Marketing Plan for GoodFoods Anniversary Sale

Abstract

This project aims to do marketing analytics to help a retailer named GoodFoods decide how to hold (where and who) their anniversary sale. The study explores the preference of different groups of people. Hence, the company can promote a specific product and advertisement and have the most significant revenue.

Design

What kinds of products and shopping methods are most attractive? The result of this project can help the client have a better understanding of which groups of people might be interested in certain products. In this way, the GoodFoods can focus on whom they should target when they do the advertisement. Also, the company can adjust their sales plan like which kind of product will attract more people.

Data and Algorithms (Tools)

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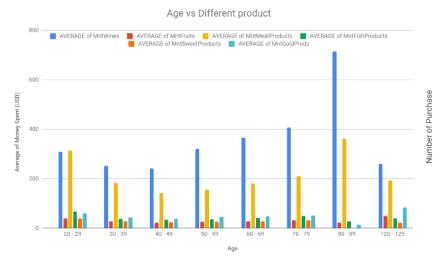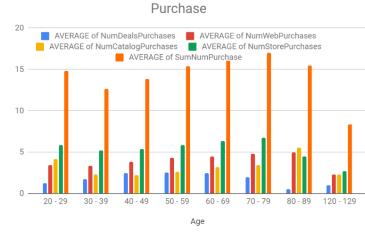- Tableau- visualize the data

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.

Insight

- 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.
- The old customer (enrolled earlier) has a higher amount of purchase. Therefore, the advertisement should focus on the old and the new customer to increase sales. For example, GoodFoods can increase the frequency of email, mail, text notification of the anniversary event to the new customer.
- 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). So 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, the protein product can be focused.
- 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 sore may have higher revenue.
- 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.

Communication

https://public.tableau.com/shared/GC793NXTC?:display_count=n&:origin=viz_share_link