# Mevod Case Presentation

Fall21 Digital Marketing Analytics

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https://github.com/YanchengHe/DMA_FinalProject.git

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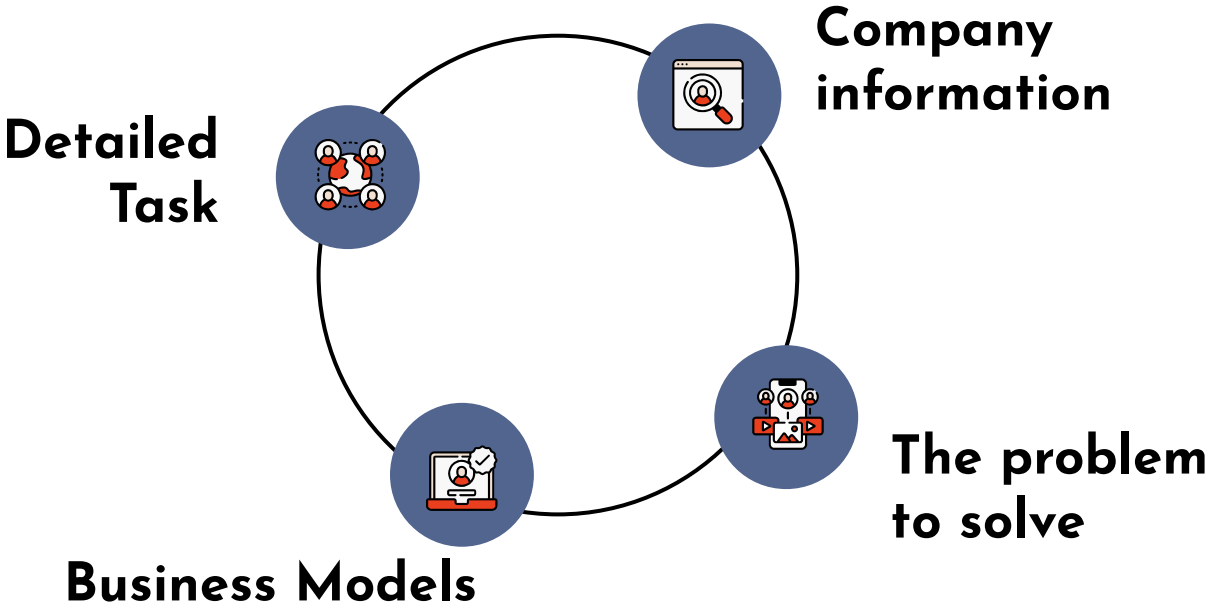
# 01

# Background Analysis

# Background Analysis



# 02

# Data Cleaning

# Data Cleaning Process

## Remove irrelevance

- Deleting the variables that are all the same, including language and country
- Removing the variables that are irrelevant to the goal, including payment_type and cancel_date

## More focused

- Dropping the rows with null value in the columns of male_TF and age that are important to our analysis
- Ignoring the people whose ages are greater than 80 or lower than 15

## Join in other info

- Inner joining two tables of subscriber and the tier information with subid
- Choosing technical channels which are facebook, search, bing, display, youtube

# 03

# Customer Segmentation

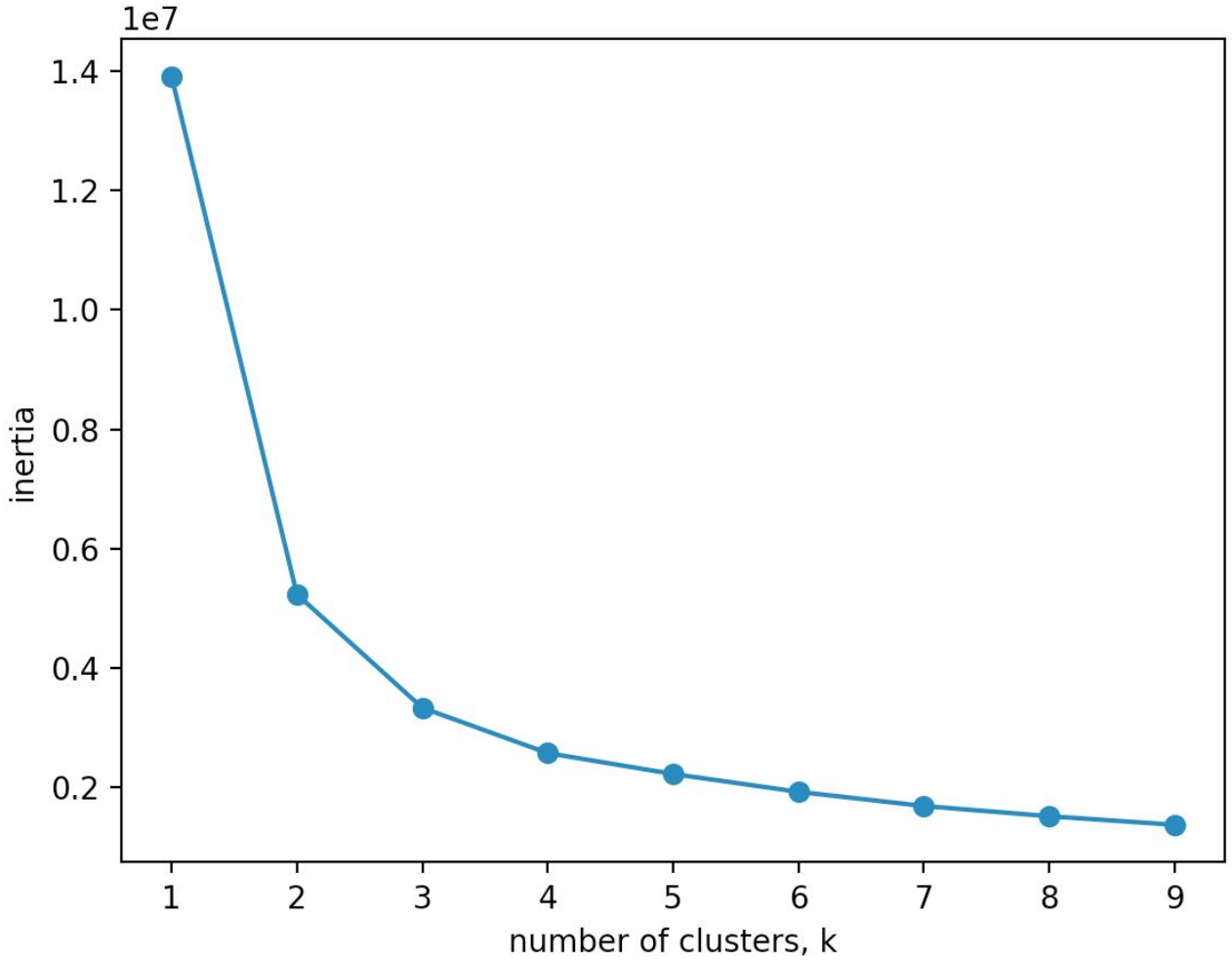
# Before K-Means

## Column Selection

1. prefered genre
2. Weekly_consumption_hour
3. age

## Range of K

I choose K from one to nine and then see the elbow plot


1e7
1.4
1.2
1.0
0.8
0.6
0.4
0.2
inertia
1
2
3
4
5
6
7
8
9
number of clusters, k

# Customer Profiles

| | weekly_hour | age | comedy | drama | international | other | regional |
|---|---|---|---|---|---|---|---|
| **0** | 27.99 | 46.11 | 0.64 | 0.23 | 0.04 | 0.02 | 0.06 |
| **1** | 27.37 | 62.73 | 0.58 | 0.32 | 0.05 | 0.02 | 0.02 |
| **2** | 27.78 | 29.33 | 0.70 | 0.19 | 0.02 | 0.02 | 0.07 |

**Group 1**

Young people who love comedy most

**Group 2**

Median-age people who have mixed hobbies

**Group 3**

Elder people who love drama most

# Marketing Initiatives

## Provide various packages

In order to promote sales to different groups of people, Mevod can provide drama-package to sell more to older people

## Encourage hour spending

Now younger and older people are consuming the similar time. Mevod can encourage younger people to consume more

# 04

# Attribution & Allocation

# Channel Attribution

## Observation

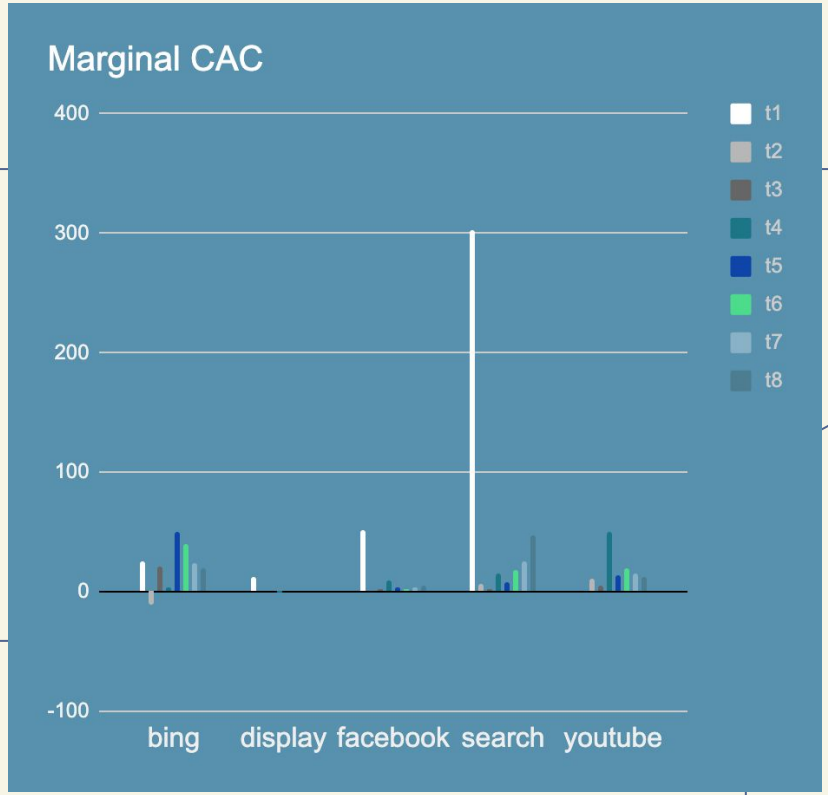
- Bing > Search > Youtube > Facebook > Display
- All of the channels have positive in CAC. Thus, I have to conclude them in budget allocation

| | channel_allocation | channel_spend | CAC |
|---|---|---|---|
| **bing** | 469 | 10800 | 23.03 |
| **display** | 679 | 366 | 0.54 |
| **facebook** | 27340 | 113500 | 4.15 |
| **search** | 12181 | 222500 | 18.27 |
| **youtube** | 567 | 8730 | 15.40 |

# Channel Attribution

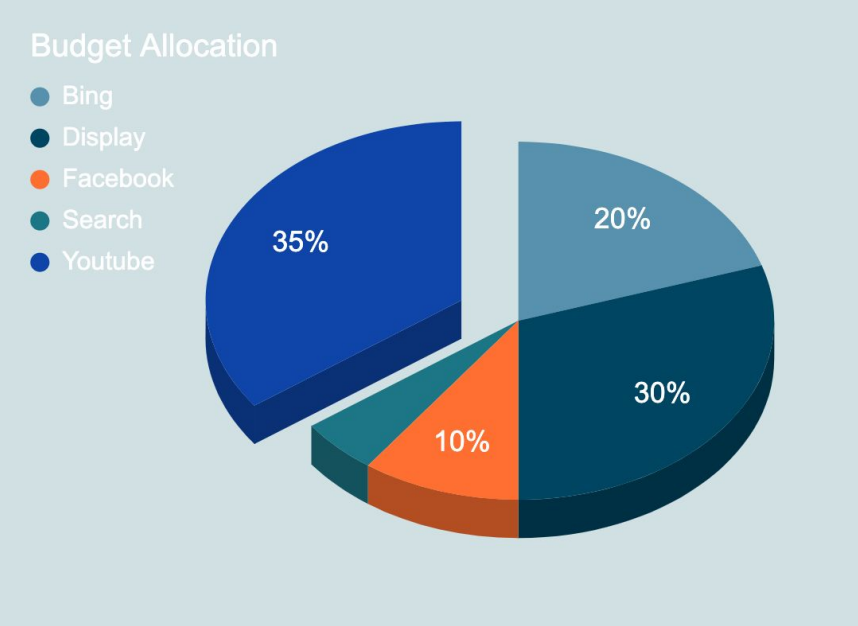
## Marginal CAC Analysis

Facebook, as the main channel now, has high CAC in tier1, but much lower marginal CAC after
Display always has a relatively low marginal CAC
It's not good to invest too much in search

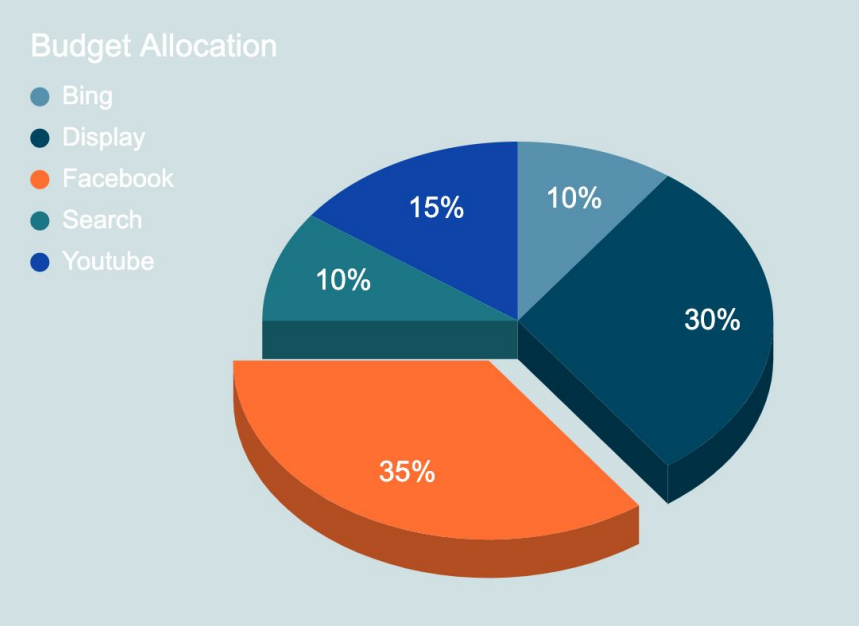


# Budget Allocation

## Low Budget




## High Budget



# Thanks