



Marketing Mix Analysis: Exploratory Insights & Strategic Opportunities

Efficiency Review | Jan 2021 – Jan 2024

Executive Summary: Strong Fundamentals, Inefficient Allocation

The Mismatch

51% Spend 14.55
ROI

Channel 3 dominates budget but trails in efficiency.

The Opportunity

38.07 ROI

Channel 2 is the most efficient lever (only 7% spend).

External Drivers



+6.8% Revenue Lift
from Promotions

Competitor activity correlates negatively (-0.117).

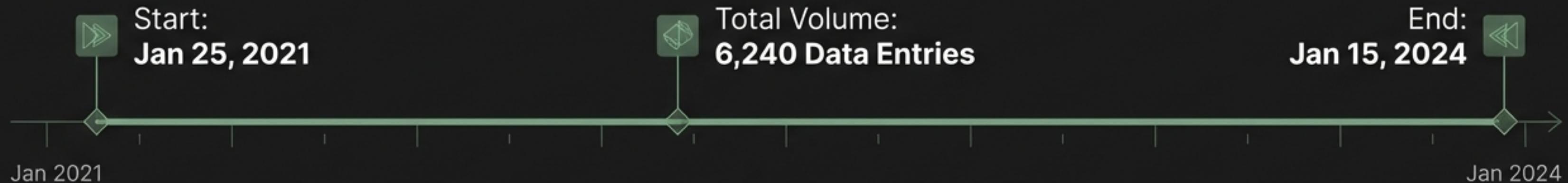
Data Scope

\$1.31 Billion Revenue

Analyzed across 40 Geographies and 156 Weeks.

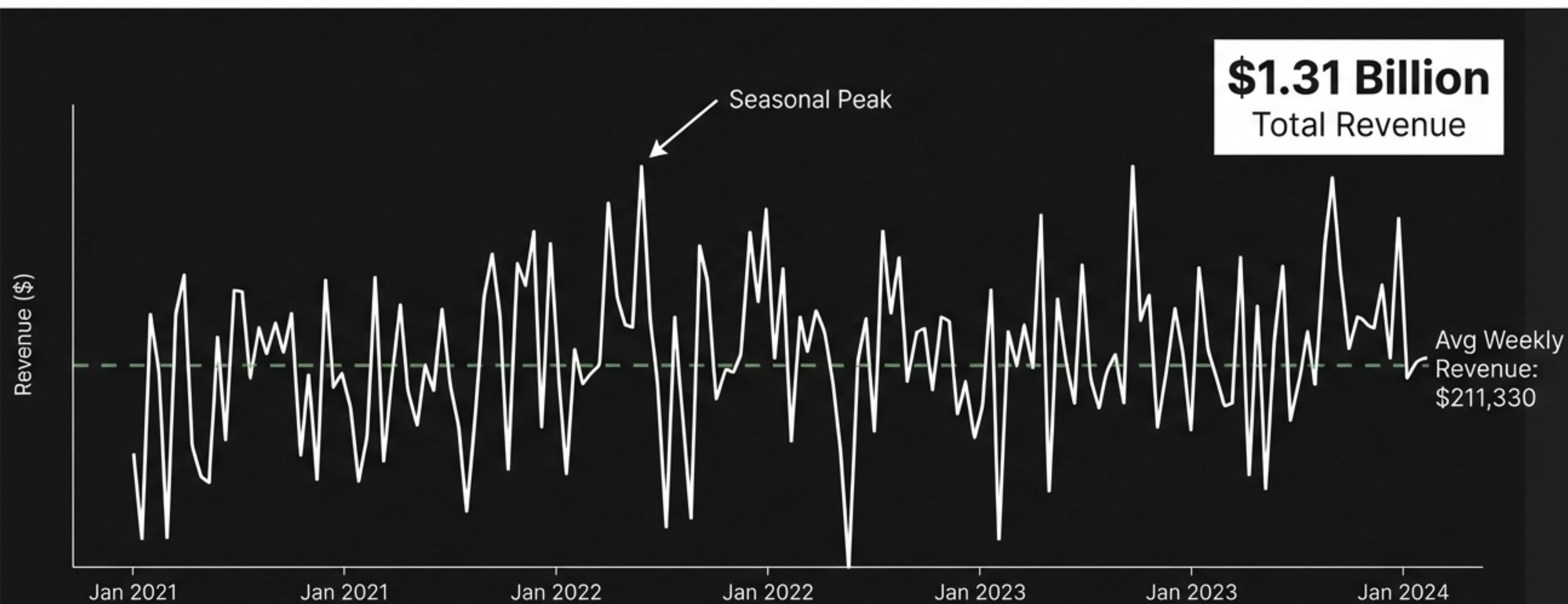
Data Foundation: A Global, Three-Year View

Analysis based on a complete dataset with 100% data integrity and zero missing values.

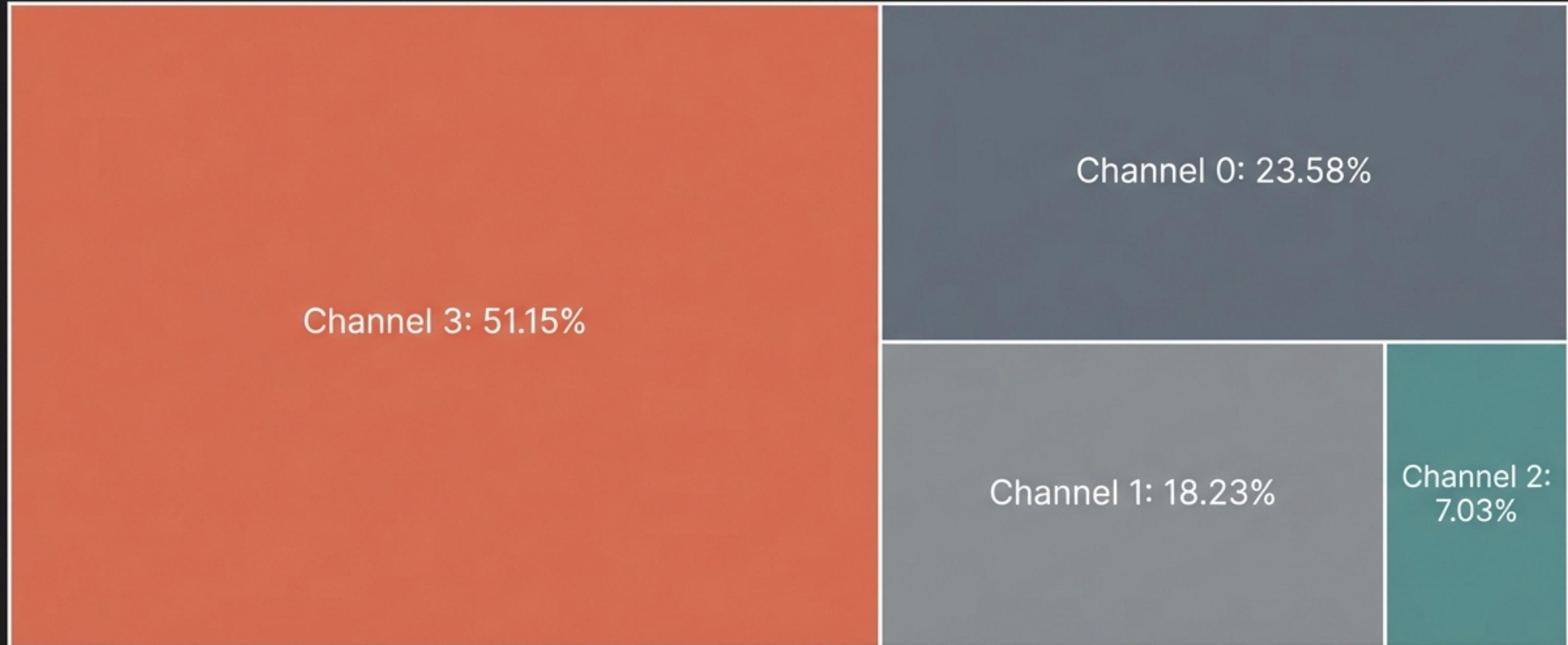


40 Unique Geographies

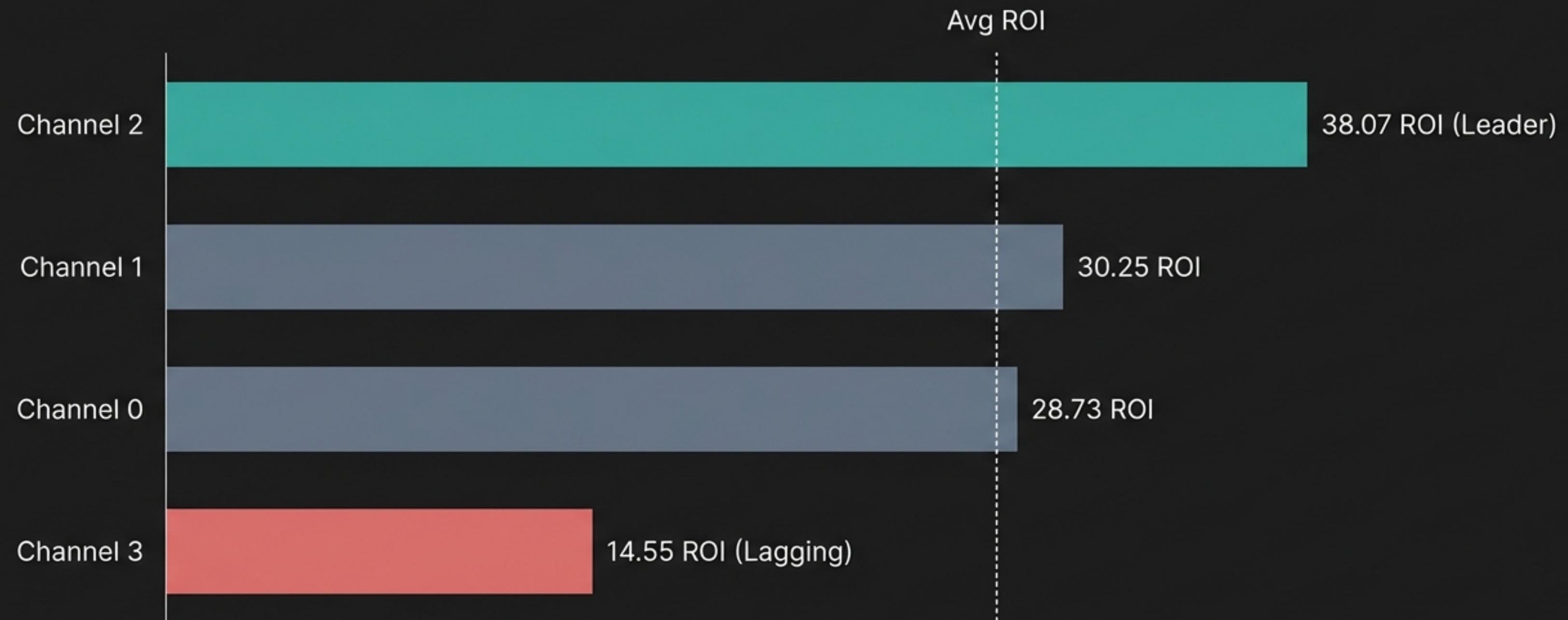
Revenue Trends Show Consistent Seasonality



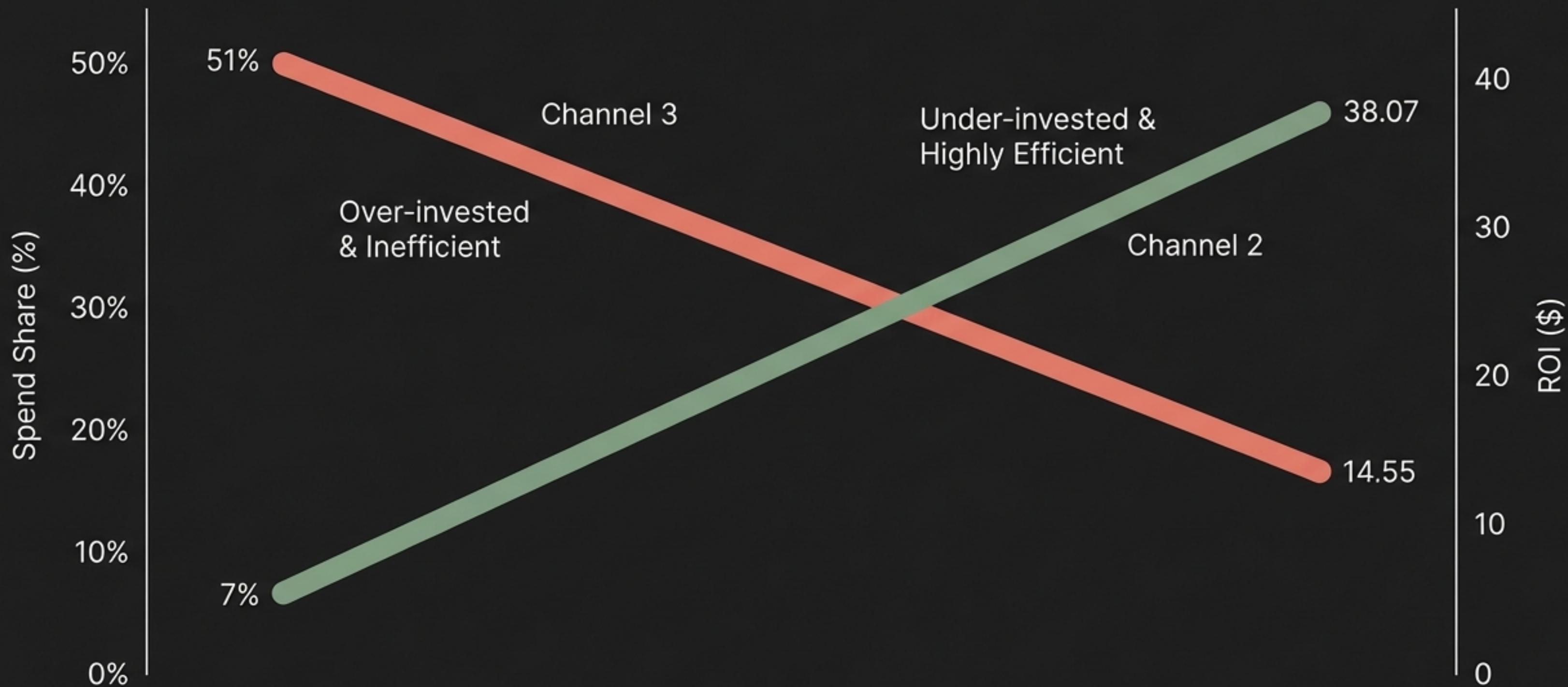
Channel 3 Dominates the Budget



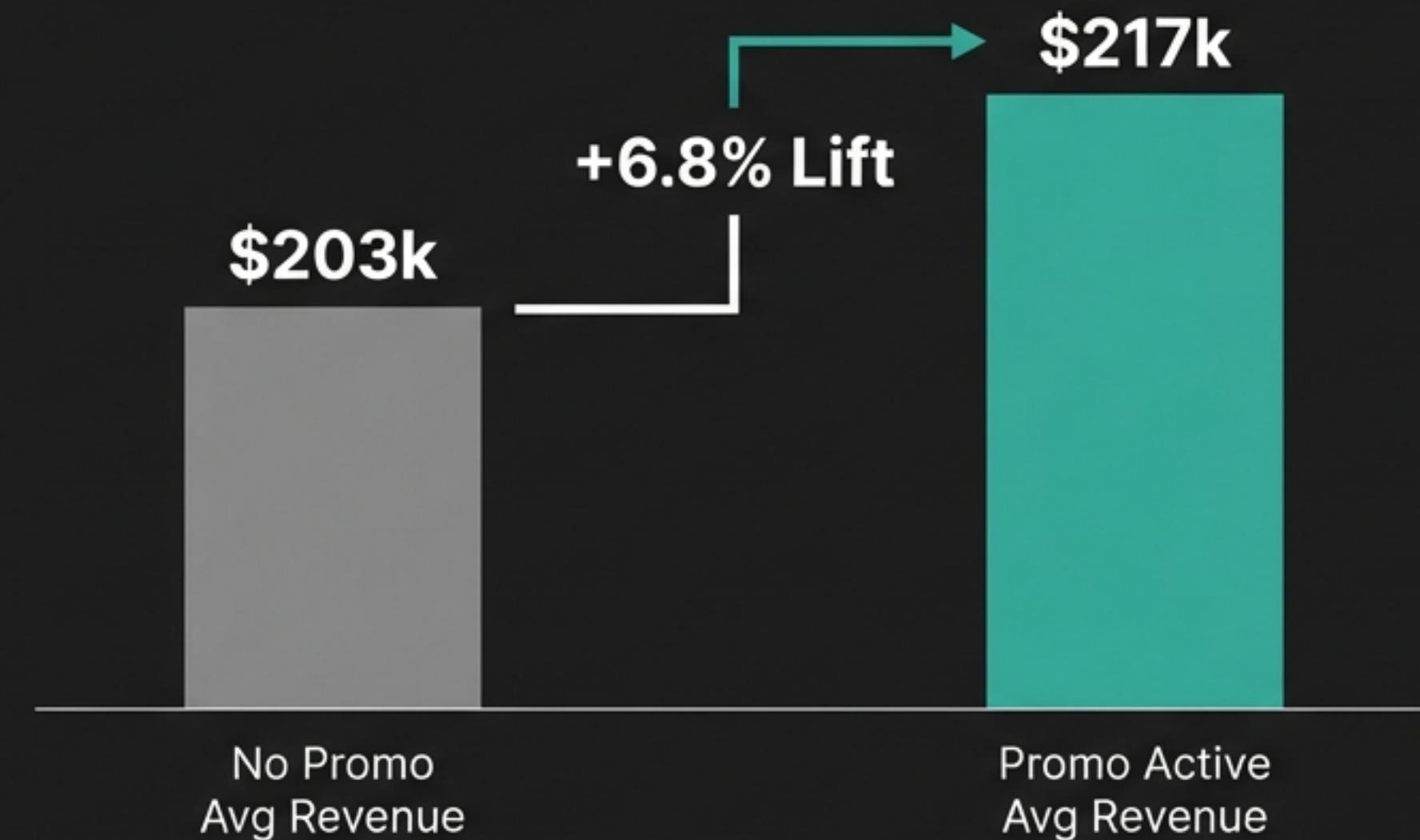
Channel Efficiency Rankings: The ROI Divide



The Strategy Gap: High Spend, Low Return



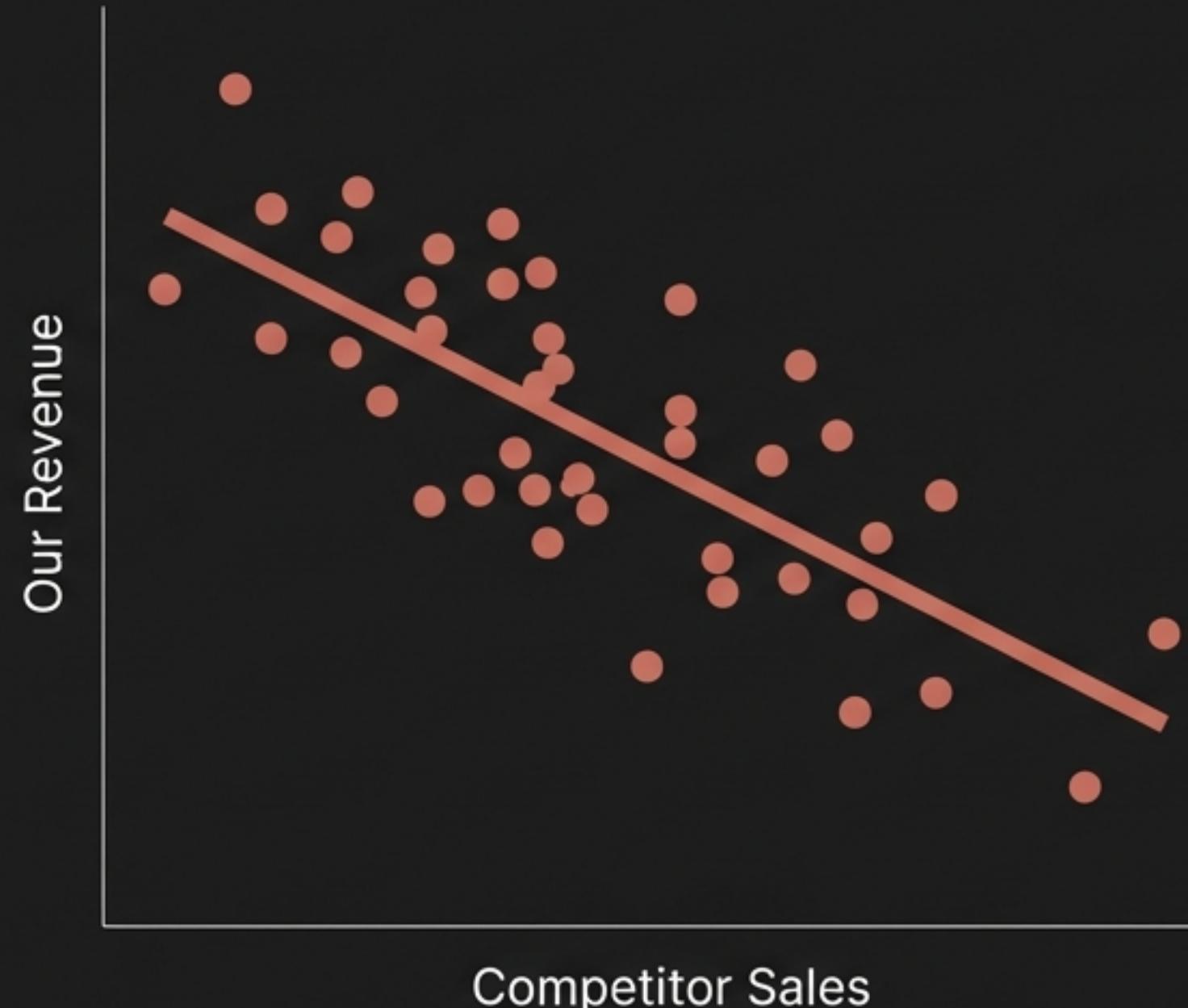
Promotions Drive a 6.8% Revenue Lift



Promotions are a statistically significant lever for driving short-term revenue spikes.

Playfair Display

Competitive Pressure Negatively Impacts Sales



Correlation: -0.117

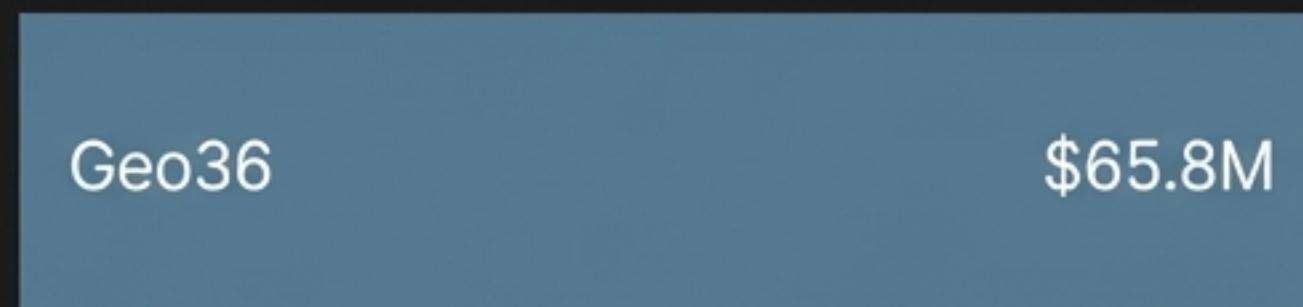
Playfair Display

Interpretation: Market Share Defense.

As competitor sales volume increases, our revenue shows a measurable decline, necessitating defensive budgeting strategies.

Geographic Leaders: Volume vs. Efficiency

Top by Total Volume



Top by Efficiency (Rev Per Capita)



Geo39: The Model Market
(High Volume + High Efficiency).

Strategic Recommendations



Reallocate

Shift 10-15% of Channel 3 budget into Channel 2. Capitalize on the 38.07 ROI without hitting diminishing returns.



Defend

Utilize Channel 2's high efficiency specifically during weeks of high Competitor Activity to counteract the -0.117 correlation.



Amplify

Prioritize Geo39 and Geo36 for promotional activity to leverage the 6.8% lift in established high-volume markets.

Appendix: Methodology & Data Quality

Outlier Detection	Used IQR method. Detected outliers in Channel Spends (Ch0: 2.6%, Ch3: 1.7%) retained as valid campaign peak weeks.
Multicollinearity Check (VIF)	All Variance Inflation Factors < 5. Channel 3 (4.09) and Channel 0 (2.94) are distinct enough for separate modeling.