**Case Study: Marketing Strategy for Fresh Finds Boutique**

**Business Background:** Maria Lopez is the founder of Fresh Finds Boutique, a small, locally owned retail store located in downtown Wichita. Specializing in eco-friendly and sustainably sourced clothing, accessories, and home goods, Fresh Finds Boutique has cultivated a loyal customer base who appreciates unique, environmentally conscious products. Despite Maria's passion for sustainable retail, she faces significant business challenges that impact the store's growth and profitability. As the sole employee, Maria manages everything from product sourcing and inventory control to working on the shop floor during all open hours. The store currently generates around $2,000 per month with minimal e-commerce presence, primarily serving walk-in customers and loyal followers from the local community.

**Challenges:**

1. **Brand Awareness/Marketing**: With limited resources and a light social media presence, Maria struggles to expand Fresh Finds Boutique's reach beyond her immediate community.
2. **Funding**: Operating on a tight budget as the only employee, Maria finds it challenging to scale her operations and expand product offerings.
3. **Product-Market Fit**: While Maria has a loyal customer base, she hasn’t fully identified which products are the most profitable or resonate best with her target market.
4. **Customer Sources**: The current customer base includes local shoppers, family, friends, networking contacts, and foot traffic in the downtown area.

**Marketing Platforms and Tools:**

* **Email Marketing**: Maria uses Mailchimp or Constant Contact for limited email marketing.
* **Social Media**: Fresh Finds Boutique has a presence on Instagram, Facebook, and LinkedIn, though engagement is low.
* **E-Commerce & Inventory**: The store has little to no e-commerce, but she is likely using Shopify or another system for managing inventory and payments.
* **Analytics Gaps**: Maria lacks data on which products and marketing efforts drive the most profitability, but she recognizes the importance of these insights.

**Dataset (Simulated/Manufactured)**

| **Variable** | **Description** |
| --- | --- |
| Month | Date of the month in which the data is captured. |
| Revenue ($) | Monthly revenue from in-store sales. |
| Foot Traffic (Visitors) | The number of people visiting the store per day/week. |
| E-commerce Orders (#) | The number of orders placed online (if applicable). |
| Product Category | The category each product belongs (e.g., clothing, accessories, home goods). |
| Sales by Product Category ($) | Sales breakdown by product category. |
| Social Media Platform | Platform of marketing campaign launch (Instagram, Facebook, Email, LinkedIn). |
| Campaign Type | Type of marketing campaign (email, social media, networking event, in-store). |
| Impressions | The number of people who viewed the marketing content. |
| Engagements | The number of likes, comments, shares, and interactions with social media posts. |
| Marketing Spend ($) | Amount of money spent on marketing for the month. |
| Email Opens | The number of customers who opened the promotional emails. |
| Email Click-Throughs | The number of customers who clicked through to the website from an email. |
| Inventory Level (Units) | Current stock levels of products at the start and end of the month. |
| Customer Source | How customer heard about business (community, social media, events, referral). |
| Customer Feedback (Rating) | Customer satisfaction ratings, either qualitative or quantitative (1 to 5 scale). |
| Customer Gender | Male, Female, Non-Binary |
| Customer Age | The age of the customer represented as a numeric value, ranging from 18 to 65. |
| Customer Income | Annual income of customer in U.S. dollars, ranging from $20,000 to $100,000. |
| Bundling Indicator | A binary indicator (0 or 1) that shows if a purchase bundled products. |

**Business Questions:**

1. *Which marketing channels contribute the most to store visits and sales?*

**Hint**: Analyze data from various marketing channels (email, social media, networking events) to determine which efforts drive the highest foot traffic and revenue. This analysis can help Maria allocate her limited marketing resources more effectively.

1. *What product categories or specific items are generating the most revenue and which have the highest profit margins?*

**Hint**: Conduct an analysis of sales by product category (e.g., eco-friendly clothing, accessories, home goods) to identify top-performing products and determine profitability. This will guide Maria in stocking and promoting her most profitable items.

1. *How do foot traffic and online engagement trends correlate with sales during marketing campaigns?*

**Hint**: Investigate how Maria’s marketing efforts impact store visits and sales by correlating foot traffic and social media engagement data with sales figures. This can provide insights into the effectiveness of specific campaigns.

1. *What are the key characteristics of repeat customers, and how can Maria leverage this information to improve customer retention?*

**Hint**: Use customer data to identify patterns among repeat buyers (e.g., demographics, purchase history, product preferences) and devise retention strategies, such as personalized promotions or loyalty programs, to build a stronger customer base.

Bundling for Promotion?

1. *What product bundles could be offered to increase sales and customer engagement?*
2. *Which product categories are commonly purchased together by similar customer profiles, and how can this inform bundling strategies for promotions?*

Customer-Centric Target Marketing Insights?

1. *How can customer profiles (e.g., gender, age, income) be used to create personalized marketing campaigns for different segments?*
2. *What insights can we gain from analyzing high-value customers based on demographics to improve targeted promotions and enhance customer loyalty?*

**\*\*\* Helpful Insights and Notes for NXTUS Workshop Attendees \*\*\***

**AI Application**: Use **predictive models** and **multi-channel attribution analysis** to assess each channel’s contribution to sales and store visits. By analyzing metrics like impressions, click-through rates, and engagement data across platforms (Instagram, Facebook, LinkedIn, email), AI algorithms can determine the effectiveness of each channel.

Applied Discussion Questions:

* What types of data would you collect to measure the impact of each marketing channel?
* How might analytics reveal unexpected sources of high-value customer engagement, such as certain social media posts or events?
* If a channel shows low ROI, what strategies could Tasha explore to either improve its effectiveness or reallocate resources elsewhere?

**Immersive Analytics**: Upload data from various example1\_freshboutique.csv and explore the correlations AI identifies, experimenting with different attribution models to refine channel strategies. Through hands-on queries, they’ll see how resource allocation can shift based on channel performance insights.

Application in Practice:

* What role could customer feedback data play in improving Maria’s product offerings and store experience?
* How could sentiment analysis help her understand customer preferences?

**Q1 Prompts for Applied Discussion Questions:**

These prompts are to help you think critically and engage with the theoretical aspect of analyzing marketing channels.

1. **Data Collection:**

* *What types of data would be most relevant in evaluating the performance of each marketing channel?*
* *Which metrics (e.g., impressions, click-through rates, conversions) are most critical in assessing the ROI of each channel?*

1. **Uncovering Insights:**

* *How can analytics reveal unexpected sources of customer engagement?*
* *Can you think of any situations where low-engagement content could still lead to sales or store visits?*

1. **ROI and Resource Allocation:**

* *If a particular channel is showing low ROI, what steps could be taken to improve its performance?*
* *How could Tasha reallocate her limited resources to focus on higher-performing channels without abandoning underperforming ones?*

1. **Customer Feedback and Preferences:**

* *How might customer feedback data collected from surveys or reviews inform marketing strategies?*
* *What tools or methods could help Tasha identify changing customer preferences and adjust her marketing efforts accordingly?*

**Q1 Queries for Immersive Analytics:**

These represent specific system queries you can use to interact with AI and analytics platforms, which will provide direct data insights.

1. **Channel Performance Query:**

* *"Show the total sales and foot traffic generated by Instagram, Facebook, and LinkedIn campaigns for the last six months."*
* *"Rank marketing channels by sales conversion rate and customer engagement."*

1. **Channel Attribution Query:**

* *"Which marketing channel had the highest engagement-to-store-visit conversion rate in the last quarter?"*
* *"Show a comparison of click-through rates and store visits from email campaigns and Instagram ads."*

1. **ROI and Strategy Query:**

* *"Highlight marketing channels where the cost per engagement is highest and lowest over the past three months."*
* *"Display the ROI of each marketing channel in terms of total sales relative to marketing spend."*

1. **Customer Feedback Analysis:**

* *"Analyze customer feedback from surveys or reviews to identify common themes around product preferences or store experience."*
* *"Run sentiment analysis on feedback received via email and social media comments to determine customer satisfaction trends."*

1. **Sentiment and Preference Query:**

* *"Display the sentiment score for comments on Instagram and Facebook posts over the past six months and correlate with sales."*
* *"What are the most commonly mentioned products in customer feedback, and how do their sales compare with others?"*

**Connecting the Q1 Prompts and Queries:**

* **Data Collection & Queries**: It is important to discuss what kinds of data are relevant for channel performance, then query the AI system to retrieve actual sales and engagement metrics. You should see how different channels compare and use this data to explore further.
* **Uncovering Insights & Queries**: After discussing how analytics can reveal surprising patterns, you can query for insights like *"Which underperforming social media posts led to unexpected sales?"* This can lead to deeper analysis of why certain content works in unexpected ways.
* **ROI & Queries**: Following discussions about resource allocation and ROI, you can directly query the system to show *"Which channels give the best ROI?"* This gives them the practical experience of seeing how analytics can guide decision-making around budget allocation.
* **Sentiment Analysis & Queries**: As part of exploring customer feedback’s role in marketing strategy, you can run queries on customer feedback and sentiment analysis. For example, they can see *"What is the correlation between positive customer feedback and sales for specific products?"*