Customer Analytics

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**Exercise 1 – Attribution Modeling**

You have received sales and advertising data for the month of July 2019. The firm advertises offline and online. Its offline advertising is comprised of TV and Print ad spent. Online, the firm uses banner advertising, search engine marketing and employs a social media firm. The data set for this exercise is contained in the file Ex1\_Data\_R available on Canvas page. It’s formatted as a CSV file in case you want to do some analysis in R. You can also do your analysis in Excel as we have not covered anything in R in our class as of yet.

Using the data available to you, can you address the attribution problem discussed in class? Issues to investigate could be

* What drives sales?
* What would you conclude in terms of where to spend advertising $?