Marketing Metrics

Analytics Avengers

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Category P
Overall Objective

- Benchmark against key competitors to understand their strengths, weaknesses
- Strengthen our market leadership
- Enhance areas of vulnerability while proactively mitigating potential risks

Level-1 Dashboard Design

Audience

CXO Level

Purposes & Goals

- Overall category and market performance
- Growth trajectory
- General trend
- Competitive landscape
- Identify complications based on the current situation

Update Frequency

Yearly

Metrics of Choice

1. Sales & Growth rate
2. Market Share
3. Relative Market Share
4. Profit
5. ROS
6. Profit Per Order
7. Profit Per Customer
8. Price

Level-1 Dashboard

Time Frame:
Recent 3 years

L1

Insights

Market leader position

Growth potential in profitability

Opportunity in Q4

Premiumization trend

Actions

Review Pricing Strategy

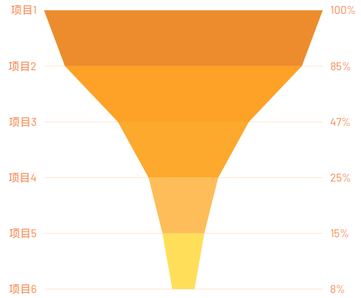
Focus on Cost Optimization

Improve Operational Efficiency

Set Profitability Targets

L1

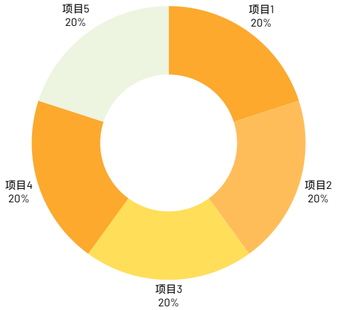
Drawbacks & Tradeoffs



-Lack of granularity

-Unable to know the detailed informations

- By focusing on the competitors, we might be at risk of losing information
of dynamics changes in other categories .



-. Neglect other costs in the profit metrics.

Level-2 Dashboard Design

Audience

Managers of different function & KPI Stakeholders

Purpose & Goal

- Dive into metrics in L1 Dashboard
- Help category maintain leading position in sales and potentially increase profitability
- Develop actionable strategy to improve overall performance for different functional teams, ex: logistic team, product development team, marketing team
- Cover metrics for 4P (Product, Price, Place, Promotion) and 4C (Customer, Cost, Communication, Channel)

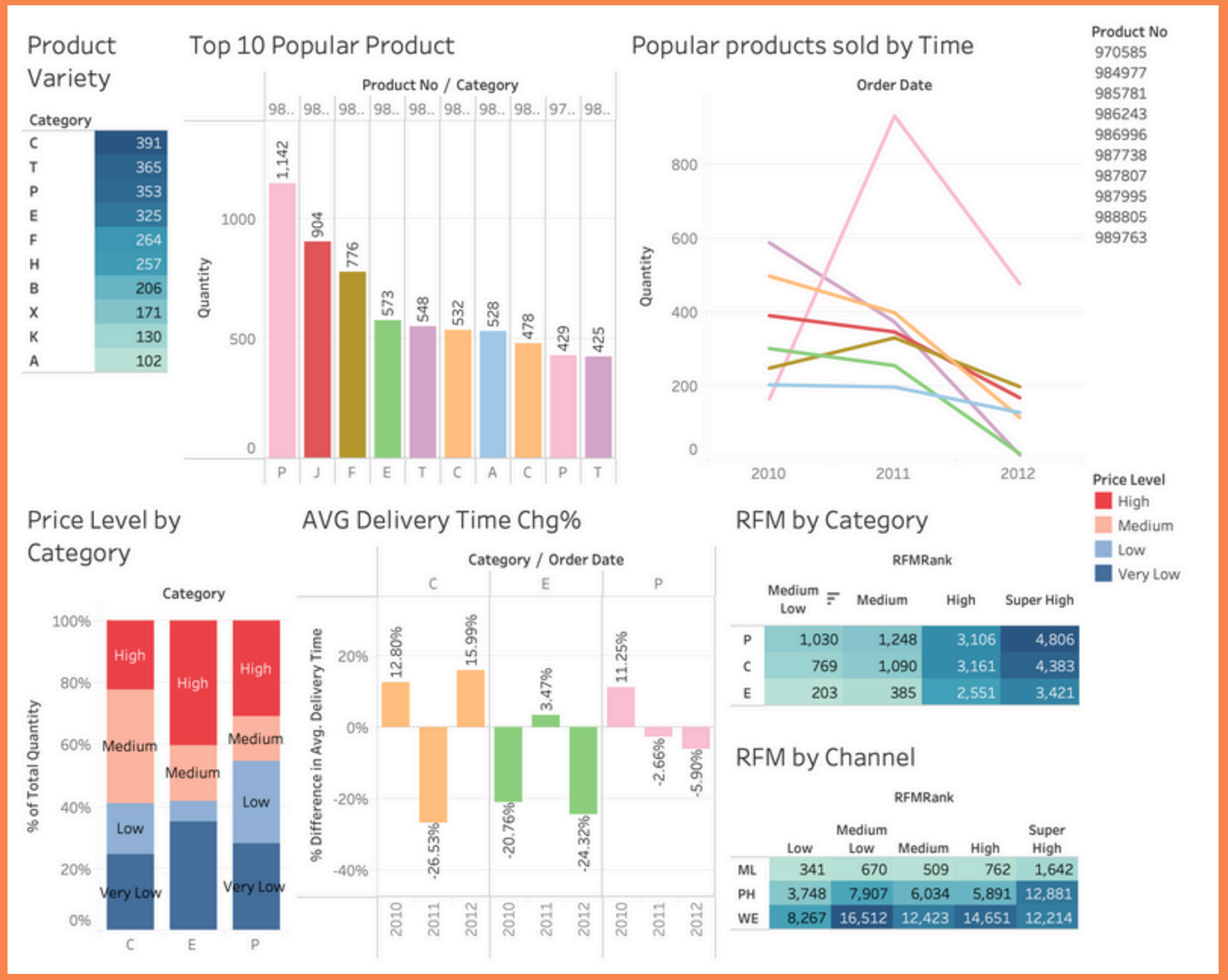
Update Frequency

Yearly

Metrics of Choice

1. Product Variety
2. Top 10 Popular Products
3. Popular Product by Time
4. Price Level by Category
5. Average Delivery Time
6. RFM Customer by Category
7. RFM Customer by Channel

Level-2 Dashboard



L2

Insights

High Product Variation

Dominance of Specific Products

Pricing Impact on Sales

Logistics Performance Correlates with Sales Peaks

Actions

Optimize Product Portfolio

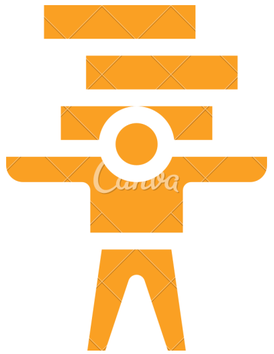
Promote High-Performing Products

Refine Pricing Model

Enhance Delivery Strategies

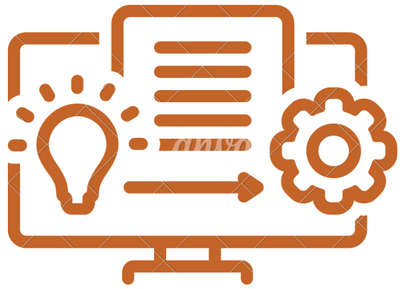
L2

Drawbacks & Tradeoffs



Data Overload

Risk of Short-Term Focus



Complexity in Implementation