

GILLETTE VENUS

BUSINESS CASE

Design of **Data-driven** commercial activities



Gillette
Venus

P&G



DATA EXPLORATION

Correlations with **sales**

Integration of municipal
data (**tourism***,
sustainability**)



REGRESSION

Features **selection**

Algorithm: **XGBoost
Regressor**

Prediction of **unknown
store sales**



CLUSTERING

Algorithm: **KMeans**

Target store identikit



MARKETING STRATEGIES

Communication

Placement

CRM
(Customer Relationship
Management)

* "Classificazione dei comuni in base alla densità turistica", Istat, 17 settembre 2020

** "27esimo rapporto Ecosistema Urbano", Legambiente e Ambiente Italia, 2019



Alps cluster



Inland cluster



Seaside cluster

Annual **income**

€ 21537

€ 18467

€ 16328

Distance from
the **seaside**

154 Km

72 Km

16 Km

Sustainability
score

64

55

51

Average **sales**

€ **3045**

€ **4338**

€ **5624**

TARGET STORE

Municipalities with a **maritime vocation**

Between the 4th and 5th quintile
of **tourism index**

(demand, supply and economic activities related to tourism)



COMMUNICATION



Stimulate **emotions**
convey the message of
always **feeling ready for**
any situation

Through a
Spokesperson

Brand association
summer related
campaign

PLACEMENT



In-store **high visual impact**

Strategic positioning
in stores: highly
demanded products placed
at **eye-level shelves**

Promotions for retailers in
the form of **quantity**
discounts, based on
performance

CRM



Venus **sweepstake**



Buy
Venus
products



Upload
the receipt
data



Win
prizes

Customers
data collection