



DATA ANALYTICS ASSIGNMENT #3: ARTEA

MEET THE TEAM



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OVERVIEW

01

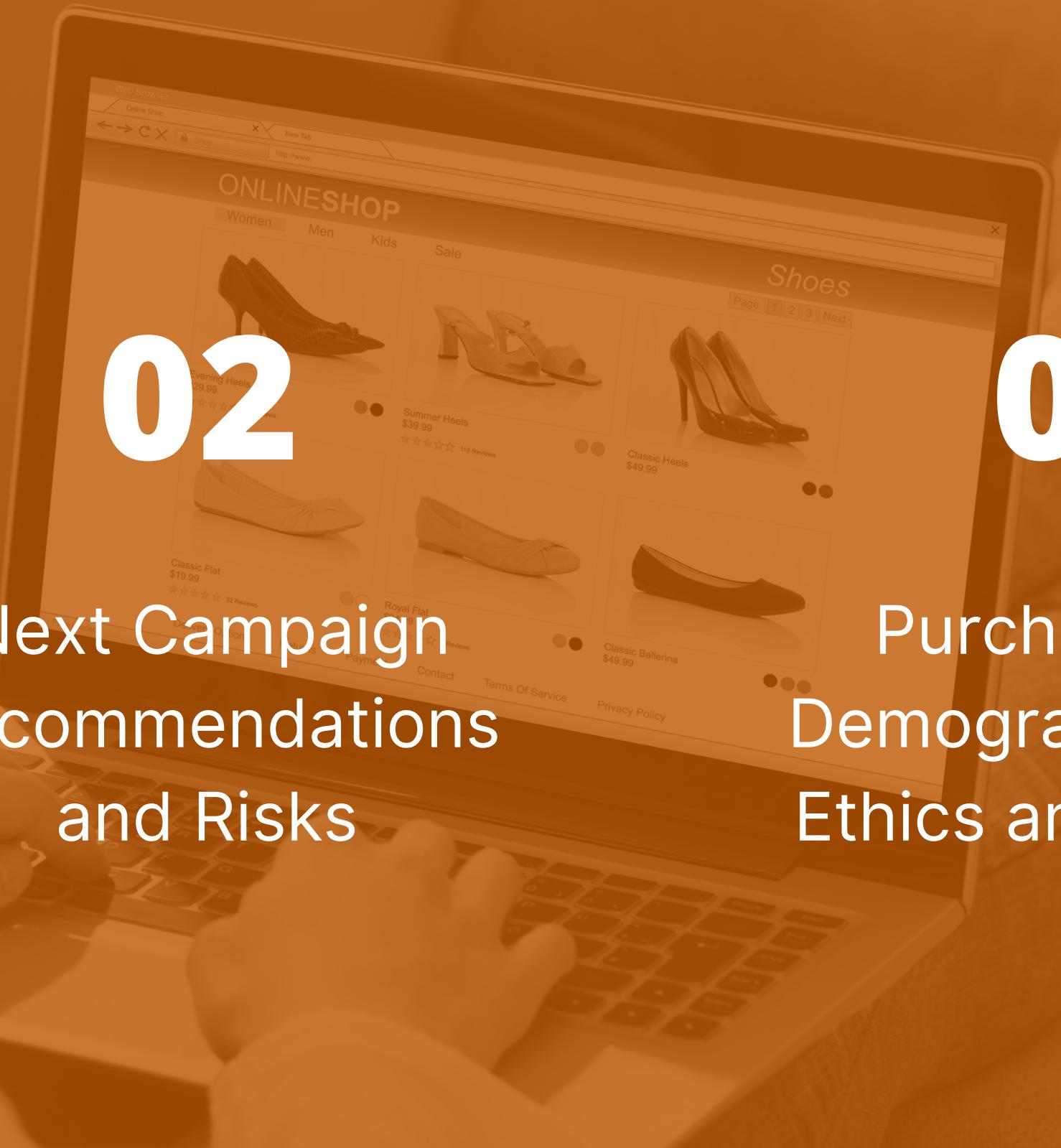
Are the
Coupons
Working?

02

Next Campaign
Recommendations
and Risks

03

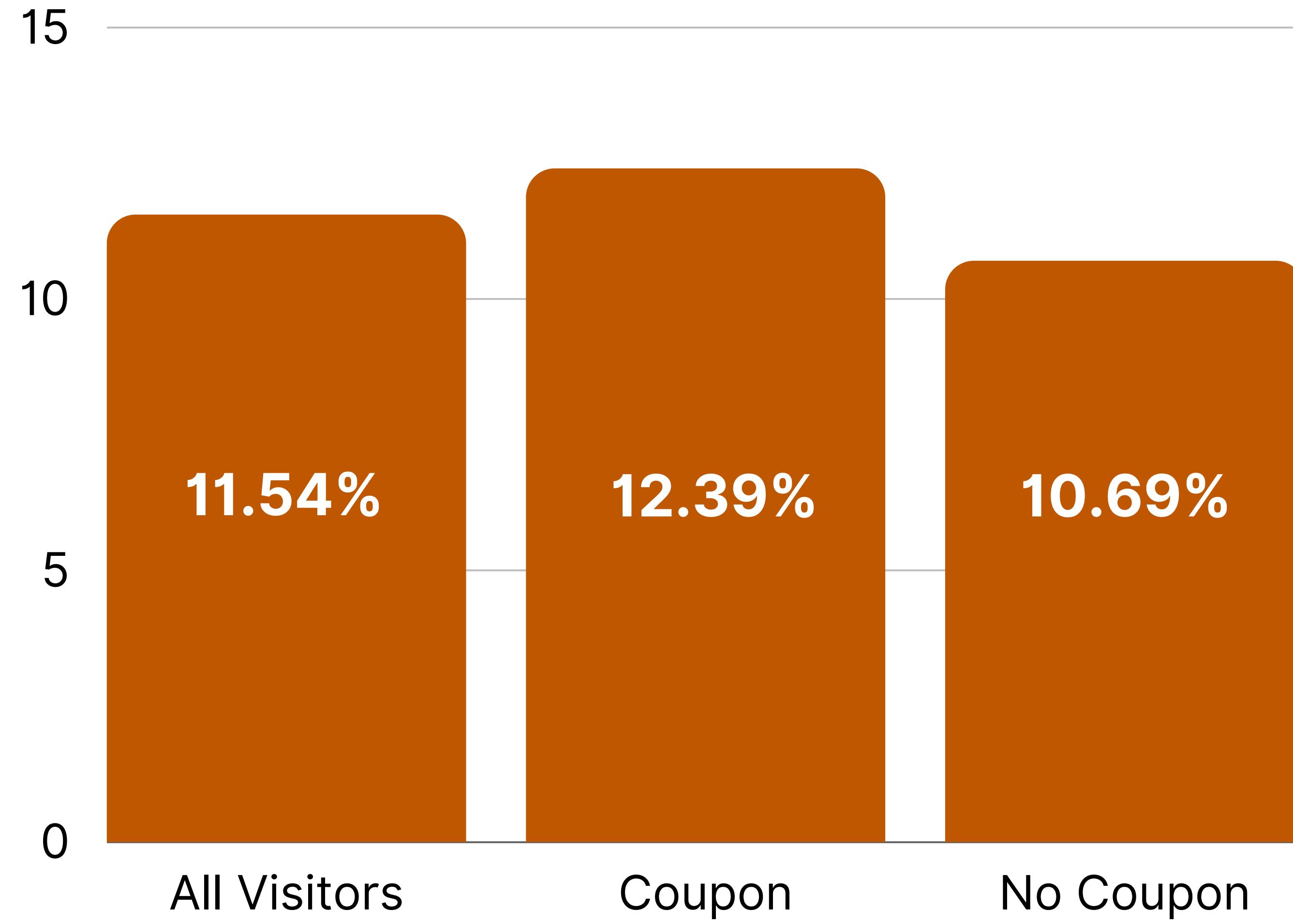
Purchasing of
Demographic Data:
Ethics and Insights



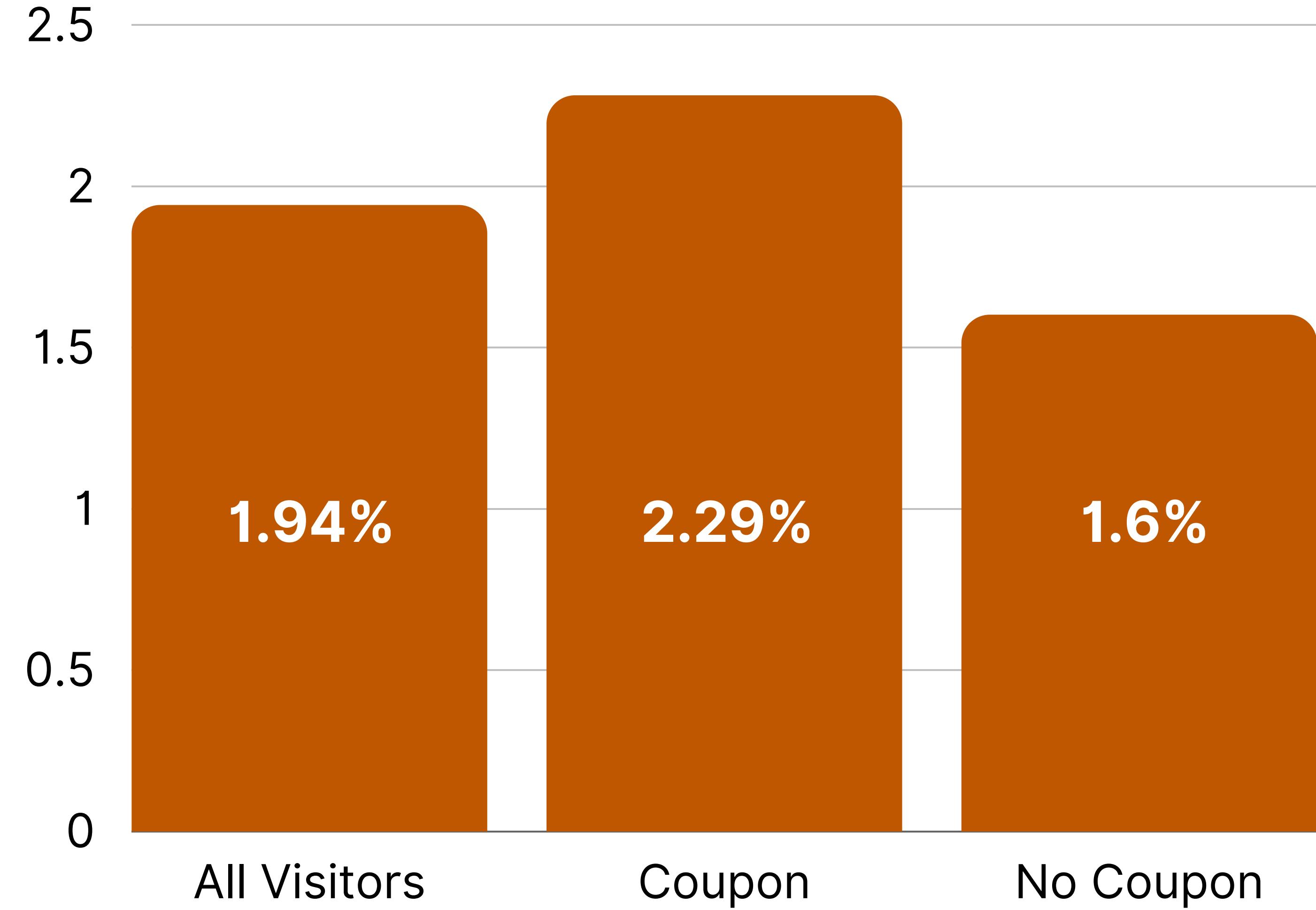


DO THE COUPONS WORK?

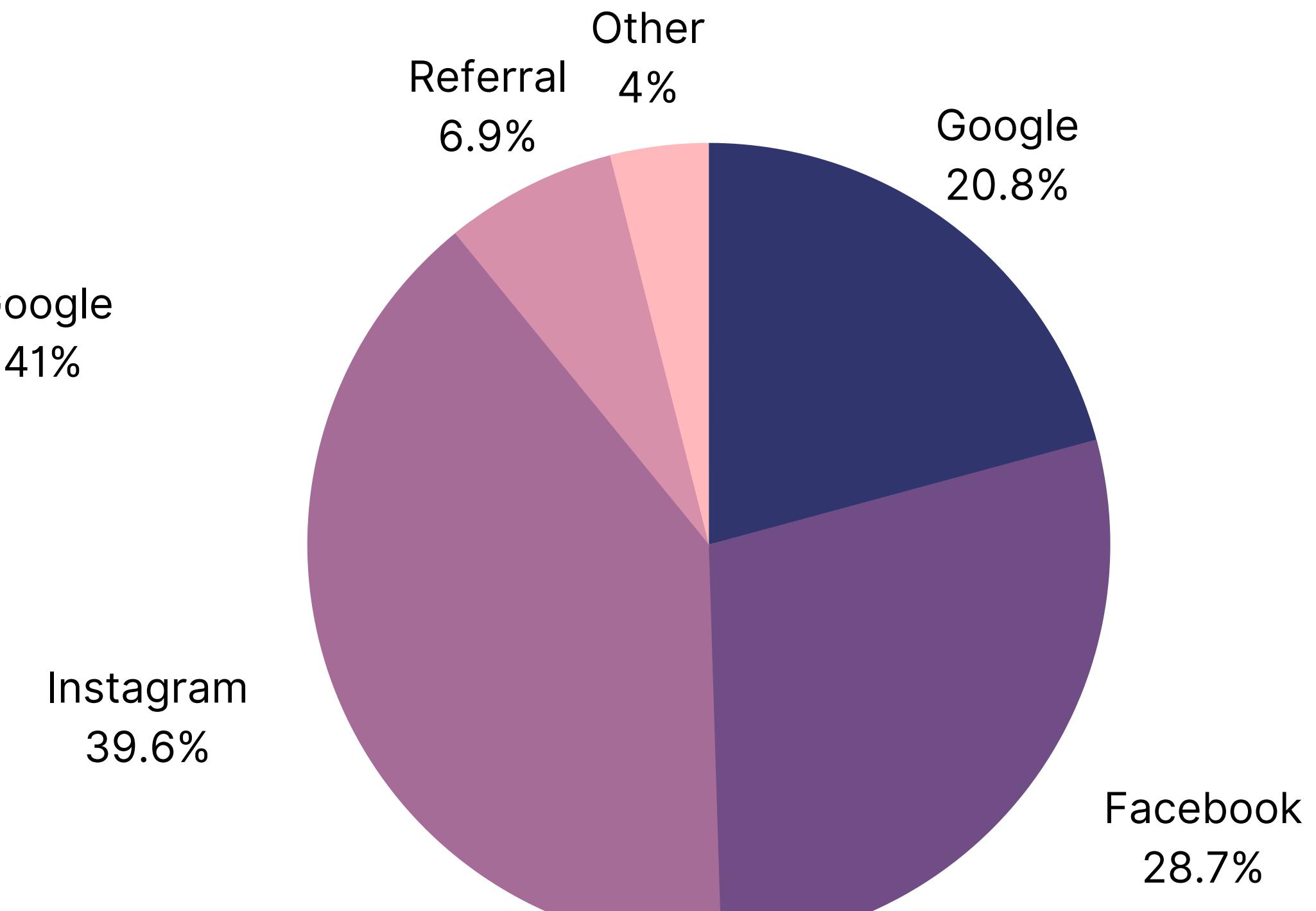
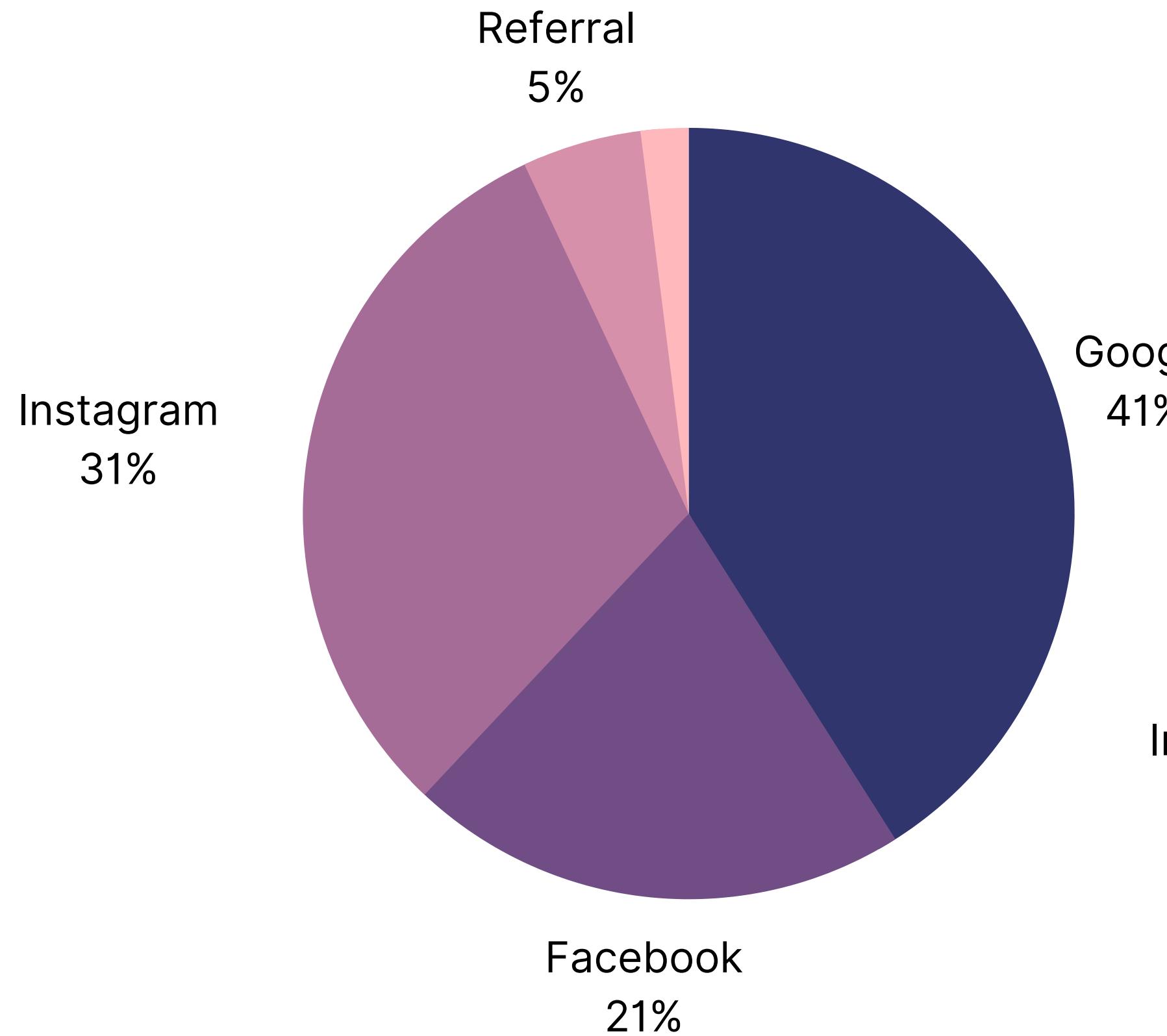
PERCENTAGE OF VISITORS WHO TRANSACT



PERCENTAGE OF VISITORS WHO TRANSACT > 1



COUNT OF TRANSACTIONS VS NET REVENUE EARNED: SOCIAL MEDIA CHANNELS ARE MOST VALUABLE



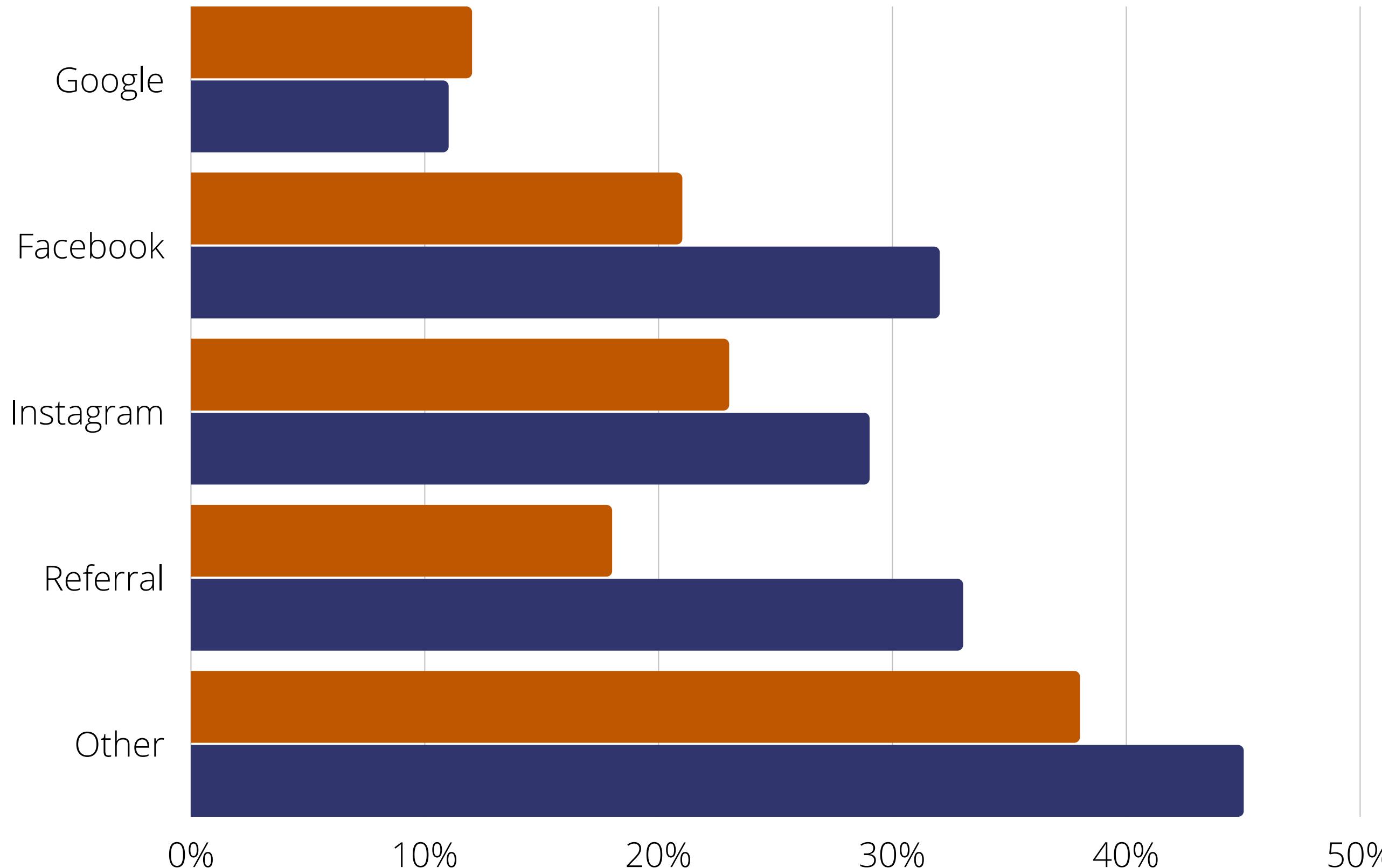
ADDITION OF COUPON CAMPAIGN FURTHER INCREASES PURCHASE RATE WITHIN SOCIAL MEDIA CHANNELS

Count of trans_after	test_coupon	0	1	Grand Total	
channel_acq	trans_after				
1	0	19.18%	19.10%	38.28%	93.37877313
	1	1.12%	0.94%	2.06%	
	2	0.22%	0.12%	0.34%	
	3	0.02%	0.00%	0.02%	
	1 Total	20.54%	20.16%	40.70%	
2	0	8.96%	8.92%	17.88%	86.99029126
	1	1.12%	1.60%	2.72%	146.27%
	2	0.16%	0.28%	0.44%	
	3	0.04%	0.08%	0.12%	
	4	0.02%	0.00%	0.02%	
2 Total		10.30%	10.88%	21.18%	
3	0	13.64%	12.92%	26.56%	86.87898089
	1	1.84%	1.86%	3.70%	117.48%
	2	0.20%	0.44%	0.64%	
	3	0.02%	0.10%	0.12%	
	5	0.00%	0.02%	0.02%	
3 Total		15.70%	15.34%	31.04%	
4	0	1.92%	2.02%	3.94%	110.62%
	1	0.26%	0.38%	0.64%	
	2	0.08%	0.08%	0.16%	
	3	0.00%	0.02%	0.02%	
4 Total		2.26%	2.50%	4.76%	
5	0	0.92%	0.88%	1.80%	
	1	0.20%	0.28%	0.48%	
	2	0.02%	0.00%	0.02%	
	3	0.02%	0.00%	0.02%	
5 Total		1.16%	1.16%	2.32%	
Grand Total		49.96%	50.04%	100.00%	

When users receive coupons, FB users jump to an 18% buy rate, up 46% from their base 87%

Instagram users also see notable improvement, from 13% to 16%, an increase of about 17%

TARGETING BASED ON SHOPPING CART STATUS: SOCIAL MEDIA USERS WITH ITEMS LEFT SEE BENEFITS





NEXT CAMPAIGN RECOMMENDATIONS

NEXT CAMPAIGN RECOMMENDATIONS: ANALYSIS

Two Strategies

Big Fish

- Focus on the largest subset with positive benefits from the campaign
- In this case, social media channels: Facebook and Instagram see blanket improvements in revenue; Google isn't worth pursuing
- This strategy accounts for over half of the users - while margins may be thinner, it's a "quick and dirty" way of seeing increased customer activity

Small Fish

- Focus on the focused, smaller subsets with highest ROI from coupons
- Shopping cart status: users with remaining items are dramatically more likely to finish their purchase when presented with a coupon
- Previous purchases: Users with few previous purchases see purchase rate improvement and move them along the track to loyalty

NEXT CAMPAIGN RECOMMENDATIONS: RISKS

We realize the following risks may arise in our analysis and interpretation of the data:

- The dataset is a relatively small sample size, and may be inaccurate/unreliable when used to represent a general population and reality.
- Over-distribution of coupons may limit sales during times where there are no ongoing promotions.
- Coupons can work to help bring new visitors to become regular customers, and may require a waiting period to realize return on investment.



PURCHASING DEMOGRAPHIC DATA

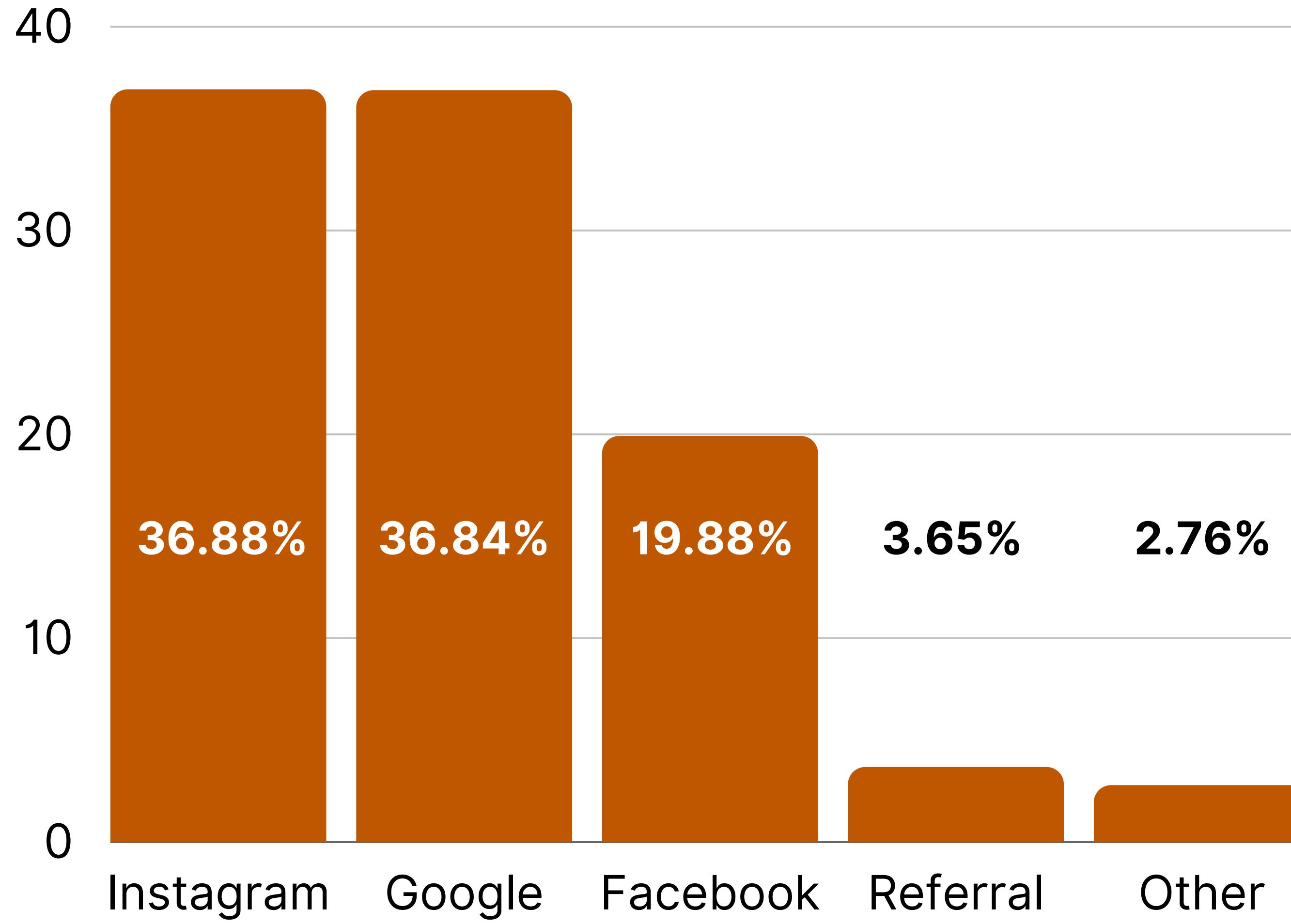
SHOULD CAMPBELL BUY DEMOGRAPHICS DATA FROM TRACKIFY?

Yes, but only demographics that predict gender

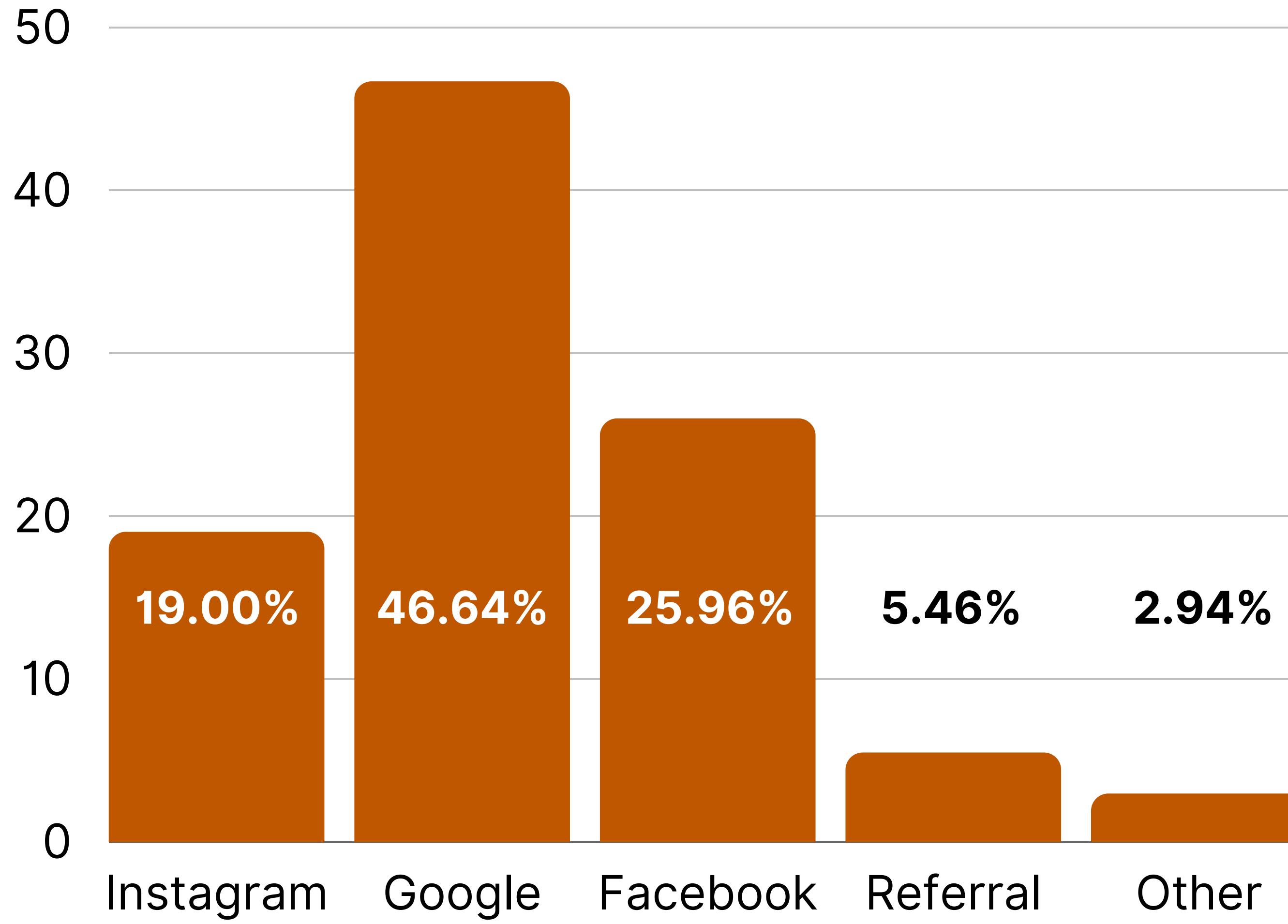
- Minority/non-minority data aligns with general population
- Demographic data helps to target males/females on specific platforms (i.e. Instagram, Google, etc.)
- More efficient distribution of resources
- Differentiate where in the buying process to target customers (i.e. checkout, email, etc.)



CHANNEL ACQUISITION AND PURCHASED (FEMALES) %

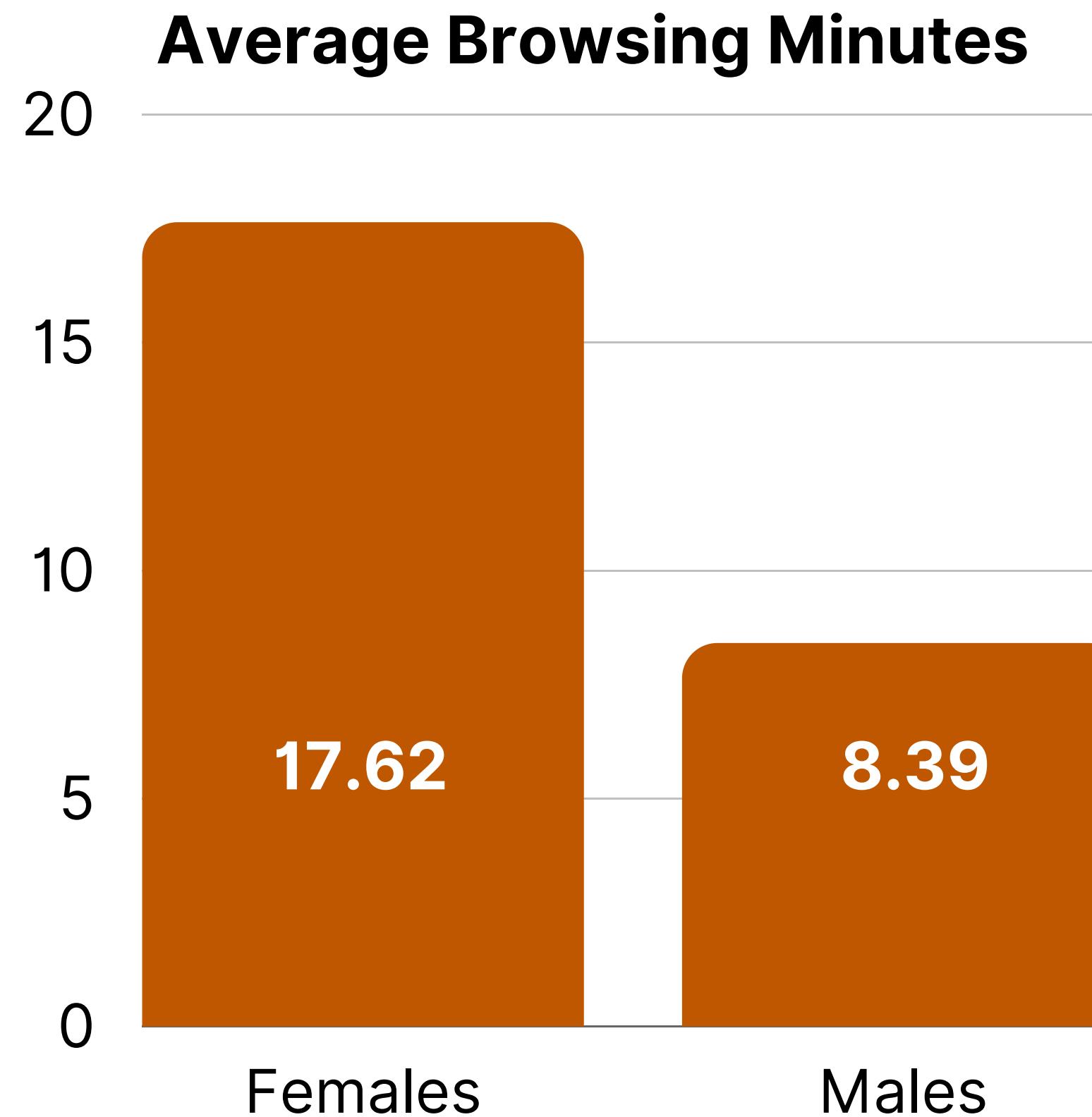


CHANNEL ACQUISITION AND PURCHASED (MALES) %



PURCHASING DEMOGRAPHIC DATA: ETHICS & INSIGHTS

- Data collected with users' consent or not
- Lead to algorithm bias
 - I.e. certain groups more likely to get coupons
- Demographic data
 - On average females spend more time browsing the website
 - Adopt gender data but not minority data



THANK YOU

