



Campaign Analysis: Decathlon × Sissy Mua

Data Visualization course
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Decathlon Request

Design Process

1 - The problem



Decathlon has identified a need to rejuvenate their clientele and wants to target the Gen Z population with Domyos, their Cardio Fitness Brand.

2-The solution



To do so, they are running a social media campaign with an influencer, Sissy Mua. The campaign includes one live stream and a launch of a limited-edition collection.

3- The evaluation



Now, the question posed by the client is:

1. Was the target of **rejuvenating the clientele achieved?**
2. Was the **campaign profitable for Decathlon?**

Campaign Context

- Brand:** Domyos (Decathlon Cardio Fitness brand).
- Influencer:** Sissy Mua (1.3M followers)
- Time & Event:** Instagram Live event with Sissy Mua on **September 4, 2020**.
- Product:** A limited set of 4 Domyos products (bra, t-shirt, leggings, shoes, ~2000 pieces/product).
- Cost:** The illustrative budget is **30,000€**.
- Economic Factor:** We apply an average gross margin rate of **20%**.
- Objective:** Attract Gen Z + generate profitable sales

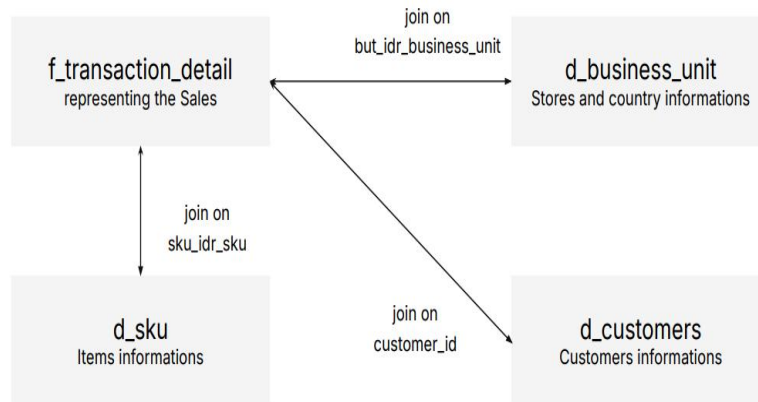


Data & Methodology

- Data sources (customer, SKU, transaction, stores)
- **Key transformations:**
 - Creating age groups
 - Filtering campaign SKUs
 - Calculating ROI, Gen Z %, basket size, return rate of customers and products, etc.

Our method

- We defined “**Before**” as the period before the 04/09 (campaign day) and “**After**” as on and after 04/09.
- Age groups are defined according to birthdate, we have a total of 5, **Gen Z born from 1997 to 2012**.
- For the 2 dashboards created, we used all products from product categories **shoes, leggings, t-shirts, and bras** when we had **to compare before and after** the campaign, and **only sissy products** when we were looking at **profitability**.



Gen Z Rejuvenation Analysis

0.85%

Gen Z Before

0.98%

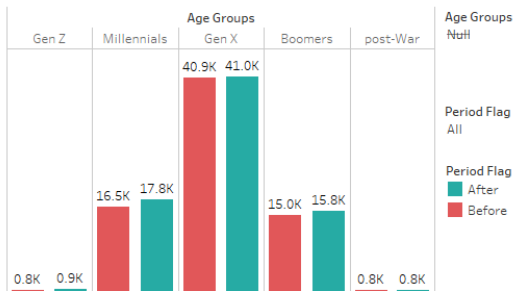
Gen Z After

0.06%

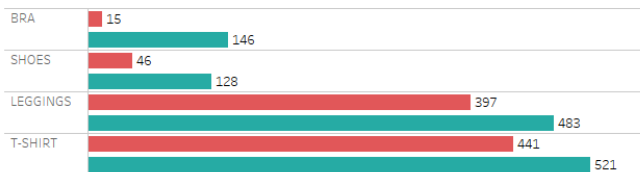
% of New Gen Z After Campaign

▲ 15.1%

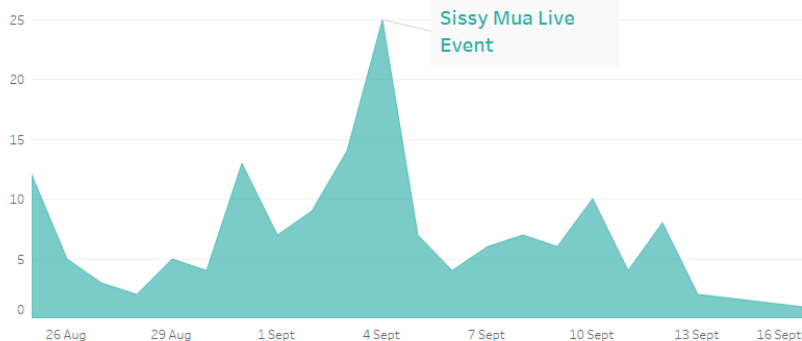
Gen Z Growth Rate



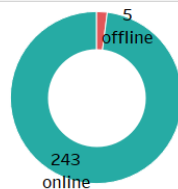
Product x Gen Z



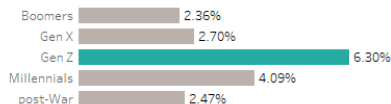
Account Creations of Gen Z (Campaign Window)



Gen Z Digital vs. Physical Transactions



Return Rate by Generation



Gen Z Acquisition

Significant growth and share increase shown in Gen Z customers

The Spike

A massive 4x spike in new Gen Z account creations occurred specifically on September 4th

Purchasing Behavior

The campaign was overwhelmingly digital, and focused mainly on T-Shirts

Conclusion and Recommendations

Rejuvenation Analysis



REJUVENATION CAMPAIGN

The rejuvenation goal was achieved, but only marginally. Several Gen Z customers subscribed on the day of the livestream without purchasing.



REC #1

Make future limited-edition influencer drops **Online Exclusives**. Centralize inventory in the e-commerce warehouse.



REC #2

In the next budget, **increase the inventory depth for Shoes** and slightly decrease apparel depth.



REC #3

Launch a targeted Post-Campaign CRM Flow. In order to secure a **second transaction** within **60 days** to prevent them from churning.

Campaign Profitability Analysis

Key findings



€ 15,413

Net profit from campaign,
with a ROI of 51,4%



1970

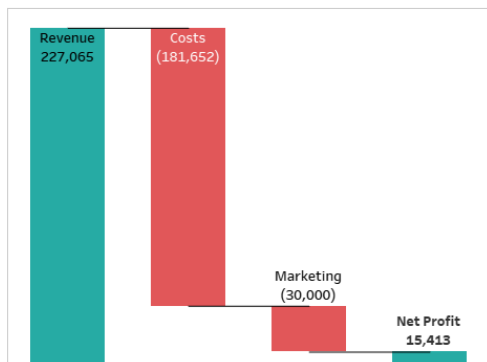
Most sold product amount: Bras.



1222

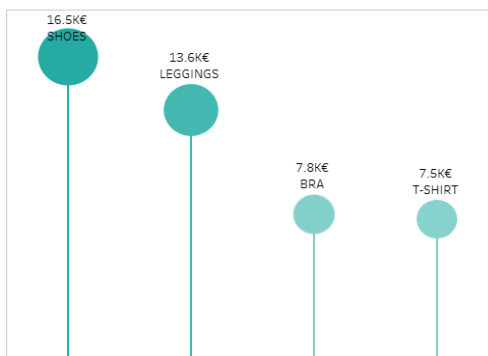
Units returned overall, more
than 15% of the overall stack.

Campaign Profitability Analysis

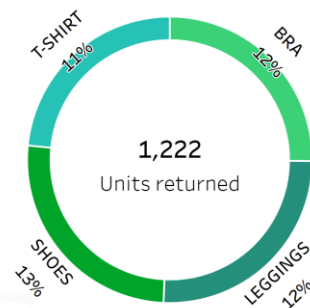


Costs were quite high (80% of price, we do not know if these are only production costs), we could suppose due to the limited-edition nature and low economies of scale

Gross Margin Contribution



However, the biggest driver of revenue was "shoes", which also drew 16.5k of the gross margins. It is also the biggest item bought by new clients.



€ 45,421
Gross Margin

7,663
Unit sold

Did the campaign generate profits? **Yes**

Conclusion and Recommendations

Profitability Analysis



CAMPAIGN PROFITABILITY

It was achieved, the campaign was profitable and brought in new clients. Costs were high due to limited edition production and low economies of scale, but it was still profitable.



REC #1

Repeat limited-edition drops, but consider producing slightly larger batches to reduce unit production costs, or perform a cost analysis in your supply chain to see if improvements could be made.



REC #2

Use return data to refine size distribution and stock allocation. Current stock levels were only optimal thanks to returns



REC #3

Improve sizing information and online product guidance to reduce returns and improve customer experience

THANK YOU FOR YOUR
ATTENTION

DOMYOS

DECATHLON

