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Capstone Two - Project Proposal

At this time, it is known that the Thyroid and Adrenal Support Starter Bundle is the best selling item in Miss Lizzy Thyroid Supplements store. Currently, however, it is unclear whether this item creates more regular customers, increasing customer lifetime value than selling each of the three products individually. The advertising team wants to target their ad campaigns towards products that create the most long term value to the company. Using the existing shopify data from January 1st, 2020 through the present day, we will identify which item creates the most regular customers so that the marketing team can target their advertising towards whichever market adds the long term value that is sought. Using this new marketing strategy, we will increase the number of regular customers within the next year by 10%.

When looking at the shopify data, I will first look to create 4 subsets: for each product and the bundle, how many people's first purchase was each of those. Using each of those subsets, I will use each customer's customer ID to see whether or not the person had made a second order on the website. I will be able to effectively see what percentage of people who found their first product satisfactory enough to buy something else or to buy the same thing again. There is a chance that a person could have bought the bundle and ran out of a certain product before the others or a person had bought one item and then wanted to try the bundle, so it is important to note which product the person had bought first to see what 'roped them in' to the company. The data through June 1st of 2021 is especially important because the iodine specifically lasts longer and at a normal dosage, lasts around 10 months. It has been almost 11 months since that date, so when creating the subset for a person's first order we will only be looking at orders placed before June 1, 2021 for all products. This way the person has time to finish their first product and make a decision on whether or not to buy again.

I will get this data directly from Eliza Szabo (my stepmother and owner of the company), and present the data directly to her in a small slideshow with a written report to go along with it after highlighting any specifics. From there she will make a decision based on the data that I had found.