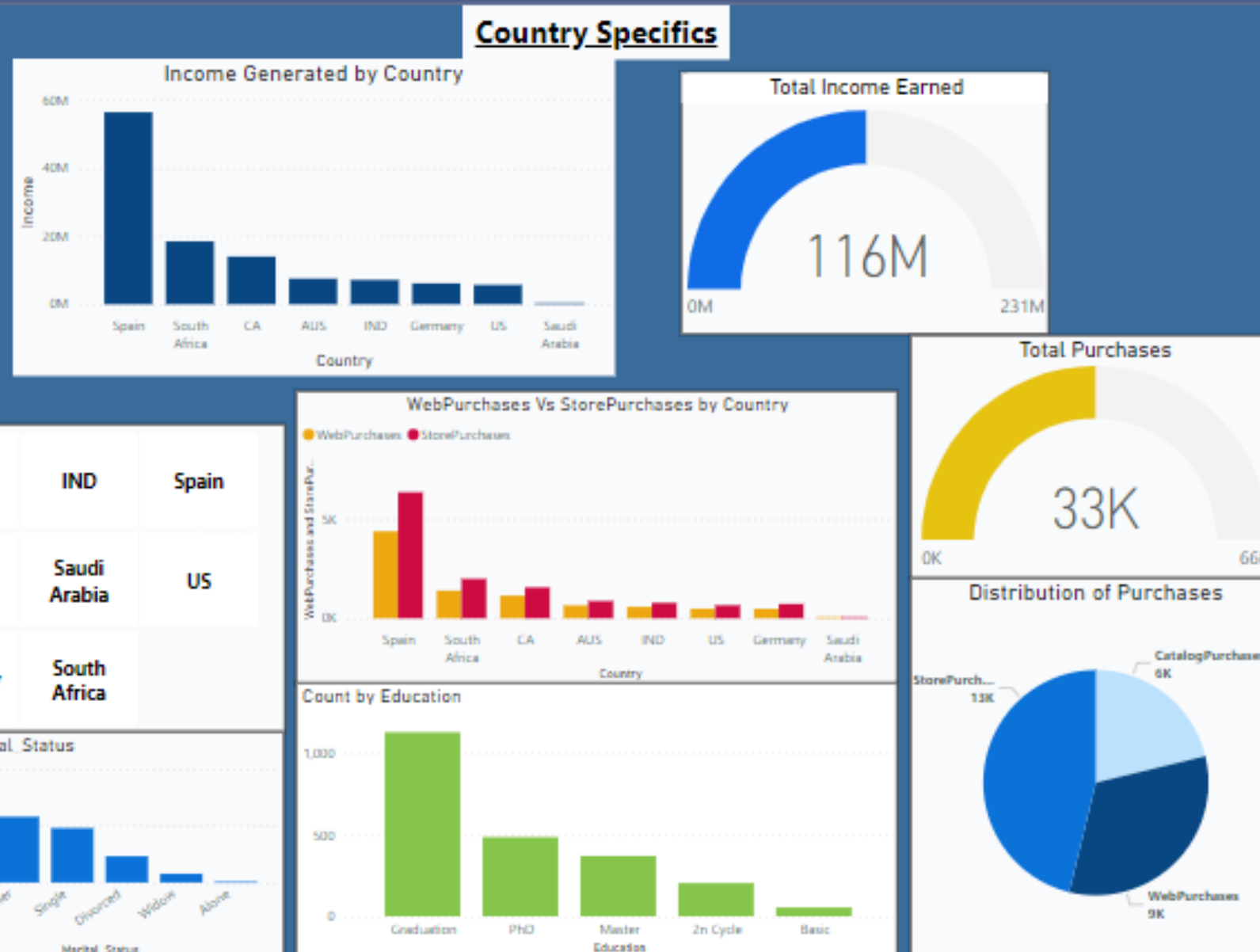
Country Specifics

Buying habits

Interesting results

Conclusions





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First

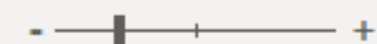
Intro

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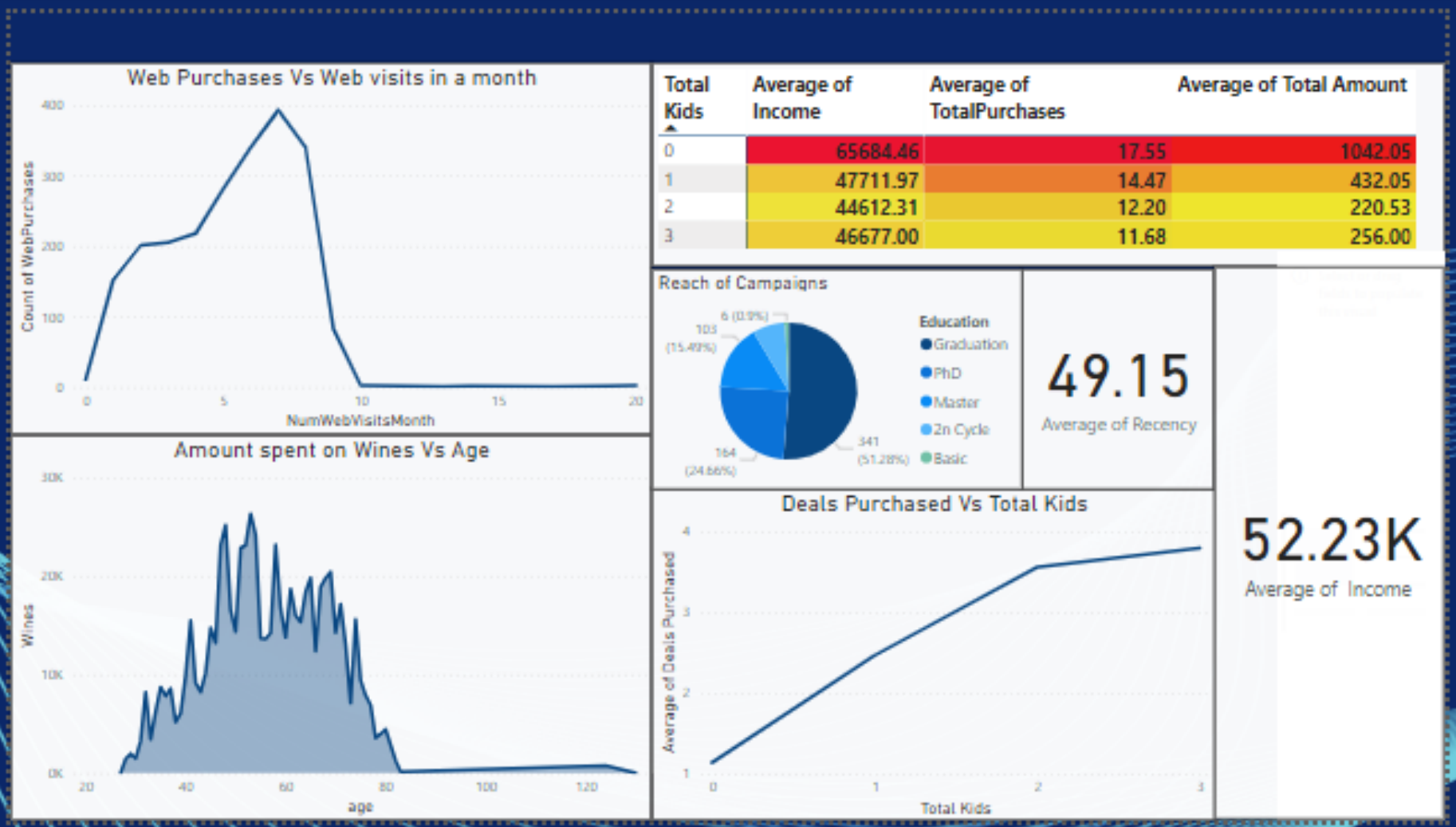


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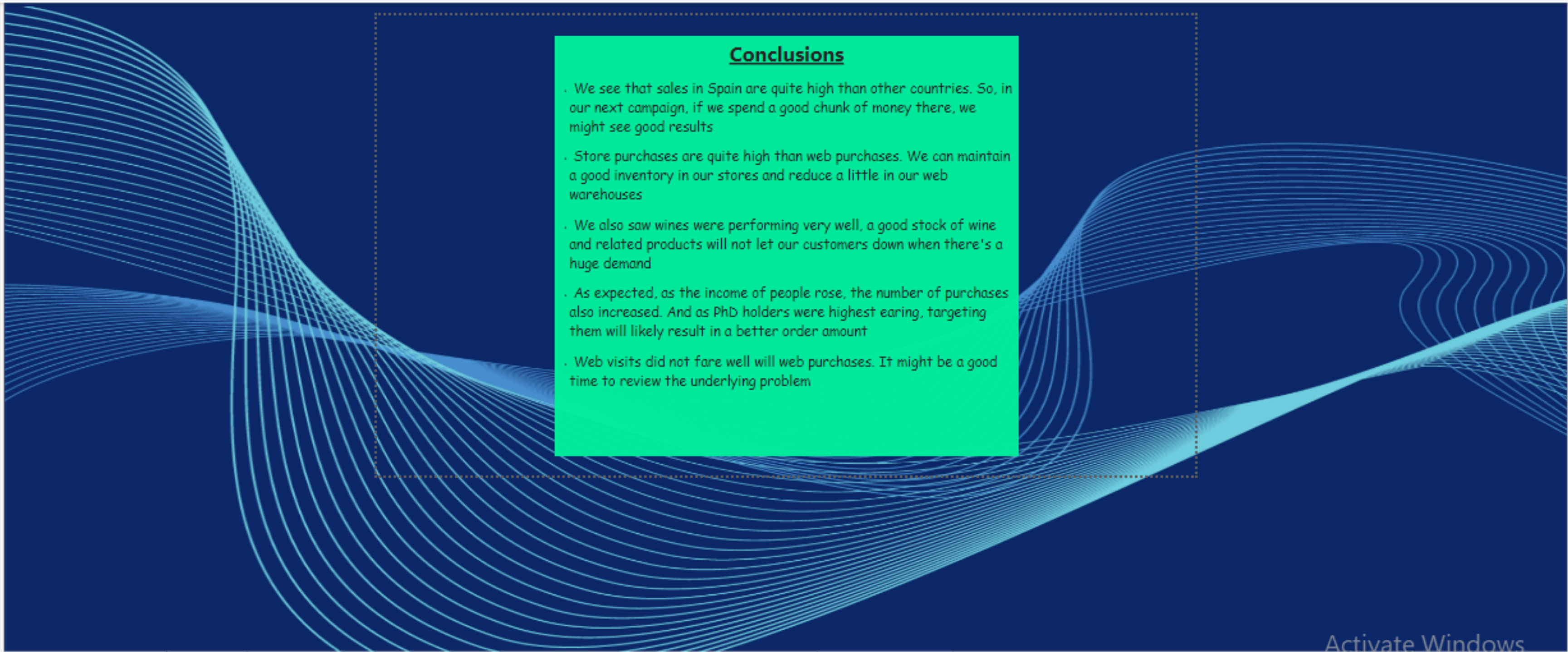
Filters

Visualizations

Data

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Conclusions

- We see that sales in Spain are quite high than other countries. So, in our next campaign, if we spend a good chunk of money there, we might see good results
- Store purchases are quite high than web purchases. We can maintain a good inventory in our stores and reduce a little in our web warehouses
- We also saw wines were performing very well, a good stock of wine and related products will not let our customers down when there's a huge demand
- As expected, as the income of people rose, the number of purchases also increased. And as PhD holders were highest earning, targeting them will likely result in a better order amount
- Web visits did not fare well will web purchases. It might be a good time to review the underlying problem

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