

Exercise 4.1 - Q1

Q: Wal Mart

Barbie $\xrightarrow{60\%}$ candy bars

increase business?

Solution

- ① Place Candy Bars Near Barbie Aisles
- ② ensure the candy bars are included in checkout areas.
- ③ offer a limited-time promotion:
Buy a Barbie doll and get 50% off one of these candy bars
- ④ create small gift bundles that include a Barbie and a candy bar
- ⑤ send candy bars discount to the customers who've purchased Barbies
- ⑥ launch a themed marketing campaign that ties in Barbie & candy bars

- ⑦ Farther data Analysis
optimize Inventory & stocking
- ⑧ build predictive modeling consider
other product affinities
- ⑨ monitor ROI on promotions
to increase profit

Solution ① put the two items nearby or
next to each other

② put a promotion on the two items
together