



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?

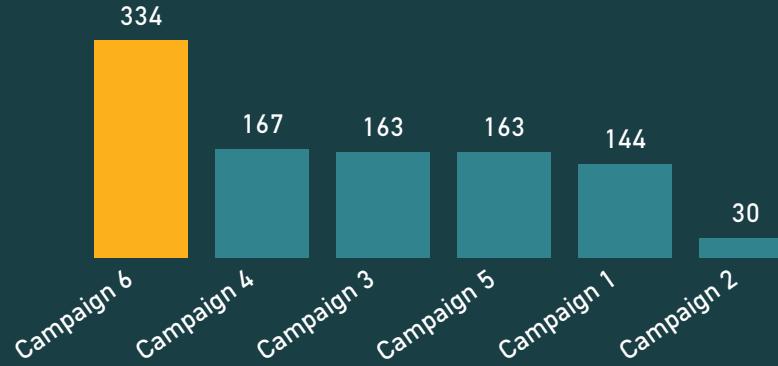
Campaign Performance

MARKET  MINDZ



Which Campaigns Resulted in the Most Purchases?

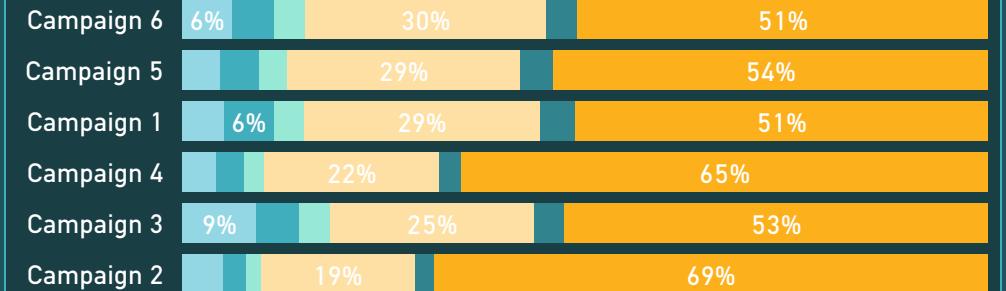
Campaign 6 Had By Far the Highest Number of Attributed Purchases



Which Products Did Buyers Purchase via Each Campaign?

Wine Was the Clear Favorite Across All Campaigns

● Baked Goods ● Fish ● Fruit ● Meat ● Sweet ● Wine



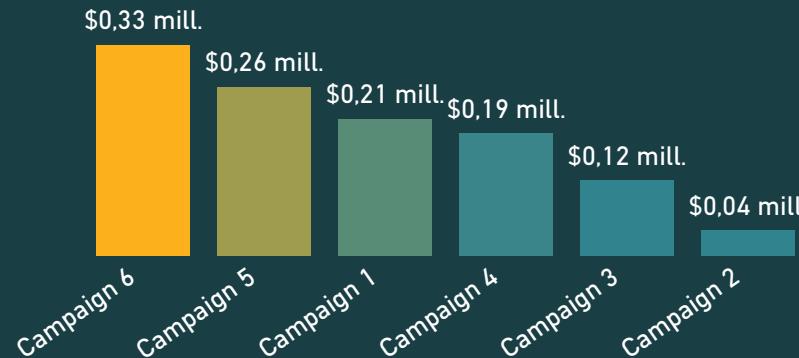
What Did Buyers Spend the Most On?

Wine Was the Top Earner by Revenue, As Well



Which Campaigns Generated the Most Sales (\$)?

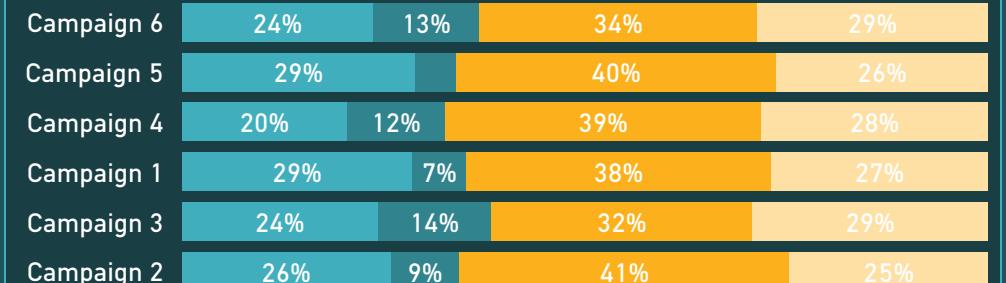
Campaigns 5 and 6 Generated the Most Sales Revenue



Through Which Platforms Did Buyers Purchase for Each Campaign?

Across the Board, In-Store Purchases Dominated All Campaign Purchases

● Catalog ● Deal ● Store ● Web



On Which Platform, Did Buyers Make Their Purchases?

Overall, 13K Purchases Were Made In-Store



Buyer Composition

of Customers
2240



AVG Income
\$52 247



AVG Age
55,2



Discounts Purchased
5 208



Store Purchases
12 970



Catalog Purchases
5 963



Web Purchases
9 150



Web Visits Last Month
11 909



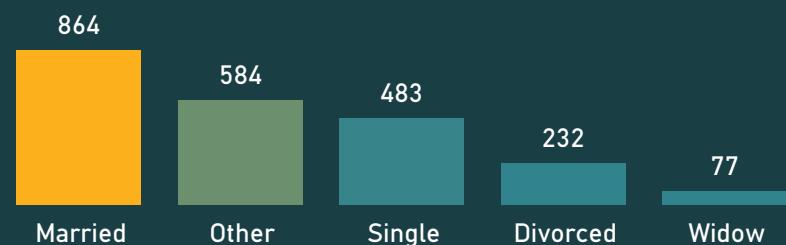
Which Education Level Have Most of Our Customers Attained?

The Vast Majority of Our Customers Have Completed College/University Degrees

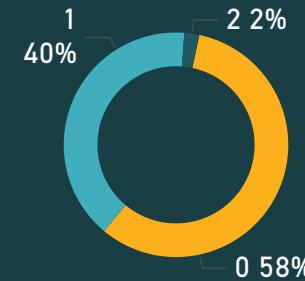


What is the Marital Status of Our Customers?

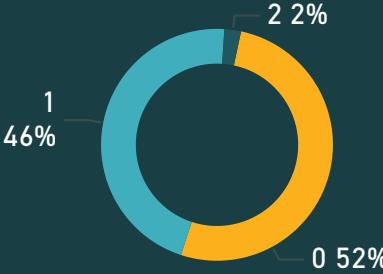
The Majority of Our Customers Are Married



How Many Kids Do Our Customers Have at Home?

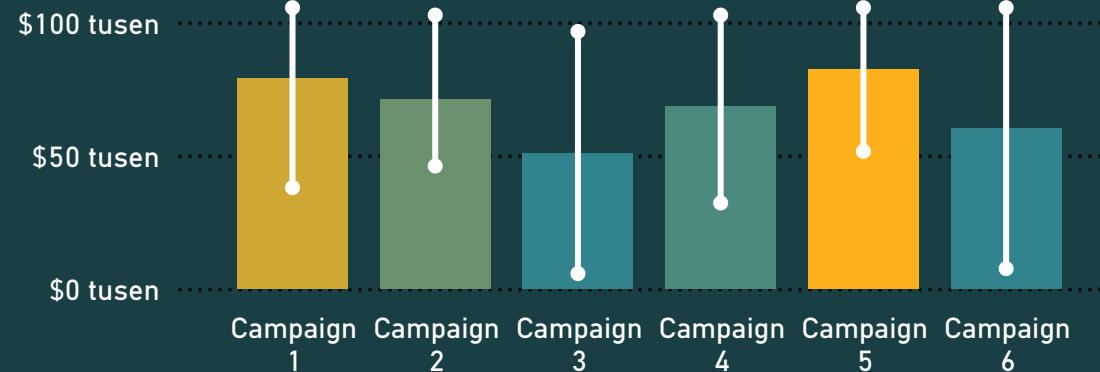


How Many Teens Do Our Customers Have at Home?



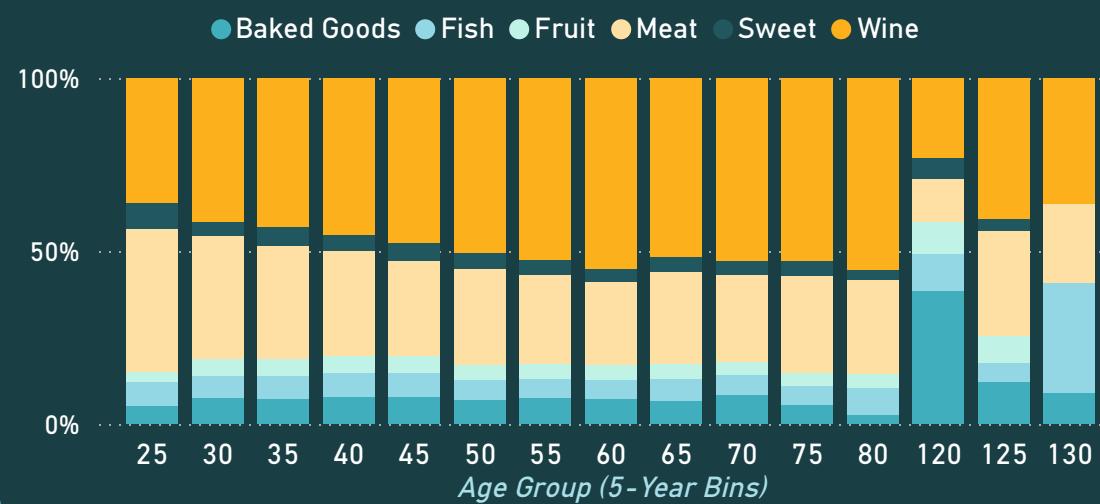
What Was the Average Salary of Customers Who Opted into Each Campaign?

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 increase as a % of total sales and meat decreases



Viktige påvirkere

Hva påvirker Accepted Campaign til å være

 ▼ ?


Når...

... sannsynligheten for at Accepted Campaign blir Campaign 1 øker med

Income er flere enn \$60 585



of Kids at Home er 0



Web Visits Last Month er 5 eller færre



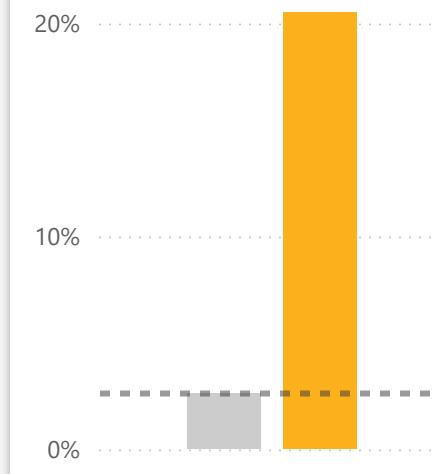
of Teens at Home er 0



Marital Status er Married



← Accepted Campaign er mest sannsynlig Campaign 1 når Income er flere enn \$60 585 enn ellers (gjennomsnittlig).



Vis bare verdier som er påvirkere

Choose a Product or Products to Evaluate:

Velg alt

Baked...

Fish

Fruit

Meat

Sweet

Wine

Viktige påvirkere Øverste segmenter

Hva påvirker Total Sales til å

 ▼ ?

Når...

... gjennomsnittet på Total Sales øker med

Income er \$66 653 - \$113 734



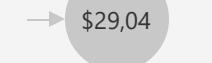
Web Visits Last Month er 2 eller færre



of Kids at Home er 0



of Teens at Home er 0



← Total Sales er mer sannsynlig å øke når Income er \$66 653 - \$113 734 enn ellers (gjennomsnittlig).



Vis bare verdier som er påvirkere