

Title: Effective Marketing Strategies for a Retail Store

Industry Focus:

- Retail store

Business Use Case:

- Sales and marketing teams of a retail store are planning a marketing campaign to retain the existing customers and attract new ones. To spend the marketing budget efficiently and effectively, they have to decide which type of products should be prioritized for next promotions. And they want to know which purchasing channel, such as the retail's website, mail order catalogue, and in-store purchase, is popular among customers so that the teams can allocate their time and resources for the marketing campaign accordingly.

Business Questions:

- What products should be prioritized for promotions?
- What is the appropriate channel the marketing team should focus more on for the next marketing campaign?

Dataset:

- Dataset:
 - Marketing Analytics: Practice Exploratory and Statistical Analysis with Marketing Data
 - Sources: <https://www.kaggle.com/jackdaoud/marketing-data>

KPIs and Metrics:

- Identify the top three products based on:
 - Most demanded product: percentage of buyers who spent above the average amount of purchase of a certain product
- Identify the most often used purchasing channel
 - percentage of buyers who used a certain channel more than its average frequency
- Note: still looking for other metrics to justify the product rank and most frequently used channel. If you have any suggestion, I would really appreciate it.

Tools:

- Excel
- Word
- PowerPoint
- Power BI (TBC)