

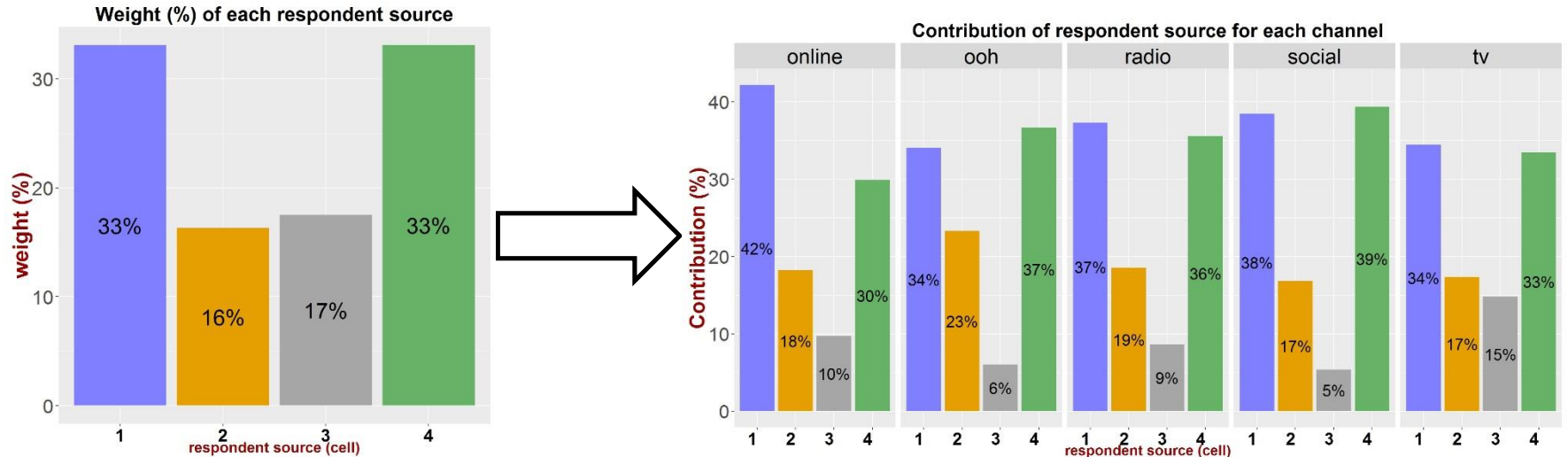
Task for candidate data scientist

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London 7th June 2016

Data exploration

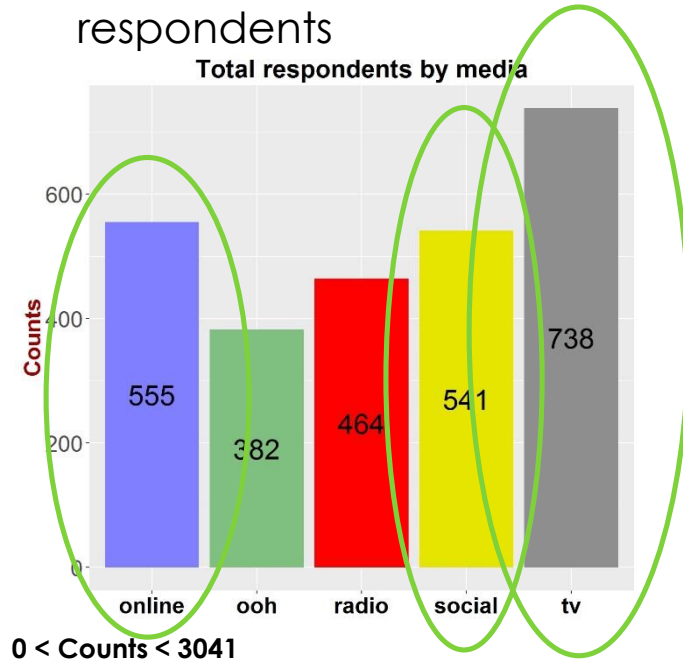
- Records referred to **3041 respondent** IDs have been gathered from **4 respondent sources**
- Overall, respondent **sources 1 and 4** covered **66%** of the respondent IDs.
- Sources 1 and 4 were dominant in all media channels



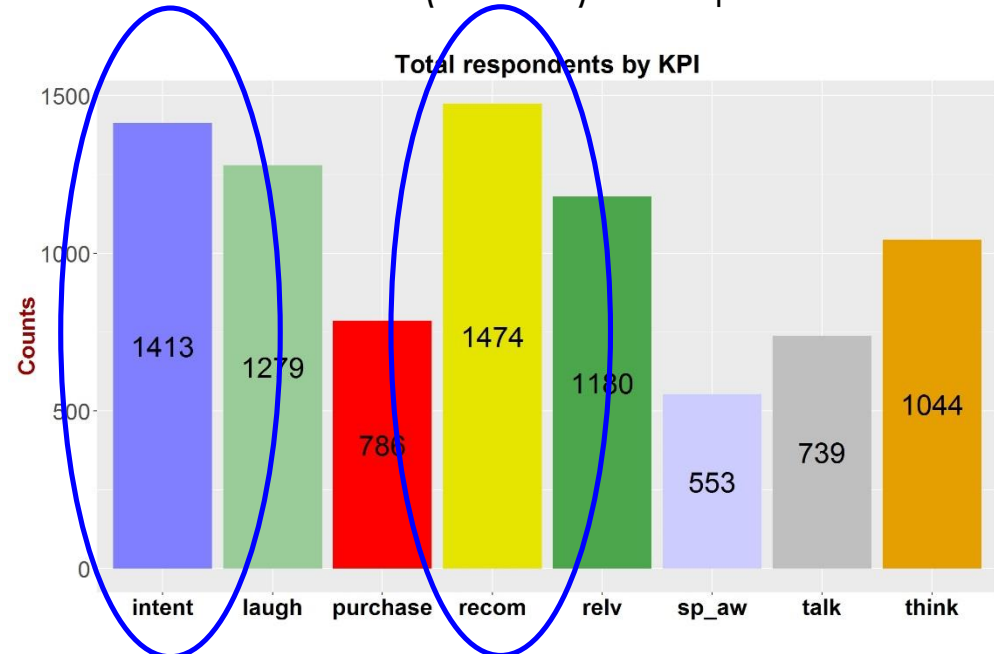
Sum of weights = 3041

Data exploration

- Among **media platforms**, **TV**, **online** media and **social media** were the first 3 channels with the larger number (counts) of respondents

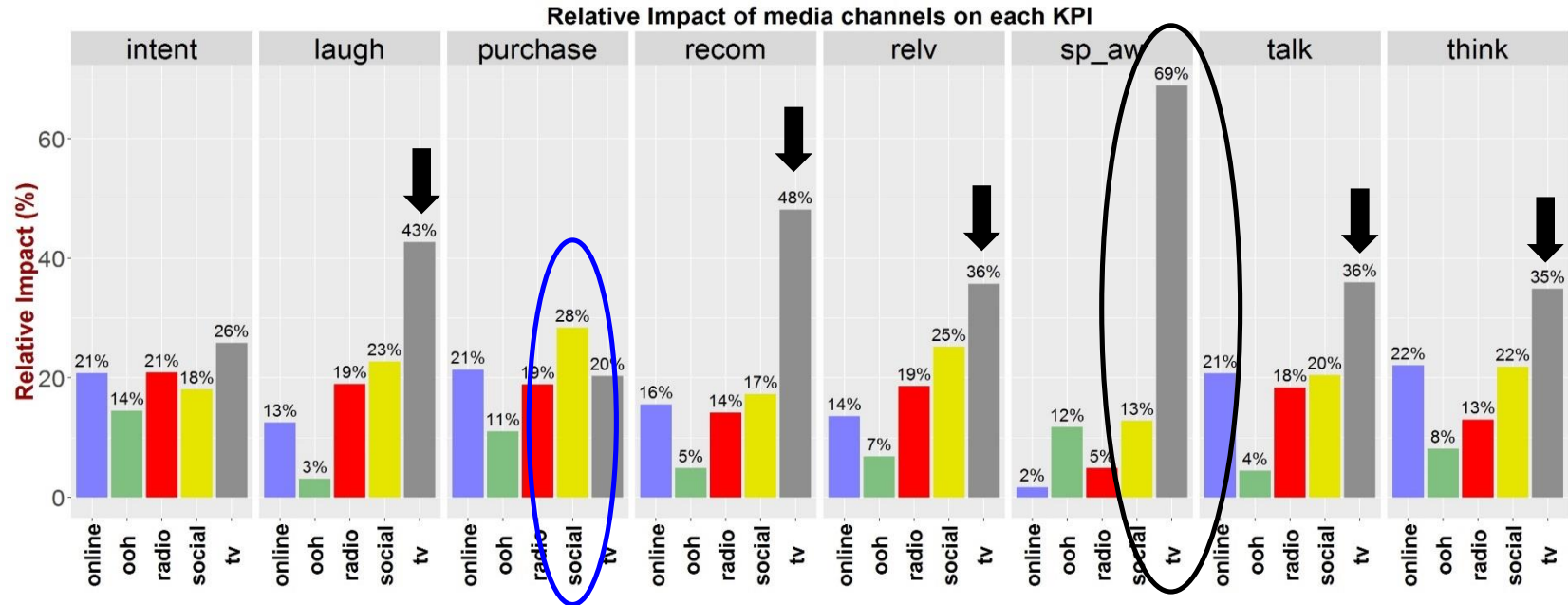


- Among **KPIs**, **intention to recommend**, **intention to purchase** in the future and perception with **laugh** were the first 3 channels with the larger number (counts) of respondents



Relative impact of channels into driving of KPIs

- **TV** is the channel media having the **higher impact** into driving most of KPIs, above all on **spontaneous brand awareness** in the measure of **70%**

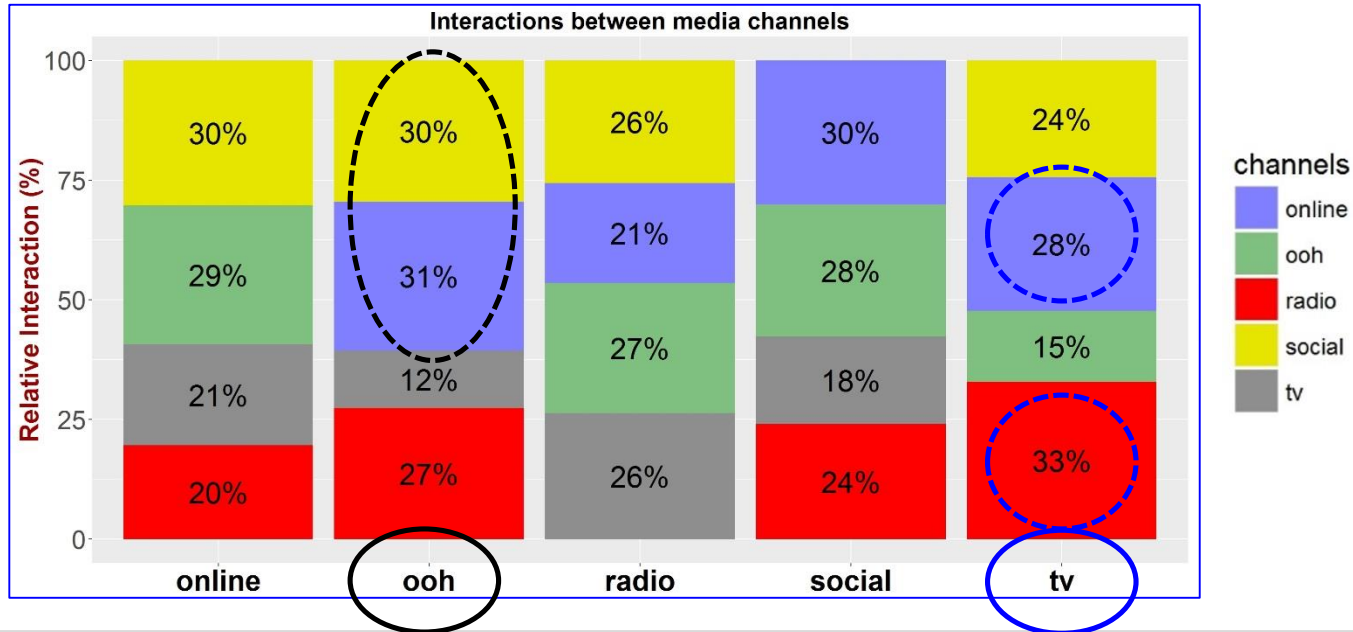


- Surprising, **social media** had dominant impact (**28%**) on the **purchase** of a brand during the campaign itself

Interaction between channels media

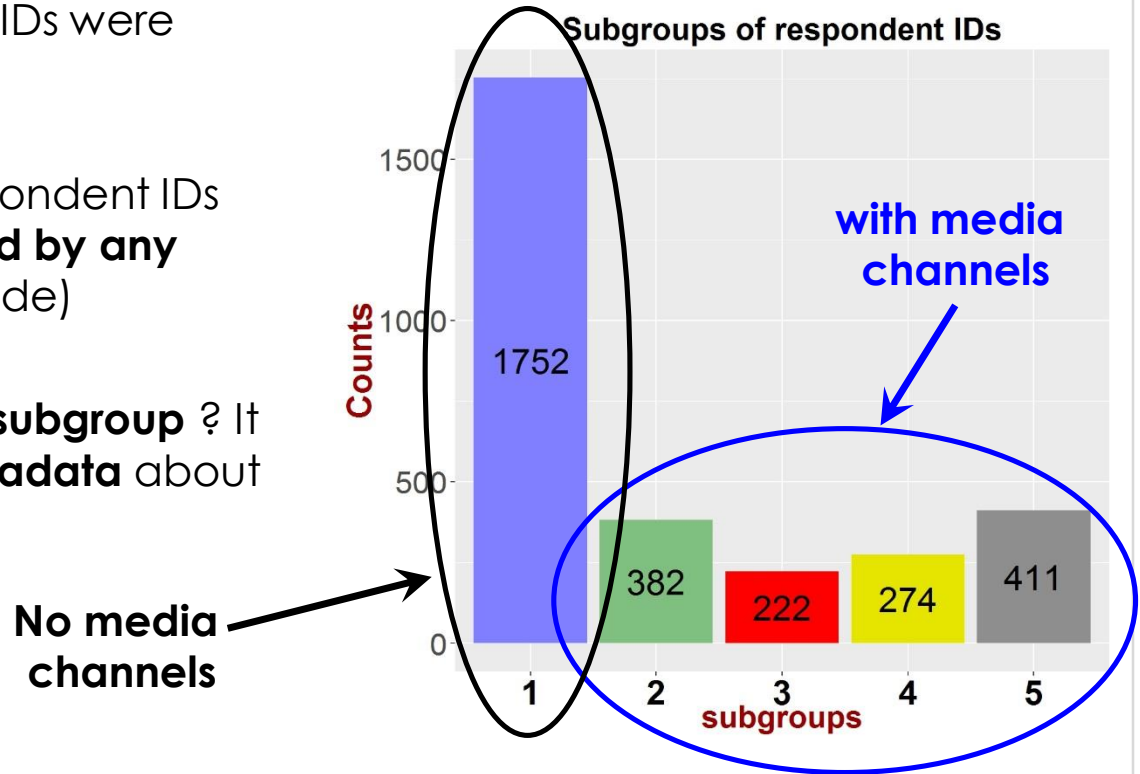
Overall channels media has interaction between 12% and 33%:

- **TV** mainly interacted with **radio** (33%) and **online media** (28%)
- **ooh** mainly interacted with **online media** (31%) and **social media** (30%)



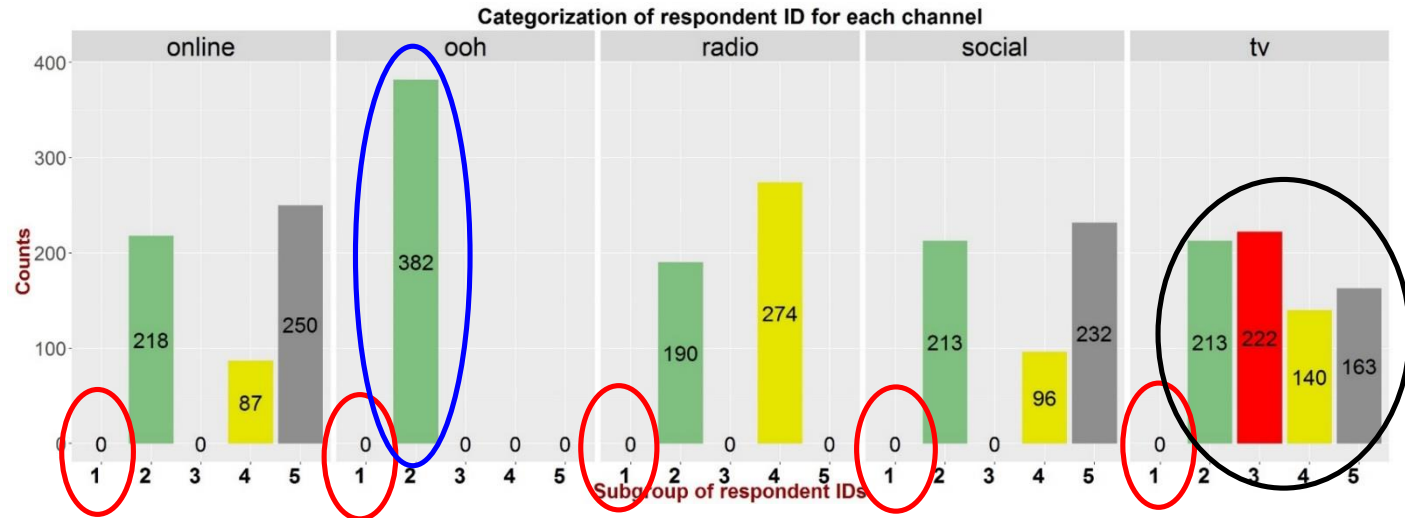
Subcategories of respondent IDs

- **5 subgroups** of respondent IDs were identified
- The larger subgroup of respondent IDs (**58%**) has **not been reached by any media platform** (see next slide)
- **Who are** respondents in all **subgroup** ? It would be nice to have **metadata** about them!



Final remarks and suggestions

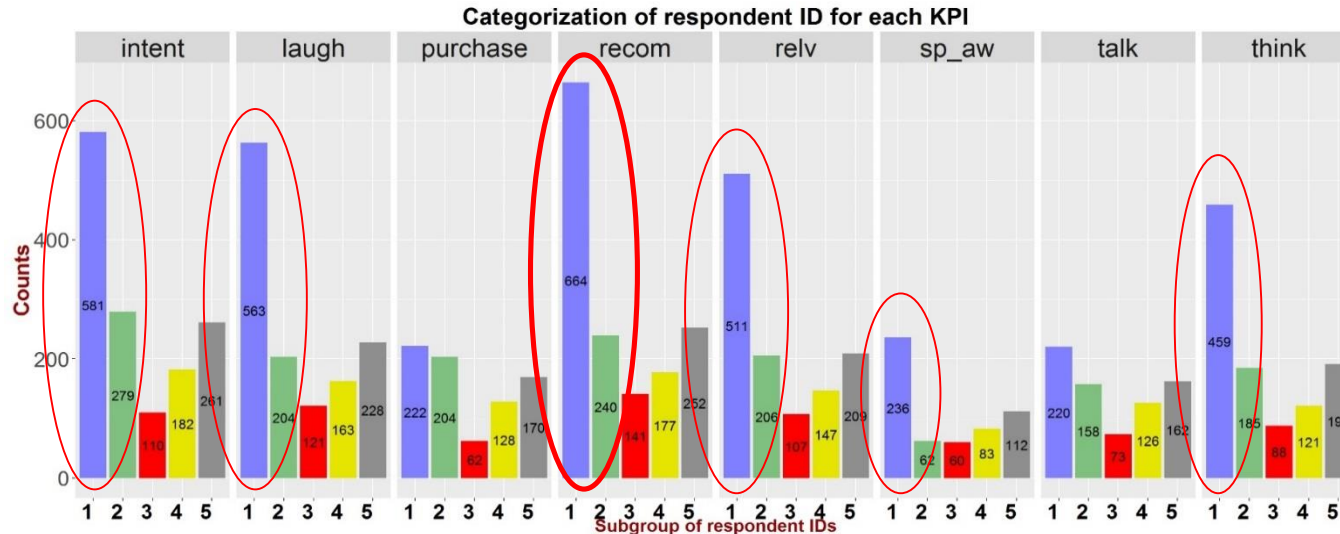
- **Subgroup 1** is a good **sink of respondents to educate** toward an oriented use of media platform.
- **ooh** had only impact on **subgroup 2**



- Media platforms can **increase** their effectiveness by **targeting selected subcategories** of respondent IDs using specific channels

Final remarks and suggestions

- The **majority of KPIs** were **not entirely driven by channel media**
- Subgroup 1** (not reached by any media platform) was the **largest contributor** to most **client KPI's**



- Effectiveness** of client's KPIs (above all **purchase**) could increase if all channels media are used by all the respondent IDs.