

# Tokobii Campaign Evaluation & Analysis

Twin Dates!

10/10

11/1

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# DISCLAIMER

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1. This analysis is for educational purposes only and does not reflect the actual business metrics of TokoBli.
2. Insights and recommendations are derived from the provided dataset and may not represent real market conditions.

# MILESTONE 1

Business understanding and insights

Data source:

[https://docs.google.com/spreadsheets/d/1j67eWHgfFUs\\_R4tP4XDgqV5\\_xh1ZzwnDLGloelfDHmHc/edit?qid=44213569#qid=44213569](https://docs.google.com/spreadsheets/d/1j67eWHgfFUs_R4tP4XDgqV5_xh1ZzwnDLGloelfDHmHc/edit?qid=44213569#qid=44213569)

# PROBLEM STATEMENT

Which of the past 3 campaigns delivered the best results for guiding the next campaign strategy in 01/01?

Total Revenue/Campaign,  
Budget-to-Revenue, Products Sold, and  
Customer Count,

**BASED ON**

# KEY METRICS

## Total Revenue

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Which campaign strategy yielded the most total revenue?

## Products Sold

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Which campaign strategy interests people to buy more?

## Budget-to-Revenue

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Which campaign strategy is the most efficient and gave better ROI?

## Customer Count

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Which campaign strategy invites more people?

## Total Revenue

Campaign	Total Revenue
10/10	Rp14,853,951,100
11/11	Rp16,622,135,800
12/12	Rp14,801,325,100

## Budget-to-Revenue

Campaign	Budget-to-Revenue
10/10	1.86
11/11	1.82
12/12	1.71

# Products Sold and Customer Count

Campaign	Products Sold	Total Customer
10/10	4,211	1,498
11/11	4,115	1,567
12/12	4,485	1,447



# Business Insights

## KEY 1

If we want the **biggest revenue** from the campaign, **campaign 11/11** gave the best result

## KEY 2

**Campaign 12/12** is the most **efficient** campaign based on budget-to-revenue

## KEY 3

**Campaign 12/12** attracted people in buying **more products**

# MILESTONE 2

Exploratory Data Analysis

Data source:

[https://docs.google.com/spreadsheets/d/1j67eWHgfFUz\\_R4tP4XDgqV5\\_xh1ZzwnDLGloelfDHmHc/edit?qid=44213569#qid=44213569](https://docs.google.com/spreadsheets/d/1j67eWHgfFUz_R4tP4XDgqV5_xh1ZzwnDLGloelfDHmHc/edit?qid=44213569#qid=44213569)

# DIFFERENCES AMONG 3 CAMPAIGN PERIODS

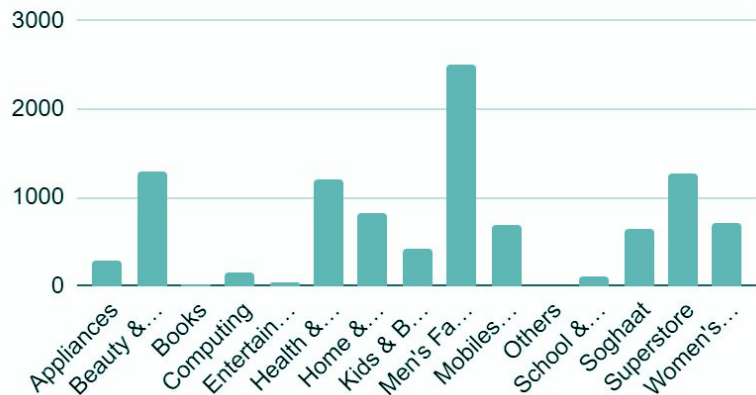
Data	10/10	11/11	12/12
Transaction	3329	3399	2999
Customer	1498	1567	1447
Products Sold	4211	4115	4485
Revenue	14,853,951,100	16,622,135,800	14,801,325,100
Discount Budget	275,925,900	302,636,200	252,834,900
Ratio Revenue/Discount	54	55	59

Campaign 11/11 had the most transactions, customers, and revenue amongst 3 campaigns

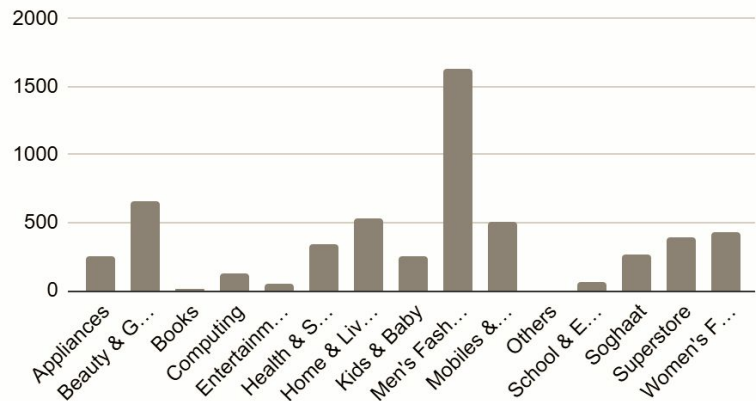
Campaign 12/12 had the most number of products sold and the least discount budget

Campaign 12/12 had the highest ratio for revenue/discount budget

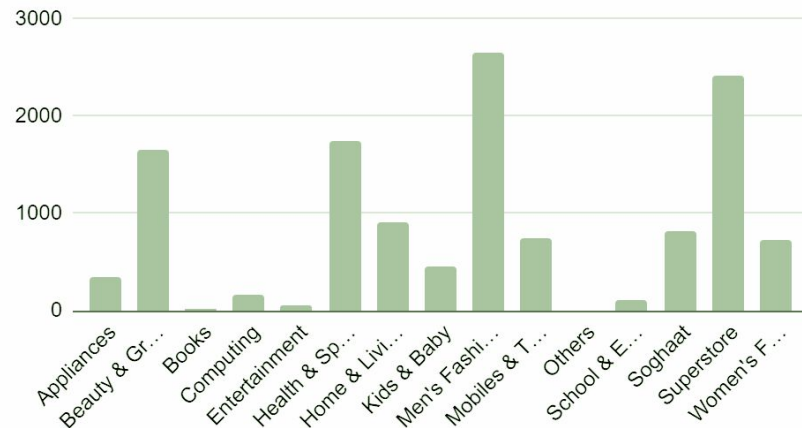
## Number of Transactions



## Number of Customers

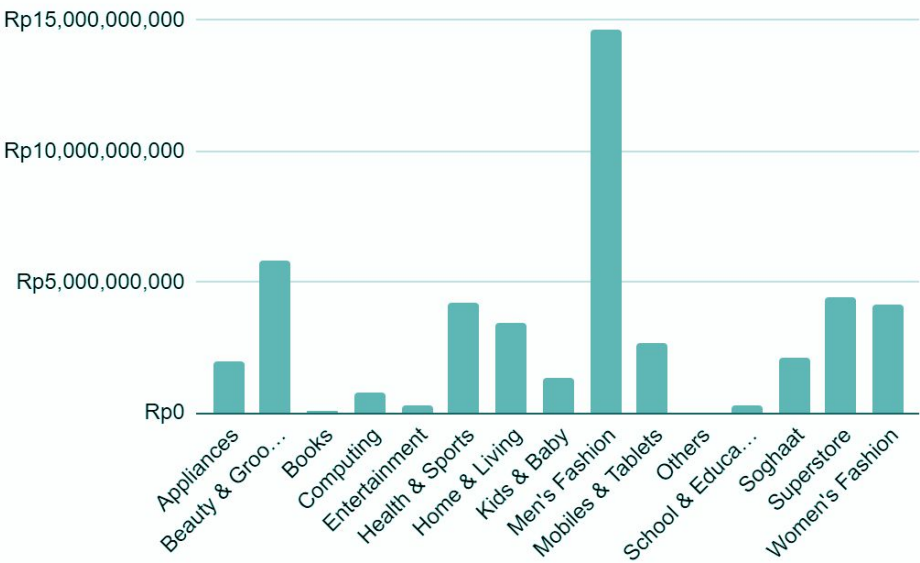


## Products Sold

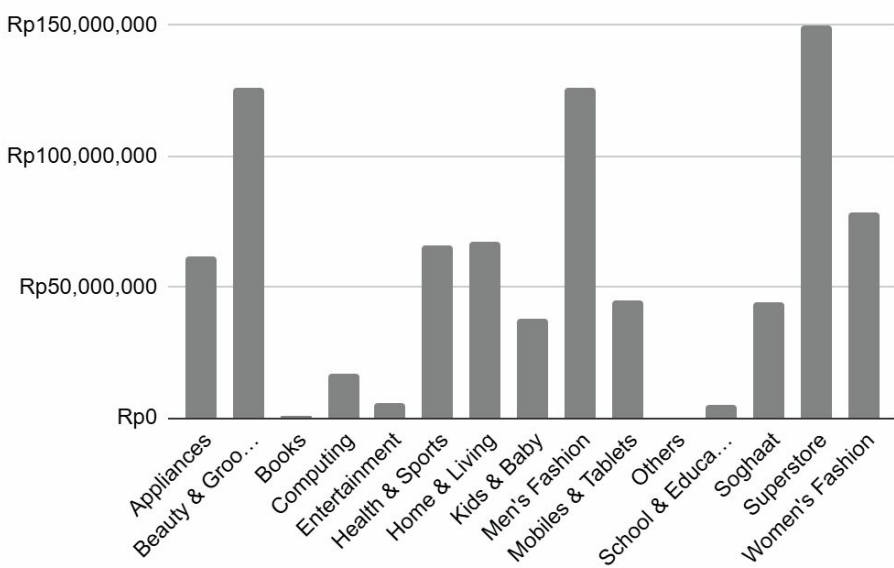


**Men's Fashion** category had the highest transactions, customers, and products sold across all campaigns

# SUM of Total Revenue

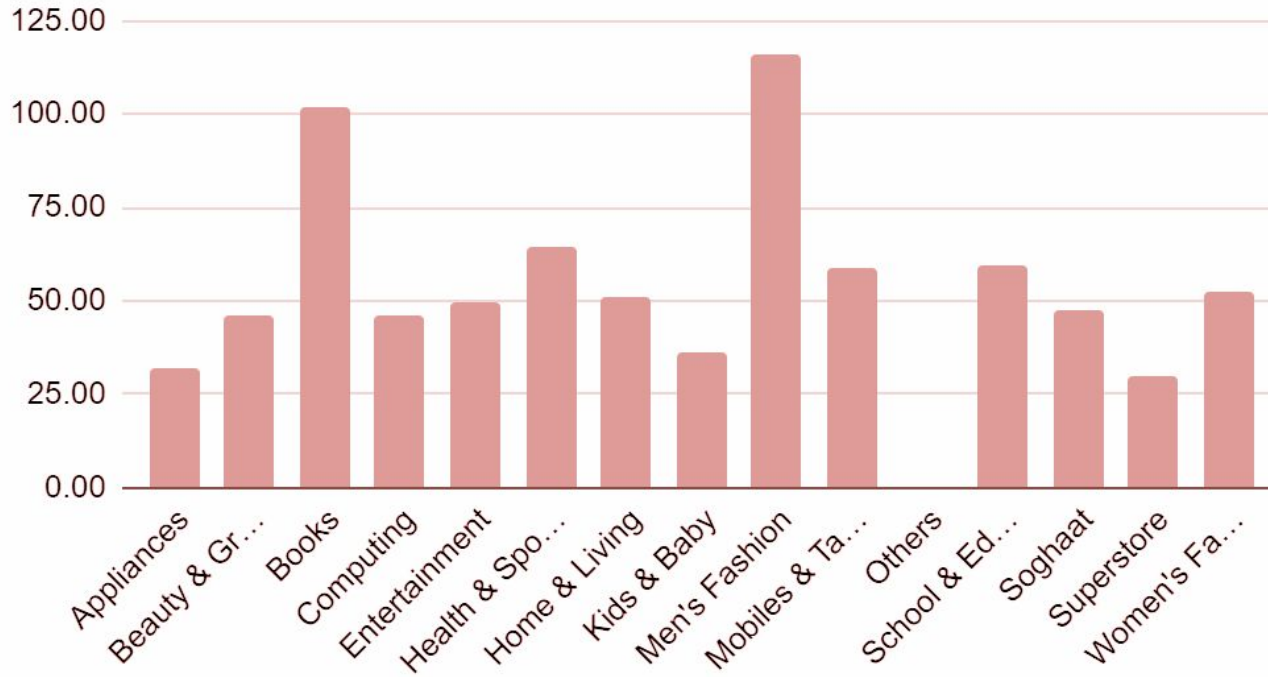


# SUM of Discount



Men's Fashion gave the **biggest revenue**, while **Books** category had the **lowest discount budget** with also the **lowest revenue**

## Revenue/Discount



Men's Fashion category also had the **highest Revenue-to-Discount** ratio

# INSIGHTS AND RECOMMENDATIONS

## INSIGHT

Campaign 11/11 attracted **most customers** to make transactions and also gave **the biggest revenue** amongst the other. However, **campaign 12/12** attracted customers to **buy more products** and considered to be the **most efficient** based on revenue/budget

**Men's Fashion** gave the **highest revenue** as the **most popular** product category while also being **the most efficient**.

\*Books category came in second as the most efficient, but wasn't quite in demand among the buyers

## Recommendation

Combine the strength of 11/11 campaign to reach more audience (eg. ads, messaging, timing) while incorporating 12/12 strategy if possible to interest people to drive higher cart size (eg. bundling, targeted promos).

Prioritize on Men's Fashion promo for the next campaign, offer more upsell.

# A/B TESTING CASE STUDY - TOKOBLI

	<i>Group A</i>	<i>Group B</i>
Mean	746102.6104	830460.1594
Variance	22436486774	33088798170
Observations	498	502
Pooled Variance	27783989789	
Hypothesized Mean Difference	0	
df	998	
t Stat	-8.001901057	
P(T<=t) one-tail	0.00	
t Critical one-tail	1.646381816	
P(T<=t) two-tail	0.00	
t Critical two-tail	1.962343802	

There's a **significant difference** between group A and group B, where **group B** gave a **better** result

Recommendation:

**Roll out** the new design used in Group B to the entire customer base, as it leads to higher performance

Ref:

<https://docs.google.com/spreadsheets/d/1Te9MKdRXb4l8S1Dn-9D8dLiFQdRAhSrh2bUiNxftFzA/edit?usp=sharing>

**REJECT H0**  
(group A > group B)



**THANK  
YOU!**