



Gillette Venus Business Case

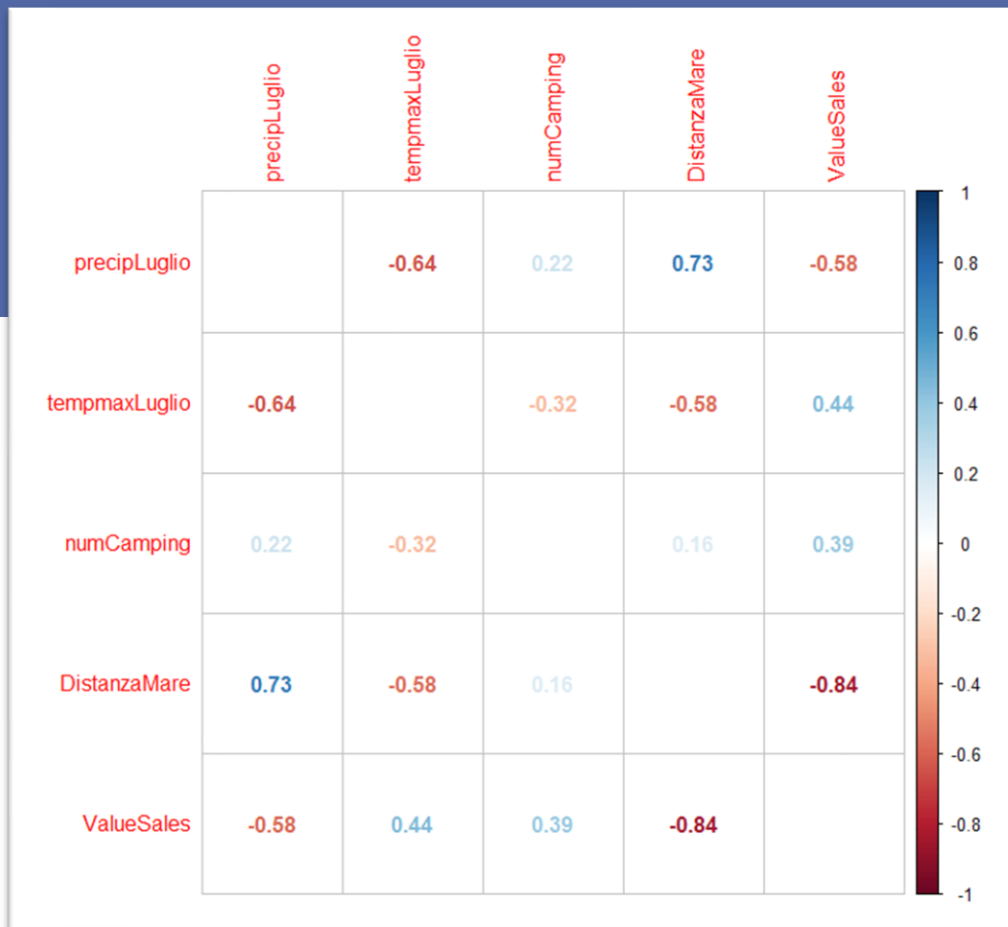
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Data analysis and prediction of missing value sales

Correlation matrix: to study the relationship between the variable ValueSales and the other variables



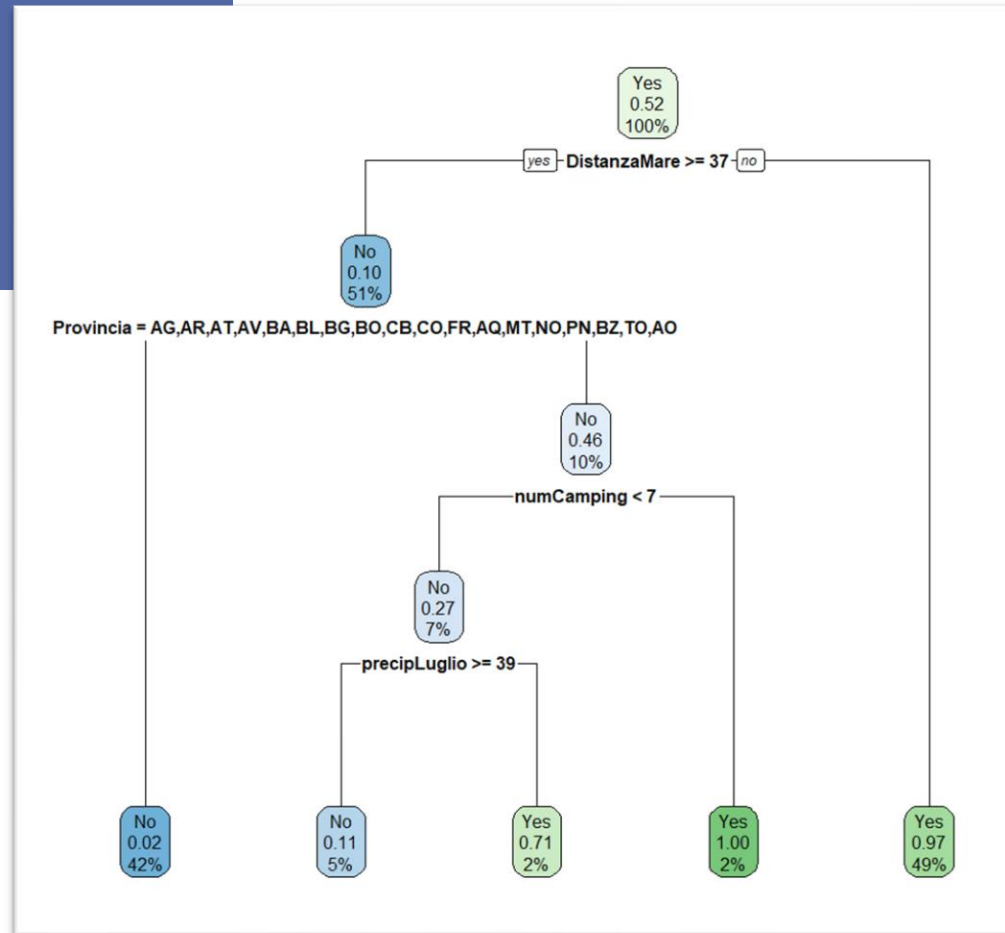
```
Call:
lm(formula = ValueSales ~ tempmaxLuglio + DistanzaMare + numCamping,
    data = dataset[1:240, ])
```

```
Residuals:
    Min       1Q   Median       3Q      Max
-6.730e-11 -2.530e-13  8.900e-14  5.690e-13  1.116e-11
```

```
Coefficients:
            Estimate Std. Error  t value Pr(>|t|)
(Intercept)  4.100e+03  3.017e-12  1.359e+15 <2e-16 ***
tempmaxLuglio  5.000e+00  1.027e-14  4.868e+14 <2e-16 ***
DistanzaMare -2.000e+01  5.902e-15 -3.389e+15 <2e-16 ***
numCamping    2.000e+02  7.739e-14  2.584e+15 <2e-16 ***
---
Signif. codes:  0 '***' 0.001 '**' 0.01 '*' 0.05 '.' 0.1 ' ' 1
```

```
Residual standard error: 4.586e-12 on 236 degrees of freedom
Multiple R-squared:  1,    Adjusted R-squared:  1
F-statistic: 7.8e+30 on 3 and 236 DF,  p-value: < 2.2e-16
```

Linear Regression: to check what are the most statistically significant variables to predict value sales



Classification tree: to predict what are the conditions for a store to have an above-average value sales

Potential stores

- stores that have a distance of less than 37 from the sea
- stores «further away from the sea» but with a number of camping greater than or equal to 7
- stores «further away» from the sea and «with few campings» but with average rainfall in July less than 39



Commercial strategies

- “It is strongly recommended by dermatologist experts to use a +50 sunscreen to protect the skin from exposure to the sun after hair removal”
- “Shaving in the bikini area could lead to irritation and red spots (anti-aesthetic) and sunscreen mitigates its irritation when exposed to the sun”

source: [La Repubblica](#) , [La Gazzetta di Parma](#)

- "Amazon.it frequently bought together:
Gillette Venus Swirl women's razor + Gillette Fusion 5 Proglide men's razor "

Spesso comprati insieme



- "In Italy, 56% of consumers surveyed are willing to pay more for a product if it were packed with sustainable materials."
- "In Italy, 55% of consumers surveyed are currently buying from retailers who are removing plastic from their packaging."

source: [Two Sides: European Packaging Preferences 2020](#) , [Club dei Desideri P&G](#)

«Mixed Bundling»



«Holiday kit P&G»

«Eco-friendly packaging»





Thanks for the
attention