

# 1-Page Insight Report

## Best City for Product Launch:

San Diego

## Reason for Selection:

- High Product Awareness: One of the highest in the dataset.
- Above-Average Income: Indicates strong purchasing power.
- Low Competitor Presence: Provides competitive edge.
- Strong Past Sales Performance: Shows existing demand.

## Recommended Marketing Strategy:

### 1. Digital-First Campaigns:

- Focus on social media platforms like Instagram & YouTube.
- Use retargeting ads based on engagement.

### 2. Influencer & Community Engagement:

- Partner with local influencers.
- Sponsor local events or startups.

### 3. Hyperlocal Personalization:

- Tailor ads to San Diego's lifestyle and preferences.
- Use geotargeting.

### 4. Referral & Loyalty Programs:

- Introduce referral schemes and exclusive discounts.

### 5. Monitor & Adjust:

- Track KPIs like engagement and CPA weekly.
- Optimize campaigns based on insights from Power BI.