

Technical case

Analysis of an influence campaign



Context

In September 2020, Domyos, Decathlon's Cardio Fitness brand, partnered with Sissy Mua, a fitness influencer on Instagram (1.3M followers) in an influencer campaign.

The main objective of this influencer campaign was to recruit new Generation Z customers from social networks.

The event consisted of an Instagram live where Sissy M. presented a Domyos set of 4 products from a limited series (bra, t-shirt, leggings, shoes, ~2000 pieces/product).

This live event took place on 4 September 2020

The budget allocated for this operation was 30k€*.



Objectif

The team in charge of this influence campaign wants to know if the objective of rejuvenating its target population has been achieved.

In addition, Fitness Cardio wonders if this campaign was profitable for Decathlon. To answer this last question, you can apply an average margin rate of 20%*.

*value given as an indication



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Objectif

You will have to present the most relevant indicators to answer these business questions.

Do not be limited by the data available to you, you can also present indicators based on external data. You can also propose potential indicators based on internal data that you would have liked to have.



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As part of this technical test, you will have in your possession 5 tables (see following slides) with all the transactions made on 3 sports over a period of three weeks.

The results of this work can be presented in any way you like, either in a classic presentation or in a dashboard.

If you need additional information on the different fields of these tables, do not hesitate to contact the person who submitted the technical test.



Data models

Model code numbers

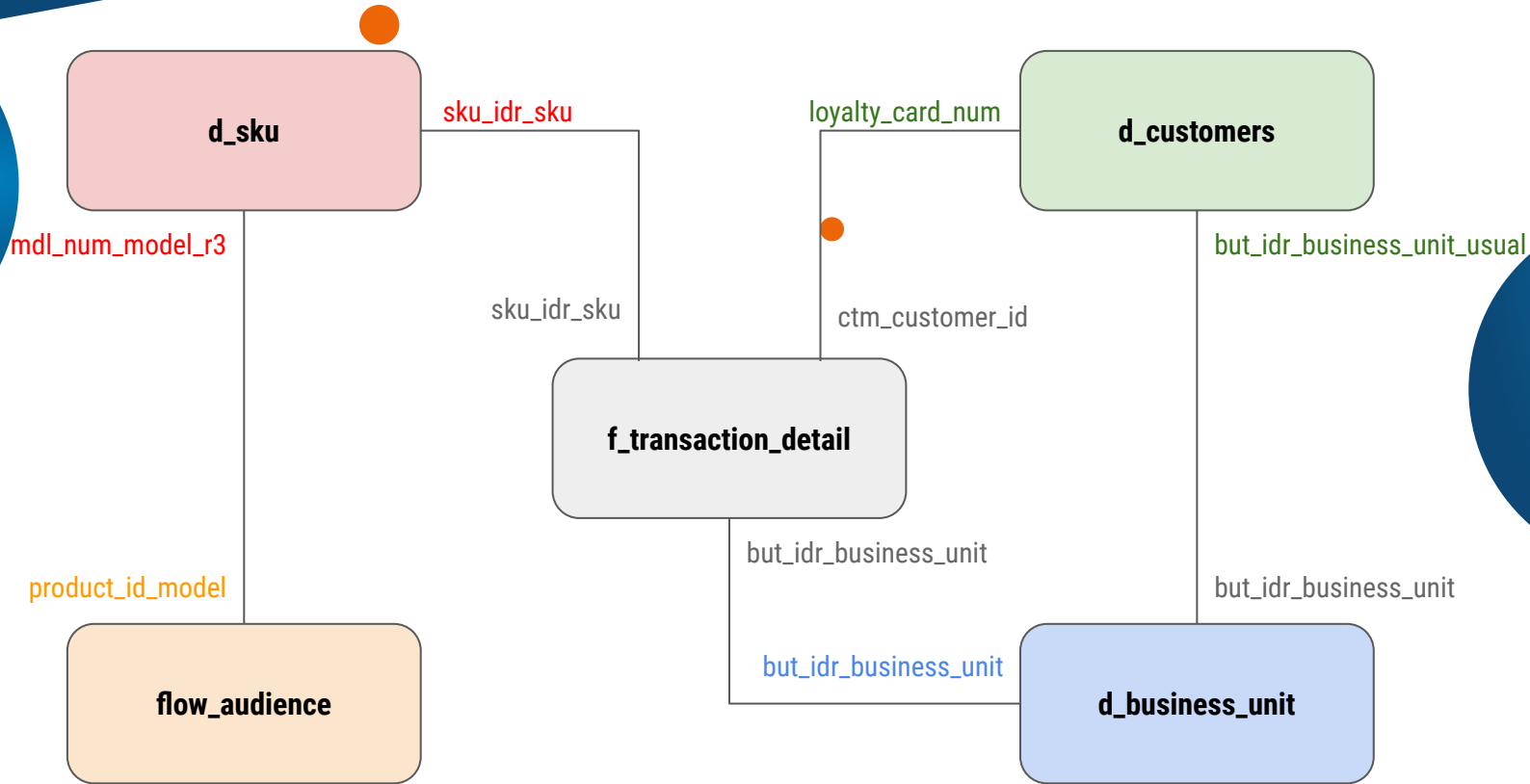
7635140

5015822

7166996

2486222







d_sku

sku_idr_sku (numeric):

mdl_num_model_r3 (numeric):

mdl_blue_product (boolean):

fam_num_family (numeric):

family_label (varchar):

sdp_num_sub_department (numeric):

sdp_label (varchar):

dpt_num_department (numeric):

dpt_label (varchar):

unv_num_univers (numeric):

unv_label (varchar):

pnt_num_product_nature (numeric):

product_nature_label (varchar):

Category_label (varchar):

brd_type_brand_libelle (varchar):

sku_date_end (timestamp):

item code

model code

entry-level products

product family number

label of the family to which the product belongs

sub-range number

label of the sub-shelf to which the product belongs

department number

label of the department to which the product belongs

universe number

label of the universe to which the product belongs

product nature number

label of the product type to which the product belongs

category to which the product belongs (textile/shoes etc...)

decathlon product ('MP') or international brands ('AMI')

date on which the product is stopped

d_customers

loyalty_card_num (numeric):

year_birthdate (numeric):

gender_id (numeric):

language_id (varchar):

email_is_valid (boolean):

mobile_is_valid (boolean):

loyalty_card_creation_date (timestamp):

but_idr_business_unit_usual (numeric):

but_idr_business_unit_creator (numeric):

cnt_country_code_creator (varchar):

optin_sport (boolean):

optin_review (boolean):

optin_event (boolean):

last_purchase_date (timestamp):

customer's card number

customer's year of birth

customer's gender (1 = male, 2 = female)

customer's language

validity of the e-mail address entered

validity of the mobile phone number entered

customer card creation date

number of the shop to which the customer belongs

shop number where the account was created

country where the account was created

customer agrees to receive communications from sports

customer agrees to receive notification solicitations

customer agrees to receive event communications

date of last purchase

d_business_unit

but_idr_business_unit (numeric):

but_num_typ_but (numeric):

cnt_idr_country (numeric):

cnt_country_code (varchar):

but_name_business_unit (varchar):

but_postcode (numeric):

shop number

shop type (7 = physical, 50 = digital)

country number

country code

shop name

shop postcode

flow_audience

hit_date (date):

url_referer_host (varchar):

product_id_model (numeric):

product_instock (varchar):

device_type (varchar):

avg_note (decimal):

nb_reviews (numeric):

tot_visitors (numeric):

date of the web consultation

url of the visited site

model code

availability of the model

device used for consultation

average rating of the product

number of product reviews

number of unique visitors

f_transaction_detail

the_transaction_id (varchar):
tdt_date_to_returned (timestamp):
the_date_transaction (timestamp):
the_date_authorized (timestamp):
sku_idr_sku (numeric):
but_idr_business_unit (numeric):
ctm_customer_id (numeric):
ctm_zip_code (numeric):
the_to_type (varchar):
the_transaction_status (varchar):
tdt_type_detail (varchar):
f_to_tax_in (decimal):
f_qty_item (numeric):

transaction id
return date
transaction date
date of payment authorisation
item code
shop number
customer card number
department number where the order will be sent
type of transaction (physical or digital)
status of the transaction
sale or return
turnover
quantity