

Strategy Analysis of E-Mail Marketing Campaign

Designed for Universal Plus



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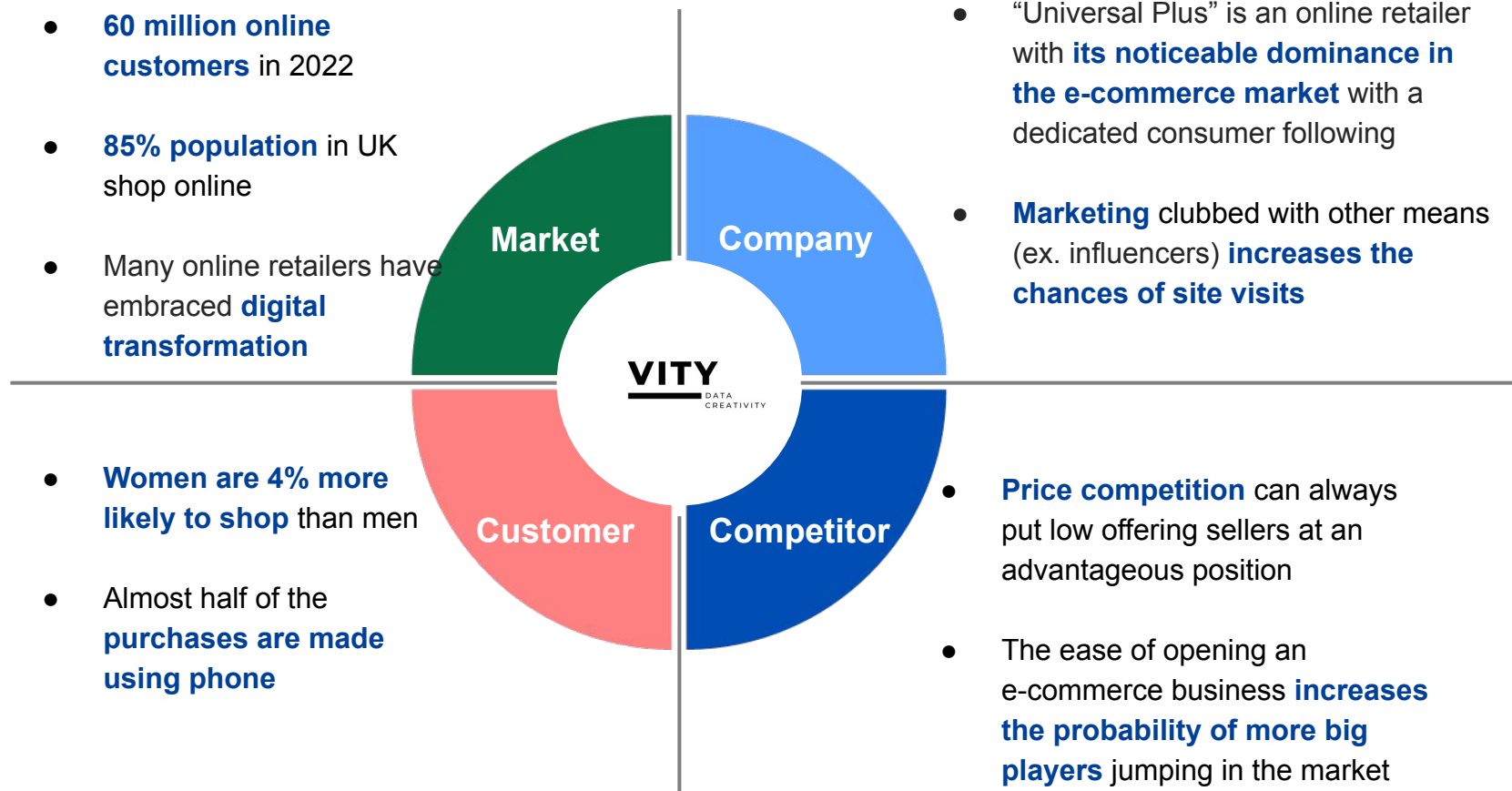
This presentation demonstrates an appropriate management of a realistic analytics project for our client company - “Universal Plus” **using the CRISP-DM methodology**.

1. **Background Introduction**
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1. Background Introduction

With the radical change of technology and customer behaviours in retail industry, **competitive strategy has become more significant** in a sustainable business success.

❑ Market + 3C Analysis



2. Problem Identification

Despite the fact that industries rely on data-driven decisions, a lack of exploratory data analysis during the early stages leads to poor results and hence low profit margins.



Inefficient

Wrong Target

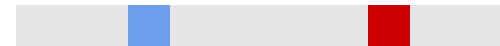
“Currently, we randomly select customers. However, it targets uninterested customers and costs a lot to the company.”

SW Analysis



Current vs Ideal

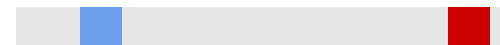
Marketing Efficiency



Prediction Accuracy



Cost Efficiency



Low

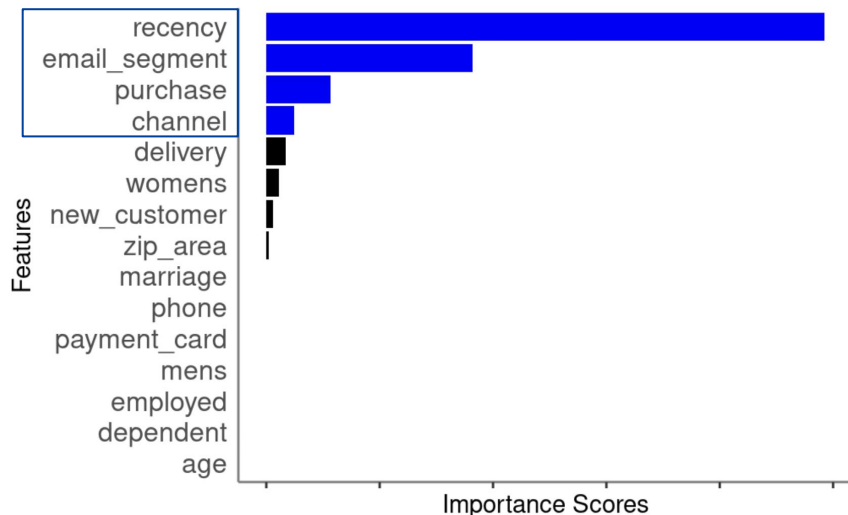
High

Our team aims to develop and deploy an email marketing prediction model that helps to target right customers and maximise the cost efficiency

3. Problem Analysis

We interpreted that there are **3 key factors** influencing the customer behaviour to visit the shop which are statistically obtained from a scientific approach.

❏ Variable Importance Ranking



“A higher importance score means that the specific variable will have a larger effect on the model that is being used to predict customer probability to visit the shop.”

❏ Key Factors



Customer Interest

- Any customers who had high actual purchase in the past year.
- Any customers who recently did purchase.



Email Segmentation

- Any customers who were given relevant informations in the email marketing with his/her past purchases.



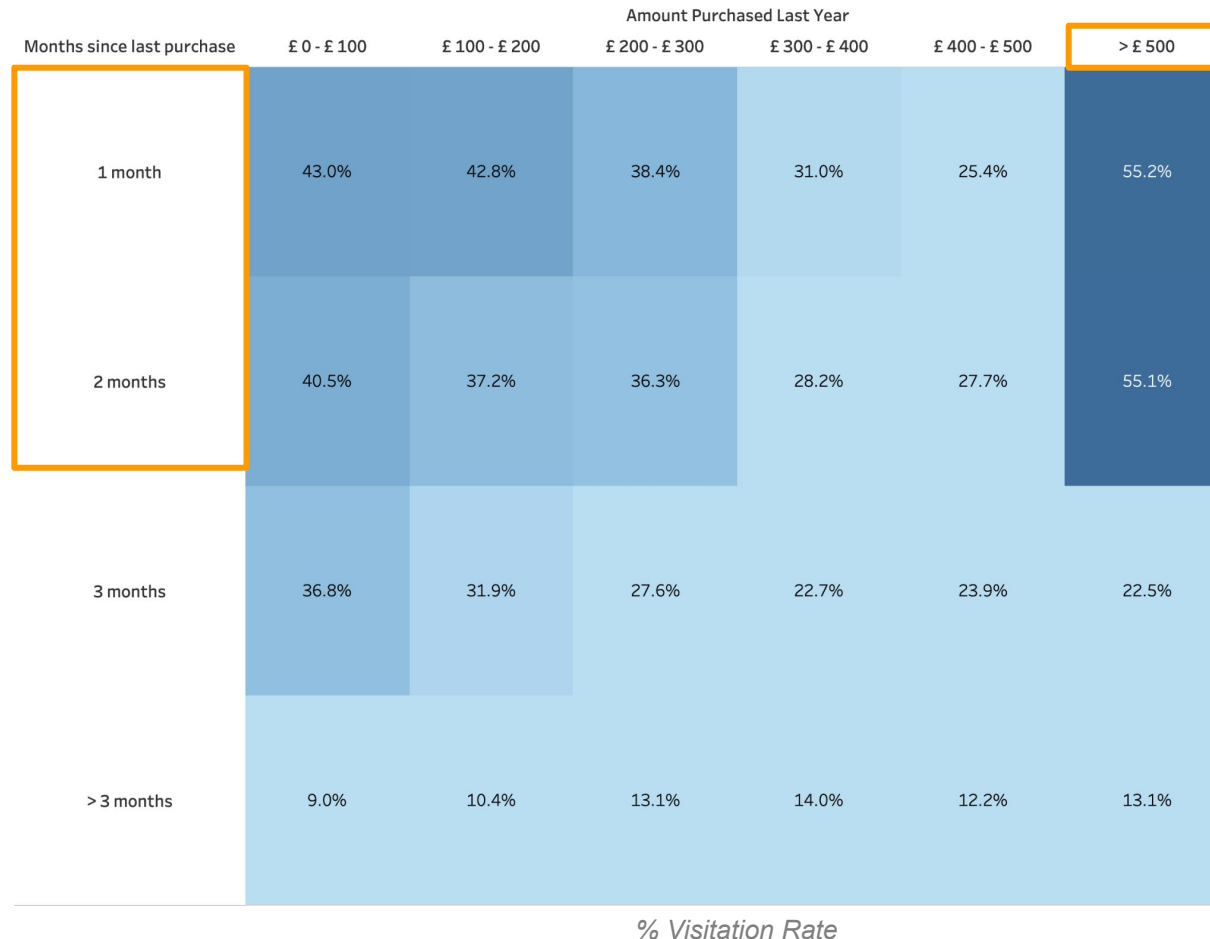
Medium of Purchase

- Any customer who already experienced convenience of purchasing product through certain channel.

4. Customer Behaviour Insights

Customer Interest

Impact of Email Marketing on Visitation based on Customer's Interest



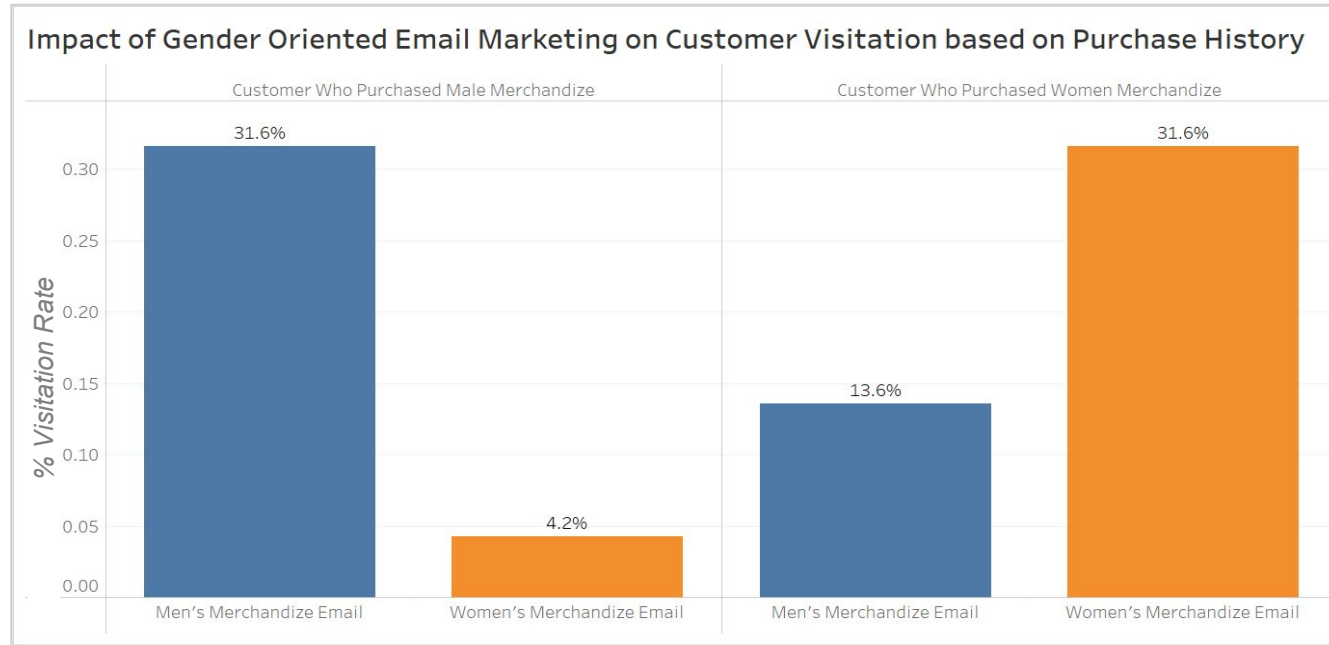
Recency

Purchase

*“ Users with **£500+ in purchase history** and who had visited the store within the past **two months** were more interested in the product and were more likely to visit the store.”*

4. Customer Behaviour Insights

❏ Email Segmentation



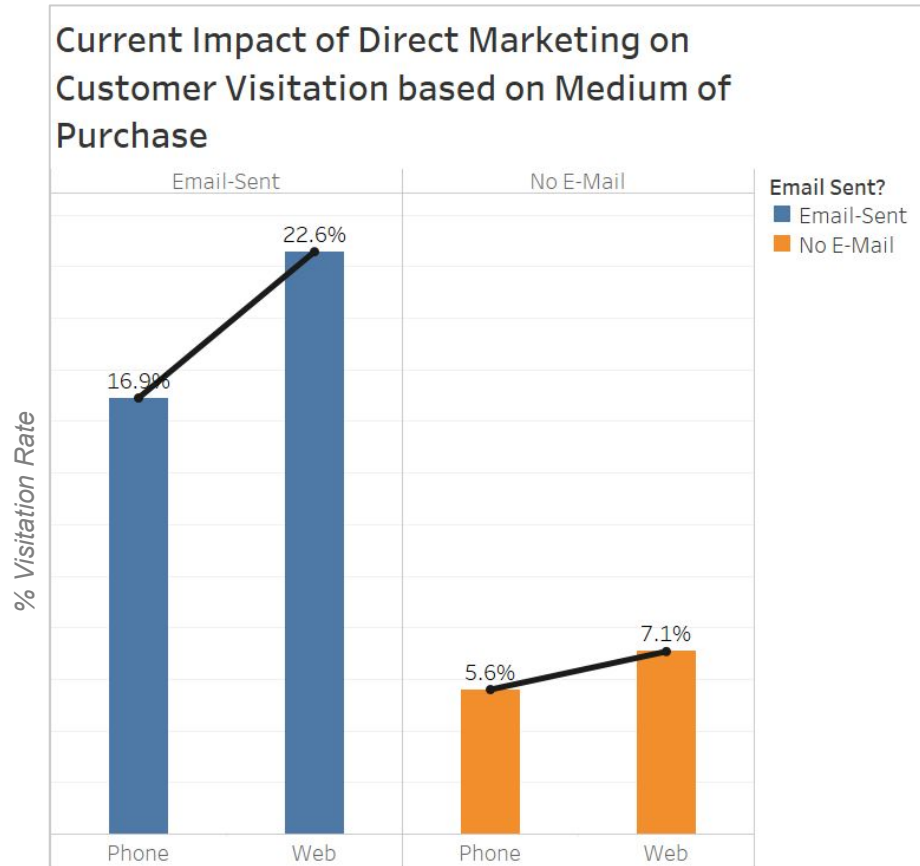
Email Segment

Merchandise Type

*“Customer motivation to visit would be **significantly decreased when the product detail in the email is irrelevant** to the purchase history.”*

4. Customer Behaviour Insights

❏ Medium of Purchase



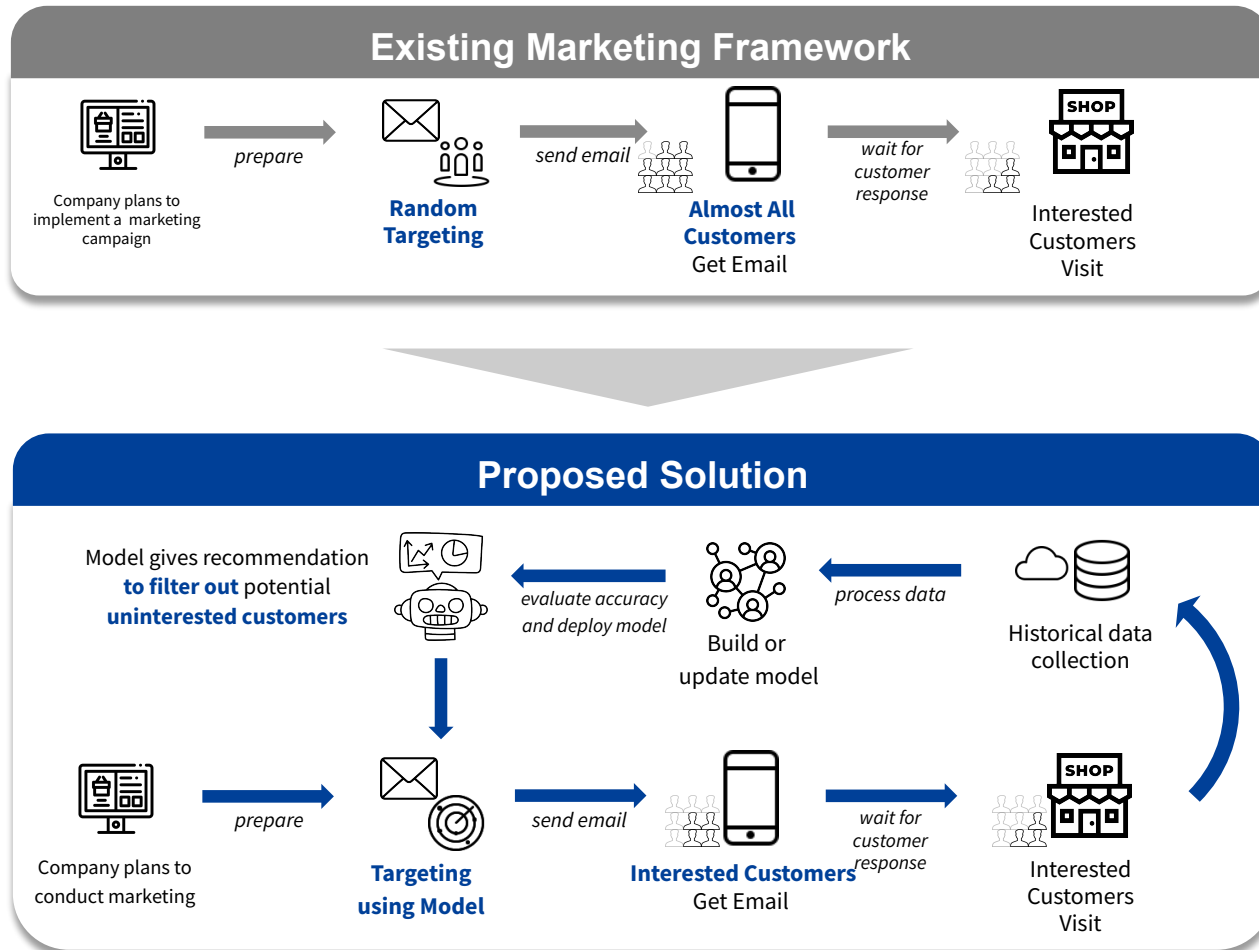
Channel

Website

*“Users who **purchased from ‘Web’ platform** tend to visit the shop more than customers who purchased company products via other channels.”*

5. Our Solution

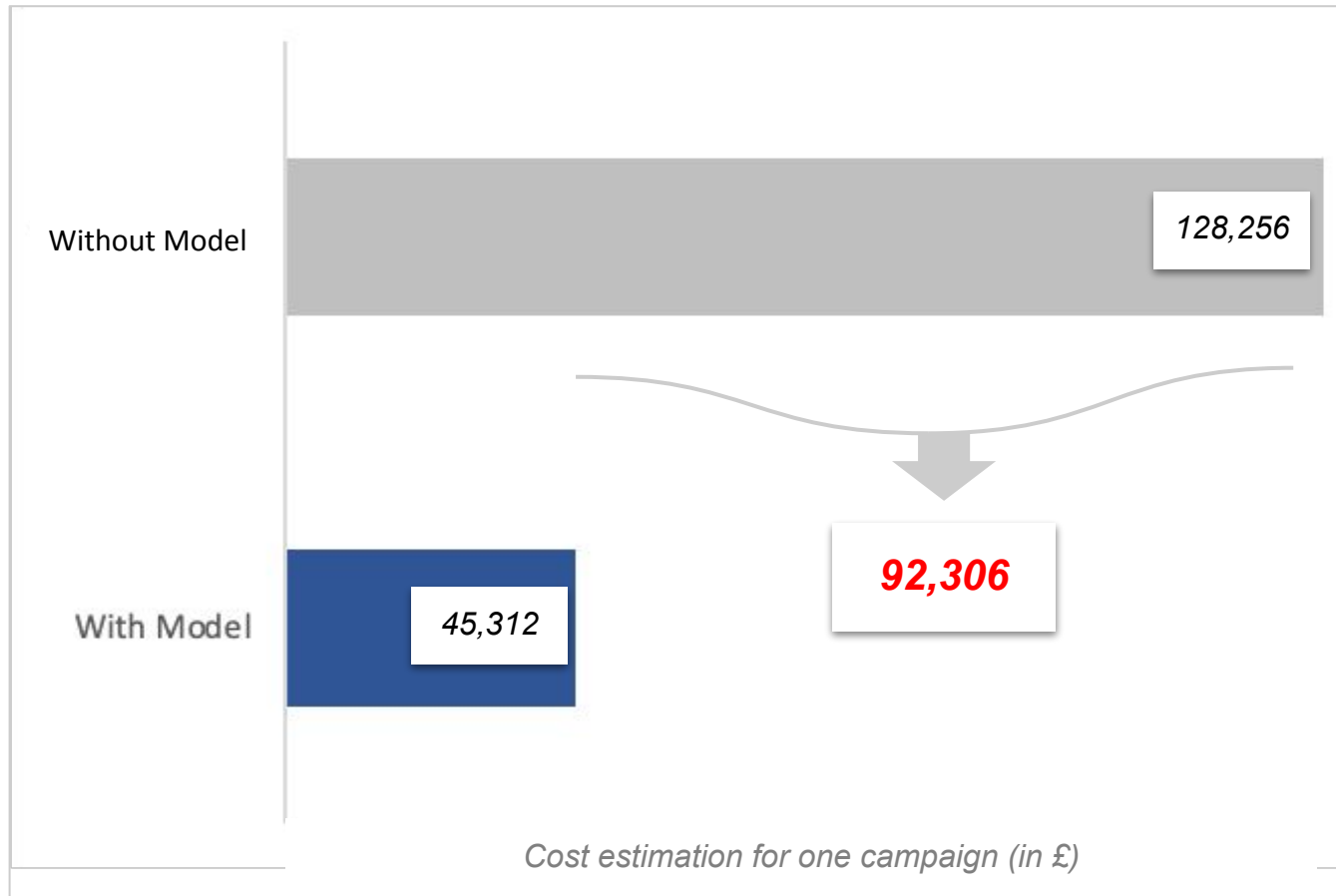
As a consulting firm, we make certain that we deliver a "Clear Message" and explicitly distinguish between "Direction vs Precision."



5. Our Solution

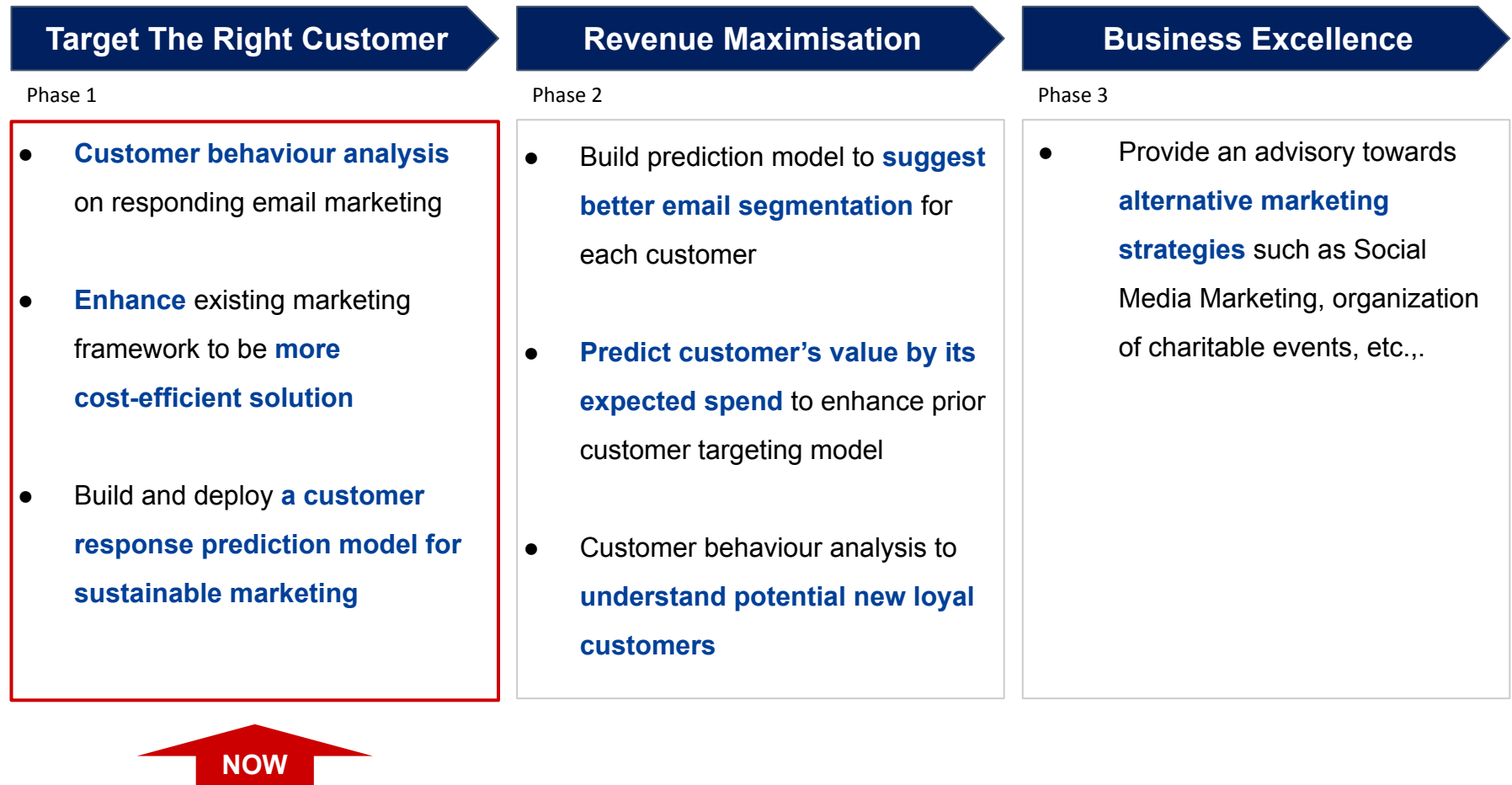
The graph represents that a new model developed by our team would **reduce a huge amount of cost** in the short- and long- term for a company's success.

❏ Expected Cost Reduction for One Campaign



6. Road Map

In the long term, our team aims to help the client to **decrease their costs** in marketing and also **improve revenue by optimizing new strategies and technologies**.



7. Our Team



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Nationality : Indonesian
Speciality : Software Engineering



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Speciality : Marketing



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THANK YOU
HAVE A GREAT DAY