

# CAMPARI®

## ADVANCED PERFORMANCE MEASUREMENTS: WRITTEN REPORT

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POLITECNICO  
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GROUP 15

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GROUP

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# 1 INTRODUCTION

## 1.1 OVERVIEW

The purpose of this report is to provide Campari valuable information to support its **business objectives** and to make **informed decisions**, based on real time data, which can be visualized through a PowerBI dashboard.

Based on the data provided about products from Campari and related competitors between 2021 and August 2024, we built a total of five dashboards.

The **first dashboard** provides a comprehensive view of the overall sales performance of the Campari Group, highlighting brand performance and current trends to help gain a deeper understanding of the market dynamics.

The **second dashboard** focuses on benchmark, exploring the performance of key players and highlighting market opportunities for Campari.

The **third dashboard** focuses on Marketing, exploring the impact of promotional campaigns and providing support to optimise marketing strategies.

The **fourth and fifth dashboards** analyze social media mentions and their impact on sales performance, sentiment distribution, and platform interactions. Together, they reveal trends, communication efficiency, and opportunities to optimize brand strategies across various platforms.



# 1 INTRODUCTION

## 1.2 OUR CHOICES

### Department Choice:

Based on the datasets we used (**Sell Out** and **Mentions**), **Marketing&Sales** department seems to be the most appropriate for our analysis. The aim of this project is, indeed, keeping track of the activities that are crucial for the company to create value and to stabilize among the main companies in the market.

“The organic net sales showed a remarkable growth” [...] “This growth was further supported by the successful execution of pricing strategies across the portfolio notwithstanding market conditions that were not entirely favourable, owing to the lingering effects of high inflation.”

This statement from 2023 Campari’s annual report [1a] asserts the importance of pricing strategies for the company’s success, especially with the increasing inflation that characterized the last years.

In order to strengthen its brand identity “the Group is leveraging on either traditional media or new technologies such as digital and online channels”, so it’s fundamental to monitor the interactions in both of these communication channels, that’s why we chose the **Mentions dataset**, which is coherent with the **Marketing Team**’s goal.

### Countries Choice:

We decided to include **all the geographical markets** we had some data about:

- We wanted to include **Italy** because it’s Campari’s most important market and they are the market leaders.
- We chose **Germany** as well since Campari is among the top 10 manufacturers and it’s not a highly concentrated market ( $C4=16.96\%$  [1b]), so there is a high margin of growth.
- Although it’s a more complicated market ( $C4=55.42\%$ , with Diageo having a 25% market share [1c]), we chose not to discard the **British** market for the following reasons: there are some categories where Campari is the leader (e.g. Brandy and Aperitifs), and some other markets where there is not a clear leader [1d], where Campari could have a growth potential (e.g. Whisky).

# 1 INTRODUCTION

Since in our Benchmarking analysis we just wanted to show the competition and the **growth potentials in the market**, we compared companies only from a “Sales” and “Market Share” point of view, so only for the “Sell Out” data. For the “Mentions” dataset, we just analyzed **Campari’s performances** and tried to determine how to improve them. While for “Sell Out” data it’s fundamental to know the positions of other competitors, in order to know which are the most convenient markets to focus on, we don’t think it’s as essential to compete on the advertising results.

## Products Choice:

Other than showing the general situation of the company and the main performances, we also decided to focus on some product types, based on the relevance of each of them in Campari’s portfolio from a sales point of view and also their sales among competitors, since higher sales in the market mean a higher demand and therefore bigger potential revenues coming from that specific segment.

From our analysis, it’s easy to see that **Aperitifs, Sparkling Wines, Brandy and Whisky** are among the most important products for Campari’s growth [1e].



# 2 KEY INSIGHTS

## Business Goals:

The business goal for Campari is to focus on **achieving sustainable growth and value creation** through both organic and external strategies. These strategies emphasize premiumization, leveraging iconic brands (like Aperol and Campari), and expanding into new geographic markets with innovative and targeted marketing campaigns.

These are the detailed goals of the company [2a]:

### Organic Growth:

- Strengthen the position of global priority brands.
- Drive premiumization and high-margin growth in key markets.
- Expand the footprint of regional and local brands through innovation and best-in-class marketing.

### External Growth:

- Target acquisitions to boost market presence in strategic regions.
- Focus on premium and super-premium spirits to reinforce their positioning.

### Consumer Engagement:

- Build brand preference through innovative marketing channels, including omnichannel strategies and experiential brand-building activities.

## How to achieve them?

### Sell out results:

We conducted three differentiated analyses for the three nations:

#### United Kingdom:

In **United Kingdom**, we observed a more concentrated market compared to the other two nations.

We determined an important opportunity in the **Whisky market**, which is the biggest in the nation and, contrarily to the other segments, doesn't have a

# 2 KEY INSIGHTS

dominant player with higher than 40% a market share: there are, indeed, some competitors with a market share included between 5% and 15% [2b], so there is the opportunity for a well-positioned premium brand to capture market share without clashing with an hypothetical established leader.

The brands that fall under the Whisky category, have an average **brand equity** that is 11.85€ higher than their competitors: we think Campari could try to increase this difference and get close to the 20.63€ difference in the Brandy segment, where our company is one of the leaders. In this way, they would more easily penetrate the market, by distinguishing themselves as a **premium brand** and by building a **strong brand identity**, following the firm's philosophy.

In United Kingdom, we witness a **negative opportunity exploitation** in the 1st quarter of the year, for three of the four years considered in the analysis. That means that Campari could oppose this negative trend by concentrating its marketing campaigns at the beginning of the year, and focusing the promotions during this period, also because, out of the 3 nations, there seems to be the highest similarity between the mentions and sales incremental curves, so it means that the advertising effort is more effective than in Germany and Italy.

## Germany:

For Germany we witness diagonal trend in the **Price Elasticity chart**: that means that there isn't a high variability among different products regarding the reaction of the customers to promotions. This increases the **predictability of promotions results**, therefore Campari could strategically put some promotions during periods when the sales are lower, for example during the September-October period or the beginning of the year, when sales are going down every year, as we can see from the Total Sales chart for the four-year span.

Campari should also try to grow in a very low concentrated market: Sparkling Wines. **Cinzano SW**, as stated in the 2023 annual report [2c], is among the most important brands in Germany, and the high sales in the region contributed much to the overall positive result of the Sparkling Wine & Vermouth portfolio. For Sparkling Wines, we witness a high seasonality dependence (the

# 2 KEY INSIGHTS

opportunity exploitation always peaks in the fourth quarter), which is in contrast with Campari's goal of de-seasonalise the consumption moments for their products: they could improve in this direction by introducing aromatized sparkling wines, with fresh fruit flavors, in order to increase the consumption during the second and third quarter, which have almost always a negative opportunity exploitation.

## Italy:

Italy is the market where Campari has the largest presence among the three. They occupy a **leading position**, that they should establish by strengthening their brand identity in the **Aperitif segment**, the most important one, that constitutes more than the 80% of their sales. De-seasonalising the aperitifs sales is one of the company's main goals, and they could do it by amplifying the aperitifs portfolio, also with limited editions that vary throughout the year.



In Italy, they have the lowest promo effectiveness index overall. They have a **Promo Sales/ Sales ratio** that touches the peaks in Hypermarkets, and we think that's an issue for Campari.

When customers have a **large assortment** which to choose from, we think that a strong brand identity could be more effective than a promotion, also because a large assortment means they will have to compete on the price with lower quality and lower price brands. Campari should, instead, increase their promotions in LSPs and supermarkets, where the assortment is more moderated.

# 2 KEY INSIGHTS

## Mentions:

It's easy to see from the **Radar Chart** that the sentiment for Campari varies along with the means of communication. For this purpose, Campari should use an **Integrated Marketing Communication** technique: the communication of contents should align in tone, themes, and objectives across all media used, so that the company's message is delivered more strongly to the customer, and there would be a higher correlation with the sales increments.

The only available KPI to determine the effectiveness of the different communication media is the Gross Reach, which tells us how many users saw the company's mentions relative to a specific period.

X is the most effective social network from this point of view, since it has a higher Reaches/Mentions ratio, while Instagram is the worst: it's almost in every period the one with the most mentions, but also the one with the least reaches. Probably this is due to X's intrinsic characteristic of virality: with the Retweets mechanism, it's easier for a content to go viral. If Campari wants to launch a new product, they should focus more on **X to have a higher resonance**, but if they want to promote some of their brands in order to **increase their brand strength**, **Instagram is the best choice**, with targeted promotions and influencers marketing.



# 3 DATA CLEANING & MODELING

## 3.1 DATASETS PRESENTATION

The data we worked on were divided into two main datasets:

- Sell Out data:** it contains data about the sales in the spirits market, with information about the category, the manufacturer, the sales channel, the date, the quantity sold and the monetary value of the sale for each observation. It is also useful because we get some insights about the **promotion performances** for each type of product and for each manufacturer.
- Mentions dataset:** these files (one for Campari and one for all competitors) provide information about citations on traditional or digital platforms for the different brands. They are useful to understand the popularity among consumers of Campari's and competitors' products.

## 3.2 DATA CLEANING

Libraries used:

`library(dplyr)`, `library(tidyr)`, `library(openxlsx)`, `library(lubridate)`, `library(readxl)`

### 3.2.1 ORDERING THE DATA

We ordered the data in chronological order using `library(dplyr)`[3a]. We noticed that some observations were assigned month 1 and week 52, so we figured they belonged to the last week of the previous year and changed this to have a more realistic time distribution of the sales.

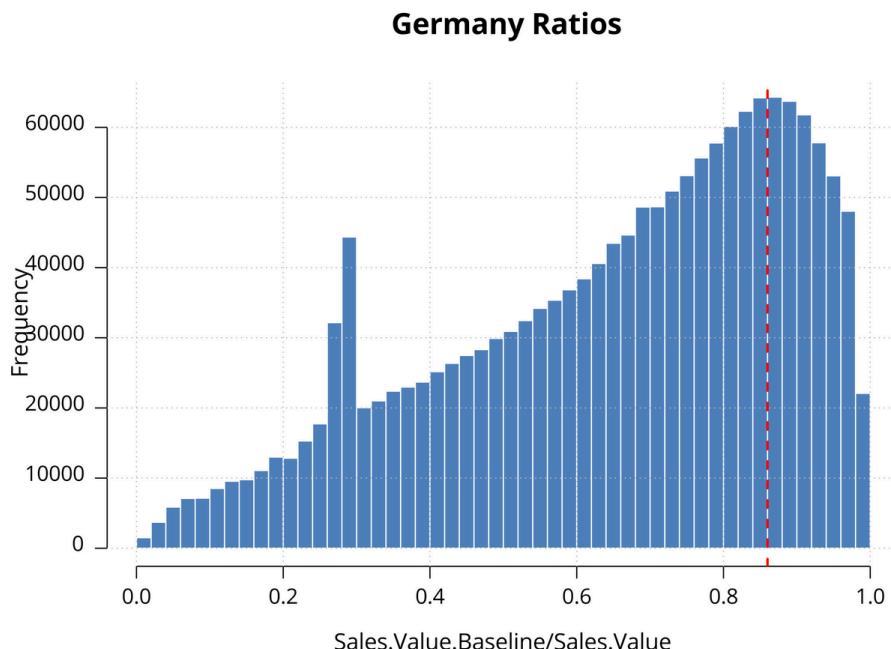
### 3.2.2 ITALY NO PROMO NA VALUES

Most of Italy **No Promo** (both Volume and Values) were NAs, so that made the dataset unusable.

To solve this issue, we define a threshold of Sales.Value.Baseline: this value represents the value of the items sold in a specific period if there was no promotion, so if we have a value that is sufficiently close to the total value, we can assume that there was no promotion in that week.

# 3 DATA CLEANING & MODELING

To define the threshold, we based on Germany's data, and we analyzed the Ratio: Sales.Value.Incremental/Sales.Value. We rounded to the first two decimal digits and we found the following distribution [3b]:



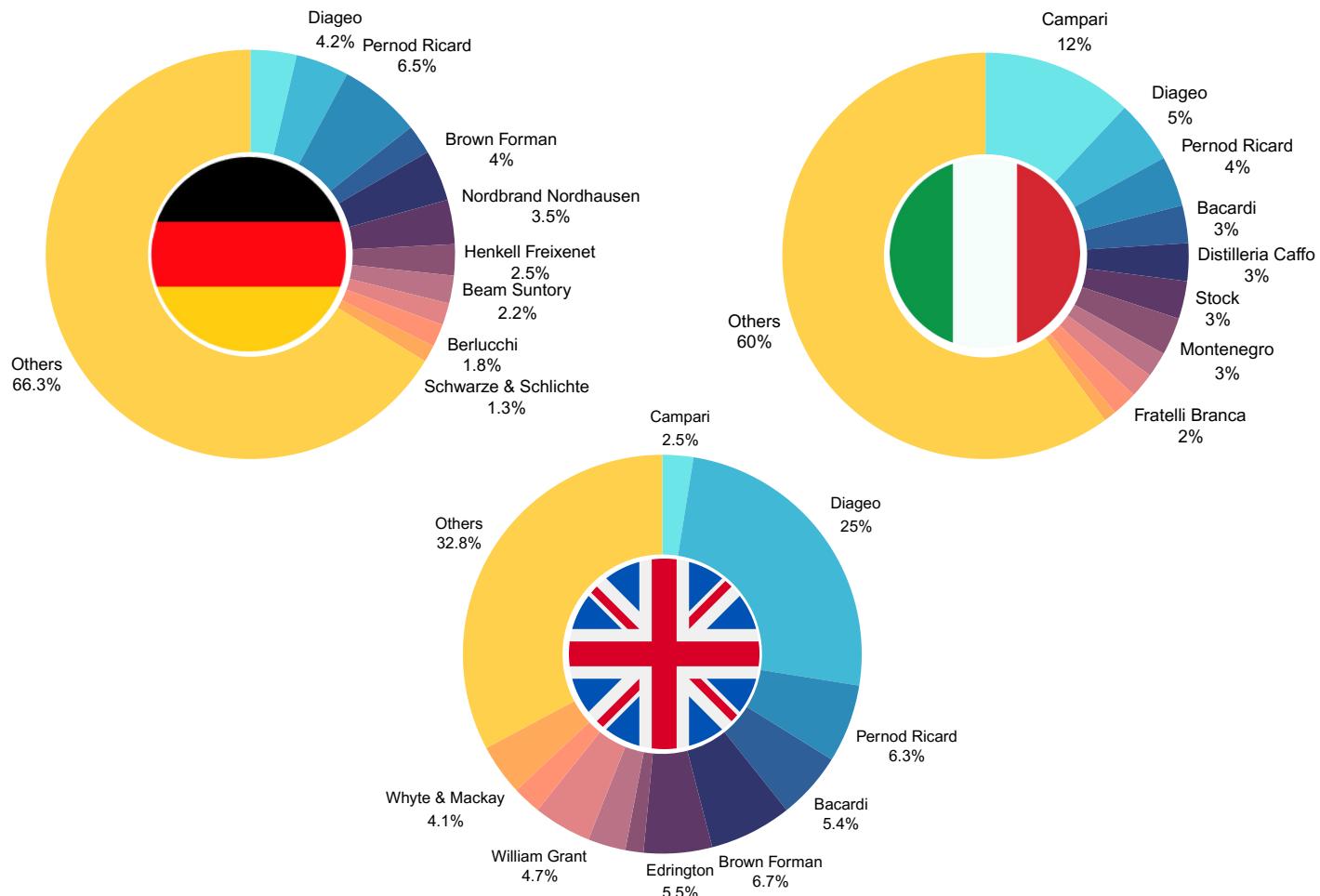
It's easy to see the peak in this distribution, and the modal value corresponds to 0.86, so for the observations in the Italian dataset that have a value non-inferior than 0.86, then  $\text{Sales.Value.No.Promo} = \text{Sales.Value}$ , otherwise it's null.

## 3.2.3 GETTING RID OF NULL VALUES

With the command `colSums(data=="")` and `colSums(data=="null")`, we determine the observations and the covariates where there are null values. For our analysis we can just focus on **Category.Global** and **Manufacturer.Global**. For the first one the only action needed is to give **Category.Global** the value of **Category.Local** (e.g. "LIKOERE" ~ "Liqueur" for Germany) [3c]. For the latter, the reasoning is the same, but since the competitors are more than the categories, we can just focus on the top 10 competitors, which are the only used in our examination (the only top competitor that has this issue is DILMOOR in Italy dataset) [3d].

# 3 DATA CLEANING & MODELING

The top manufacturers were calculated separately for each country, based on market share:



## 3.2.4 GETTING RID OF NA VALUES

For “**Not Available**” values in **Manufacturer.Global**, it was more complicated, since there were over 1 million problematic observations for both Germany and Italy, and in these cases **Manufacturer.Local** were not available as well, so they can't be used.

We solved this issue by creating a dataset for the top competitors with **Manufacturer.Global** and **Brand.Global**, which is a subset of the former one and represents all the brands that are owned by a single company.

We launched a command that went over both datasets and if there was a correspondence in **Brand.Local**, it matched the value of the manufacturer too. Now we are sure that we are not forgetting any value and our analysis is 100% accurate. In the German dataset, **null values ("")** in **Manufacturer.Global** had the same problem, so we worked in the same way [3e].

# 3 DATA CLEANING & MODELING

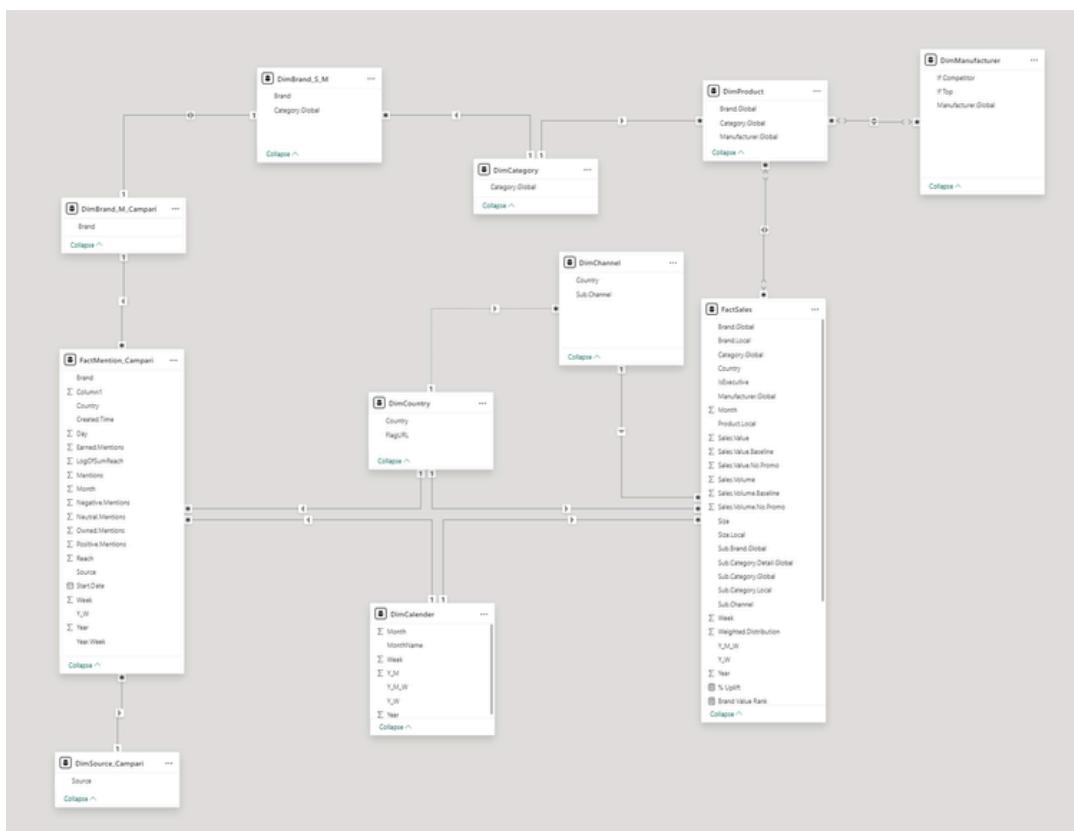
## 3.3 DATA MODELING

We adopted a **star schema structure**, with the fact tables storing key numerical data and dimension tables providing descriptive information to support flexible multidimensional analysis. To prepare the data, we added a new column to the Sales data for each of the three countries, indicating their respective country names, and merged the datasets. The same operation was applied to the Social Media Mentions data.

The **tables created** are as follows:

- FactSales
- FactMentions
- DimChannel
- DimManufacturer
- DimProduct
- DimCountry
- DimCategory
- DimSource

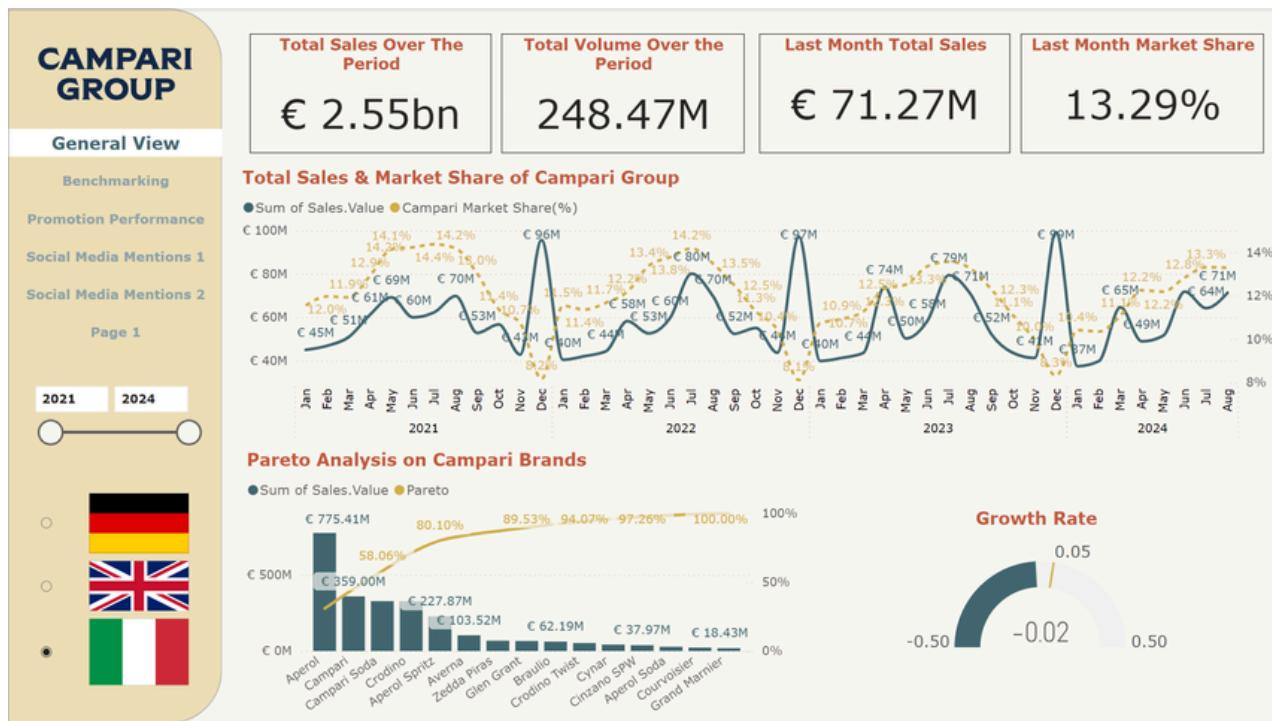
In the FactSales table, the Year\_Month\_Week field was concatenated, and in the FactMentions table, the Year\_Week field was concatenated. A DimCalendar table was created to link the two fact tables, ensuring a unified time dimension for analysis.



# 4 DASHBOARD

## 4.1 GENERAL VIEW

### 4.1.1 Overview



This section is the initial interface to the dashboard, a visualisation tool designed for the Campari Group Marketing Management team to provide a comprehensive overview of Campari's **overall performance** in the German, Italian and UK markets from 2020 to 2024. It provides a macro-level summary to help decision makers identify opportunities and threats in each market.

#### Key features include:

- Provides a visual snapshot of a company's **overall sales performance** (e.g. total sales, market share, growth rate).
- Discover seasonal trends to support strategic decision-making throughout the year.
- Focus and identify **key driver brands**.
- Analytics are flexible and dashboards support filtering by year and country for more targeted insights.

# 4 DASHBOARD

## 4.1.2 KPIs

### 1 Total Sales

PURPOSE	Evaluate the total sales of Campari Group in a specific period.
TARGET	Achieve a 10% increase in sales value annually
ANALYTICAL STRATEGY	<b>Total Sales = <math>\Sigma</math> Campari Sales Value</b>
FREQUENCY	Monthly, Quarterly, Annually
WHO MEASURES?	Sales Analyst
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numbers in euros

#### Dashboard Usage:

- **Total Sales Over the Period (Metric Box):** This metric provides a cumulative summary of Campari Group's total revenue over the selected time frame. It gives a macro-level view of financial performance.
- **Last Month Total Sales (Metric Box):** Displays the total revenue achieved in the most recent month. This helps the team monitor short-term performance and quickly identify any immediate trends or anomalies.

### 2 Total Volume

PURPOSE	To track the total number of units sold over the analyzed period.
TARGET	Achieve a 10% increase in sales volume annually
ANALYTICAL STRATEGY	<b>Total Sales = <math>\Sigma</math> Campari Sales Volume</b>
FREQUENCY	Monthly, Quarterly, Annually
WHO MEASURES?	Sales Analyst
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numbers

#### Dashboard Usage:

- **Total Volume Over the Period:** This metric displays the cumulative number of units sold over the analyzed period. It helps assess overall sales trends and highlights periods of increased or decreased demand.

# 4 DASHBOARD

## 3 Market Share

PURPOSE	To comprehend Campari's current standing and prospects in the markets, and to formulate growth strategies
TARGET	Specific increase in market share percentage.
ANALYTICAL STRATEGY	<b>Market Share= <math>\Sigma</math> Campari Sales Value/Total Sales Value</b>
FREQUENCY	Monthly
WHO MEASURES?	Sales Analyst
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Percentage Data

### Dashboard Usage:

- **Last Month Market Share:** Displays Campari Group's market share percentage for the most recent month. Highlights the company's short-term performance and provides a snapshot of competitiveness.
- **Total Sales & Market Share (Line Chart):** Visualizes the market share trends alongside total sales value over time. Shows the relationship between sales fluctuations and market share performance, offering insights into long-term trends and strategic outcomes.

## 4 Pareto Analysis

PURPOSE	Identify the top-performing brands
TARGET	Identify which Campari brands are contributing the most to sales.
ANALYTICAL STRATEGY	Cumulative Contribution (i) = $\frac{\sum_{j=1}^i \text{Sales.Value}_j}{\text{Total Sales.Value}} \times 100$
FREQUENCY	Annually
WHO MEASURES?	Sales Analyst
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Percentage Data

# 4 DASHBOARD

## Dashboard Usage:

- **Pareto Analysis on Campari Brands (Bar and Line Chart):** This chart illustrates the individual sales contributions of Campari brands and their cumulative impact on total sales. The combination of bar and line visuals provides a clear view of brand performance, enabling easy identification of top-performing brands. It serves as a useful tool for understanding sales distribution across the portfolio and supports data-driven decision-making for resource and strategy planning.

## 4 Growth Rate

PURPOSE	Evaluate the rate of change in sales performance over a specific period of time
TARGET	Positive change with respect to the previous year.
ANALYTICAL STRATEGY	Growth Rate = $\frac{\text{Current Period Sales} - \text{Previous Period Sales}}{\text{Previous Period Sales}}$
FREQUENCY	Annually
WHO MEASURES?	Sales Analyst
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Percentage Data

## Dashboard Usage:

- **2024 Growth Rate:** The Growth Rate displayed reflects the percentage change in sales value for the first eight months of 2024 compared to the same period in 2023. This comparison allows the Marketing and Sales Department to evaluate the impact of their initiatives and identify potential gaps or opportunities.

# 4 DASHBOARD

## 4.2 BENCHMARKING

### 4.2.1 Overview



This section carries out an in-depth study into Campari Group's competitive positioning in the market. This analysis uses critical performance parameters to draw conclusions concerning the **company's position** in relation to **major players** in the industry and highlight future growth areas. The goal is to inform strategic decision-makers about performance gaps and to identify best practices so that Campari can **refine their market approach**.

### Benchmarking key features :

- Giving an **overview** of where Campari is located in the biggest players' ranking.
- Showing Campari's **pricing strategy** to occupy a better position in the ranking: are they trying to be a premium or a more affordable brand?
- Finding whether Campari's position changes depending on the **product type**.
- Determining if Campari is **exploiting market opportunities** (quarter by quarter) more or less than the rest of the spirits manufacturers.

# 4 DASHBOARD

## 4.2.2 KPIs

### 1 Total sales for Top 10 Market Players

PURPOSE	To measure the total sales performance of the top market players, highlighting Campari Group's competitive position
TARGET	Positive change with respect to the previous year.
ANALYTICAL STRATEGY	<b>Total Sales = <math>\Sigma</math> Sales.Value (top 10 competitors, ranked descending)</b>
FREQUENCY	Quarterly, Annually
WHO MEASURES?	Sales Analyst, Marketing Research Team
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numbers in Euro

#### Dashboard Usage:

- Total Sales for Top 10 Market Players:** This bar chart highlights the total sales performance of the top 10 market players, providing a clear comparison of Campari Group's position relative to its competitors. It helps the department identify key competitors, evaluate market dynamics, and uncover opportunities to refine sales strategies.

### 2 Brand Equity per Category

PURPOSE	Evaluate brand equity in specific product categories for Campari and competitors.
TARGET	Ensure Campari achieves sales prices above the market average in specific categories to enhance brand equity.
ANALYTICAL STRATEGY	<b>Brand Equity = Sales Value / Sales Volume</b>
FREQUENCY	Quarterly, Annually
WHO MEASURES?	Sales Analyst, Marketing Research Team
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numbers in Euro

# 4 DASHBOARD

## 3 Diff Brand Equity

PURPOSE	Evaluate the comparative brand equity between Campari and competitors to identify pricing power and perceived value differences
TARGET	Ensure Campari maintains higher brand equity compared to competitors across all product categories.
ANALYTICAL STRATEGY	$\text{Diff Brand Equity} = \text{Brand Equity (Campari)} - \text{Brand Equity (Competitor)}$
FREQUENCY	Quarterly, Annually
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numbers in Euro

### Dashboard Usage:

- Brand Equity per Category:** This chart provides a comparison of Campari's brand equity across product categories against competitors. It helps the Marketing & Sales team identify areas of strength, such as Aperitif and Liqueur, and address gaps in underperforming categories like Sparkling Wine. This enables informed pricing strategies, resource allocation, and prioritization of improvement efforts while reinforcing strengths to maintain market leadership.

## 4 Opportunity Exploitation

PURPOSE	Identify and leverage untapped market opportunities by comparing Campari's growth with that of its competitors
TARGET	Increase Campari market penetration by 20%.
ANALYTICAL STRATEGY	$\text{Opportunity Exploitation} = [\text{QoQ Growth Campari}] - [\text{QoQ Growth Competitor}]$ $\text{QoQ Growth} = (\text{Current Quarter Value} - \text{Previous Quarter Value}) / \text{Previous Quarter Value}$
FREQUENCY	Quarterly
WHO MEASURES?	Sales Analyst, Marketing Research Team
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Percentage Data

# 4 DASHBOARD

## Dashboard Usage:

- **Opportunity Exploitation:** This chart provides a visual representation of the difference in quarter-on-quarter growth rates between Campari and its competitors. It highlights the effectiveness of Campari's market strategies in capitalizing on growth opportunities within specific quarters. The chart allows the sales and marketing teams to identify quarters where Campari outperformed its competitors and adjust strategies to maintain competitive momentum in underperforming periods.

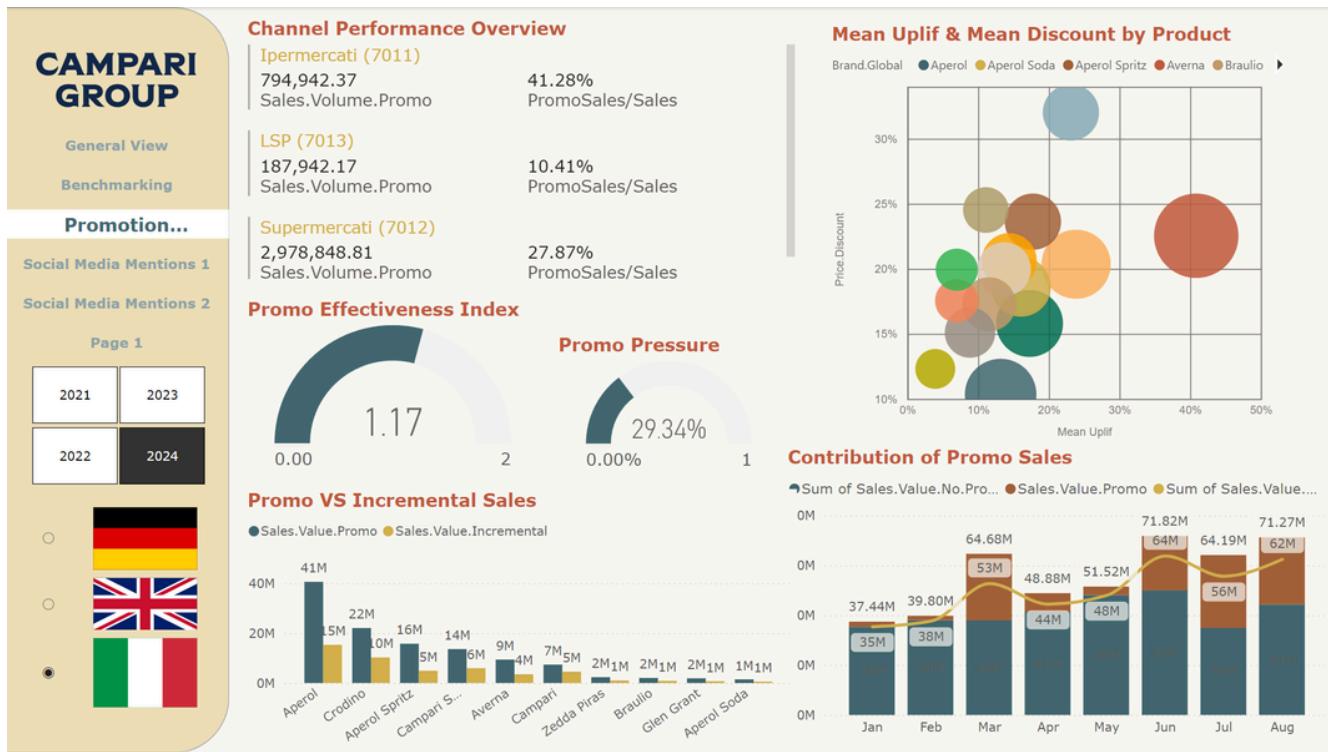
## Dashboard Usage:

- **Category-Level Sales and Market Share Analysis:** This chart provides an in-depth view of Campari's sales and market share across various product categories, comparing them with competitors. Using the **Total Sales KPI** and **Market Share KPI**, the chart highlights Campari's performance in key categories such as Aperitif, Herbal Bitter, and Sparkling Wine. It visually showcases the absolute sales values for Campari and competitors while simultaneously presenting Campari's market share percentage in each category. This allows the marketing and sales teams to:
  - Identify categories where Campari is leading in sales and market share.
  - Pinpoint underperforming categories, such as Sparkling Wine, with opportunities for growth.
  - Assess the competitive landscape and determine areas for strategic focus and investment.

# 4 DASHBOARD

## 4.3 PROMOTION PERFORMANCE

### 4.3.1 Overview



This section of the dashboard provides a detailed analysis of promotional performance, enabling marketing managers to assess the **impact and effectiveness of promotions** across various channels and product categories. It offers actionable insights into promotional strategies that drive sales and highlights opportunities for optimization.

#### Key Features Include:

- Channel Performance Insights:** displays the distribution and contribution of promotional sales across different sales channels.
- Promo Effectiveness Metrics:** presents critical indicators such as the Promo Effectiveness Index and Promo Pressure, helping in evaluating the balance between promotion investments and returns.
- Brand-Level Analysis:** explores mean uplift and discount rates by brands, allowing identification of high-performing products and areas requiring adjustment.
- Filters:** allows year and region-based analysis for tailored insights.

# 4 DASHBOARD

## 4.3.2 KPIs

### 1 Promo Sales Volume

PURPOSE	To measure the absolute volume of sales generated through promotional activities
TARGET	Ensure a consistent or growing volume of sales attributed to promotions to maintain competitiveness
ANALYTICAL STRATEGY	$\text{Sales.Volume.Promo} = \sum(\text{Sales.Volume}) - \sum(\text{Sales.Volume.No.Promo})$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numeric

### 2 Promo Sales Contribution

PURPOSE	To evaluate the contribution of promotional sales to total sales across different sales channels
TARGET	Optimize promo contribution in high-performing channels while improving underperforming ones
ANALYTICAL STRATEGY	$\text{Promo Sales Contribution (Channel)} = \frac{\text{Promo Sales Value (Channel)}}{\text{Total Sales Value (Channel)}}$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Percentage (%)

# 4 DASHBOARD

## Dashboard Usage:

- **Channel Performance Overview:** This chart utilizes the **Promo Sales Volume** and **Promo Sales Contribution** KPIs to provide a detailed breakdown of sales performance across different sales channels. It allows teams to compare data of different channels, enabling a focused analysis of high-performing and underperforming channels. The insights help identify opportunities for optimizing promotional efforts, ensuring resource allocation is aligned with strategic goals.

## 3 Promo Effectiveness Index

<b>PURPOSE</b>	To measure the overall effectiveness of promotional campaigns in driving sales
<b>TARGET</b>	Maintain a Promo Effectiveness Index above 1.2
<b>ANALYTICAL STRATEGY</b>	$\text{Promo Effectiveness Index} = \frac{\text{Sales Volume from Promotions}}{\text{Baseline Sales Volume}}$
<b>FREQUENCY</b>	Monthly, Quarterly
<b>WHO MEASURES?</b>	Marketing & Sales
<b>SOURCES OF DATA</b>	Sell Out Data
<b>TYPES OF DATA</b>	Numeric

## Dashboard Usage:

- **Promo Effectiveness Index:** This chart evaluates the efficiency of promotional activities by comparing the incremental sales generated to the promotional investments made. A higher index reflects more effective promotional strategies, helping the marketing and sales teams identify successful campaigns and optimize future investments.

# 4 DASHBOARD

## 4 Promo Pressure

PURPOSE	To evaluate the percentage of sales generated through promotional efforts
TARGET	Keep Promo Pressure below 30% to balance promotional reliance
ANALYTICAL STRATEGY	$\text{Promo Pressure} = \frac{\text{Sales Volume from Promotions}}{\text{Total Sales Volume}}$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numeric

### Dashboard Usage:

- **Promo Pressure:** This chart measures the proportion of total sales driven by promotions, providing insights into the reliance on promotional activities to achieve sales targets. It aids in assessing the balance between organic sales and promotional sales, ensuring sustainable sales growth strategies.

## 5 Mean Uplift

PURPOSE	To evaluate the percentage of sales generated through promotional efforts
TARGET	Maintain a high uplift percentage (>10%) to indicate strong promotional performance
ANALYTICAL STRATEGY	$\text{Mean Uplift} = \frac{\text{Sales Volume Incremental}}{\text{Sales Volume Baseline}}$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Percentage (%)

# 4 DASHBOARD

## 6 Price Discount

PURPOSE	To calculate the percentage discount offered during promotional campaigns, relative to the original price
TARGET	Keep the discount range between 5-20% to balance attractiveness and profitability
ANALYTICAL STRATEGY	$\text{Price Discount} = \frac{\text{Price Baseline} - \text{Price Incremental}}{\text{Price Baseline}}$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Percentage (%)

## 7 Elasticity

PURPOSE	To assess the responsiveness of sales uplift to changes in price discount during promotions
TARGET	Achieve an elasticity value between 1.5 and 3, indicating a healthy sensitivity to promotional discounts
ANALYTICAL STRATEGY	$\text{Elasticity} = \frac{\text{Mean Uplift}}{\text{Price Discount}}$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numeric

### Dashboard Usage:

- **Mean Uplift & Mean Discount by Product (Bubble Chart):** This chart provides a visualization of the relationship between **mean price discount** and **mean uplift** across products. The size of the bubbles represents **elasticity**, indicating the responsiveness of sales to price changes.

# 4 DASHBOARD

The chart helps the marketing and sales teams evaluate the effectiveness of discount strategies for each product. This visualization supports data-driven decision-making for optimizing pricing and promotional activities.

## 8 Sales Value Promo

PURPOSE	To measure the total sales value generated through promotional activities
TARGET	To maintain or increase the percentage of promo sales as part of overall sales, depending on campaign objectives.
ANALYTICAL STRATEGY	$\text{Sales.Value.Promo} = \sum(\text{Sales.Value}) - \sum(\text{Sales.Value.No.Promo})$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numeric

## 9 Incremental Sales Value

PURPOSE	To measure the total sales value generated through promotional activities
TARGET	To maintain or increase the percentage of promo sales as part of overall sales, depending on campaign objectives.
ANALYTICAL STRATEGY	$\text{Incremental Sales Value} = \sum(\text{Sales.Value}) - \sum(\text{Sales.Value.Baseline})$
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Marketing & Sales
SOURCES OF DATA	Sell Out Data
TYPES OF DATA	Numeric

# 4 DASHBOARD

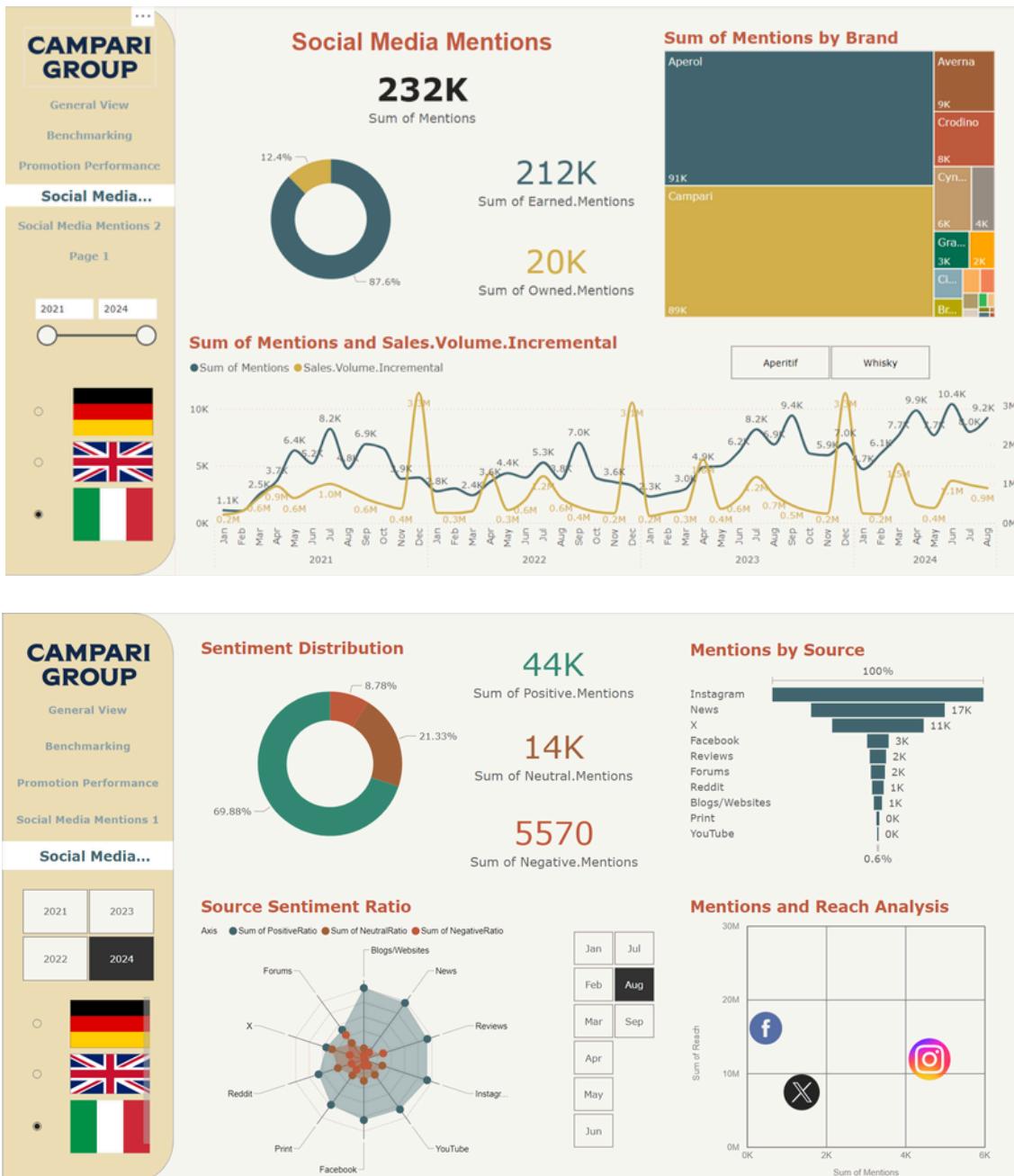
## Dashboard Usage:

- **Promo vs Incremental Sales (Clustered Column Chart):** This chart compares the **promotional sales value (Sales.Value.Promo)** against the **incremental sales value (Sales.Value.Incremental)** across various products. It helps identify products where promotions drive significant incremental sales and those where promotional efforts may not yield proportional returns, guiding strategic adjustments in promotional planning and resource allocation.
- **Contribution of Promo Sales (Stacked Column Chart with Line):** This chart showcases the monthly breakdown of sales values, distinguishing between **baseline sales (Sum of Sales.Value.No.Promo)**, **promotional sales (Sum of Sales.Value.Promo)**, and **total sales (Sum of Sales.Value.Baseline)**. The chart aids in understanding the impact of promotional activities on overall sales performance. It provides actionable insights into the effectiveness of promotions in driving incremental sales while highlighting periods of higher promotional reliance.

# 4 DASHBOARD

## 4.4 Social Media Mention

### 4.4.1 Overview



The two pages present an analysis of social media mentions for Campari Group, tracking **mentions, sentiment, and their correlation with sales**. They help marketing department to monitor social media activity, assess brand sentiment, and evaluate platform influence to inform marketing strategies.

# 4 DASHBOARD

## Key Features Include:

- Provides a breakdown of **total mentions**, distinguishing between **earned and owned mentions** to highlight organic and managed brand engagement.
- Tracks brand-specific mentions** and distribution across platforms (e.g., Instagram, Facebook), identifying top-performing brands and channels.
- Analyzes **sentiment distribution** and its **relationship with incremental sales**, offering insights into audience perception and campaign impact.
- Highlights changes in mentions and sentiment over time, with **filters for region and timeframe** to support targeted strategies.

### 4.4.2 KPIs

#### 1 Total Mentions

PURPOSE	To track overall brand visibility and awareness on social media platforms
TARGET	Increase total mentions by 10% annually
ANALYTICAL STRATEGY	<b>Total Mentions = <math>\Sigma</math>(Mentions across all platforms)</b>
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Social media and marketing teams
SOURCES OF DATA	Mentions Data
TYPES OF DATA	Integer

#### • Dashboard Usage:

- Total Mentions and Breakdown (Pie Chart):** This visualization splits total mentions into earned and owned mentions. This is useful for understanding the balance between organic buzz and company-driven engagement.
- Mentions by Brand (Treemap):** Displays the distribution of mentions among Campari's brands. It identifies the most discussed products, providing insight into brand-specific performance and opportunities.

# 4 DASHBOARD

- **Mentions & Incremental Sales (Line Chart):** Correlates the volume of mentions with incremental sales over time. This helps assess how social media activity impacts consumer purchasing behavior.
- **Mentions by Source (Bar Chart):** Highlights the platforms where mentions originate. This visualization helps pinpoint key platforms driving discussions, enabling more targeted engagement strategies.

## 2 Sentiment Distribution

PURPOSE	Analyze audience perception (positive, neutral, negative) toward Campari's brands
TARGET	Ensure positive sentiment is above 50%
ANALYTICAL STRATEGY	<b>Sentiment = %Positive + %Neutral + %Negative</b>
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Social media and marketing teams
SOURCES OF DATA	Mentions Data
TYPES OF DATA	Percentage (%)

### Dashboard Usage:

- **Sentiment Distribution Pie Chart:** This chart visualizes the breakdown of mentions into positive, neutral, and negative categories. It highlights the proportion of each sentiment type, helping to gauge overall public perception.
- **Source Sentiment Ratio (Radar Chart):** This visualization identifies sentiment distribution across different social media platforms. It provides insights into how various platforms perceive the brand and where improvements are needed.

# 4 DASHBOARD

## 3 Reach by Platform

PURPOSE	Measure the audience engagement for Facebook, X , and Instagram
TARGET	Maintain platform reach above industry benchmarks
ANALYTICAL STRATEGY	<b>Reach by Platform = <math>\Sigma(\text{Interactions with posts by platform})</math></b>
FREQUENCY	Monthly, Quarterly
WHO MEASURES?	Social media and marketing teams
SOURCES OF DATA	Mentions Data
TYPES OF DATA	Integer

### Dashboard Usage:

- **Mentions and Reach Analysis (Scatter Plot):** This scatter plot leverages data on the **Sum of Mentions** (X-axis) and **Sum of Reach** (Y-axis). It visualizes the relationship between social media mentions and their corresponding audience reach across Instagram, Facebook, and X. This visualization helps the Marketing & Sales teams identify high-impact platforms by highlighting those that achieve significant audience reach relative to mentions. It enables the assessment of platform effectiveness in driving brand visibility and engagement while supporting targeted campaigns by prioritizing high-performing channels and identifying opportunities for improvement on underperforming platforms.

# 5 CONCLUSIONS

In conclusion, the analysis and visualizations provided in this project aim to empower the marketing&sales team with useful insights to reinforce and expand Campari's market presence. By examining the dynamics of key markets, identifying product-specific opportunities, and understanding competitive landscapes, we've highlighted how specific strategies can drive meaningful growth and sustain market leadership.



This exploration underlines the importance of not only tracking broad trends but also deeply analyzing the behavior of individual products and markets. Recognizing that each product has unique drivers and challenges allows for more precise marketing strategies that align with consumer needs and competitive pressures.



Looking ahead, leveraging these KPIs to measure campaign impact and adjust strategies dynamically will be crucial. By having a broader look on all the three countries, Campari will be able to achieve the best performances adopting targeted strategies for each single segment and nation. Through these efforts, the company can not only solidify its dominance in categories like Aperitifs but also uncover new avenues for sustainable growth in emerging markets.



# 6 KPI REQUIREMENTS

	Measurability	Completeness	Precision	Long term orientation	Timeliness	Specific Responsibility
Total Sales	● ● ●	● ● ●	● ● ●	● ● ○	● ○ ○	● ○ ○
Market Share	● ● ●	● ● ○	● ● ●	● ● ○	● ○ ○	● ○ ○
Cumulative Contribution	● ● ●	● ● ○	● ● ●	● ● ○	● ● ○	● ● ●
Growth Rate	● ● ●	● ● ●	● ● ○	● ● ○	● ● ○	● ● ●
Brand Equity	● ● ○	● ● ○	● ● ●	● ● ●	● ○ ○	● ○ ○
Opportunity Exploitation	● ● ○	● ● ○	● ● ○	● ● ●	● ● ●	● ● ○
Promo Sales Contribution (Channel)	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○
Promo Effectiveness Index	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○

# 6 KPI REQUIREMENTS

	Measurability	Completeness	Precision	Long term orientation	Timeliness	Specific Responsibility
Promo Pressure	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○	● ● ○
Mean Uplift	● ● ○	● ● ●	● ● ●	● ● ●	● ● ○	● ● ○
Price Discount	● ● ●	● ○ ○	● ● ○	● ● ○	● ● ●	● ● ○
Elasticity	● ● ○	● ● ●	● ● ○	● ● ●	● ○ ○	● ● ○
Sales Incremental	● ● ●	● ● ●	● ● ●	● ● ○	● ● ○	● ● ○
Total Mentions	● ● ●	● ● ○	● ● ●	● ● ○	● ● ●	● ● ○
Sentiment %	● ● ○	● ● ○	● ● ○	● ○ ○	● ● ○	● ● ○
Reach by Platform	● ● ●	● ● ○	● ● ●	● ● ○	● ● ●	● ● ○

Henry 73'



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# 5 REFERENCES

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