Cannlytics

Cannabis Data Science

Cannabis Data Science #58

March 23rd, 2022

When did data science begin?

CAPTAIN JOHN GRAUNT

John Graunt (1620 – 1674)
An early champion of statistics.

Known for early work on:

- Descriptive statistics;

- Census methods that lead to modern demography;

- Epidemiology.

Where did these techniques come from?

- Fit **negative binomial distributions** to the numbers of purchases of a brand of consumer goods.

- Modeled repeated category and brand purchases within a wide variety of markets.

- Studied the percentage of the relevant population that has purchased a given brand (or category) at least once in the time period under study.

Andrew S. C. Ehrenberg
Statistician and marketing scientist.

Application to the Cannabis Industry

Cannabis–infused beverage label
10mg per serving — 100mg THC per bottle

"Oh Hi's THC Pomegranate Seltzer is our number one seller. When deciding on a new product to launch, we look at trending flavors."

"negotiate pricing structures to sell the customer volume helps greatly."

"Expansion can be complex as it is a capital-intensive investment."

- Matt Vincent

Co-Founder of OH-Hi Beverages

Reference:

https://cannabisdrinksexpo.com/en/blog/producer-profiles-70/consumer-education-is-key-says-matt-vincent-301.htm

Question of the Day

Brand Analysis: Can we measure marketing performance for a cannabis brand?

Here is a list of potential metrics:

- Market share
- Market penetration rate
- Purchase frequency / time between purchases
- Repeat purchase rate
- Items sold
- Customer lifetime value
- Average product price

🙏 Thank you for coming.

We've gone over what it means to be a successful beverage producer in Washington State and we've seen how data can contain insights for marketers.

Lessons of the Day

- Certain KPIs correlate with **market share**:
  - ► Market penetration
  - ► Product proliferation

- Spread the word, **build your brand**!

- **Shelf-space**. Get there while you *can*!

What would you like to talk about next week?