

MARKETING PLAN FOR AN ANNIVERSARY SALE

WHICH GROUP AND WHERE TO MAKE THE ADVERTISEMENT

Jhih-Rou Huang

INTRODUCTION



Motivation:

This project aims to do marketing analytics to help a retailer named GoodFoods decide how to hold (where and who) their anniversary sale.



Goals:

The company can promote a specific product and advertisement and have the most significant revenue.



Impact Hypothesis:

Increasing the selling by 10% than the normal time.

Attract different group of customer in the long term.

METHODOLOGY

Data

Use a dataset from Kaggle (<https://www.kaggle.com/jackdaoud/marketing-data>). We have age, education, marital status, income, shopping preference (27 columns), and 2241 rows in the data.

EDA

- Google Sheet- clean, organize the data (conditional function, filtering, chart, pivot table) and visualization
- Tableau- visualize the data

Impact Hypothesis

By understanding different groups' shopping preferences and habits, the retailer company can more intentionally target the online, text or mail advertisement on people with a specific background.

Number of customer in the dataset

Number of Data

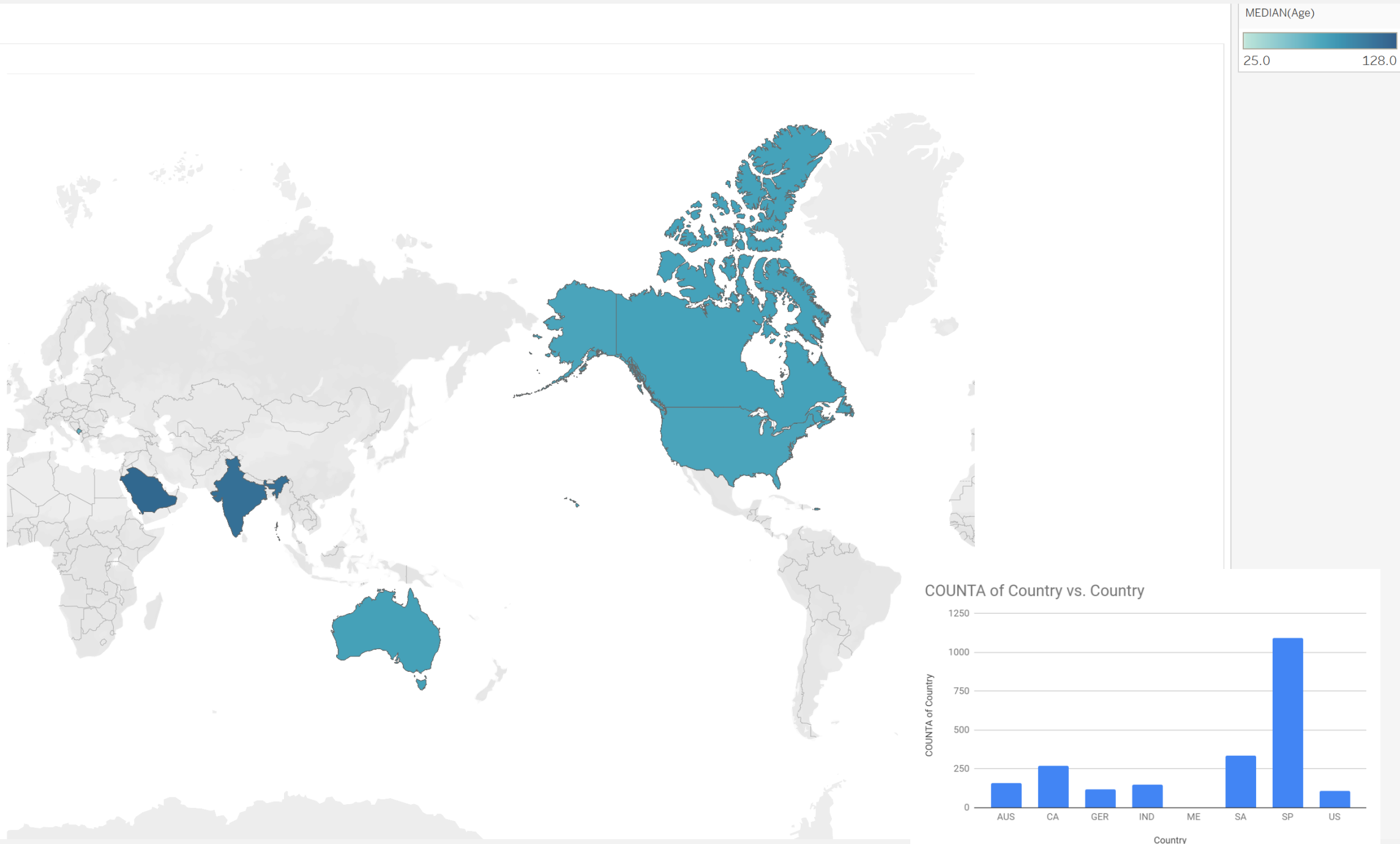
2,240

Data

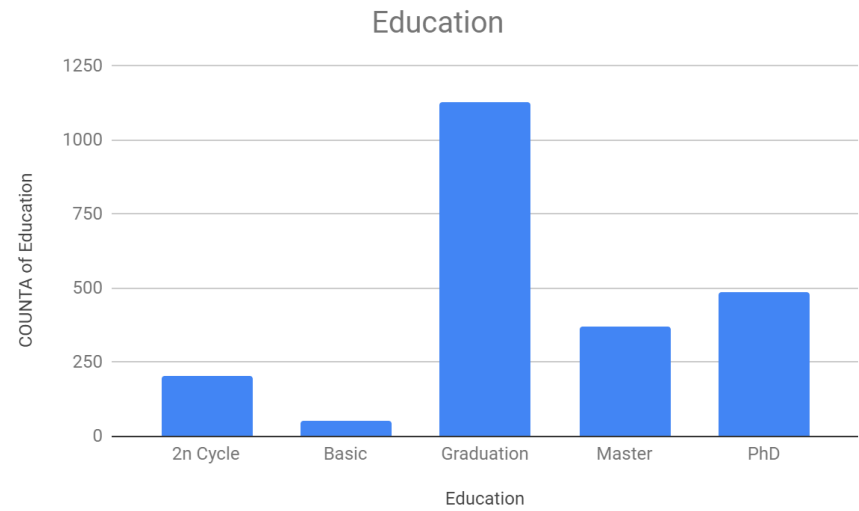
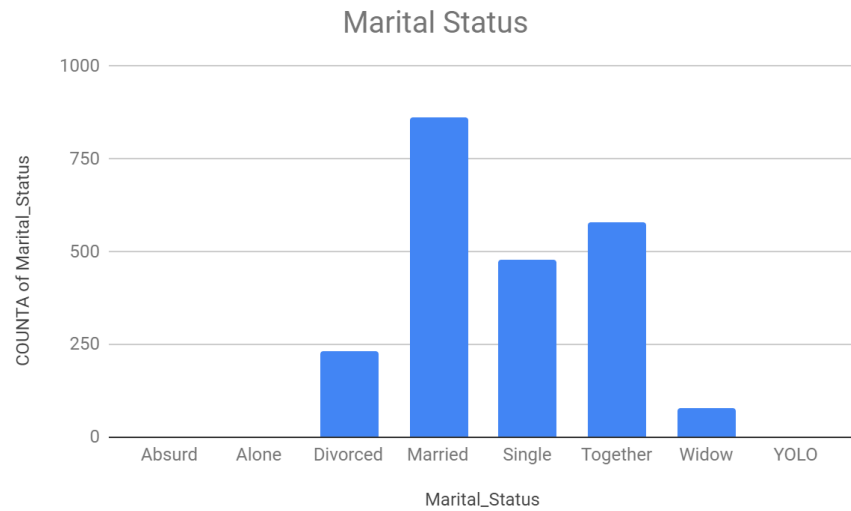
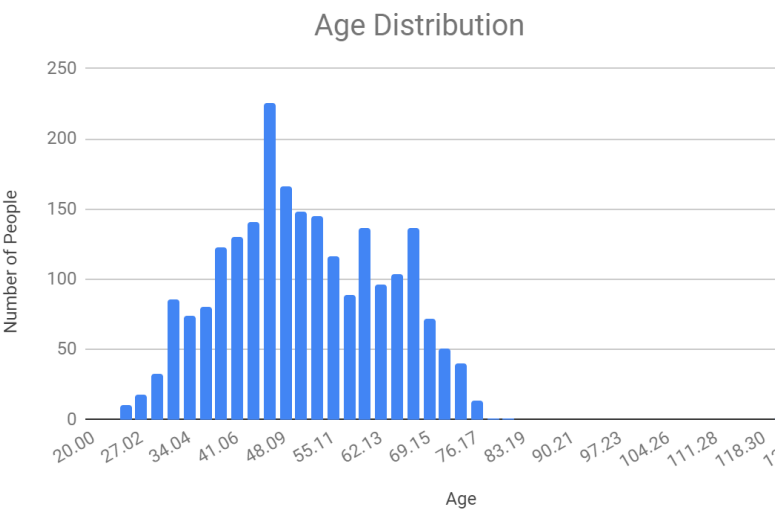
>**Column Details**

- ID: Customer's Unique Identifier
- Year_Birth: Customer's Birth Year
- Education: Customer's education level
- Marital_Status: Customer's marital status
- Income: Customer's yearly household income
- Kidhome: Number of children in customer's household
- Teenhome: Number of teenagers in customer's household
- Dt_Customer: Date of customer's enrollment with the company
- Recency: Number of days since customer's last purchase
- **MntWines**: Amount spent on wine in the last 2 years
- MntFruits: Amount spent on fruits in the last 2 years
- MntMeatProducts: Amount spent on meat in the last 2 years
- MntFishProducts: Amount spent on fish in the last 2 years
- MntSweetProducts: Amount spent on sweets in the last 2 years
- MntGoldProds: Amount spent on gold in the last 2 years

- **NumDealsPurchases**: Number of purchases made with a discount
- NumWebPurchases: Number of purchases made through the company's web site
- NumCatalogPurchases: Number of purchases made using a catalogue
- NumStorePurchases: Number of purchases made directly in stores
- NumWebVisitsMonth: Number of visits to company's web site in the last month
- AcceptedCmp1: 1 if customer accepted the offer in the 1st campaign, 0 otherwise (Target variable)
- AcceptedCmp2: 1 if customer accepted the offer in the 2nd campaign, 0 otherwise (Target variable)
- AcceptedCmp3: 1 if customer accepted the offer in the 3rd campaign, 0 otherwise (Target variable)
- AcceptedCmp4: 1 if customer accepted the offer in the 4th campaign, 0 otherwise (Target variable)
- AcceptedCmp5: 1 if customer accepted the offer in the 5th campaign, 0 otherwise (Target variable)
- Response: 1 if customer accepted the offer in the last campaign, 0 otherwise (Target variable)
- Complain: 1 if customer complained in the last 2 years, 0 otherwise
- Country: Customer's location.



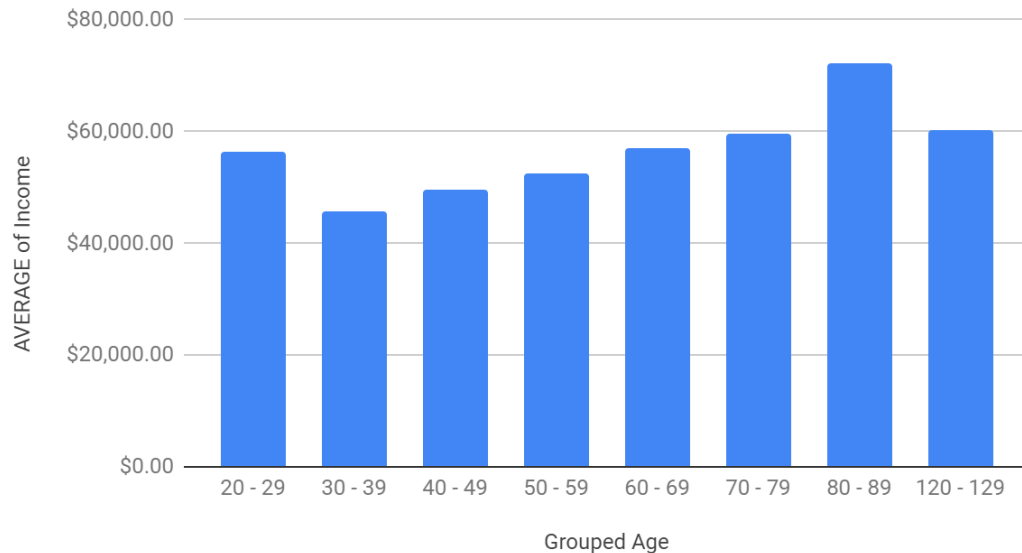
Data Distribution



- Highest level of education

INCOME VS AMOUNT OF MONEY PURCHASE

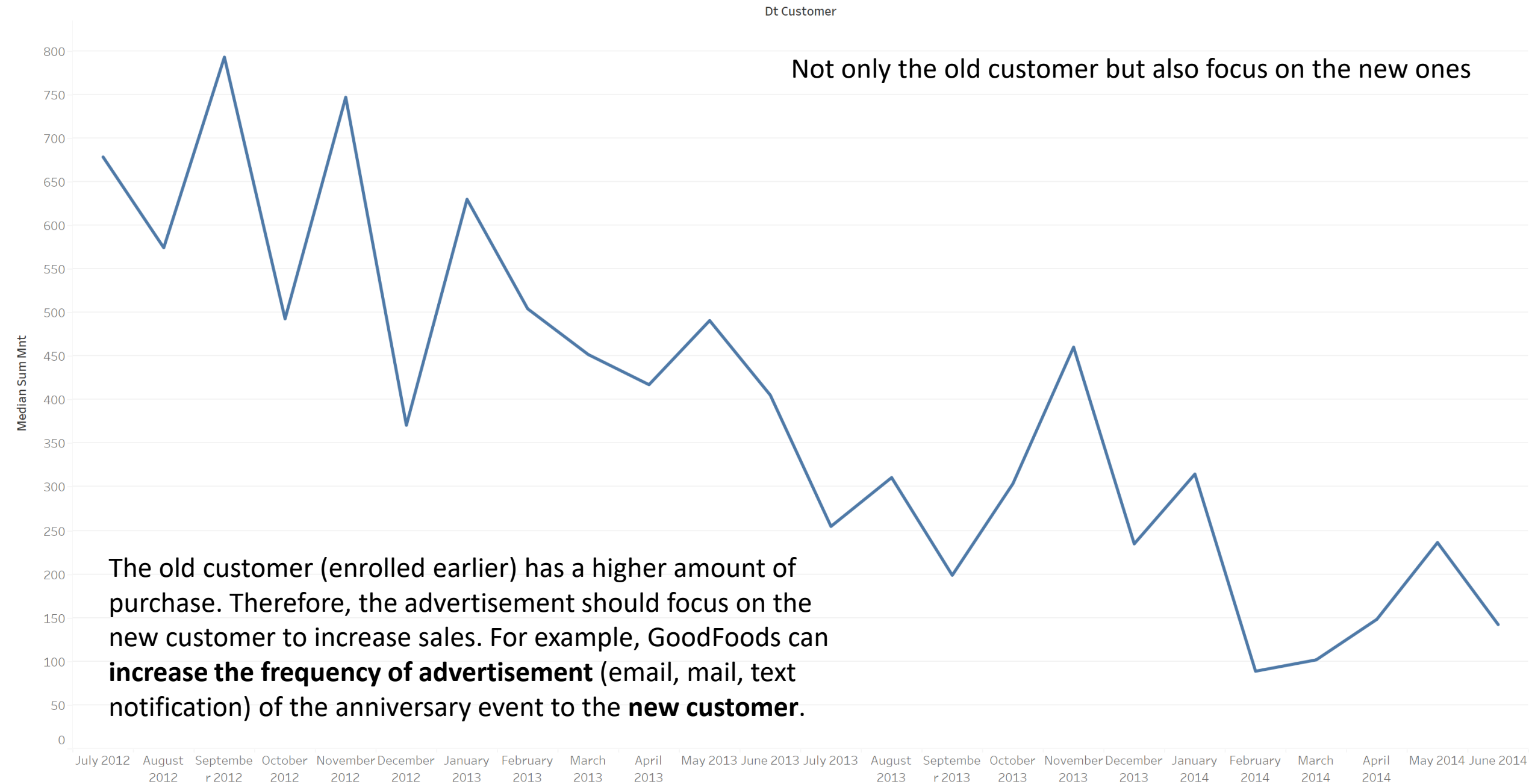
AVERAGE of Income vs. Grouped Age



Income vs Amount of Money Spent



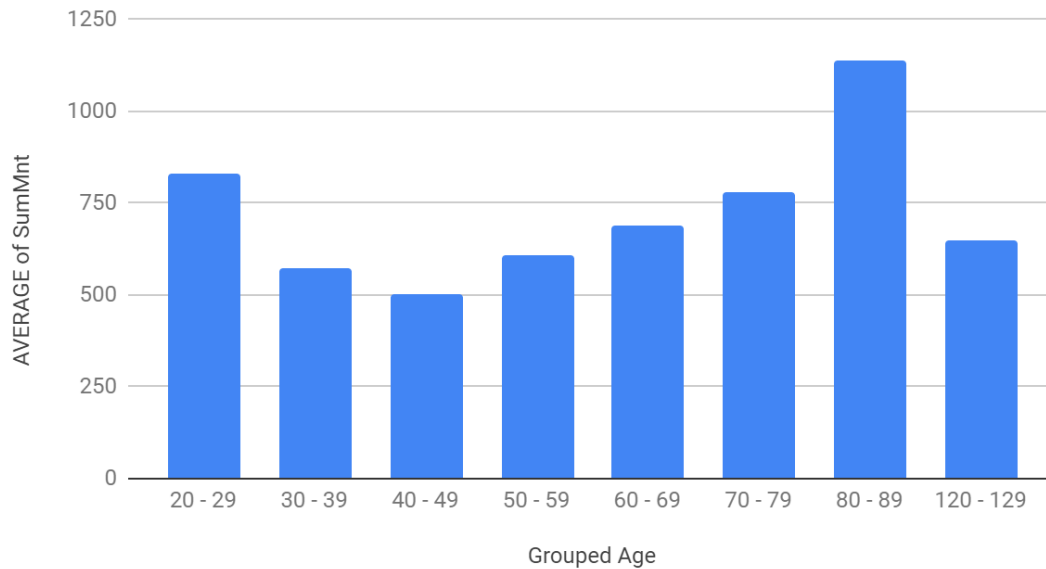
The study found that the people **with higher income tend to have more purchases**. Therefore, the company can advertise on the professional leaders' club webpage to attract people with higher salaries. Ex: Rotary International (an international service organization whose stated purpose is to bring together business and professional leaders), Lions Clubs International and so on.



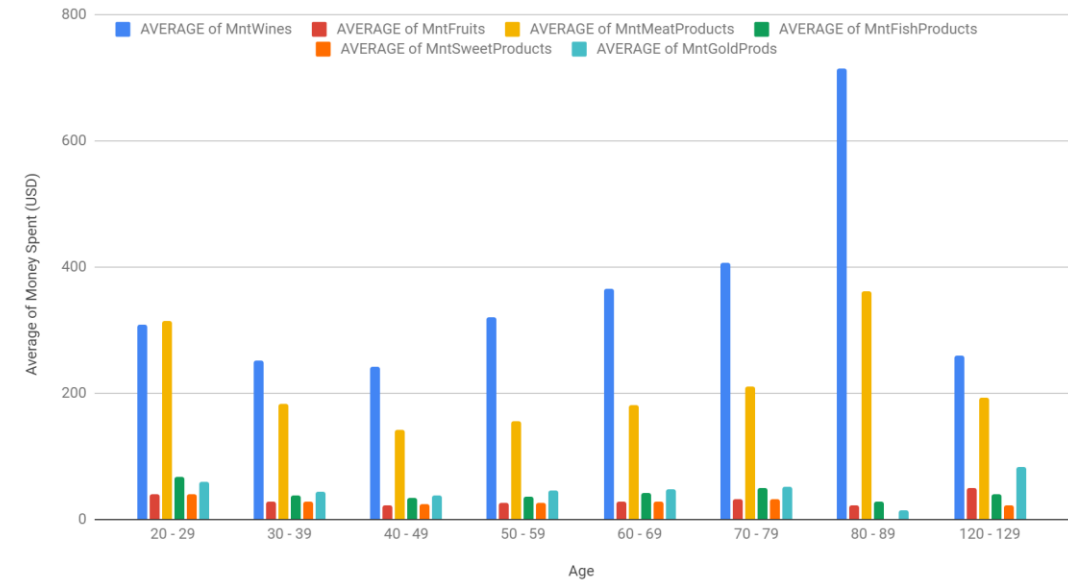
- Luxurious Group, Wine and Gold: Seniors
- Protein Group, Meat and fish: Young people

AGE VS DIFFERENT PRODUCT

AVERAGE of SumMnt vs. Grouped Age



Age vs Different product



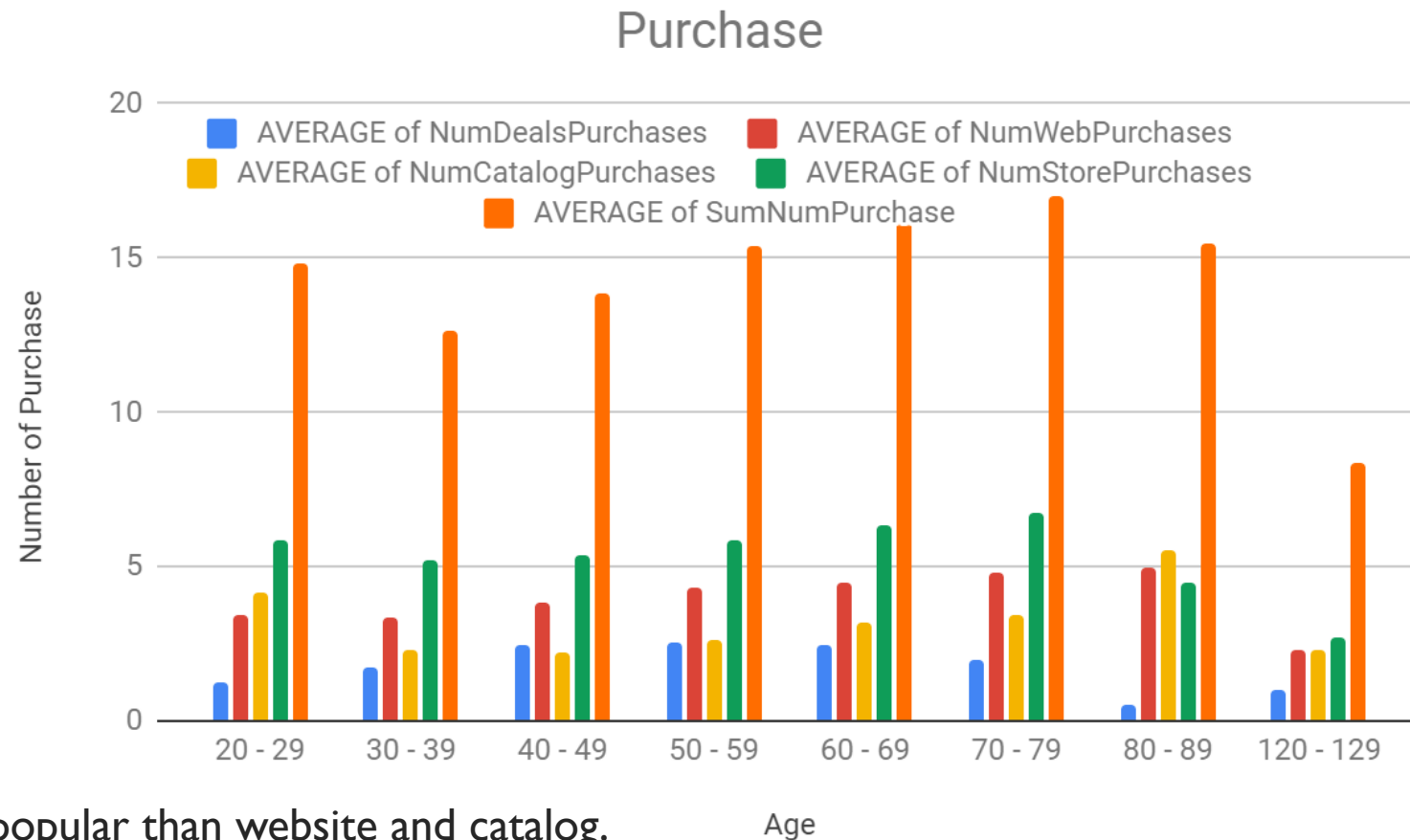
Seniors are more willing to spend money on expensive wine and gold (**luxurious group**).

On the other hand, **young people** spend more on meat and fish (**protein group**).

When the company posts the advertisement on the website whose target is seniors (ex: Seniors guide to computers), they can emphasize the luxury. In contrast, on the website of the younger generation or like the school fair or FB social media, the protein product can be focused.

SHOPPING STYLE AND CUSTOMER GROUPS

Age 40s to 70s like the deals most. In the advertisement, the company should amplify and put the discount word in a big size.



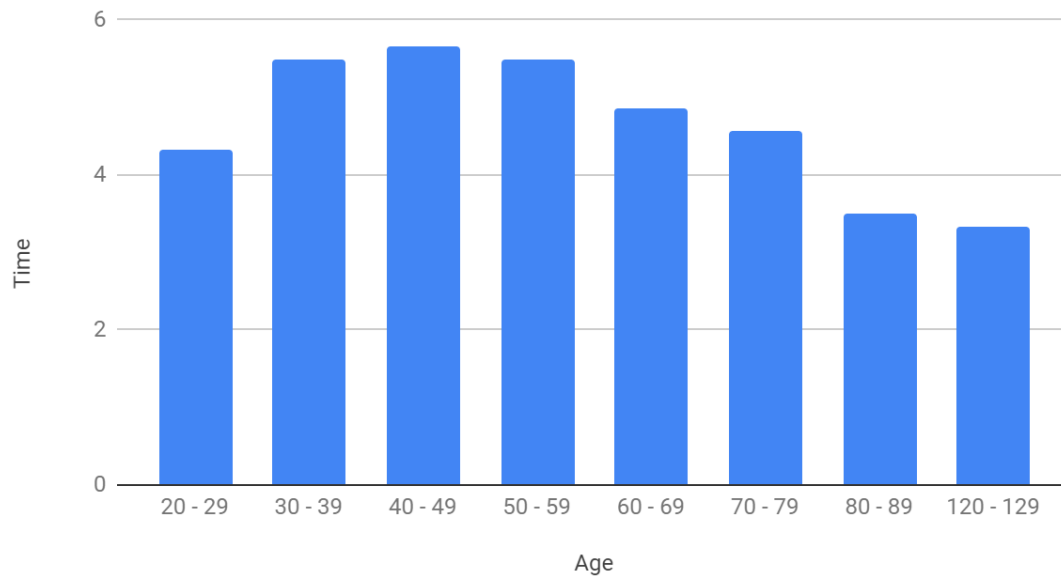
Store purchase is more popular than website and catalog.

Therefore, the anniversary sale is held in store may have higher revenue.

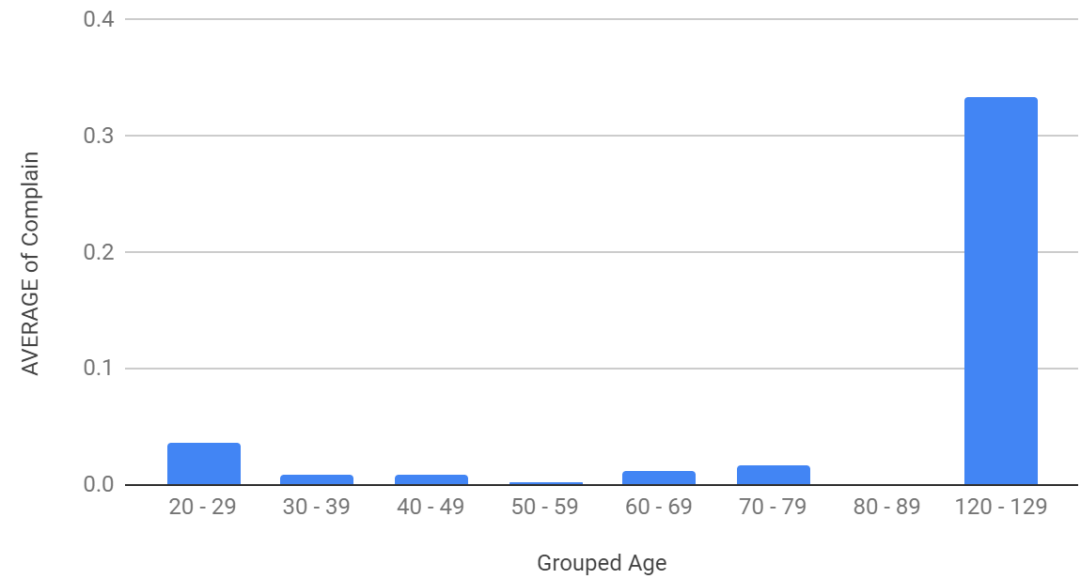
30 TO 50 HAVE THE MOST WEBSITE VISIT

- Age 20s has the fewest website visit.
- The company can cooperate with young YouTuber and bloggers to promote the company and event.
- Even, change their website style to attract more young generation.

Website Visit



AVERAGE of Complain vs. Grouped Age



CONCLUSION

The anniversary sale is held in store may have higher revenue.

Advertisement strategy (Groups and products)

- Higher income
- New customer
- Luxurious Group, Wine and Gold: Seniors
- Protein Group, Meat and fish: Young people
- Age 40s to 70s like the deals most.
- Increase the exposure to 20s in social media

Assumption:

The data is reliable and correct

Risks:

- Other factors are important may be missed
- Different season and locations may have different situation.

APPENDIX

