

MARKET⚡MINDZ

Scenario: You work for a market research firm called MarketMindz that is collaborating with a retail vendor that specializes in food and beverage products

Problem: Your client is a small company and they are still learning their market and evaluating their customers.

As a BI developer, you have been handed your first sample of marketing data. Your client would love for you to build a BI tool that surfaces insights around a few specific items of interest:

1

How are our 6 recent marketing campaigns performing?

2

How are our products performing?

3

Who are our customers ?

4

What is driving campaign performance and buyer decision making?

Campaign Performance



Wine

\$681K



Meat

\$374K



Baked Goods

\$99K



Fish

\$84K



Sweet

\$61K

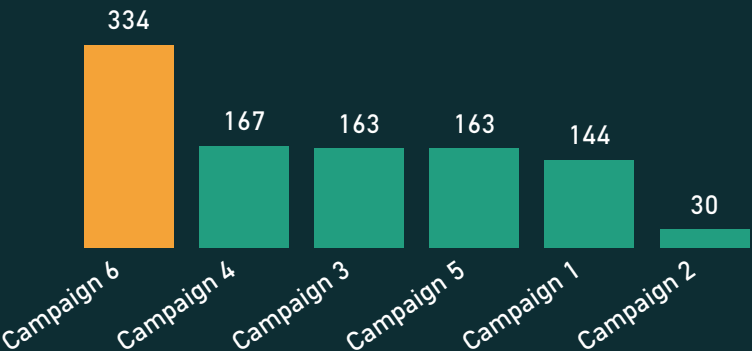


Fruit

\$59K

Which Campaign Resulted in the Most Purchases?

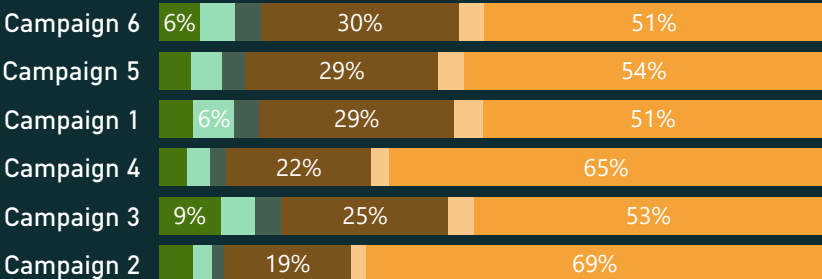
Campaign 6 had the highest number of attributed purchases.



Which Products Did Buyers Purchase via Each Campaign?

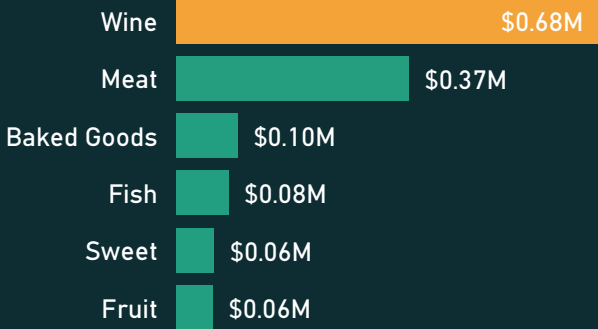
Wine was the favorite across all campaigns

● Baked Goods ● Fish ● Fruit ● Meat ● Sweet ● Wine



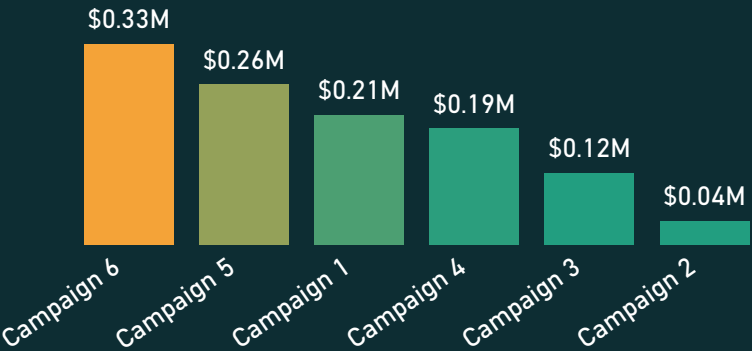
What did Buyers Spend the Most on?

Wine was the top product by revenue...



Which campaign generated the Most Sales (\$)

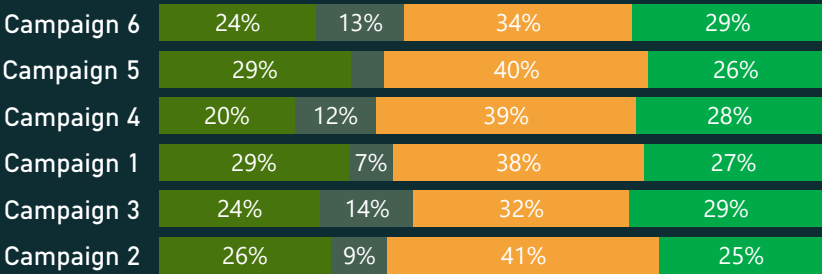
Campaigns 5 and 6 generated the most sales revenue.



Through Which Platform Did Buyers Purchase for Each Campaign?

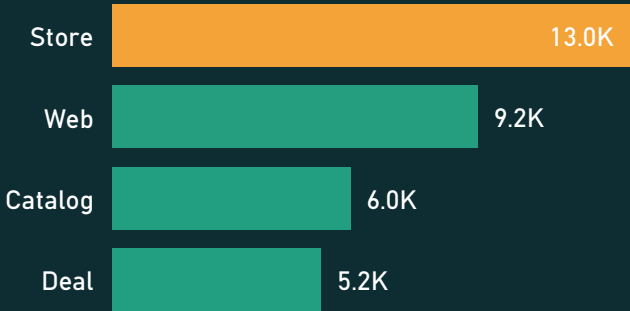
Store purchases dominated all campaigns across board

● Catalog ● Deal ● Store ● Web



On Which Platform did Buyers Make Their Purchases?

Overall, 13K purchases were made in-store



Buyer Composition

of Customers

2240

Average Income

\$52,247

Average Age

56

Discounts Purchased

5,208

Store Purchases

12,970

Web Purchases

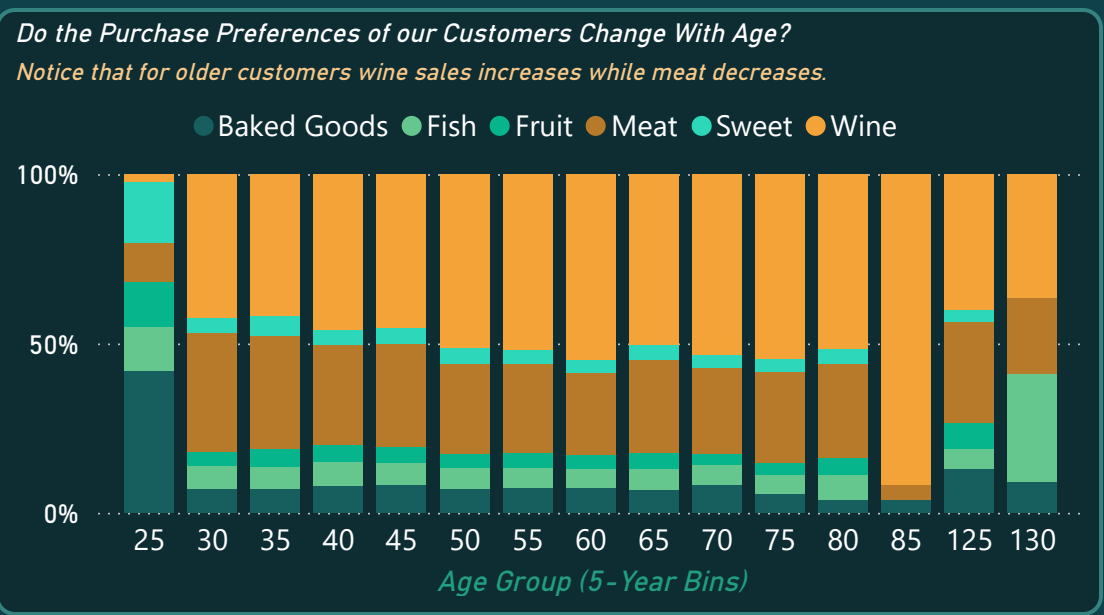
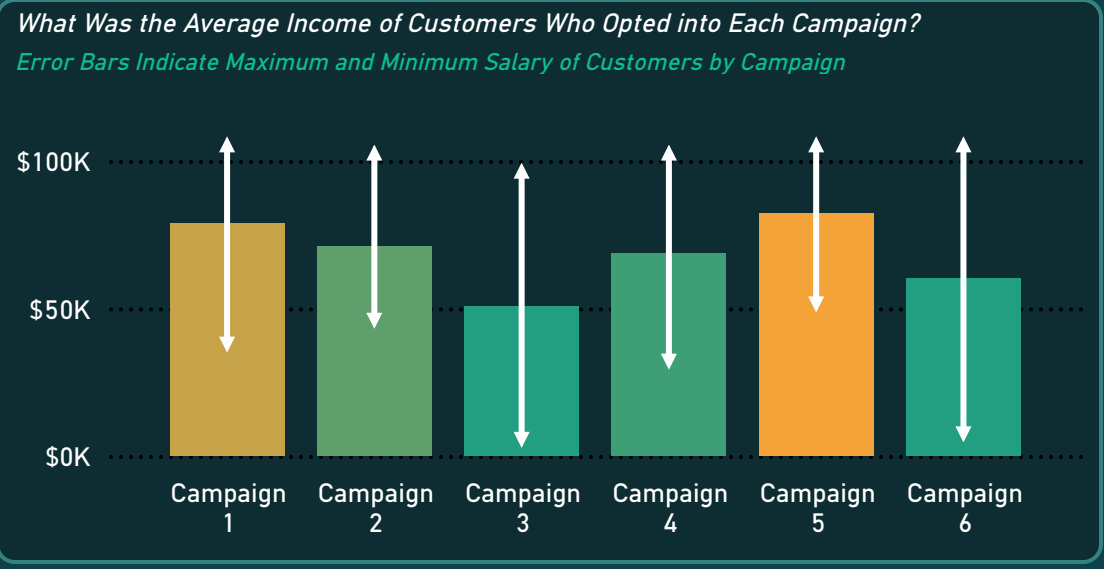
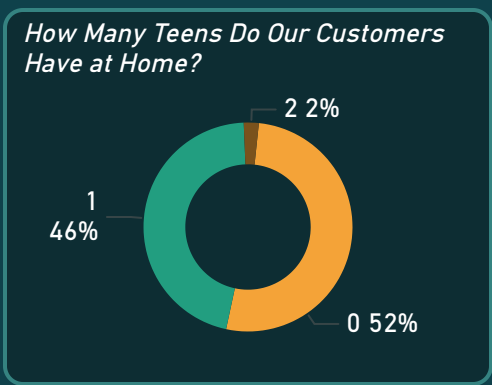
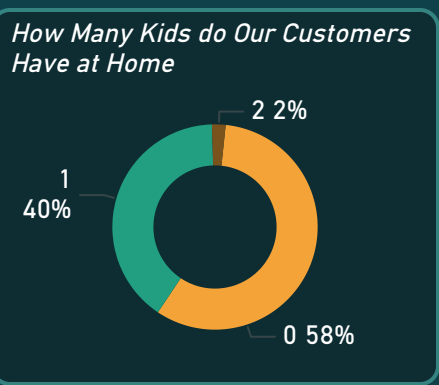
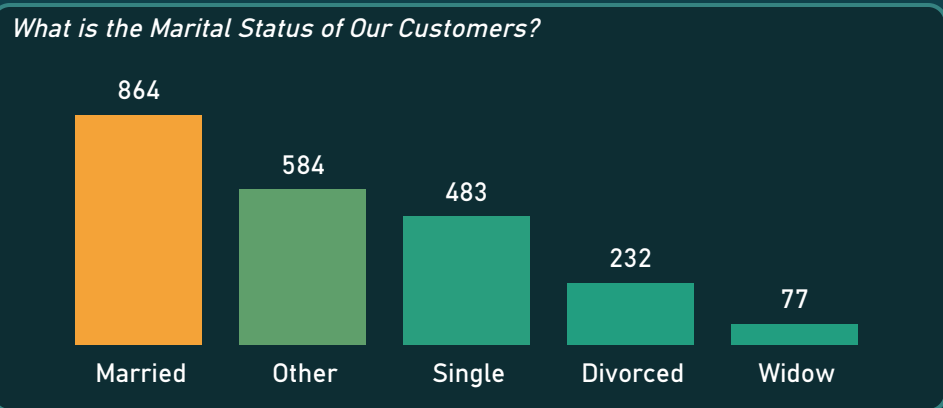
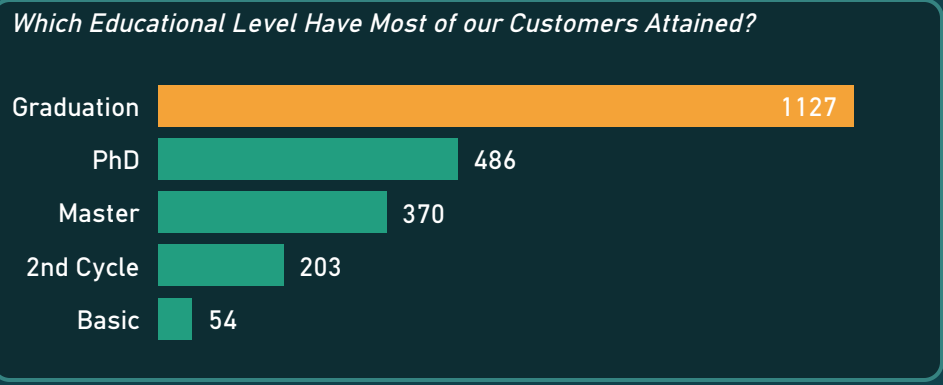
9,150

Catalog Purchases

5,963

Web Visits Last Month

11,909

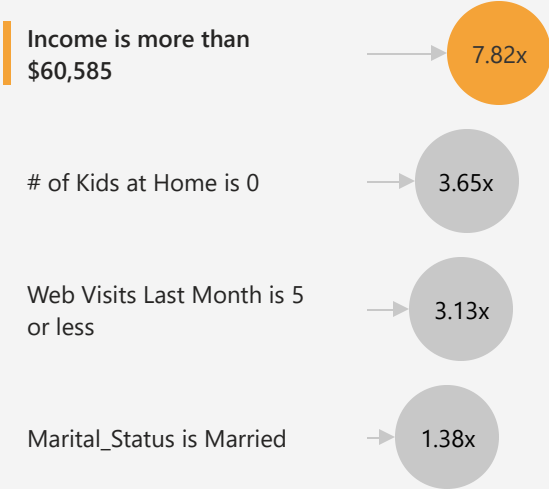


Key influencers

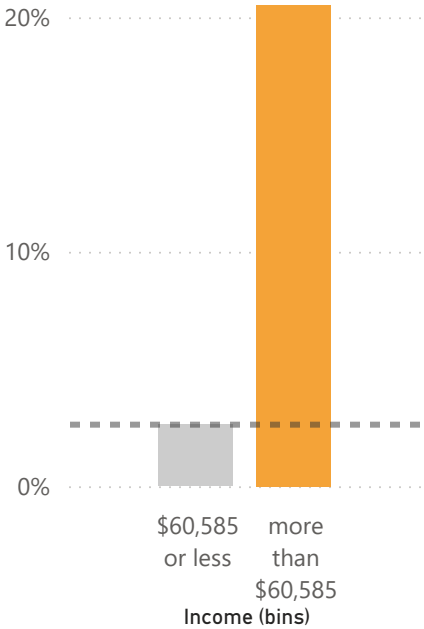


What influences Accepted Campaign to be Campaign 1 ?

When...
...the likelihood of Accepted Campaign being Campaign 1 increases by



Accepted Campaign is more likely to be Campaign 1 when Income is more than \$60,585 than otherwise (on average).



☐ Only show values that are influencers

Please Choose a Product(s) to Evaluate in the Key Influencers Below:

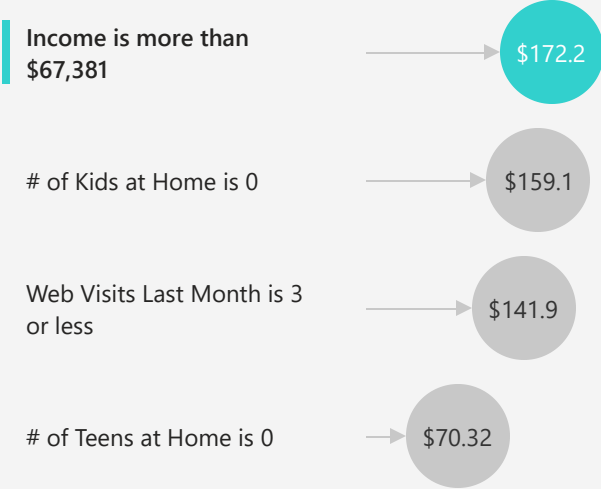
Select all	Baked Goods	Fish	Fruit	Meat	Sweet	Wine
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Key influencers Top segments

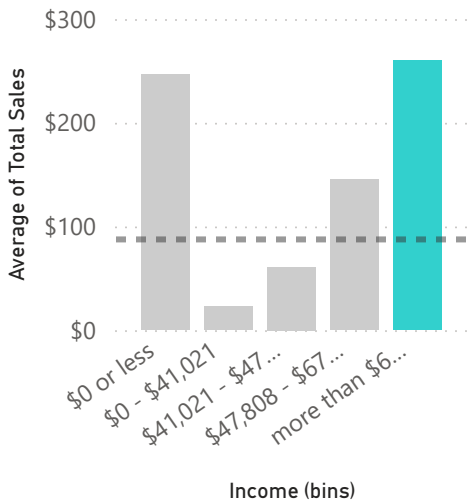


What influences Total Sales to Increase ?

When...
...the average of Total Sales increases by



Total Sales is more likely to increase when Income is more than \$67,381 than otherwise (on average).



☐ Only show values that are influencers