

Final Project: Online Holiday Marketing

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What is in the Data?

day

user_id

channel

segmentType

cost

click

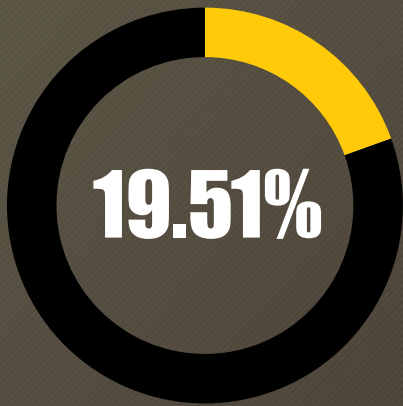
pageView

day	user_id	channel	segmentType	cost	click	pageView
4/21/2019	35025	Display	Demographic	0.001	0	0
4/21/2019	35033	Mobile	Geo-Location	0.0015	0	0
4/21/2019	35039	Display	Demographic	5.00E-04	0	0
4/21/2019	35053	Native	Channel_Native	0.0014	1	4
4/21/2019	35057	Mobile	Geo-Location	0.0015	0	0
4/21/2019	35062	Display	Geo-Location	0.005	0	0

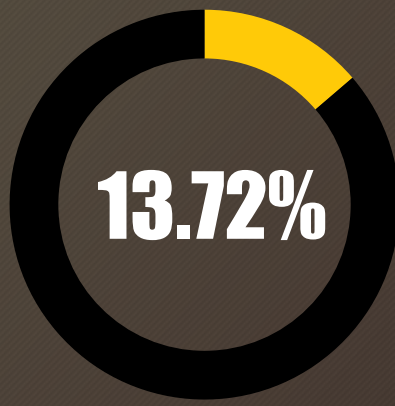
Descriptive Statistics: Channel *(Overall)*



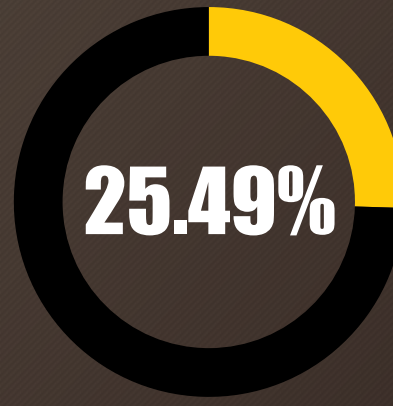
Video



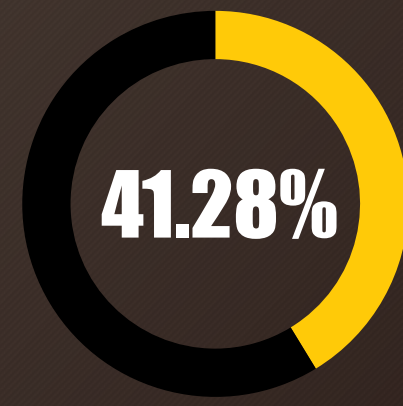
Native



Mobile

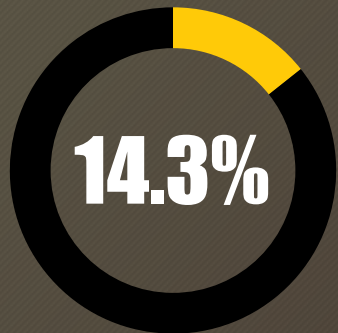


Display

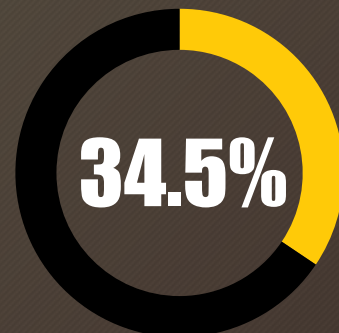


Descriptive Statistics: Segment Type *(Overall)*

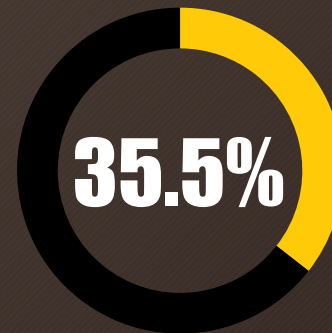
Behavioral



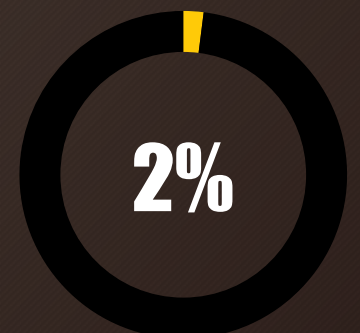
Demographic



Geo-Location

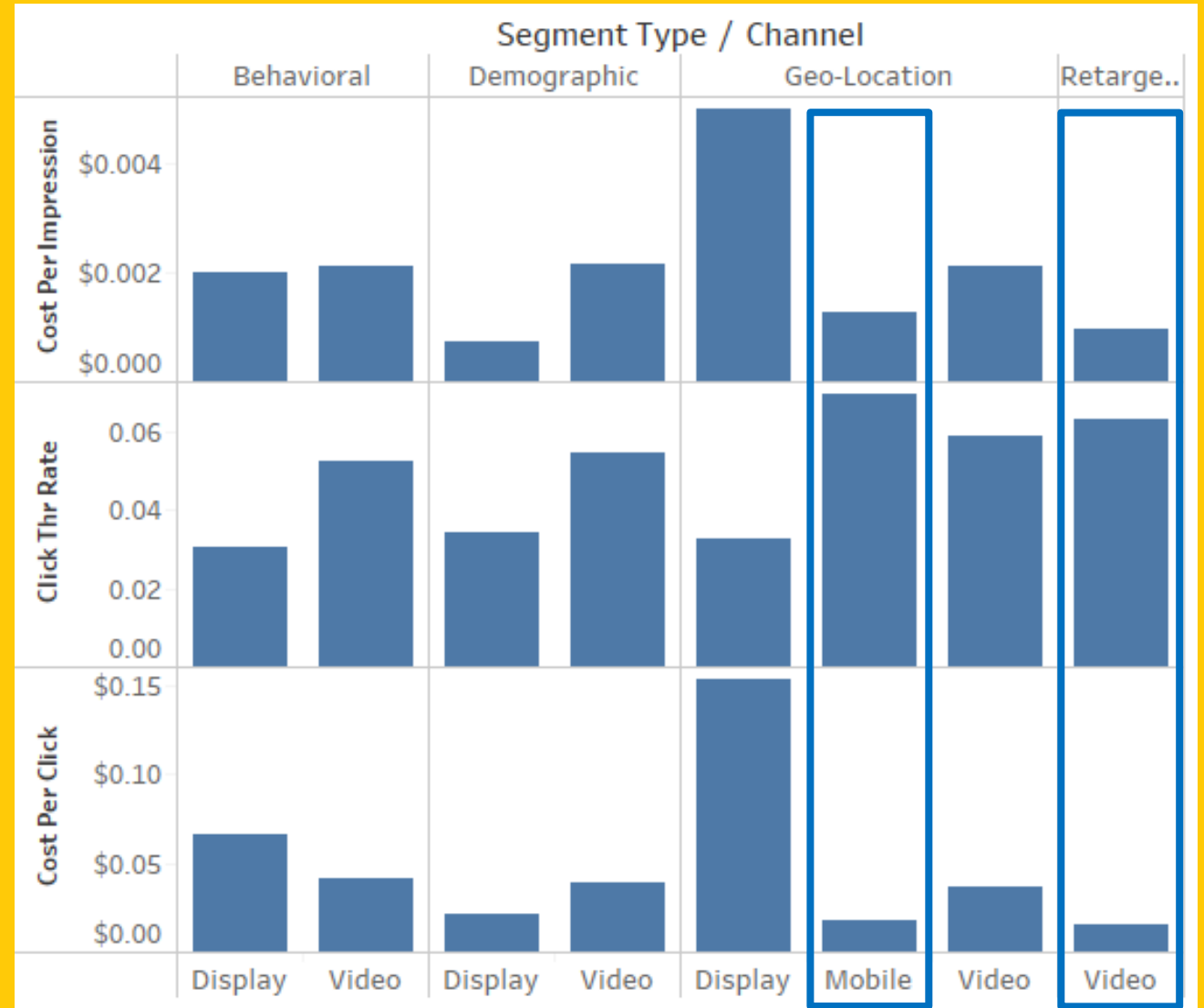


Retargeting



Part I: “Who”

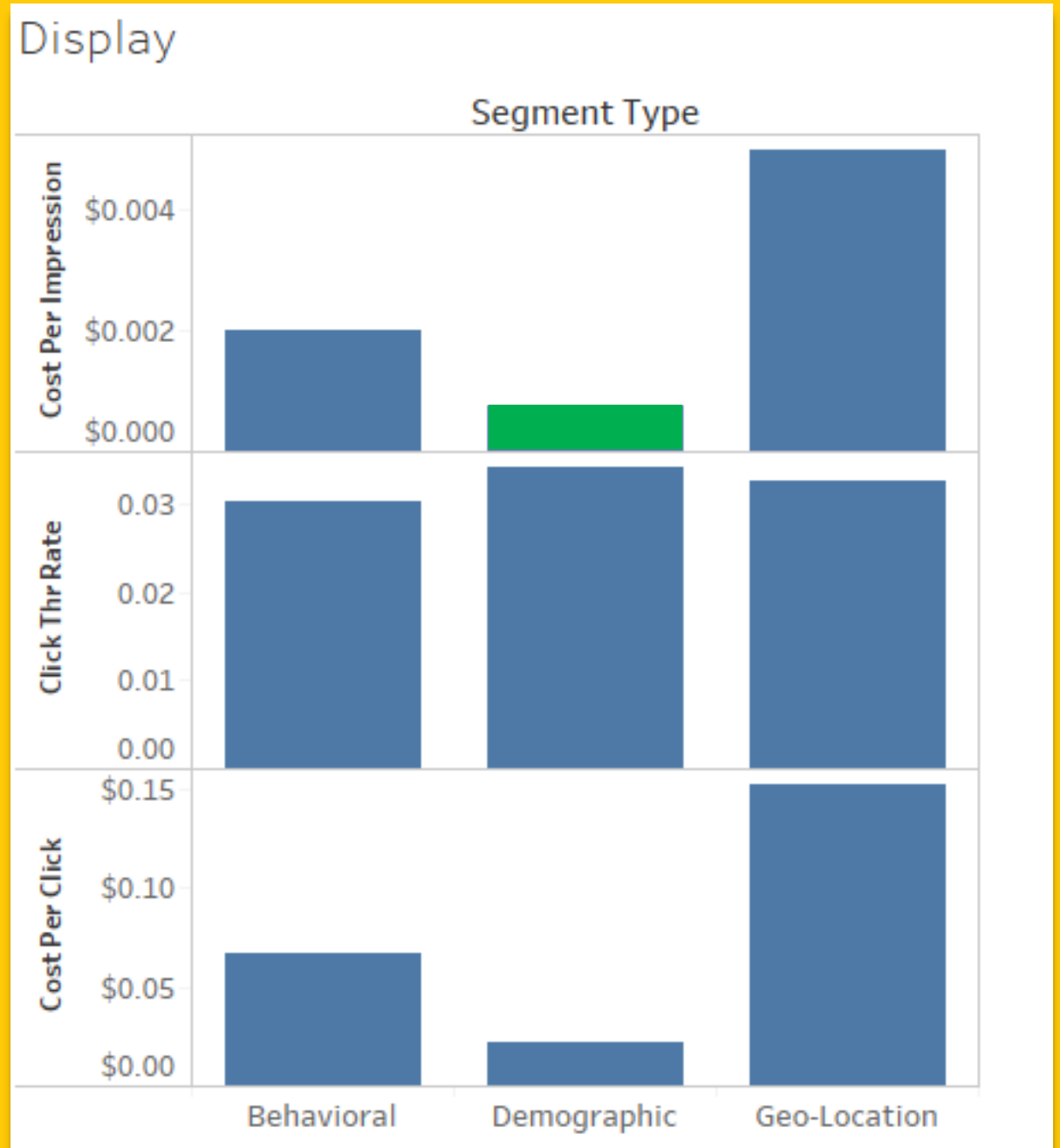
Mobile/Geo-Location and Retargeting have very low CPC, driven by low CPI and a high CTR



Part I: “Who”

For Display:

CTR is similar across segments while CPC varies significantly



Part II: “How”

Users that clicked
were served .64
more impressions
than users that did
not click

Avg Impressions per User

No Click

1.76

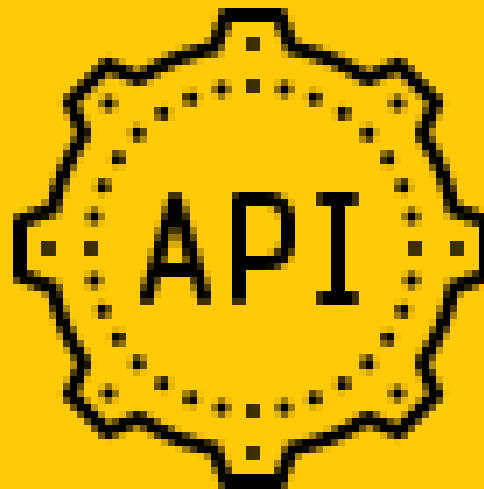
Yes Click

2.40

Part III: “What/When”

Spend increases dramatically around Holidays

After finding “who” and “how,” we focus on Holidays for our “when” and “what”



	Day	Month	Name
95	1	4	April Fool's Day
96	1	4	César Chávez Day observed
97	2	4	World Autism Awareness Day
98	2	4	Pascua Florida Day
99	3	4	Isra and Mi'raj
100	4	4	United Nations' Mine Awareness Day
101	6	4	International Day of Sport for Development and...
102	6	4	National Tartan Day
103	7	4	United Nations' World Health Day
104	7	4	Day of Remembrance of the Victims of the Rwand...
105	9	4	National Library Workers' Day
106	12	4	International Day of Human Space Flight
107	13	4	Thomas Jefferson's Birthday
108	14	4	Palm Sunday
109	15	4	Tax Day
110	15	4	Father Damien Day
111	15	4	Patriot's Day
112	15	4	Boston Marathon
113	16	4	Emancipation Day
114	18	4	Maundy Thursday
115	18	4	International Day for Monuments and Sites
116	19	4	Good Friday
117	20	4	Holy Saturday
118	20	4	Passover (first day)
119	20	4	Chinese Language Day
120	21	4	Easter Sunday