

# **ANALYTICS EXERCISE**

## **MEDMEN**

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**THE EXERCISE: YOU HAVE BEEN TASKED TO PROVIDE TOP ACTIONABLE INSIGHTS TO ADDRESS ONE, OR ALL, OF THE FOLLOWING BUSINESS OBJECTIVES.**

- ✦ **INCREASE AWARENESS**
- ✦ **INCREASE REVENUE**
- ✦ **SALES FORECAST AND MEDIA SPEND FOR 2010. PLEASE INCLUDE WHAT CHANNELS TO CONTINUE, OR DISCONTINUE SPENDING ON AND AT WHAT LEVELS.**
- ✦ **MANAGE INVENTORY (SUPPLY/DEMAND) AND PRODUCTION PLANNING FOR 2010 - WHAT SHOULD THE TEAMS EXPECT?**
- ✦ **PLAN CULTIVATION NEEDS FOR 2011 (ASSUME 2010 IS COMPLETE) WHAT DOES THE CULTIVATION TEAM NEED TO PLANT NOW FOR FUTURE**
- ✦ **PRODUCT LINE MIX RECOMMENDATIONS - EXPANSION AND CONTRACTION- DO WE HAVE THE RIGHT MIX?**

# METHODOLOGY

- 1) LOAD DATA INTO PYTHON/PANDAS**
- 2) FIX THE FORMATTING AND MAKE SURE THE DATA TYPES ARE CORRECT**
- 3) BASIC STATS AND DATA EXPLORATION**
- 4) CORRELATION EXPLORATION**
- 5) INSIGHTS**

**EXPLORATORY**

# TOP SELLING PRODUCTS

Product Name	Total Sales
Fruit Punch - 100 MG	\$267,600.00
Lip Balm - CBD	\$95,850.00
Pineappple Express 1G	\$62,950.00
WiFi - 1G	\$62,100.00
Cookie Brownie Bar - 10MG	\$44,050.00
Cannabis T-Shirt	\$42,350.00
zen pen - 500mg	\$23,360.00
Blue Diamond - 3G	\$19,110.00
Nosh OG - 0.3G	\$5,580.00
Blue Dream PreRoll	\$5,125.00

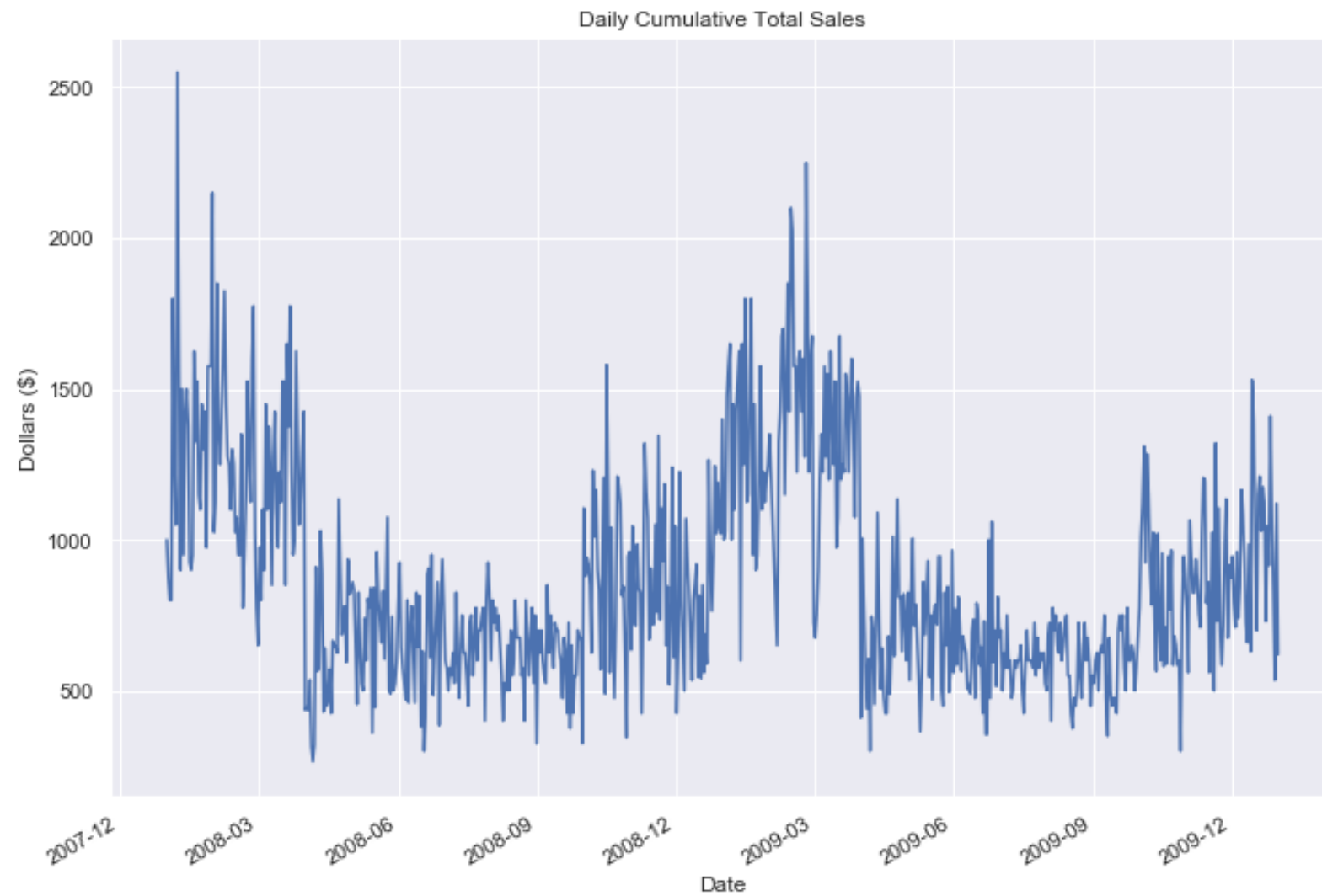
# PRODUCT SALES OVER TIME

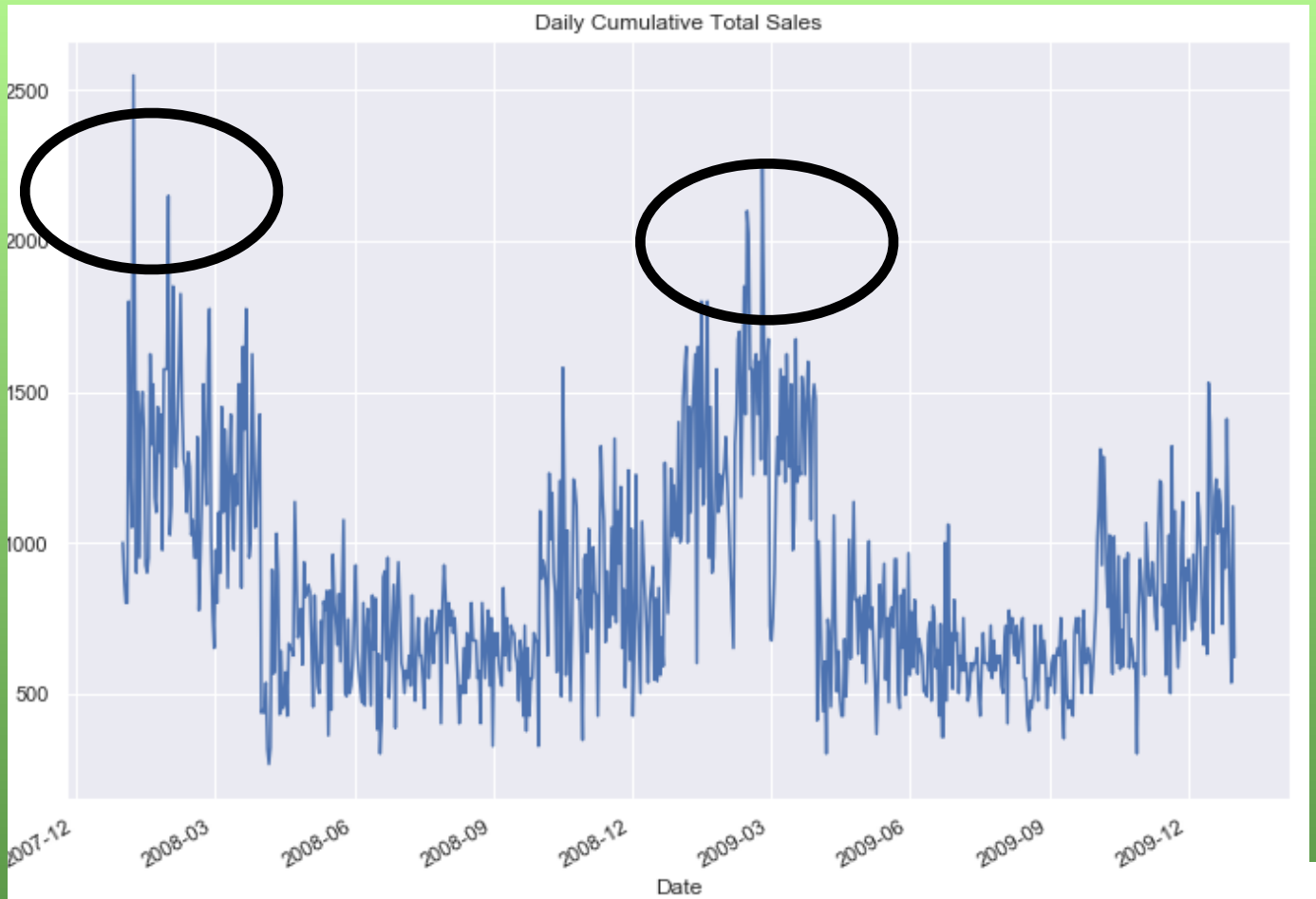
SOME PRODUCTS HAVE DIFFERENT BUSY SEASONS THAN OTHERS



# TOTAL SALES OVER TIME

## COMBINED SPENDING TRENDS





**SOME PRODUCTS MORE  
THAN OTHERS DRIVE THE  
TREND**

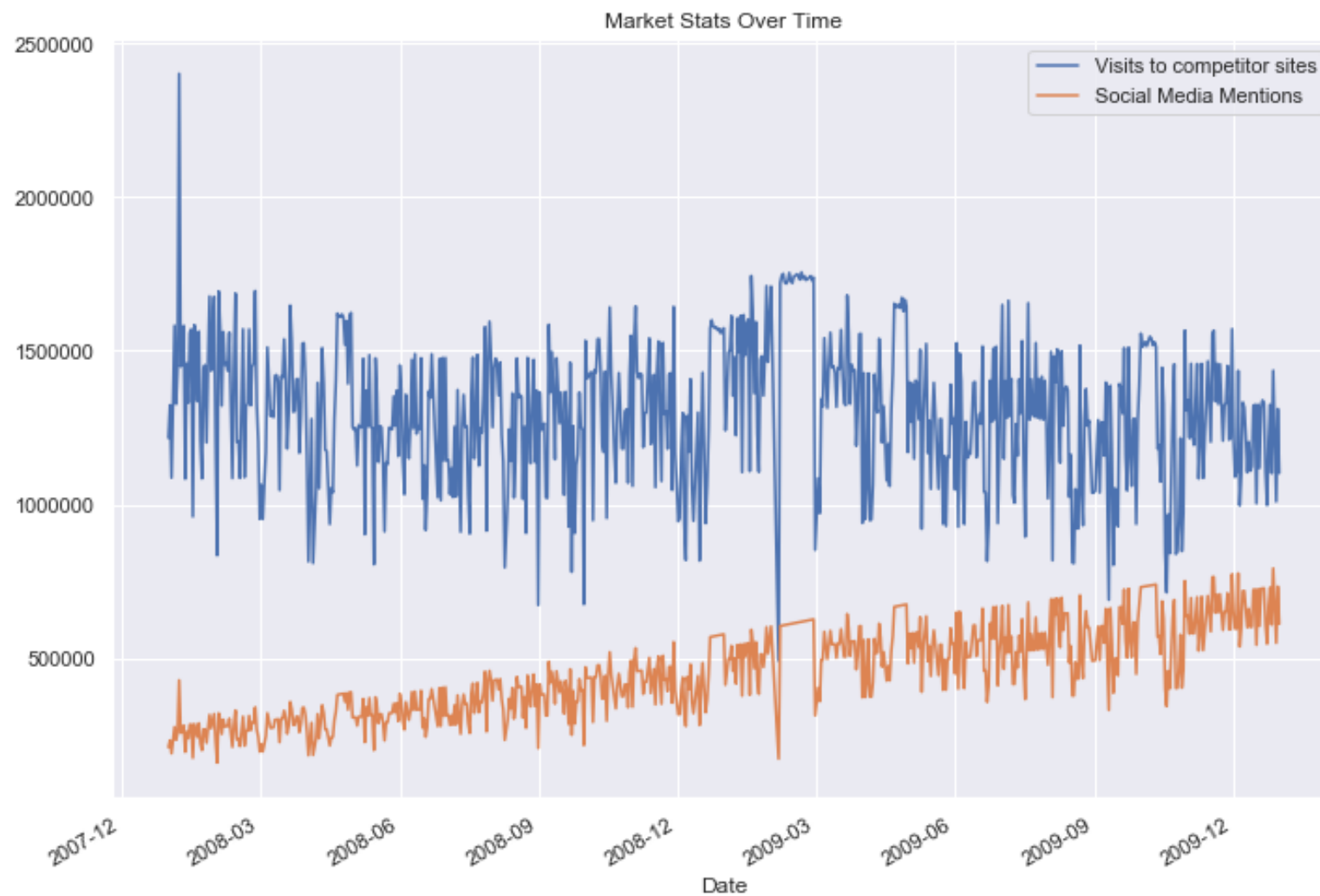




# TRAFFIC PATTERNS

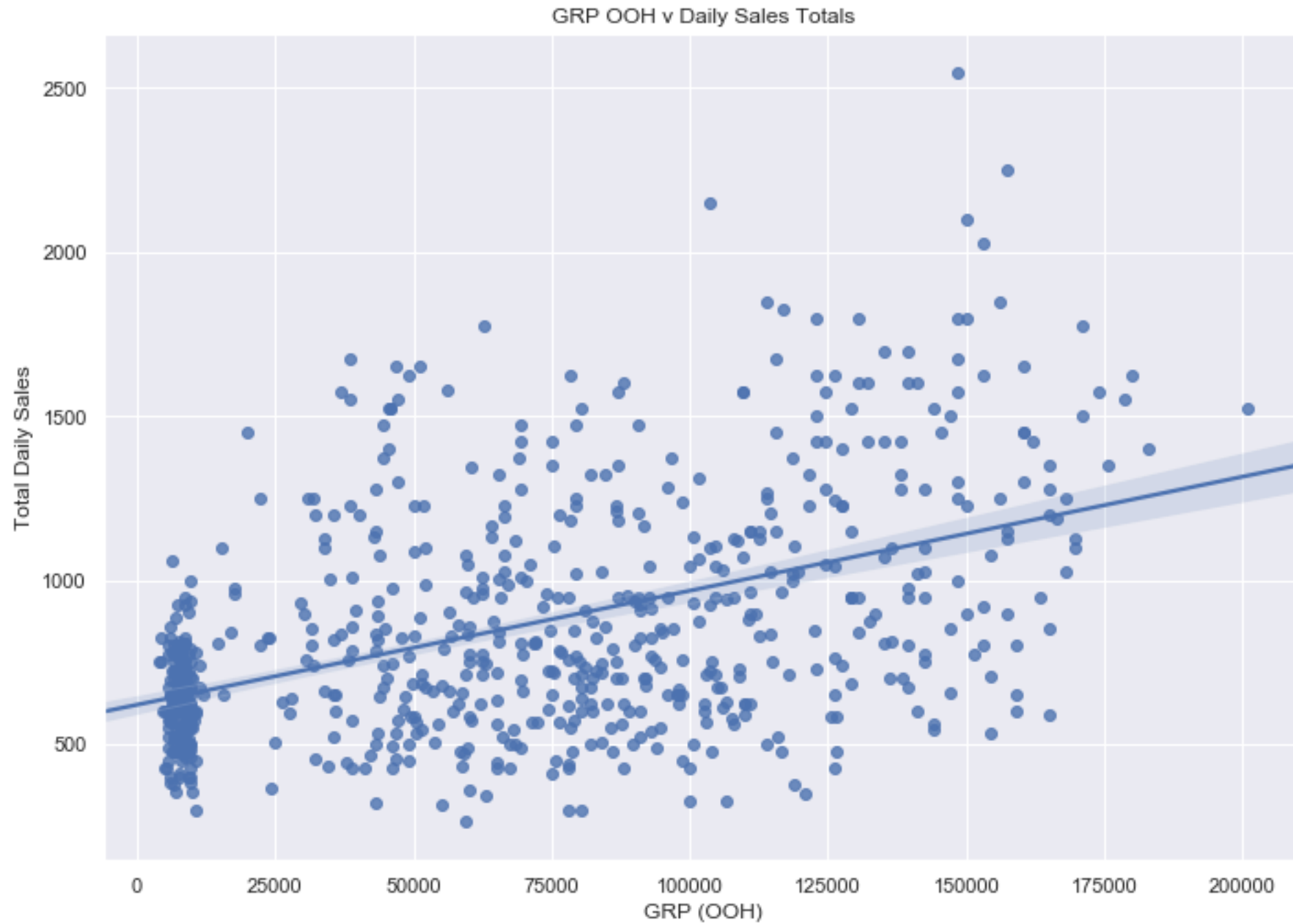


# MARKET STATS OVER TIME

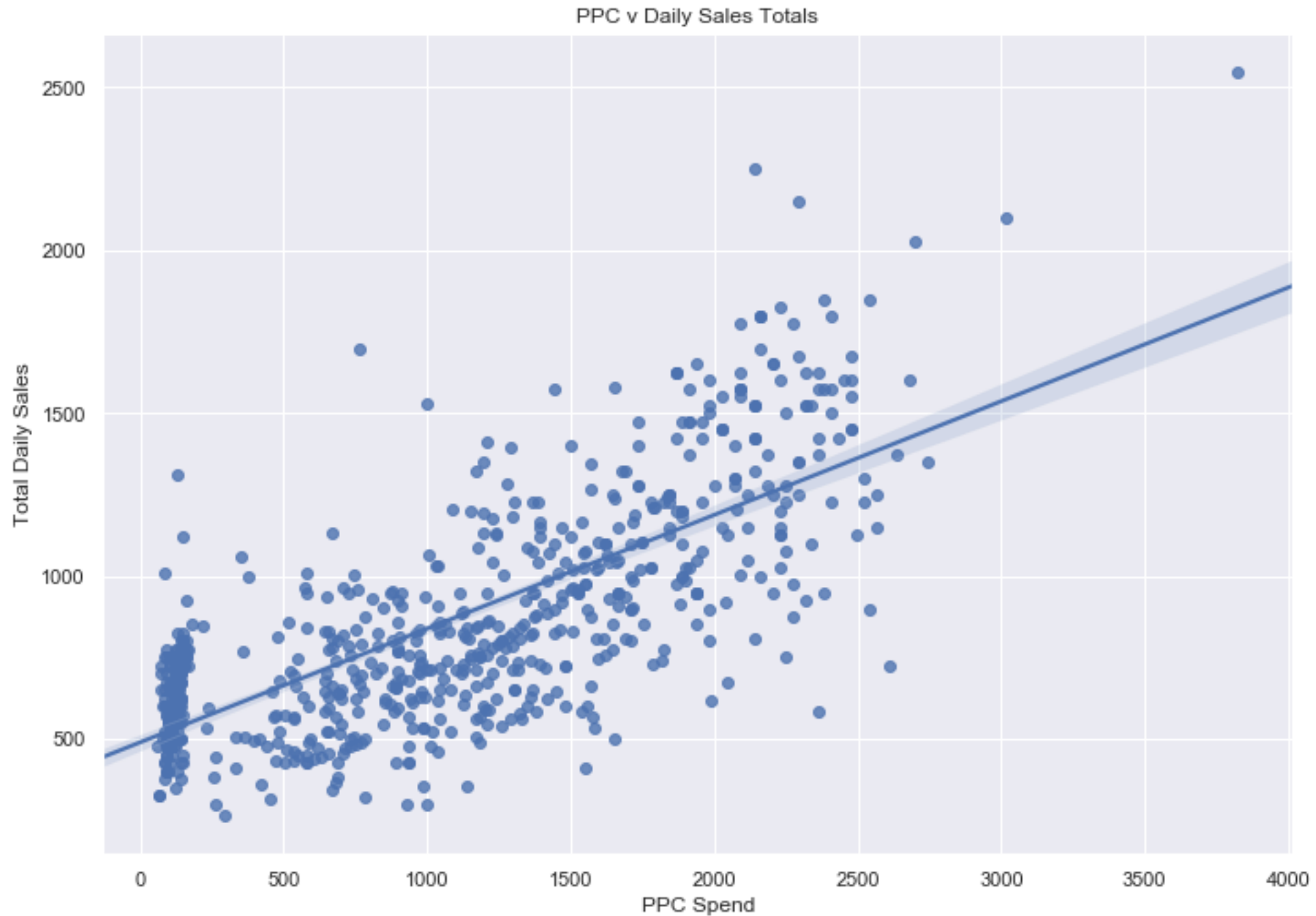


# CORRELATIONS

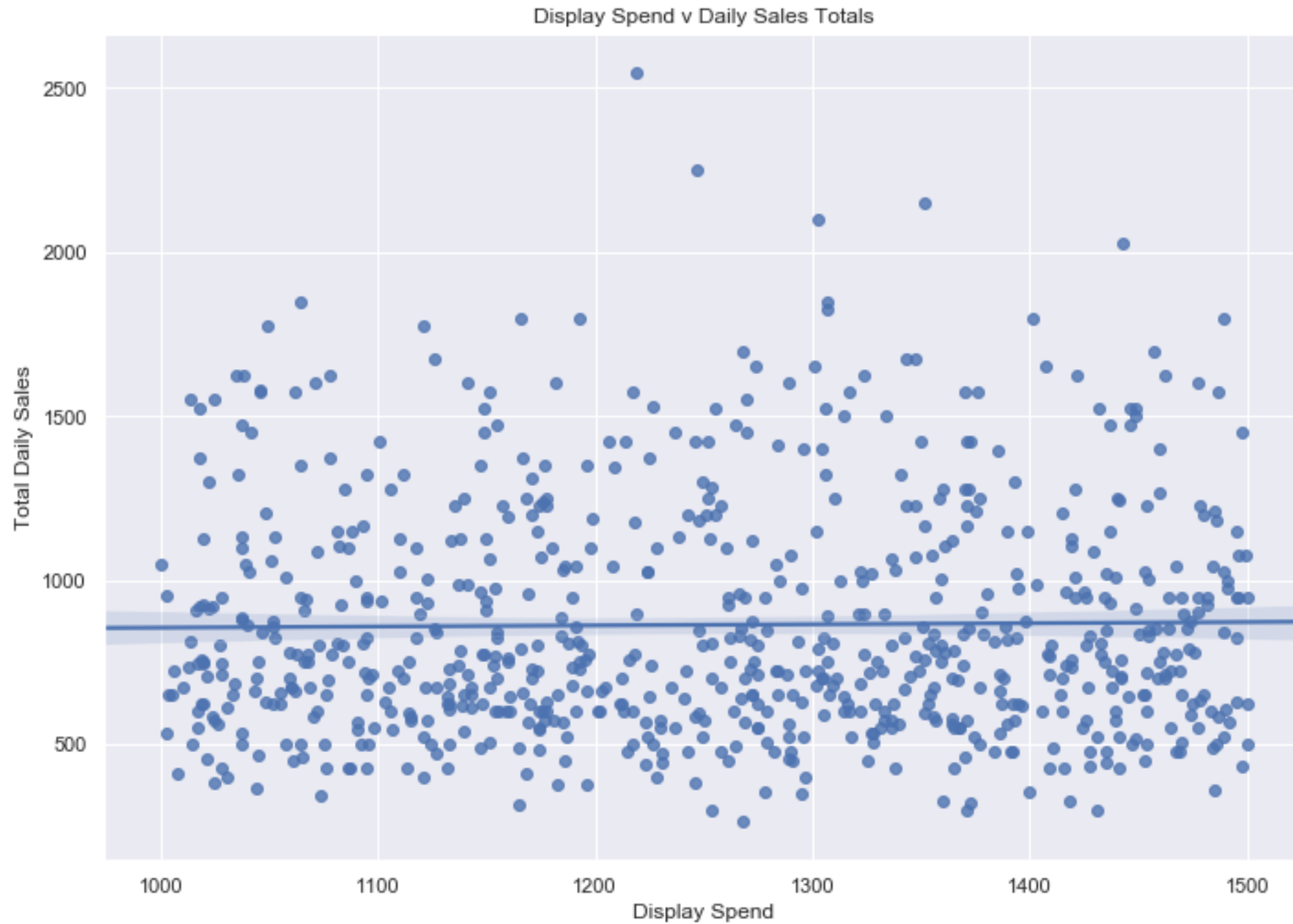
# GROSS RATING POINT FOR OUT OF HOME



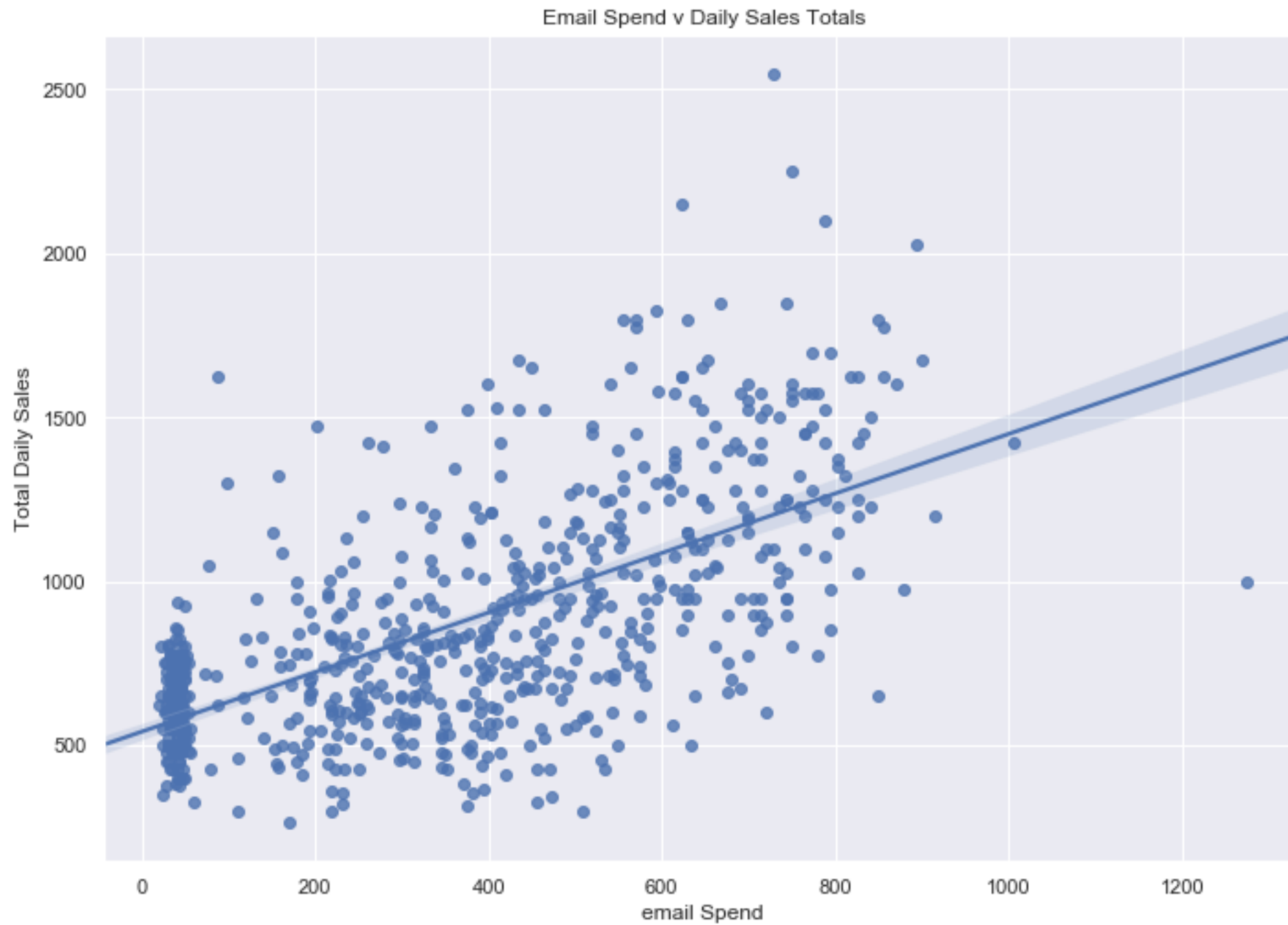
# PAY PER CLICK



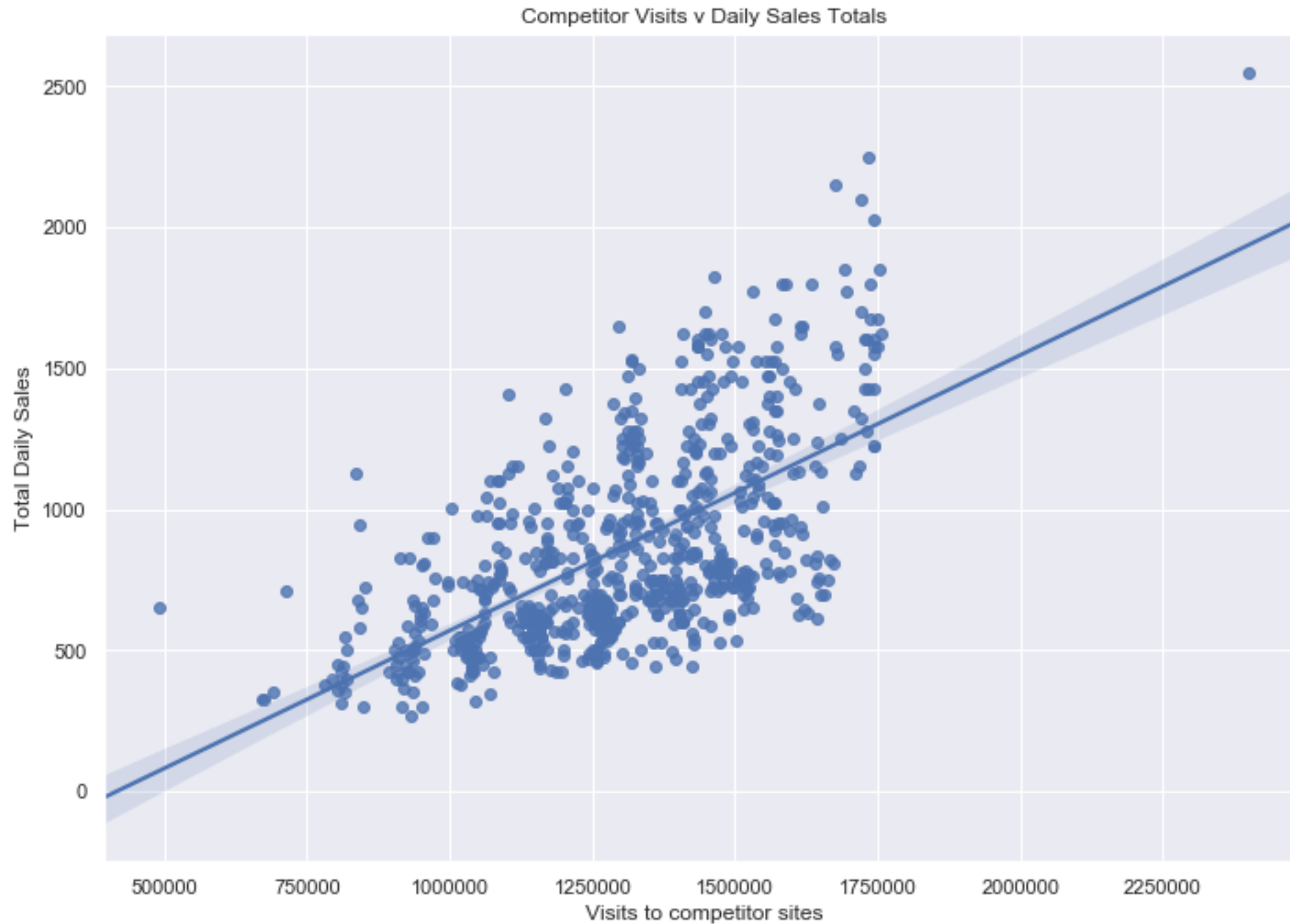
# DISPLAY SPEND



# EMAIL SPEND

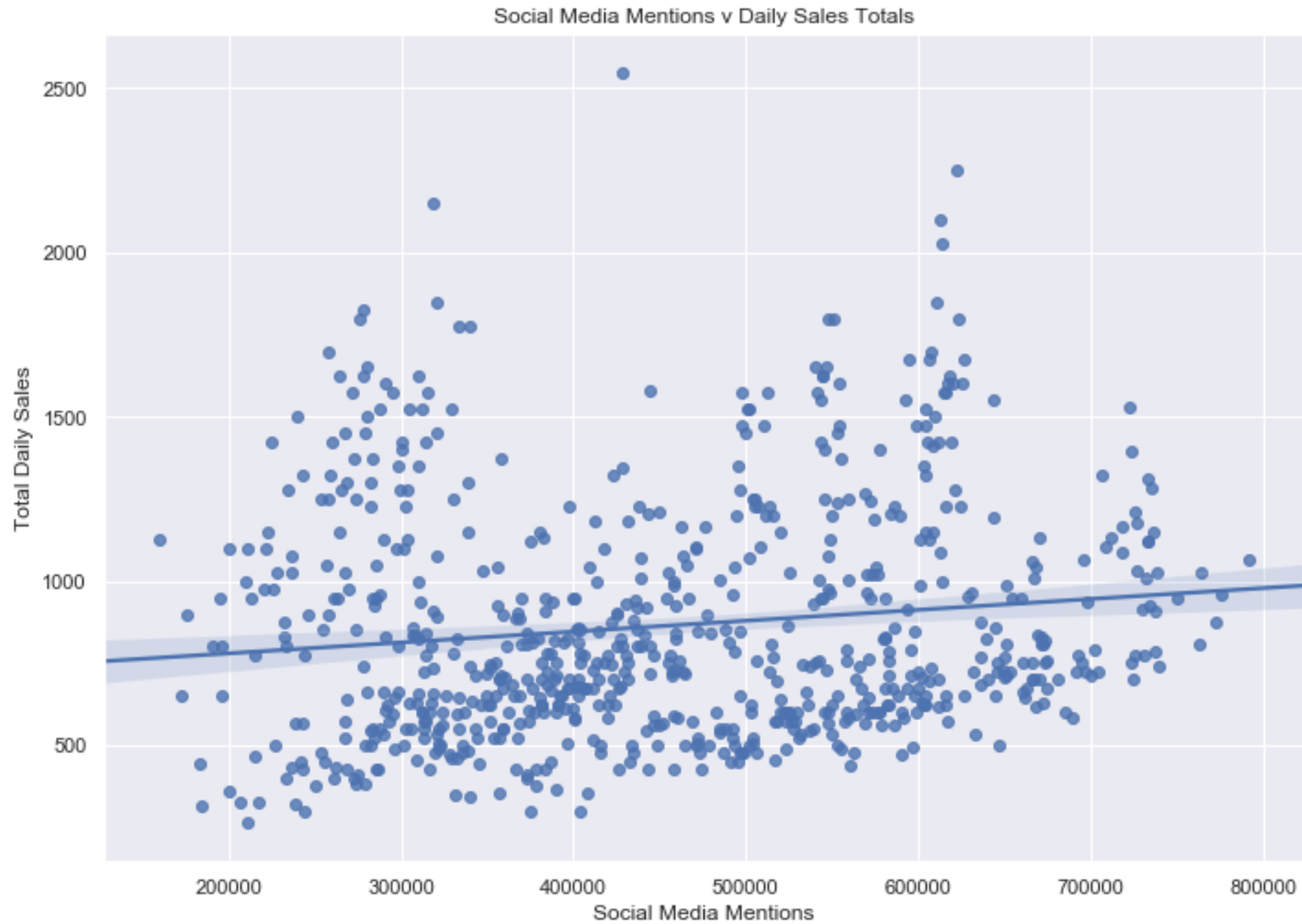


# COMPETITOR VISITS





# SOCIAL MEDIA MENTIONS

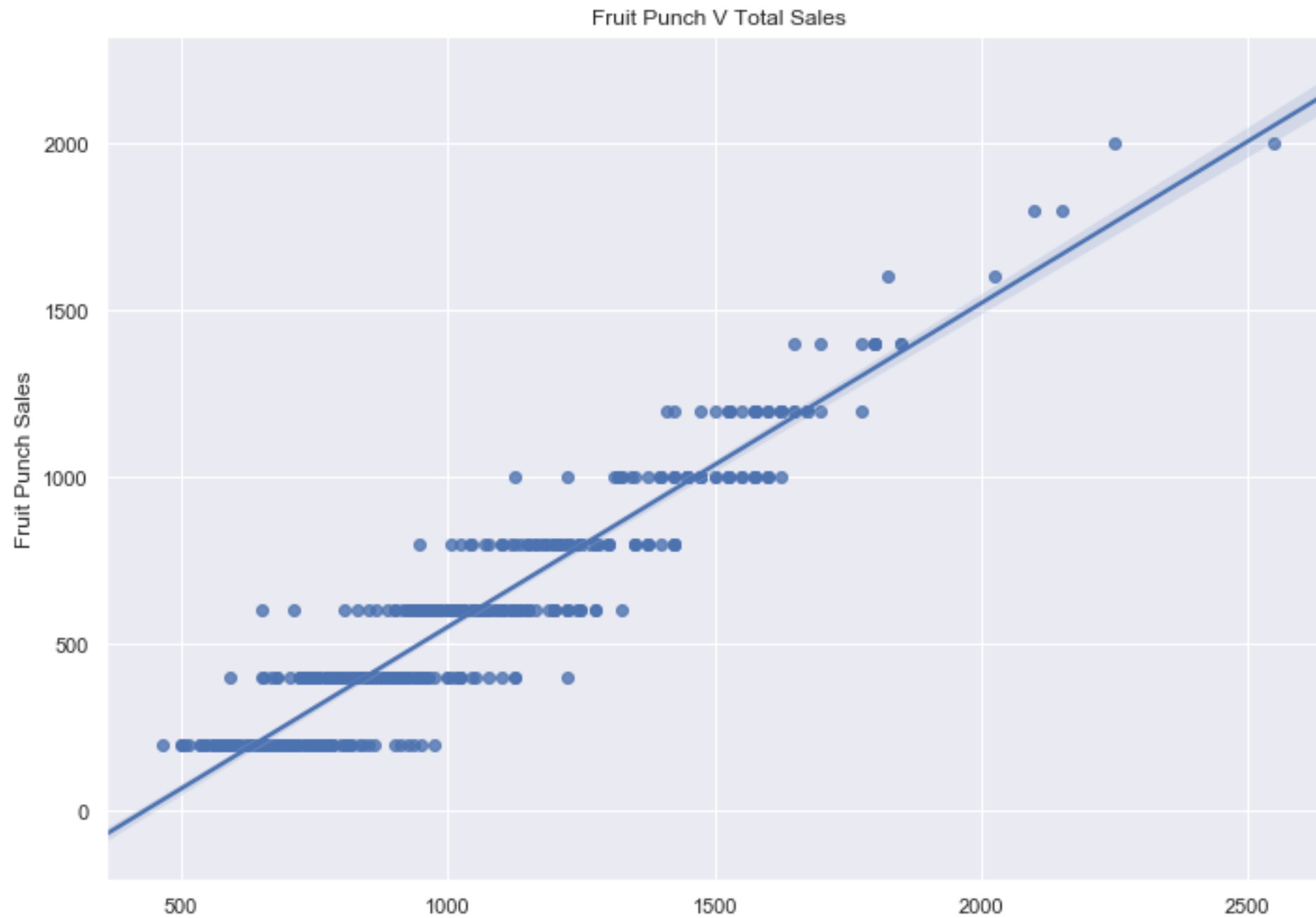




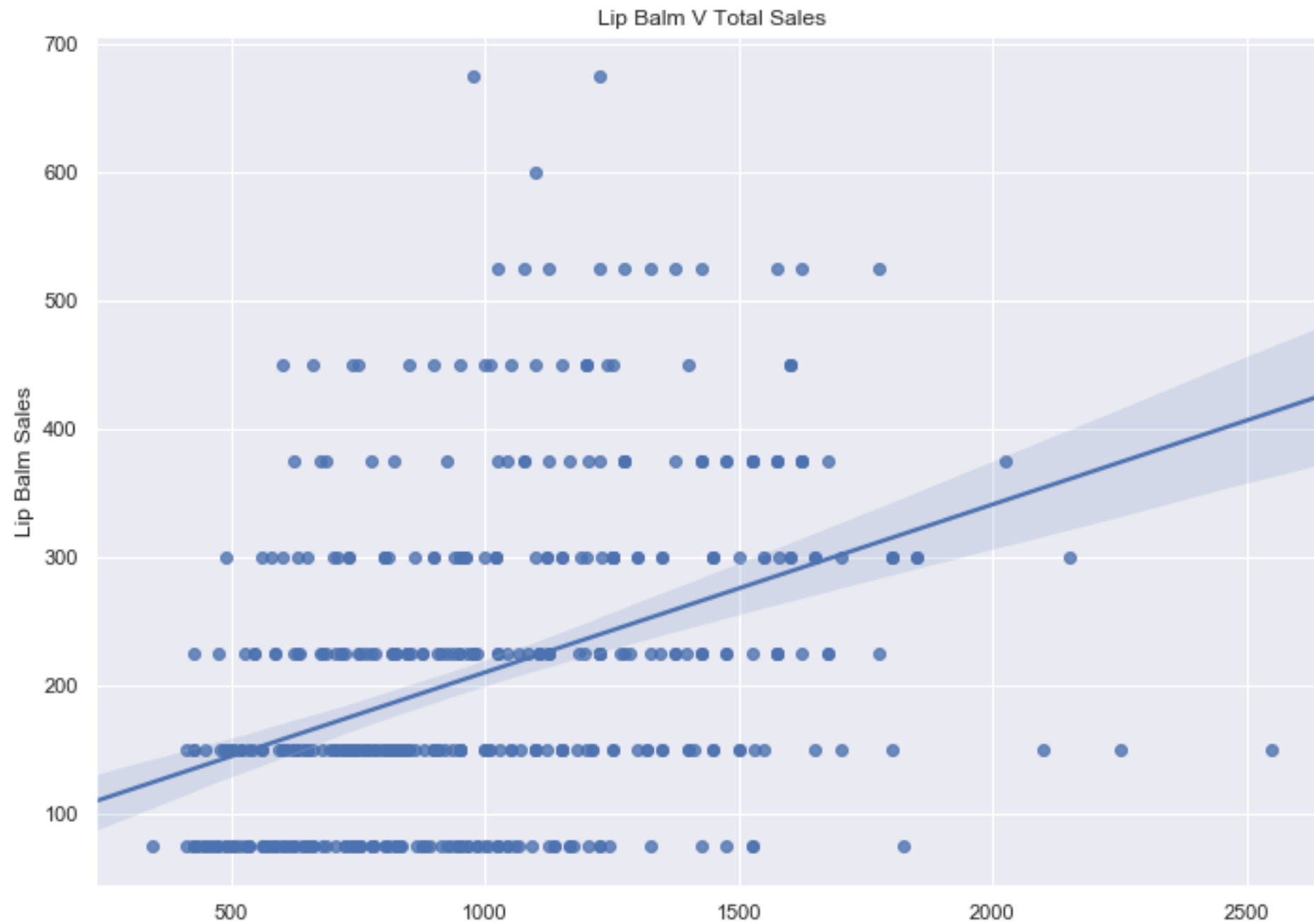
# DEEPER DIVE



# FRUIT PUNCH SALES



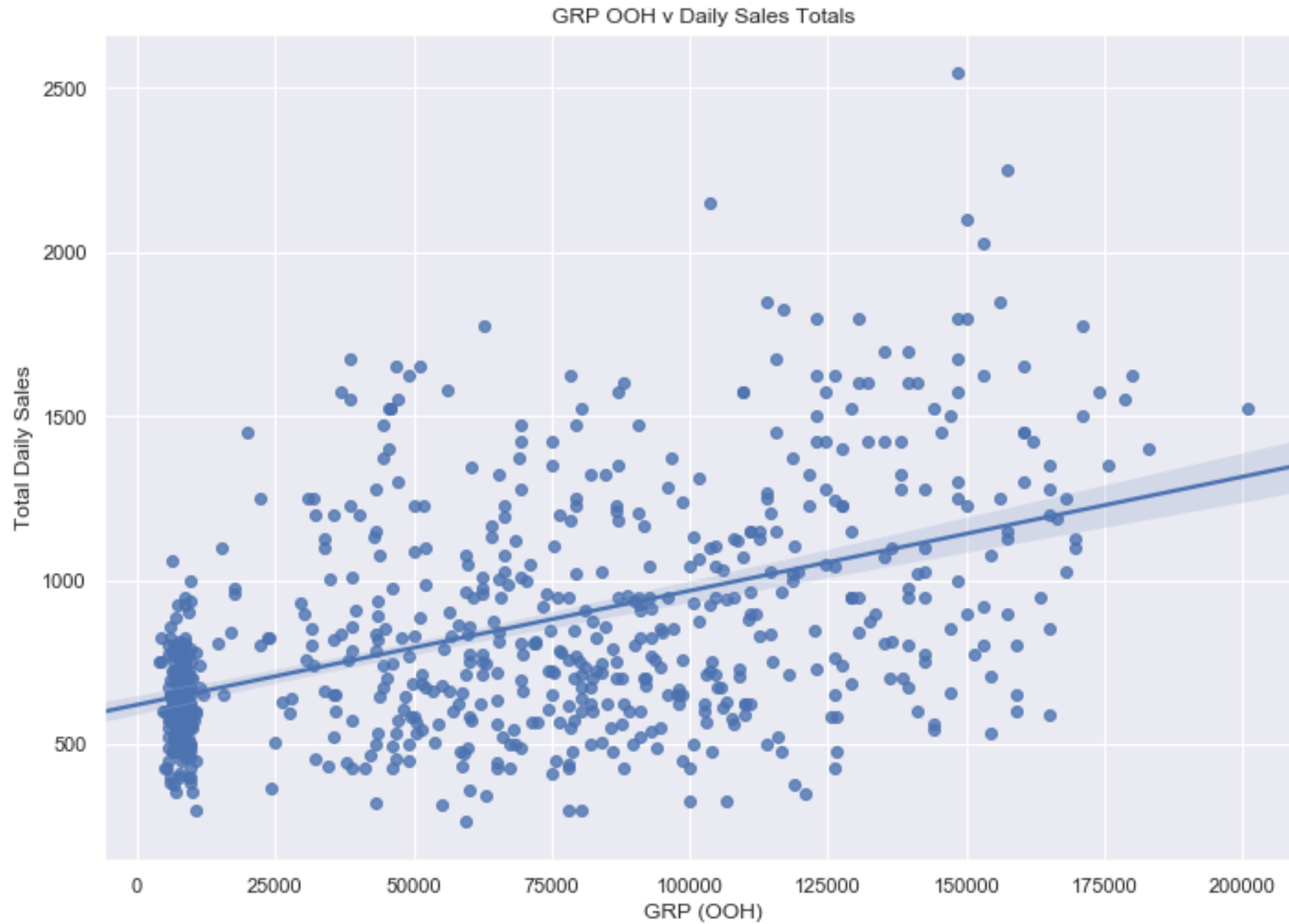
# LIP BALM



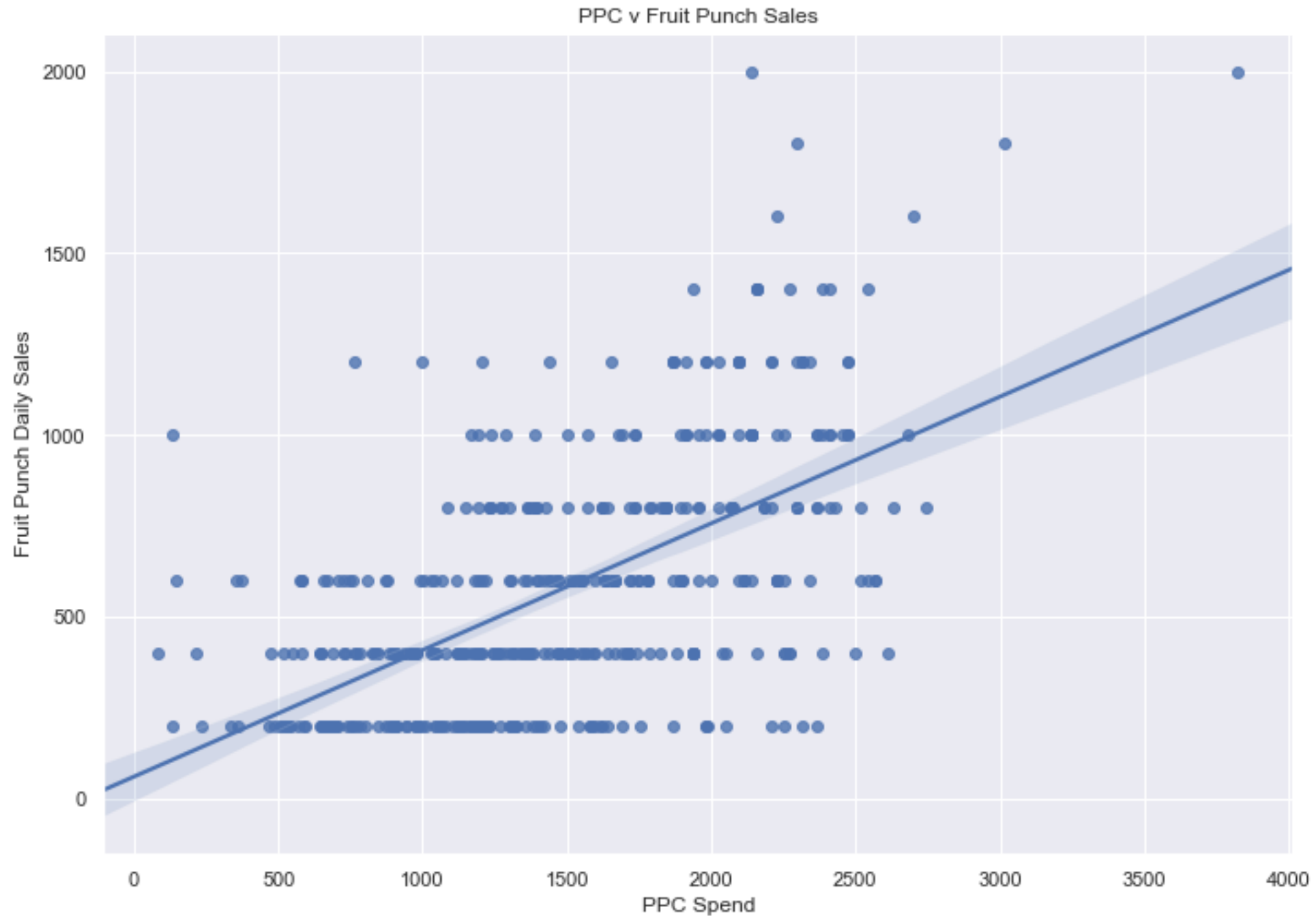
# GRP - FRUIT PUNCH



# GROSS RATING POINT FOR OUT OF HOME



# PPC - FRUIT PUNCH



# CONCLUSIONS

- ✦ **TO INCREASE REVENUE, FOCUS ON PPC AND FRUIT PUNCH AS MAIN DRIVERS**
  - ✦ **GRP, EMAIL, COMPETITOR VISITS, AND LIP BALM SALES ARE ALSO CORRELATED WITH INCREASED SALE TO A LESSER EXTENT**
- ✦ **DISPLAY AND SOCIAL MEDIA MENTIONS ARE NOT A GOOD ROI AND CAN BE REPRIORITIZED**



# FURTHER CONSIDERATIONS

- ✦ DO A DEEP DIVE INTO THE BIMODAL SEASONALITY PATTERNS OF THE PRODUCTS, WHY ARE THE MOST PROFITABLE THREE MAKING MONEY AT COMPLETELY DIFFERENT TIMES THAN THE OTHER ONES?
- ✦ CORRELATION EXPLORATION OF WHAT DRIVES EACH OF THE PRODUCTS, AND NOT JUST THE MOST POPULAR
- ✦ COMPARE SPEND \$ WITH SALES \$ TO SEE BEST ROI