Customer Insights & Analytics

Session 10: Group Presentations

Dr. Lennard Lukas Schmidt

ESCP Europe

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Group Work

Main Goal

Developing a marketing strategy for Rossmann

- Rossmann is one of the largest drug store chains in Europe, employing 56,000 employees in more than 4,000 stores

- Their assortment includes 20,000+ products in categories such as skin, hair, body, or health with a total turnover of €10+ bn. (in 2019)

- Due to challenging years, the company is facing fierce competition and wants to capitalize on their data science capabilities to come up with a new marketing strategy

- Your team is asked to come up with recommendations that will help guide Rossmann's marketing efforts based on different datasets that will be provided to you

Data

You will get a dataset, which includes **sales across 1,115 Rossmann stores** [`train.csv`]. The dataset includes **important metadata** [`store.csv`] to use when preparing decisions:

- **Date:** Unique date identifier

- **Store:** unique store identifier

- **Sales:** turnover for any given date

- **Customers:** number of customers on a given date

- **Open:** indicator for whether the store was open (0 = closed, 1 = open)

- **StateHoliday:** closed due to holidays (i.e., a = public holiday, b = Easter holiday, c = Christmas, 0 = None)

- **StoreType:** 4 different store models (i.e., a, b, c, d)

- **Assortment:** assortment level (i.e., a = basic, b = extra, c = extended)

- **CompetitionDistance:** distance in meters to the nearest competitor store

- **Promo:** promo on that date

- ...

Task

Please come up with **reasonable recommendations** to inform Rossmann's marketing strategy. These should be **backed up by solid arguments**. If necessary, please make **meaningful assumptions**. In particular, your task is to:

- Identify the most important aspects that determine Rossmann's sales

- Forecast sales for the next six weeks at a location of your choosing [`test.csv`]

- Evaluate different scenarios (e.g., new competitor opening up)

- **Bonus:** Would you recommend doing promotions? When?

- Investigate what promotions would make sense using textual data

- Elaborate on further analyses and data requirements

- **Bonus Bonus:** Identify the location of the stores :)

Evaluation

Presentation

- 10 minutes time
- 5 minutes questions
- Groups present individually (timetable will be uploaded)
- No fixed slide number (>10 is unrealistic)

Interaction

- Coordination of when and how to work is your responsibility
- No rules regarding presentation mode (e.g., all or only one of you)
- No peer evaluation (please!)

Grading

- 50% of your final grade
- Along questions and criteria outlined
- All of you can get a good grade

Good luck!