= ANKITA VASHISHT

MARKETING MIX ANALYSIS

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There is a good deal of variation in marketing mix spending across time. For instance, we could see that, on most days, relatively little time was spent on digital ads. However, we did execute a few notable digital marketing initiatives around the end of November and the beginning of December to stimulate the Christmas buying season. Furthermore, it is evident that if print were involved, we would purchase ads each month and divide the total expense by the number of days in the month. This is why we see the many expenditure plateaus over the course of the time period.

<https://public.tableau.com/views/MarketingSpendandPricingOverTime_17219562562510/Sheet1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link>

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<https://public.tableau.com/views/predictedvs_actualqty_sold/Sheet2?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link>

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<https://public.tableau.com/views/predictedvs_actualrevenue/Sheet3?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link>