GILLETTE VENUS BUSINESS CASE

Design of **Data-driven** commercial activities







WORKFLOW













DATA EXPLORATION

REGRESSION

CLUSTERING

MARKETING STRATEGIES

Correlations with sales

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

Features **selection**

Algorithm: XGBoost Regressor

Prediction of unknown store sales

Algorithm: **KMeans**

Target store identikit

Communication

Placement

CRM

(Customer Relationship Management)

^{* &}quot;Classificazione dei comuni in base alla densità turistica", Istat, 17 settembre 2020

TARGET STORE







Annual	income
<i>,</i> (1111441	

Distance from the **seaside**

Sustainability

score

Average **sales**

Alps cluster	Inland cluster	Seaside cluster
€ 21537	€ 18467	€ 16328
154 Km	72 Km	16 Km
64	55	51
€ 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)











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

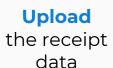


Venus **sweepstake**











Win prizes

Customers data collection