

ASSIGNMENT

UNIT 8

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BARBIE



DS223 | MARKETING ANALYTICS

Homework on Bass Model

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A Real Inspiration

MATTEL DR. JANE GOODALL BARBIE

BY JENNIFER DUGGAN
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PIONEERING PRIMATOLOGIST JANE GOODALL IS THE LATEST SUBJECT OF THE BARBIE INSPIRING WOMEN SERIES, WHICH CELEBRATES "COURAGEOUS WOMEN WHO TOOK RISKS." THE DOLL REPRESENTING THE RENOWNED CHIMPANZEE EXPERT IS MADE FROM A MINIMUM OF 75% RECYCLED PLASTIC. LAUNCHED IN JULY, THE CARBON-NEUTRAL DOLL CAN BE PURCHASED WITH A FIGURE OF DAVID GREYBEARD, THE FIRST CHIMPANZEE GOODALL WORKED WITH AT GOMBE NATIONAL PARK IN TANZANIA IN 1960. "MY ENTIRE CAREER, I'VE WANTED TO HELP INSPIRE KIDS TO BE CURIOUS AND EXPLORE THE WORLD AROUND THEM," GOODALL SAID UPON THE DOLL'S LAUNCH. OTHERS IN THE SERIES INCLUDE ROSA PARKS, ELEANOR ROOSEVELT, MAYA ANGELOU, AND FLORENCE NIGHTINGALE; GOODALL IS THE FIRST TO BE MADE WITH RECYCLED MATERIALS.

TIME



Look-Alikes

KATHERINE JOHNSON



AMELIA EARHART



MADAM C.J. WALKER



FRIDA KAHLO



ROSA PARKS



Look-Alikes

IN SEARCH OF A LOOK-ALIKE PRODUCT FOR MATTEL'S DR. JANE GOODALL BARBIE DOLL, IT IS IMPOSSIBLE NOT TO MENTION THEIR "BARBIE INSPIRING WOMEN" COLLECTION, WHICH BRINGS NOT ONE BUT SEVERAL LOOK-ALIKE PRODUCTS FROM THE PAST. MATTEL'S "BARBIE INSPIRING WOMEN" COLLECTION CELEBRATES AND RECREATES THE BARBIE DOLL VERSIONS OF REMARKABLE WOMEN WHO CONTRIBUTED SIGNIFICANTLY TO VARIOUS FIELDS, INCLUDING AMELIA EARHART (2010), FRIDA KAHLO (2018), ROSA PARKS (2019), AND KATHERINE JOHNSON (2018).

THE "BARBIE INSPIRING WOMEN" SERIES CONTINUES THE TRADITION OF CREATING EDUCATIONAL AND INSPIRING DOLLS WITH THE RELEASE OF THE DR. JANE GOODALL BARBIE DOLL. THE DOLL ACCURATELY PORTRAYS THE LIKENESS OF DR. JANE GOODALL, A RENOWNED CONSERVATIONIST AND PRIMATOLOGIST. TOGETHER, THESE DOLLS SERVE AS VALUABLE RESOURCES FOR CHILDREN TO LEARN ABOUT EXCEPTIONAL WOMEN IN HISTORY AND FIND INSPIRATION TO IMPACT THE WORLD POSITIVELY.

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Time-Series

"Gross sales of Mattel's Barbie brand worldwide from 2012 to 2022"

FOR THIS ASSIGNMENT, USING THE YEARLY TIME SERIES DATA ON "GROSS SALES OF MATTEL'S BARBIE BRAND WORLDWIDE FROM 2012 TO 2022" IS A PRACTICAL CHOICE FOR SEVERAL REASONS. FIRSTLY, IT'S IMPORTANT TO ACKNOWLEDGE THAT FINDING OPEN-SOURCE AND VERIFIED DATASETS FOR SPECIFIC LOOK-ALIKE PRODUCTS, ESPECIALLY THOSE WITHIN THE "BARBIE INSPIRING WOMEN" COLLECTION OR SIMILAR LINES FROM OTHER BRANDS, CAN BE A DAUNTING TASK. THESE SPECIFIC SALES DATASETS ARE OFTEN NOT PUBLICLY AVAILABLE OR READILY ACCESSIBLE ON OPEN-SOURCE PLATFORMS. NEVERTHELESS, AFTER SPENDING SEVERAL HOURS SEARCHING FOR A DATASET, I CAME TO THIS CONCLUSION.

FURTHERMORE, USING THE "GROSS SALES OF MATTEL'S BARBIE BRAND WORLDWIDE" DATASET OFFERS A BROADER PERSPECTIVE THAT ENCLOSSES THE OVERALL PERFORMANCE OF THE BARBIE BRAND, INCLUDING ALL ITS VARIATIONS AND COLLECTIONS OVER A DECADE. THIS DATASET IS SOURCED DIRECTLY FROM MATTEL'S REPORTS, PROVIDING A RELIABLE AND CREDIBLE SOURCE OF INFORMATION.

