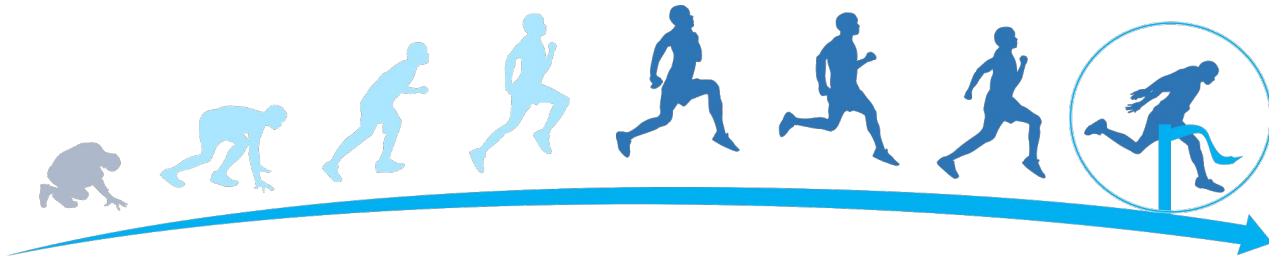


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Analytics-enabled Marketing Project

Final Delivery Presentation



Our deliverables to ABC Supermarket

1. **Analytics-enabled Marketing Strategy** to predict **most probable buyers** from ~90% loyalty program participants
2. With objective of optimizing **profitability & market penetration**, given:
 - a. Revenue from a successful buyer = ₹ 15,000
 - b. Cost of promotional sample kit = ₹ 4,420

Our approach



- **Assumptions**

- missing values imputed with mode/mean
- label encoding is used



- **Trained a classification model, for**

- predicting probability of buying/not buying
- using Logistic Regression Classifier

Deliverable #1: Analytics-enabled Marketing Campaign



81%

Model accuracy achieved



Zero

Operational Cost to Business

Strategic marketing options for 90 percent Loyalty Base

	Strategic Option	Participants Covered	Proportion of Good to Bad	% Total Buyers Reached	% Total Non Buyers Avoided	Probability Threshold	Profit Booked (in Mn INR)
No Model Scenario	All 100%	225,000	24%	100%	0%	0	- 176
Market Penetration	Top 40%	90,000	44%	72%	70%	24.4%	196
Profit Maximisation	Top 30%	67,500	51%	63%	80%	31.1%	214

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