



Cannabis Data Science

# Cannabis Data Science #58

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# Topic of the Day

**Brand Analysis:** Can we measure marketing performance?

# When did data science begin?

## Where did these techniques come from?

**John Graunt**

**Andrew S. C. Ehrenberg**

- negative binomial distribution to the numbers of purchases of a brand of consumer goods.
- NBD-Dirichlet model of brand choice successfully modelled the repeated category and brand purchases within a wide variety of markets.
- The percentage of the relevant population that has purchased a given brand (or category) at least once in the time period under study.

# A Sprinkle of Economics

- Cournot
- Joseph Bertrand
- Pareto
- Irving Fisher

# Application to the Cannabis Industry

*“negotiate pricing structures to sell the customer volume helps greatly.”*

- Matt Vincent

- cannabis-infused beverage brands?

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



# 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

- Product proliferation, market penetration, and certain other KPIs correlate with **market share.**
- Spread the word, **build your brand!**

What would you like to talk about next week?