# **Outline:**

# The client is a leading Fashion retailer in Australia. MiQ runs a display advertising campaign for this brand, where it shows ads to users leading them to make a purchase on the brand's website. The given dataset is the Sales data for all users who made a purchase online in the first half of October ’17.

# **Task:**

Your task consists of three parts:

1. Provide an overview of the brand's sales by the following attributes:

* Overall - Total Sales and Revenue in the given time period
* Basket - Avg. unique quantity, revenue per order.
* Attributes - Time of Day, Day of Week, Geography, Payment Type
* Frequency - How many are single/multiple purchasers? What is the frequency of multi-purchase? Any typical attributes?

1. Product Affinity – Which products are more likely to sell together?
2. Based on your analysis, arrive at a statistical segmentation of the brand's audience based on Revenue. The number of segments is up to you. Please provide definitions of each group.

# **Output:**

1. Create a PowerPoint based Report on your findings from the above. Your presentation should have the following 3 sections:

* Overview of the brand's sales performance
* Product Affinity
* Segmentation

1. Please include a slide or two on how would you broadly go about targeting more users for this brand. Come up with a well-defined media strategy.