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ISA 616 Value Proposition

Client:
- Beach Tan Marketing Team

Client Job:
- Increase retail revenue
- Create more targeted promotions for retail
  - Instead of creating the same discount and ad for all customers, create unique discounts and ads for customers with similar tanning habits

Pains:
- A lot of clients purchase their tanning retail (lotions) online rather than at Beach Tan
- Beach Tan currently offers 20% off retail when a customer joins Beach Tan as a member, but new members often do not take advantage of this offer so it is not very effective

Gains:
- Deeper insight into the tanning habits of Beach Tan customers

Intended Solution:
- Create a multiple linear regression model that examines how age, gender, membership type, membership level, amount of sunless tans and amount of UV tans affect retail revenue

Pain Killers:
- The regression model will allow the marketing team to have a better understanding of different client's tanning habits which will aid them in creating more customized promotions
- More customized and targeted promotions will hopefully lead to an increase in retail revenue

Gain Creators:
- This model can be used to predict future retail revenue of Beach Tan
- This model will be easy to reproduce when new data is accumulated