

Scenario:

You work for a market research firm called **MARKETMINDZ** that is collaborating with a retail vendor that specializes in food and beverage products.

Problem:

Your client is a small company and they are still learning their market and evaluating their customers.

As a BI developer, you have just been handed your first sample of marketing data. Your client would love for you to build a BI tool that surfaces insights around a few specific items of interest:

- 1 **How are our 6 recent marketing campaigns performing?**
- 2 **How are our products performing?**
- 3 **Who are our customers?**
- 4 **What is driving campaign performance and buyer decision-making?**



Wine

\$681K



Meat

\$374K



Baked Goods

\$99K



Fish

\$84K



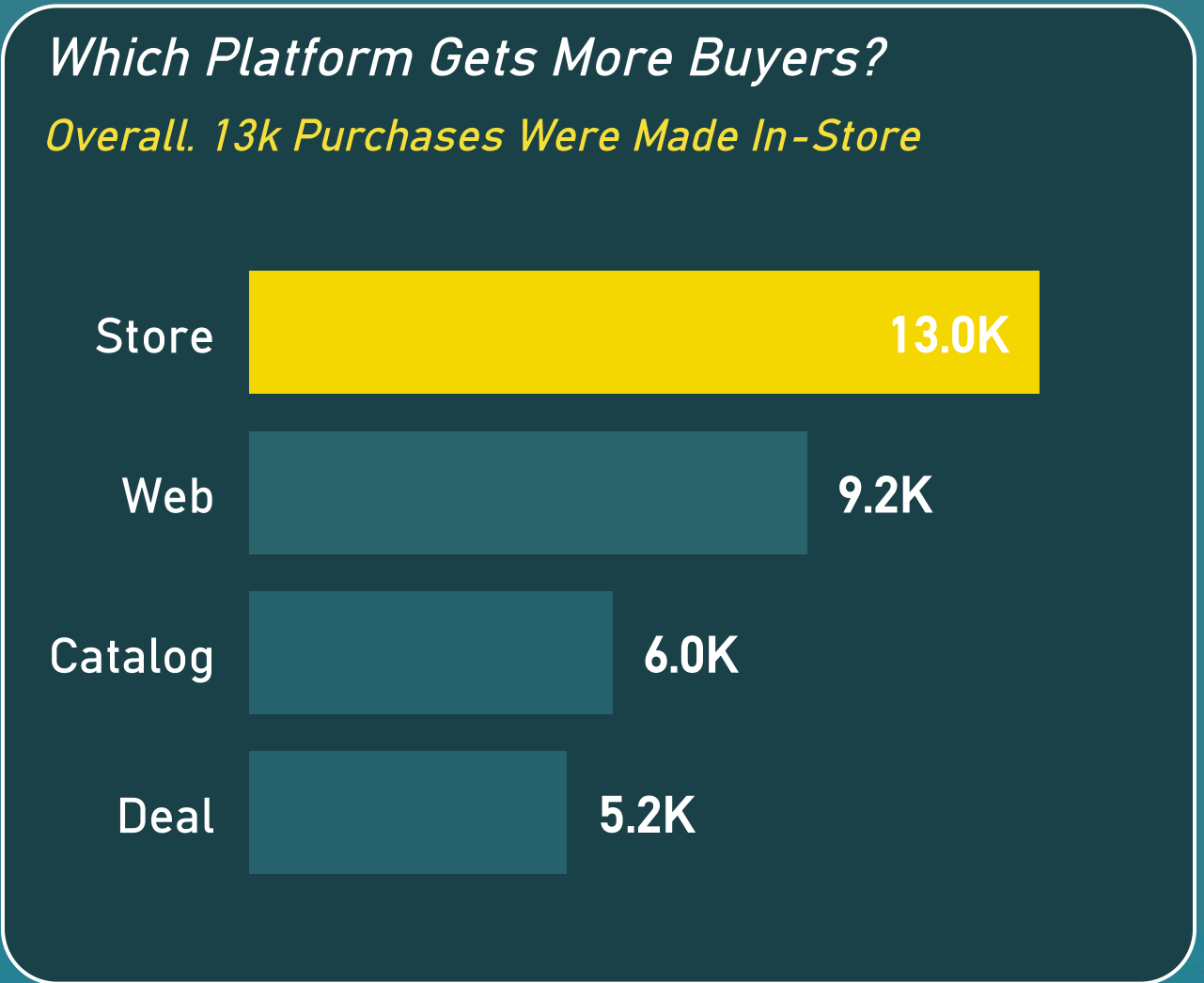
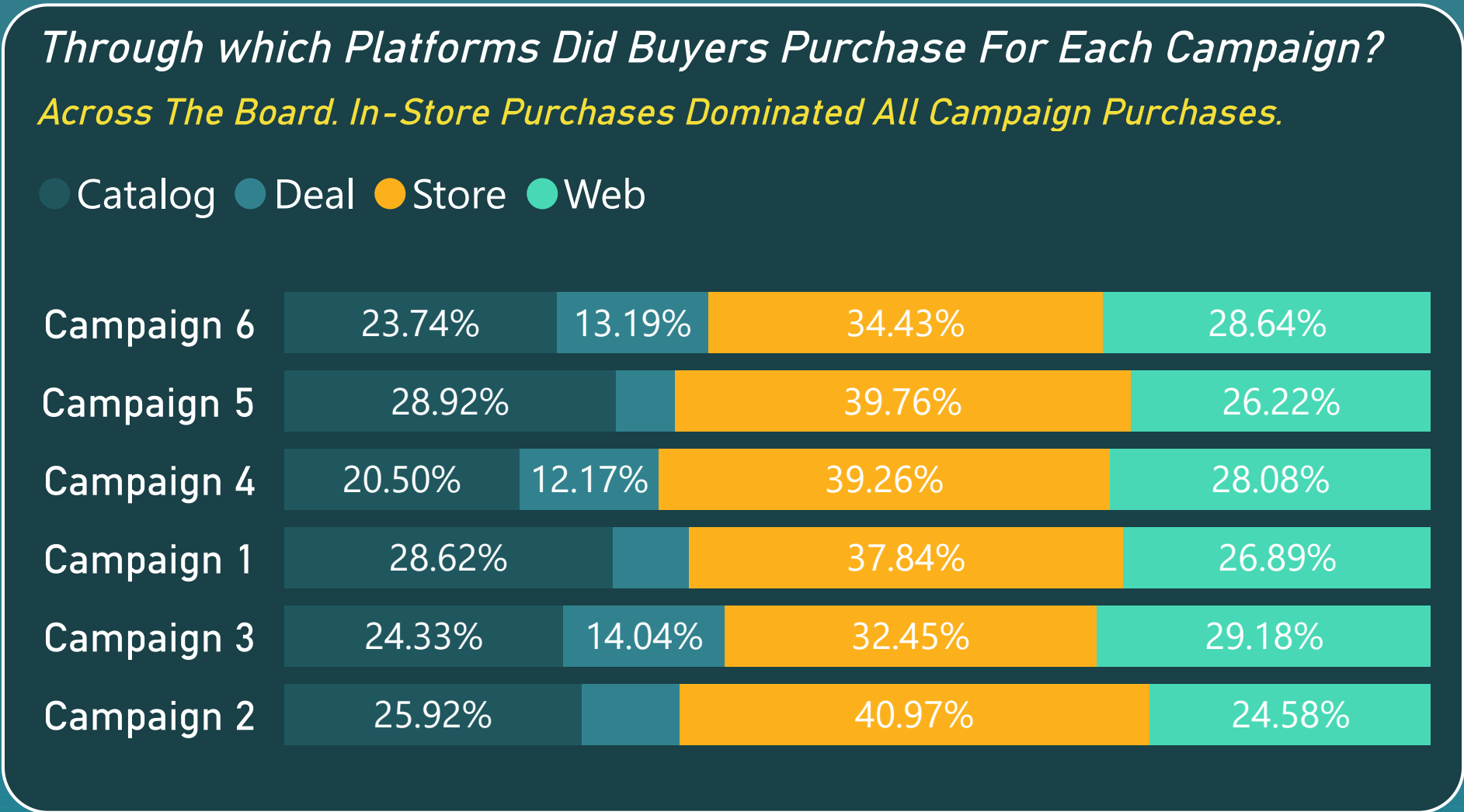
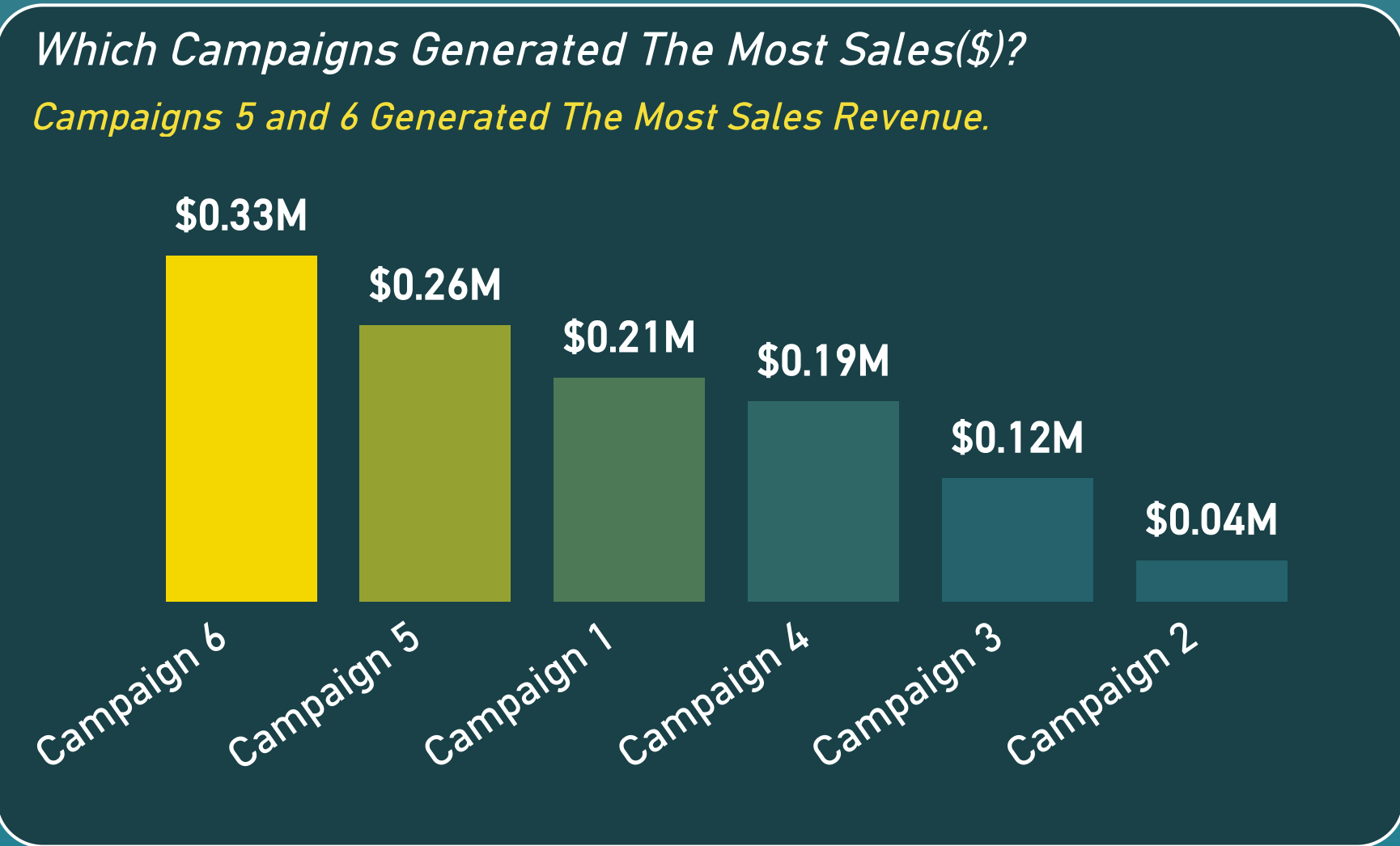
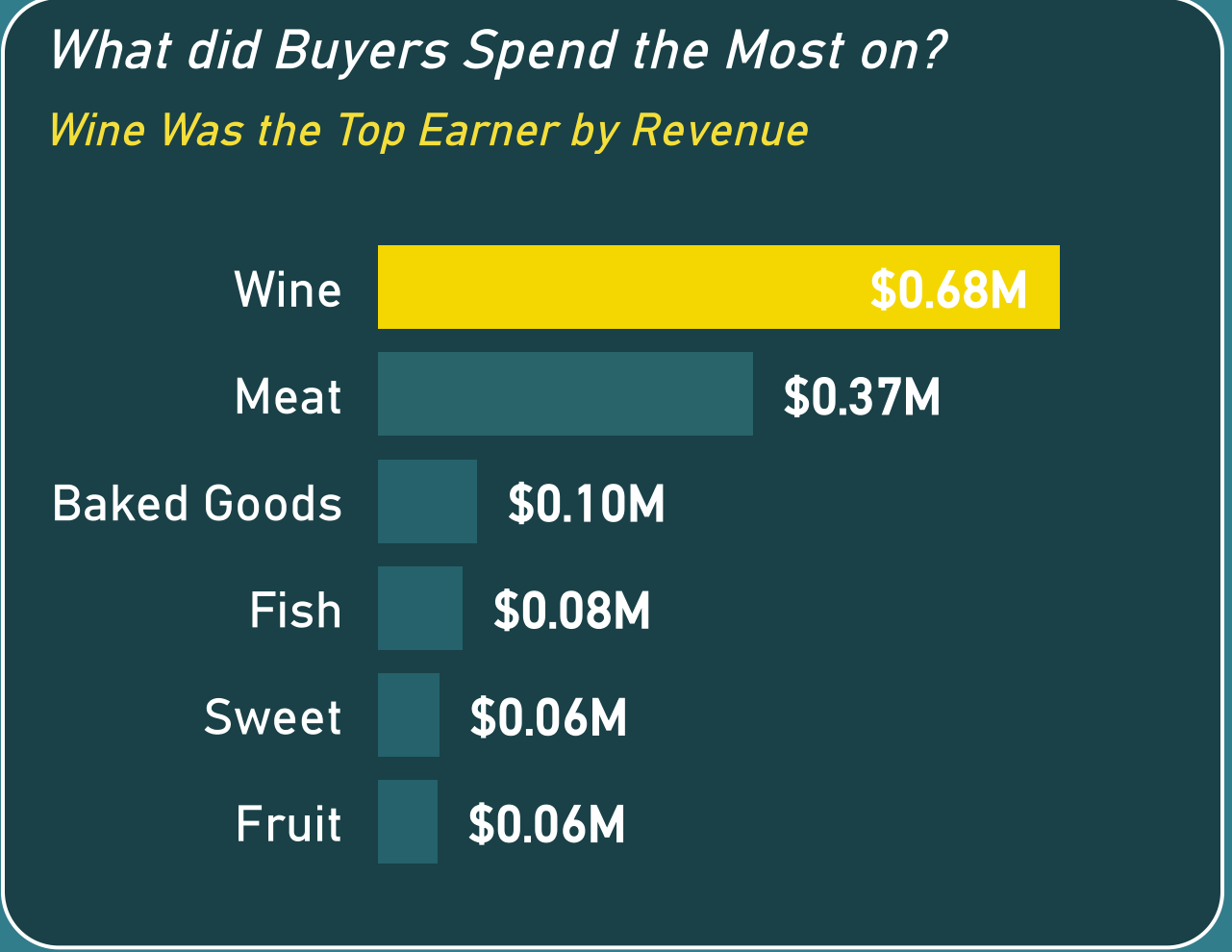
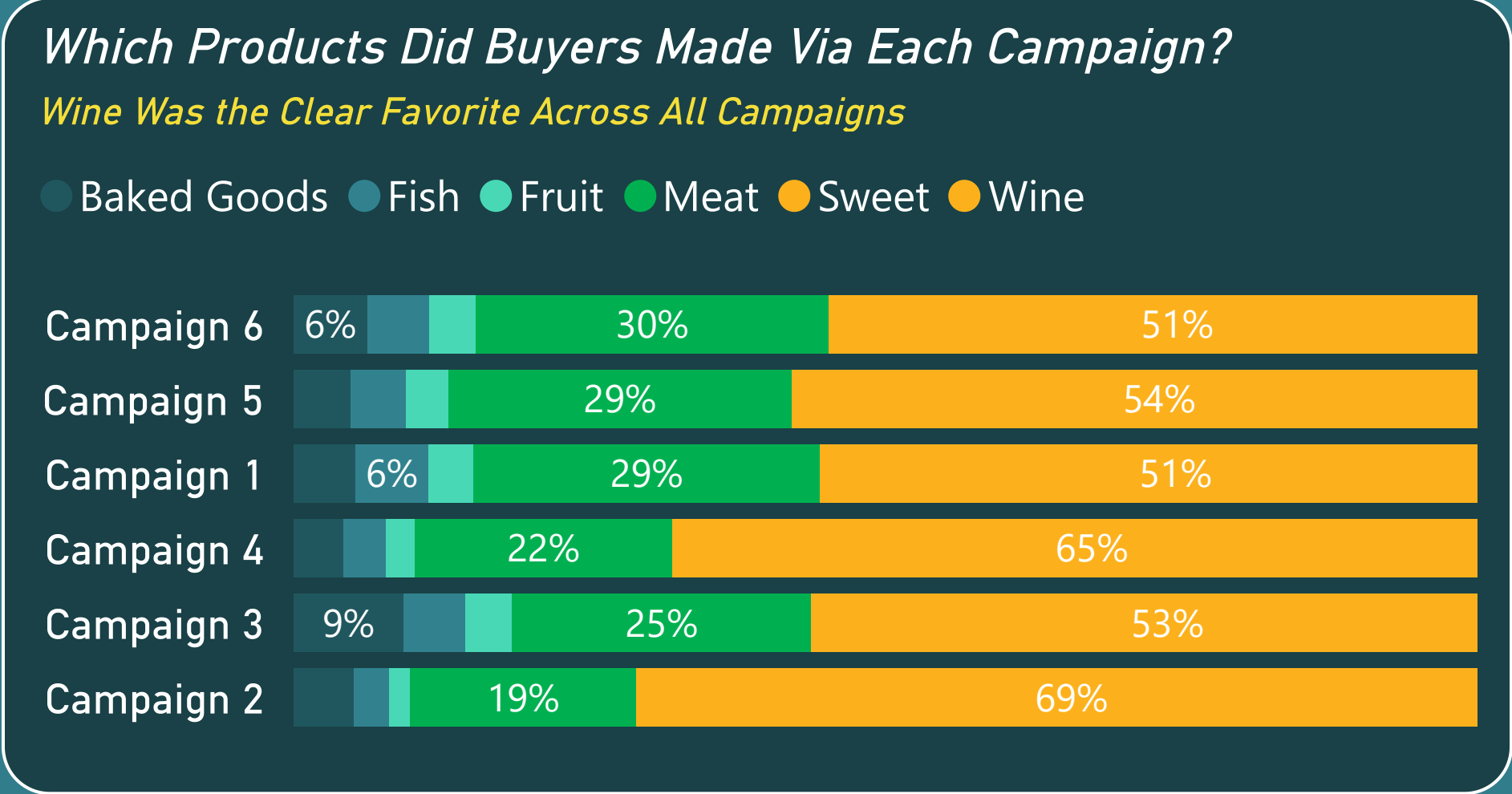
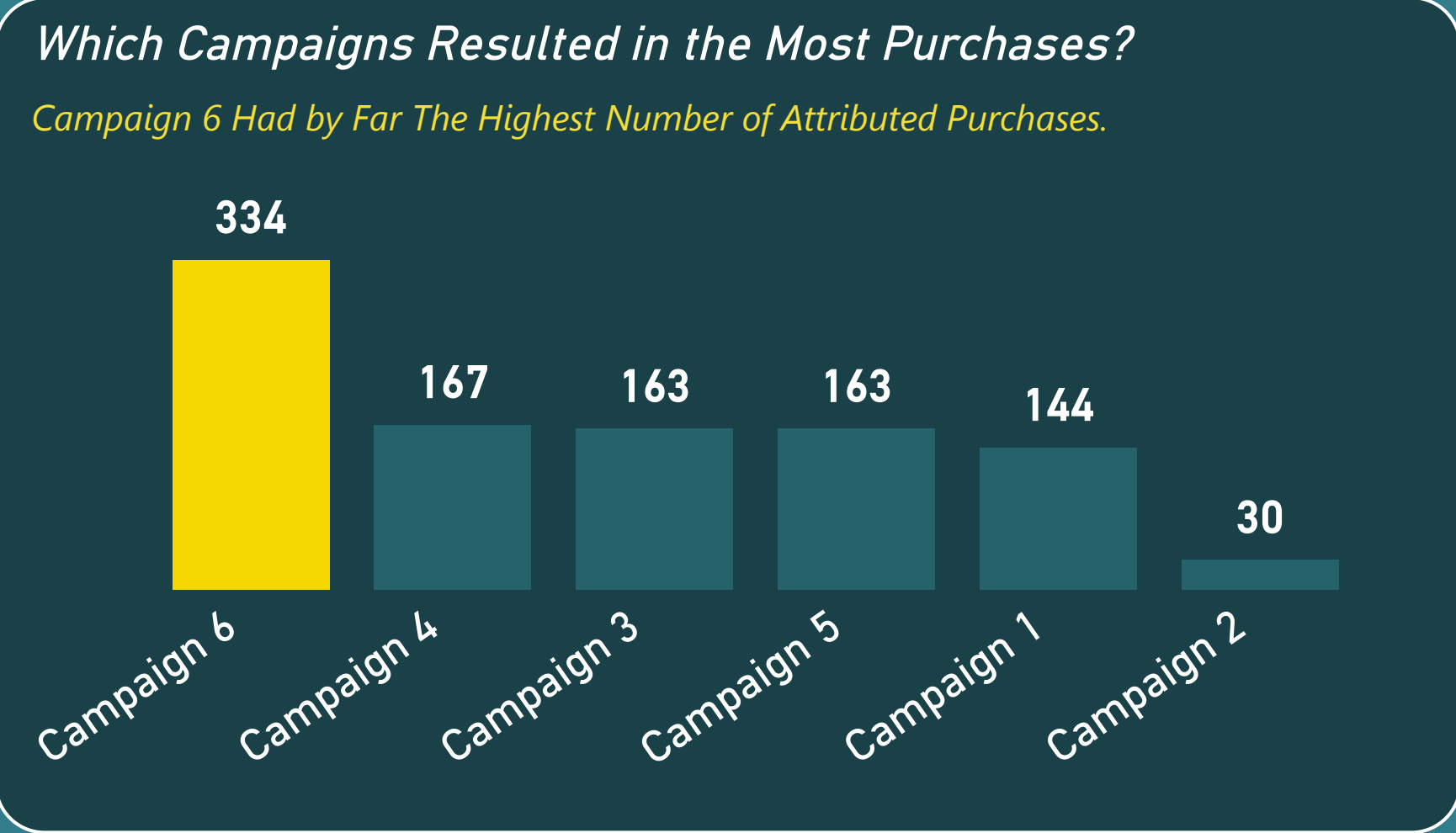
Fruit

\$59K

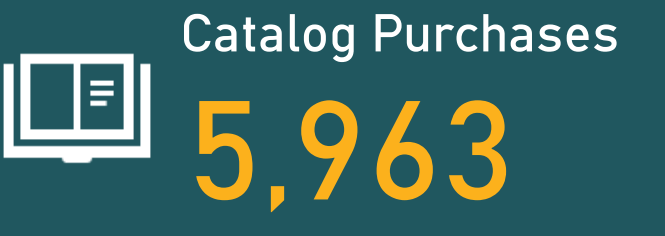
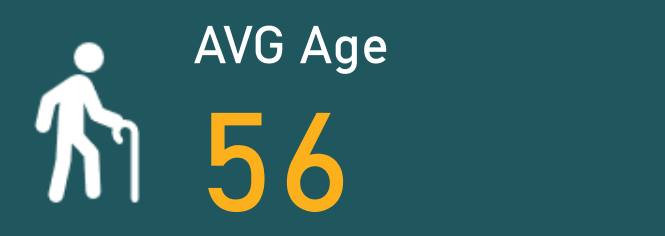
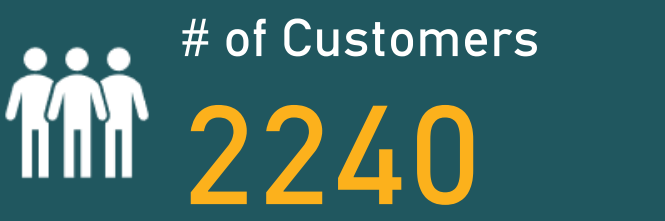


Sweet

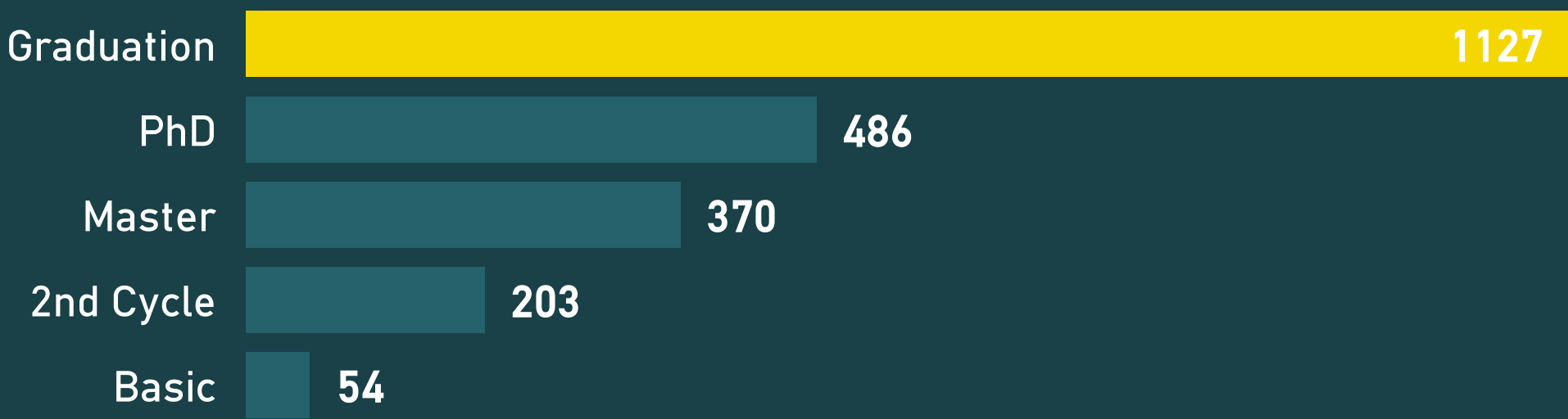
\$61K



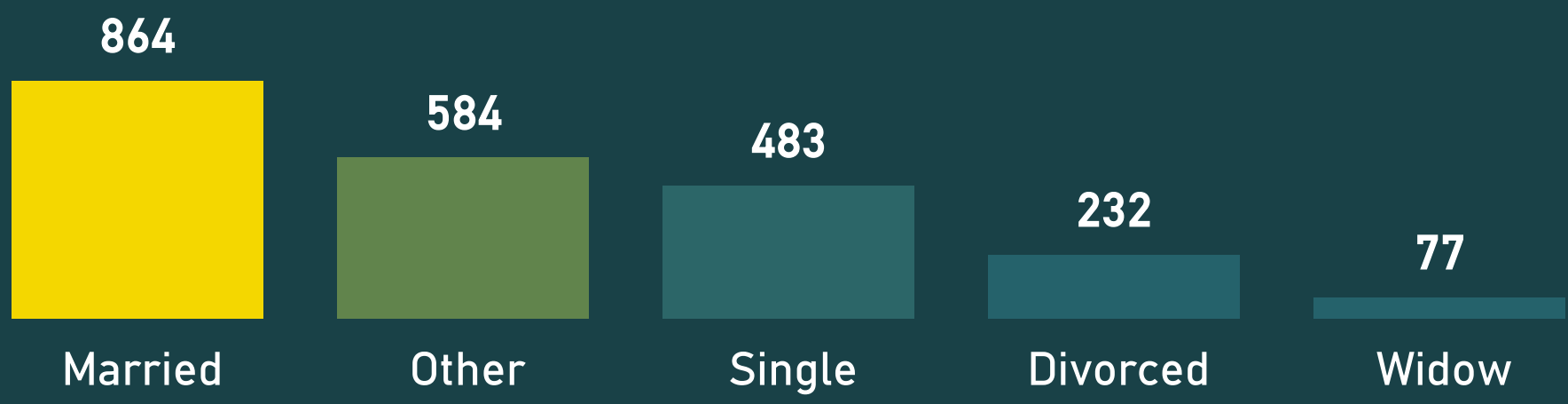
Buyer Composition



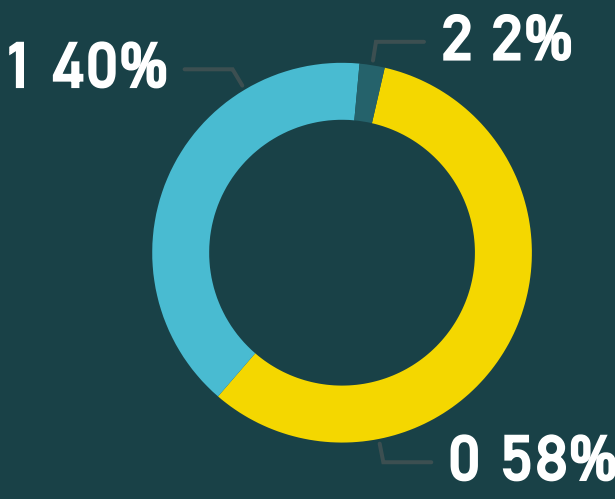
Which Education Level Have Most of Our Customers Attained?
The Vast Majority of Our Customers Have Completed College/University Degrees.



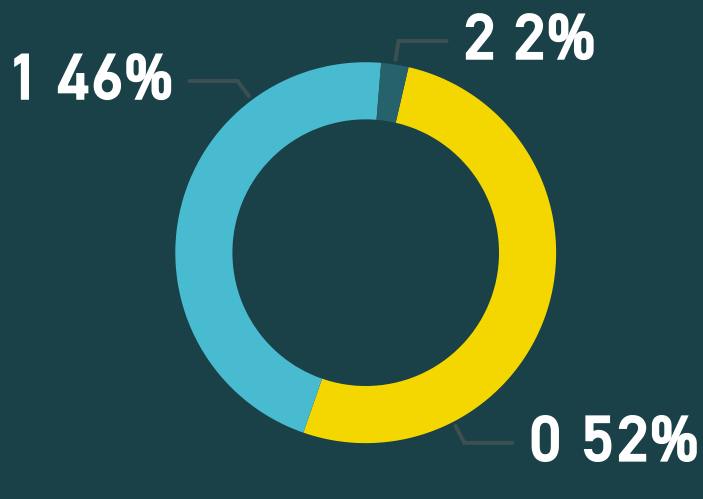
What is the Marital Status of our Customers?
The Majority of Our Customers Are Married



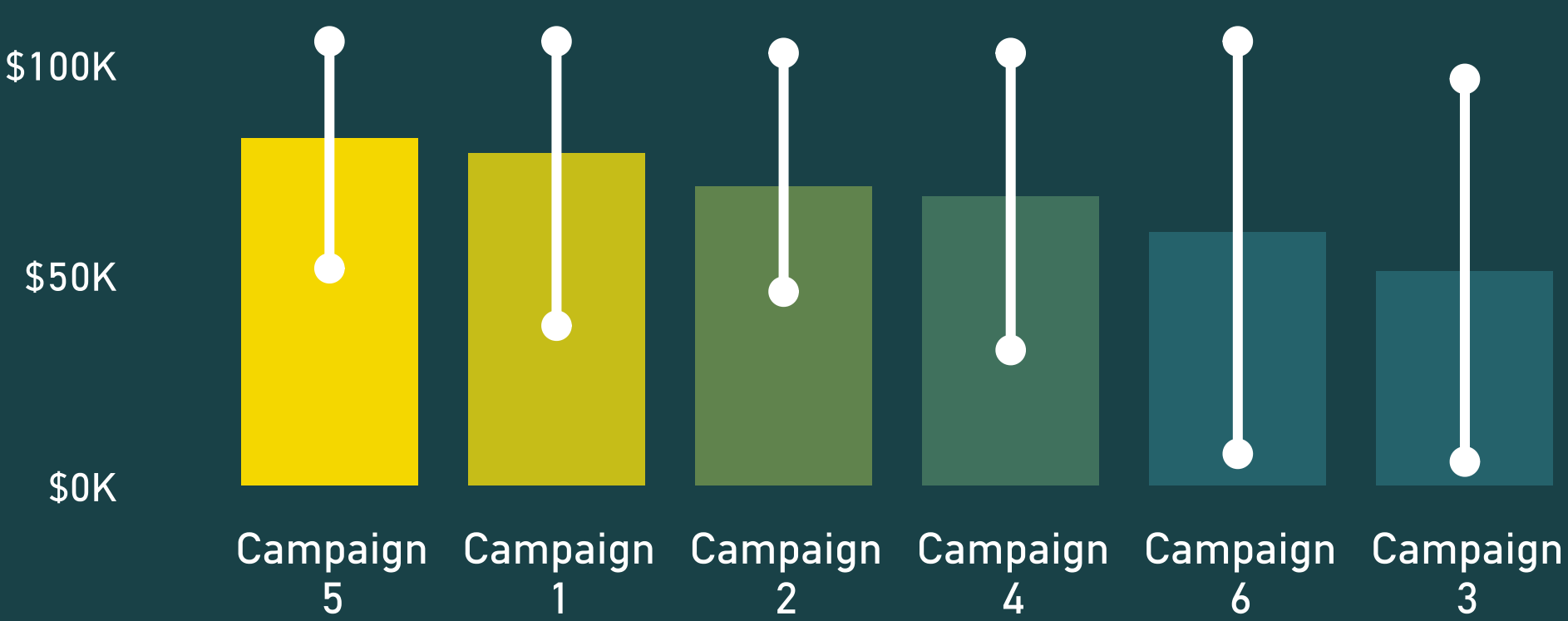
How Many Kids Do our Customers Have at Home?



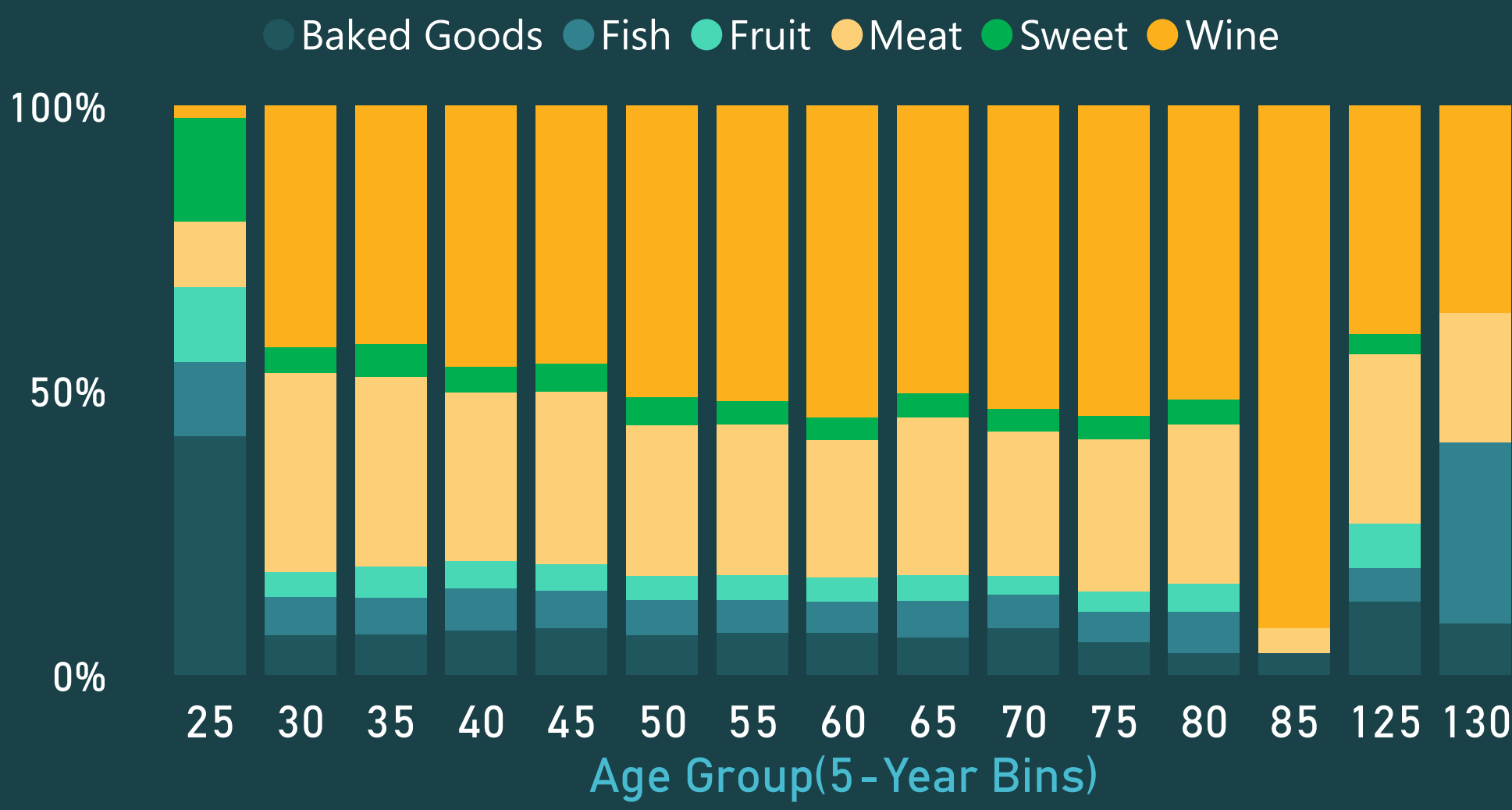
How Many Teens Do Our Customers Have at Home?



What Was the Average Salary of Customers Who Opted in Each Campaign?
Error Bars Indicate Maximum and Minimum Salary of Customers by Campaign



Do the Purchase Preferences of Our Customers Change with Age?
Notice that for older customers wine sales increases as % of total sales and meat decreases.

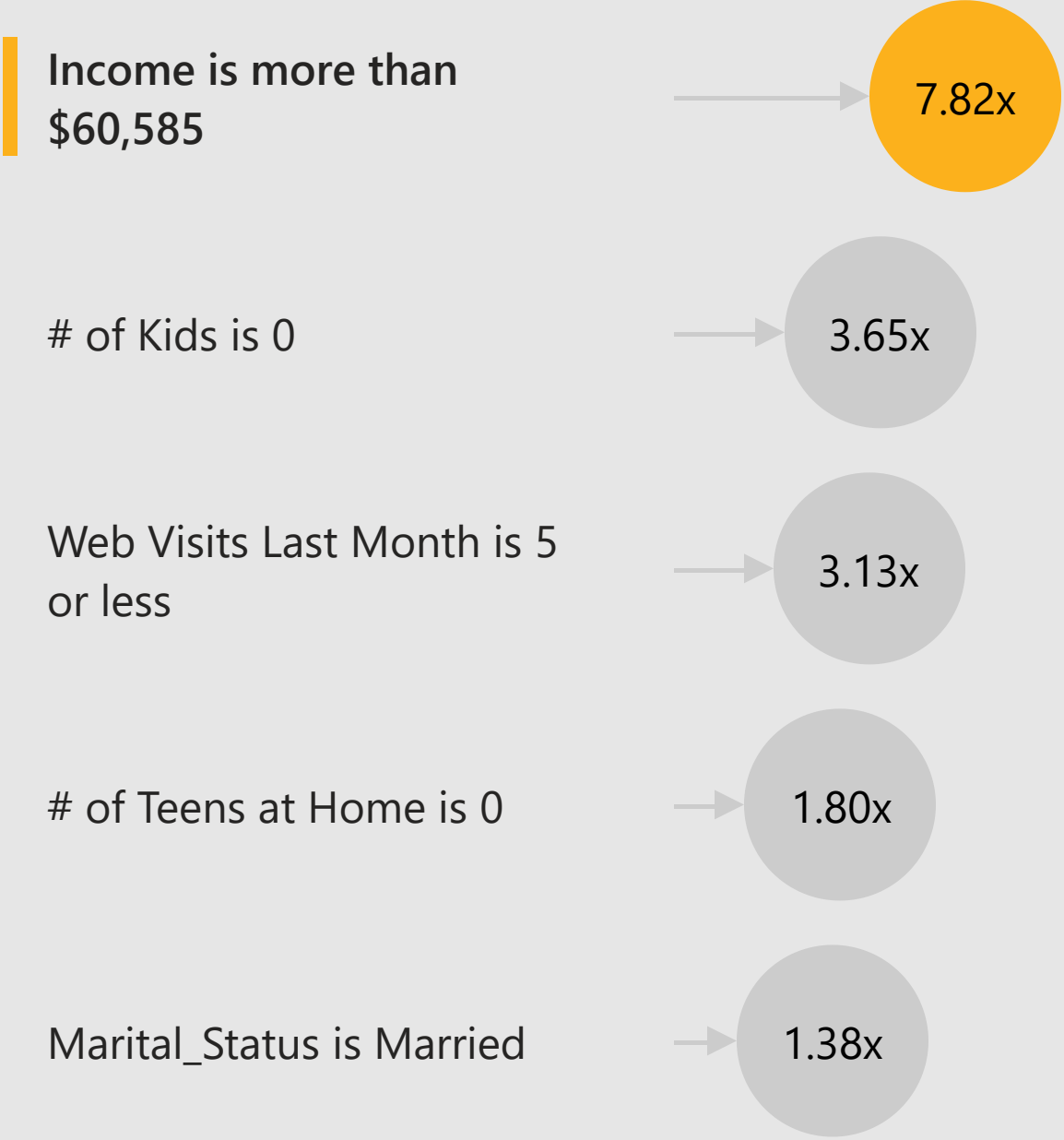


Key influencers Top segments

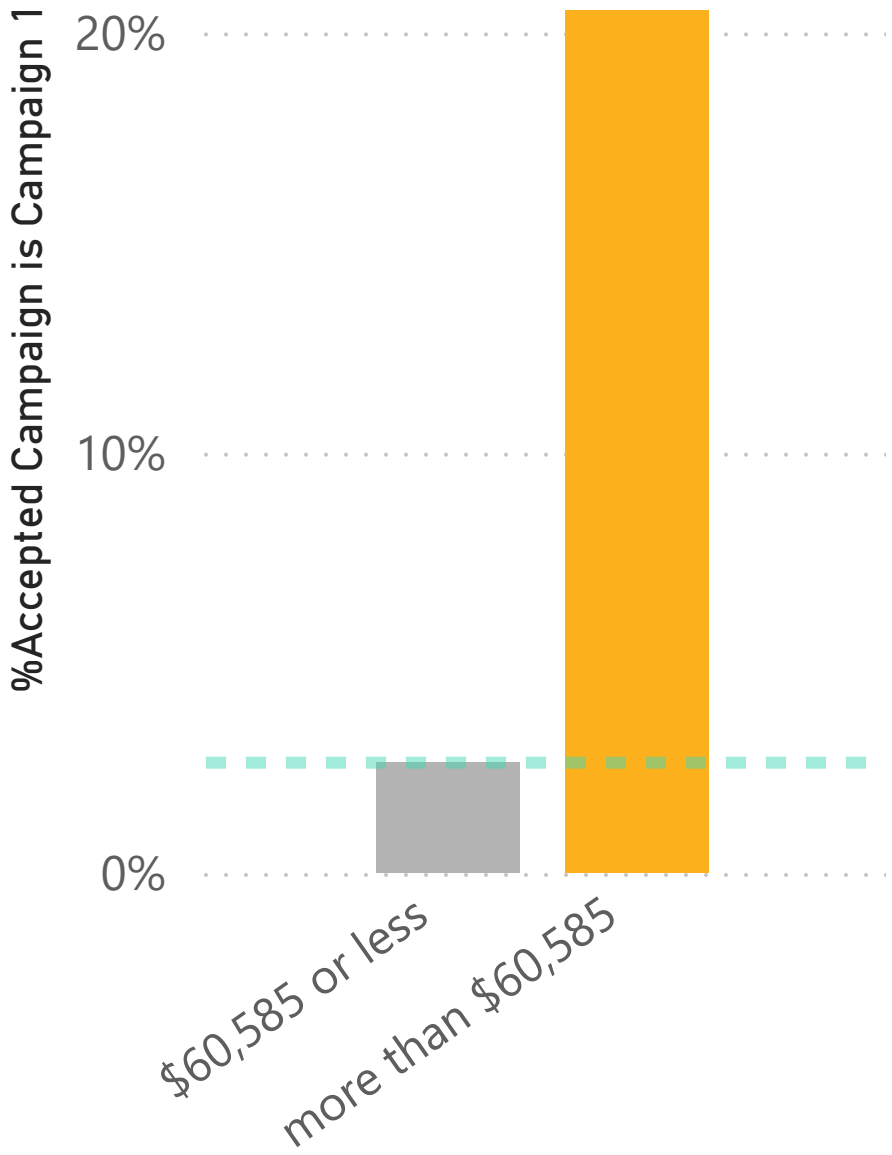


What influences Accepted Campaign to be Campaign 1 ?

When...
...the likelihood of Accepted Campaign being Campaign 1 increases by



← Accepted Campaign is more likely to be Campaign 1 when Income is more than \$60,585 than otherwise (on average).



☐ Only show values that are influencers

Please Choose Product/products to Evaluate in the key Influencers visual below:

Select all

Baked Goods

Fish

Fruit

Meat

Sweet

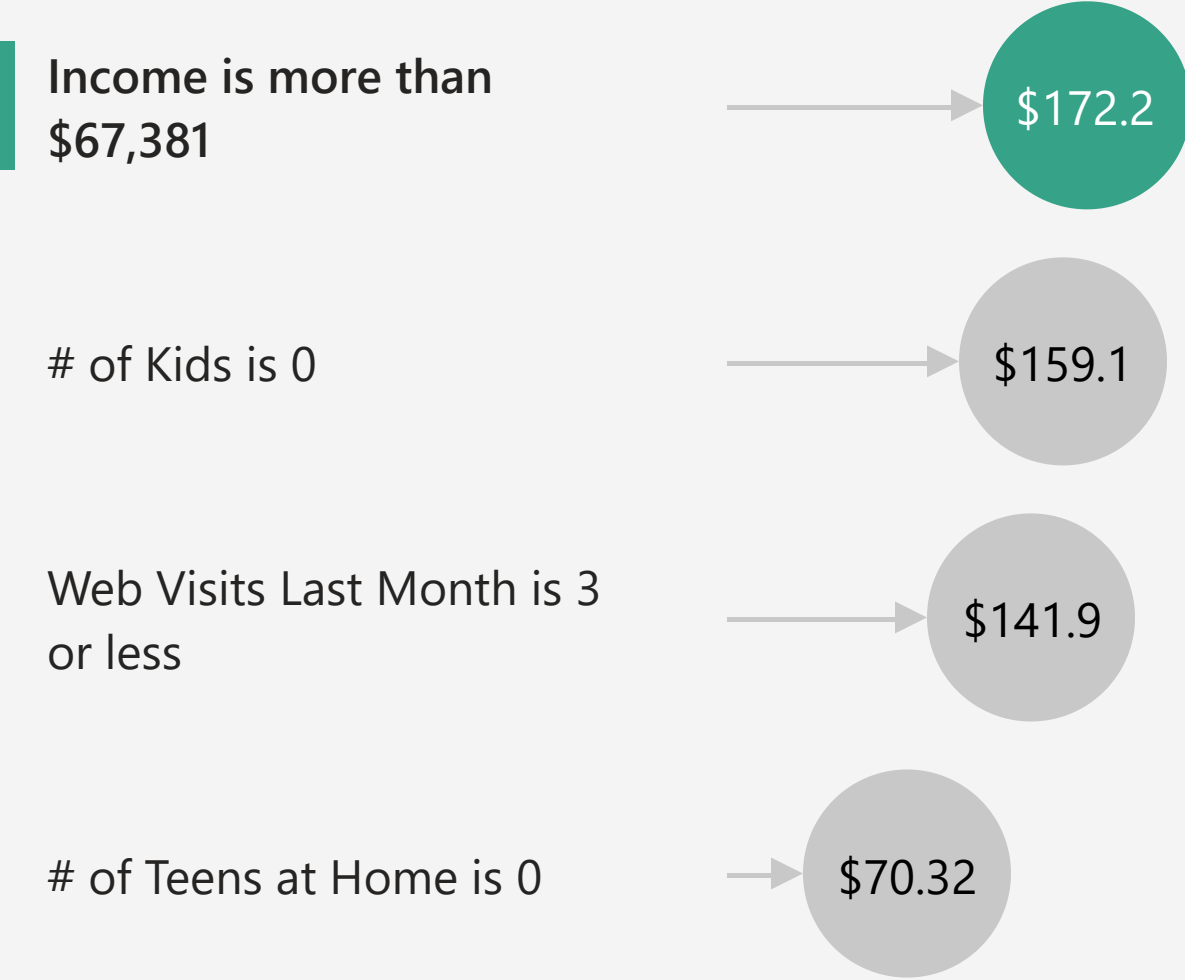
Wine

Key influencers Top segments

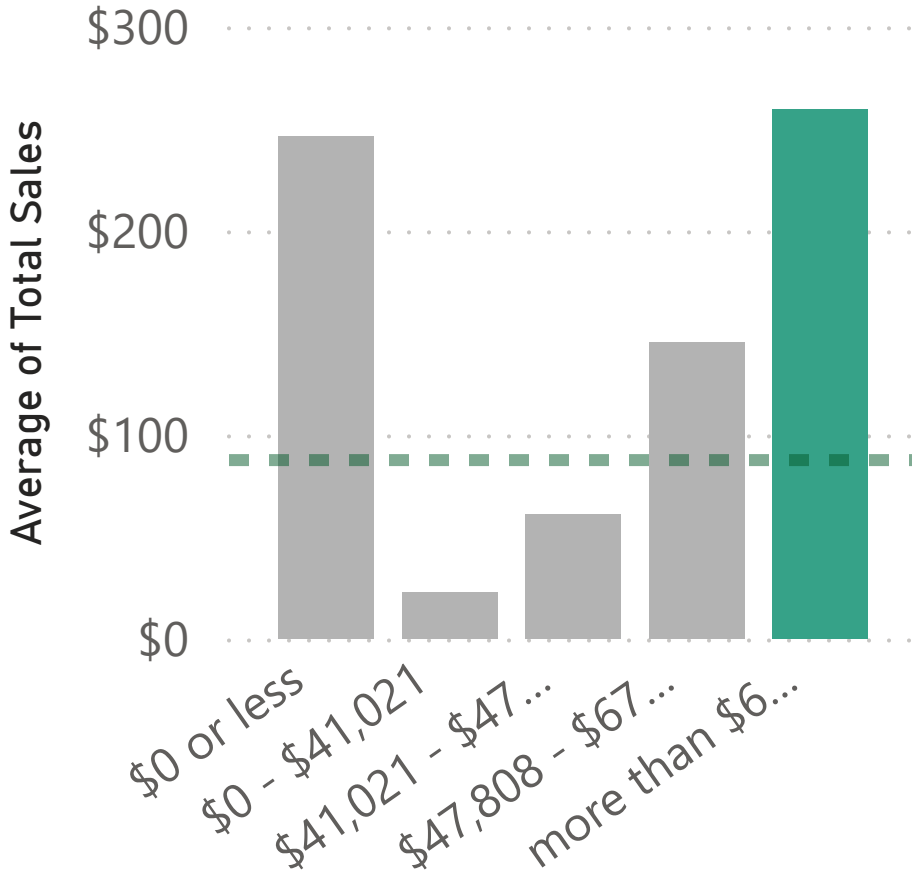


What influences Total Sales to Increase ?

When...
...the average of Total Sales increases by



← Total Sales is more likely to increase when Income is more than \$67,381 than otherwise (on average).



☐ Only show values that are influencers