



STEPHAN GRIMM

Marketing Mix Model

Another linear regression story...

Agenda

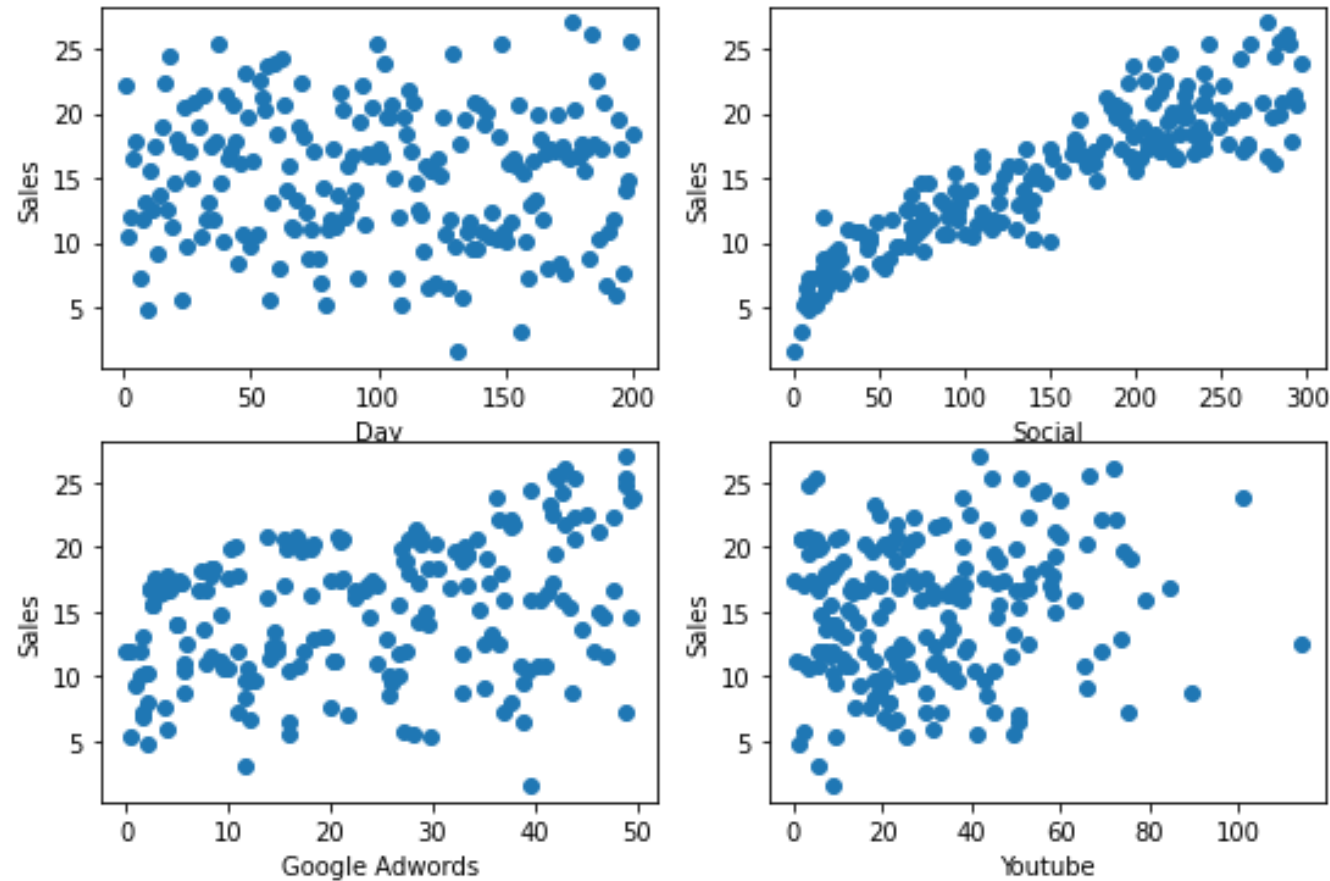
- 1 Exploration
- 2 Model
- 3 Suggestions

We spend a 3x as much on Facebook than the rest

Channel	Daily Spending (\$)
Facebook	147.04
Youtube	30.55
Google Adwords	23.26

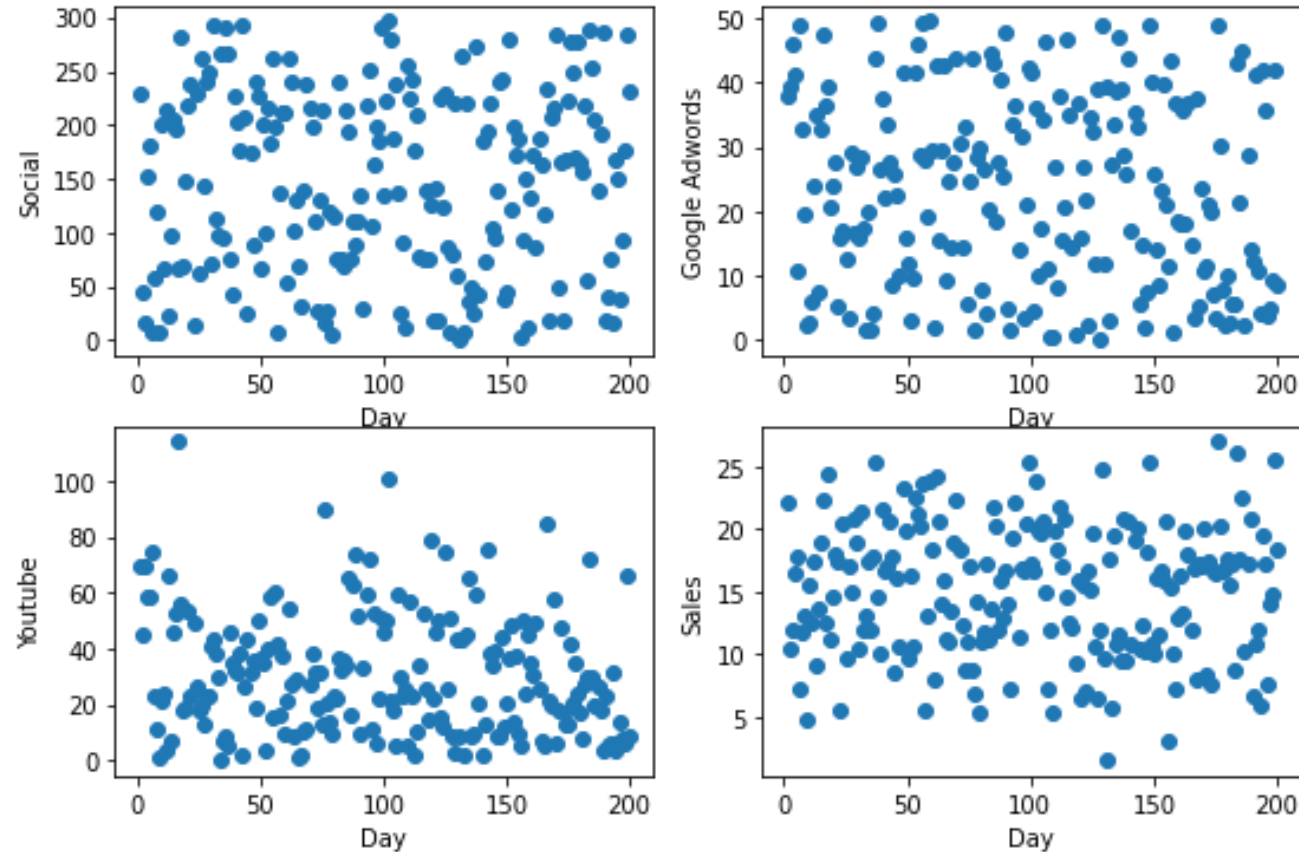
Facebook has a strong correlation with sales

Scatterplots vs. Sales



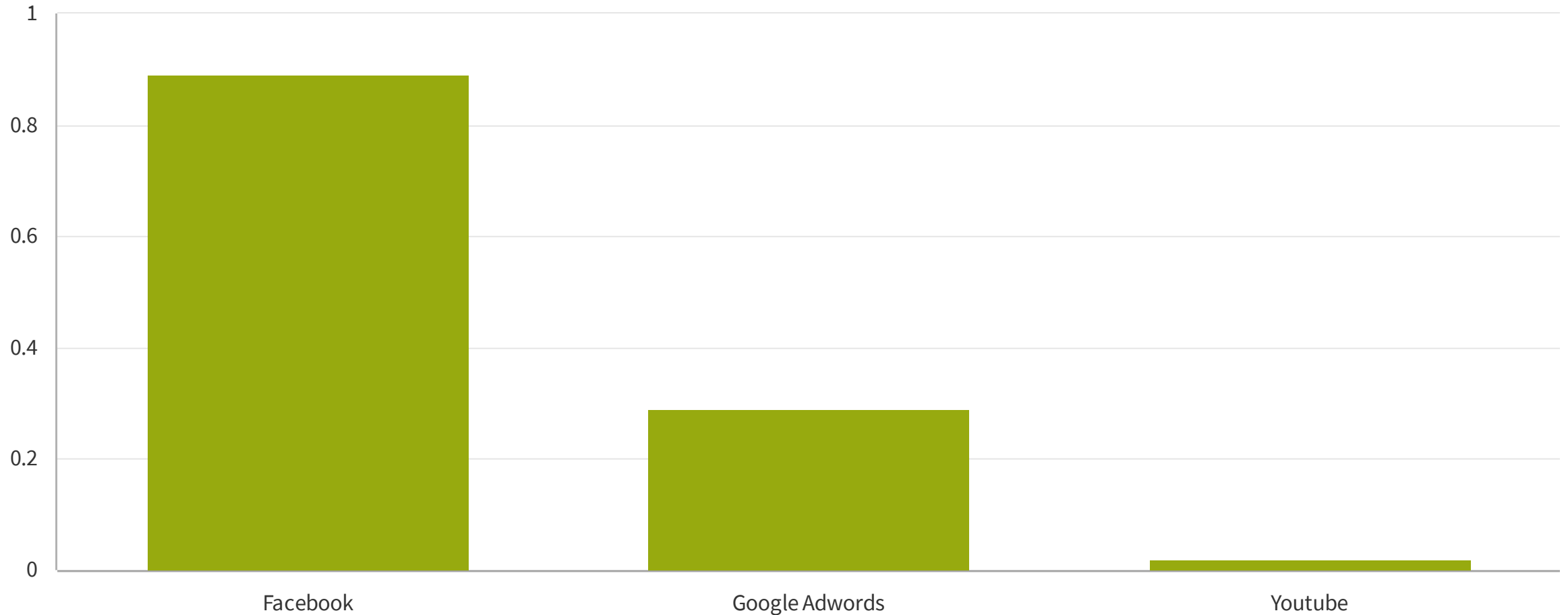
No seasonal trends in sales

Scatterplots vs. Day



Facebook has huge impact, Youtube has none

Scaled coefficients per channel



2x the return per dollar spent on Google Adwords

Final sales formula

$$\text{Sales} = 0.05 * (\text{Social Media Spendings}) + 0.10 * (\text{Google Adwords Spendings}) + 4.79$$

Suggestions

- Keep Facebook spending
- Spend Youtube money on Google Adwords