Mindshare Hackathon

September 3rd - September 12, 2018

17F/22F, the Loop Room
399 Hengfeng Rd, Shanghai, China

Overview

To work collaboratively with different teams and build out reporting solutions for each client team quickly.

Goals

1. **To build out search reporting solution for each client team in 1 day**

2. **To be able to run the routine update within 10 minutes per client team**

Participants

Data Advisory team: Khairi Yi, Joyce Wu, Hannah Ling, Yuri Yao

mPlatform team: Alessandro Jiang, Shalyer Xu

Search team support: Winnie Wu, Volvo Wo, Colin Wang

Client teams: Diageo, Dyson, Pandora, Ford, Castrol,

MUFE, Fresh, Kenzo, Benefit, Guerlain

Method

Automated ETL system built from R, SQL and Tableau, with flexibility to change the data structure, and dashboard template according to clients' evolving reporting needs.

A daily/weekly scripts running will be executed by experienced Data Analysts from Data Advisory team. Assuming with correct data compliance, the process can be finished within 10 minutes.

Workload before vs after

Client	Time Spent on Reporting	End results
Diageo	2 hours/week	~ < 5 min
Dyson	6 hours/week	~ < 10 min
Pandora	2+ hours/week	~ < 5 min
Ford	6 hours/week	~ < 10 min
Castrol	6 hours/Bi-week	~ < 10 min
MUFE	3+ hours/week	~ < 10 min
Fresh	2+ hours/week	~ < 10 min
Kenzo	2 hours/week	~ < 5 min
Benefit	2 hours/week	~ < 5 min
Guerlain	2 hours/week	~ < 5 min

Results

1. **8 days for 10 client teams; 30+ hours of reporting time is shortened to 1.5 hours**

2. **All clients' historical data and future data is saved in SQL database, which can be extracted, analyzed within minutes.**

3. **Data structures, dashboard layout can be updated, according to variable reporting needs.**

4. **Comprehensive filters, pivoting functions have applied to enhance the current dashboard functions; Planners and Clients can easily access dashboard through a web link.**
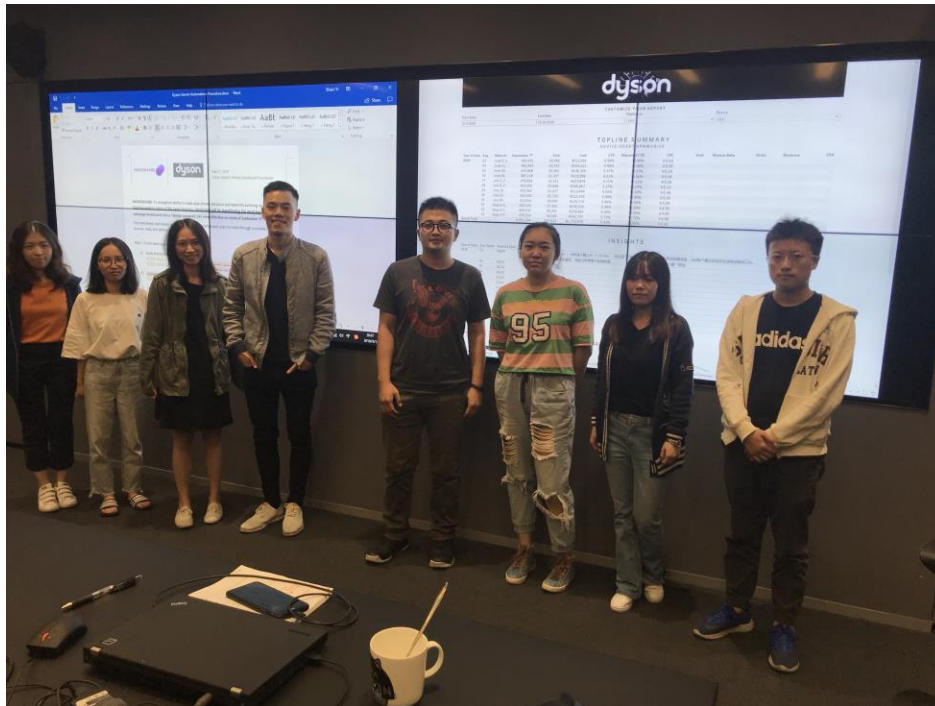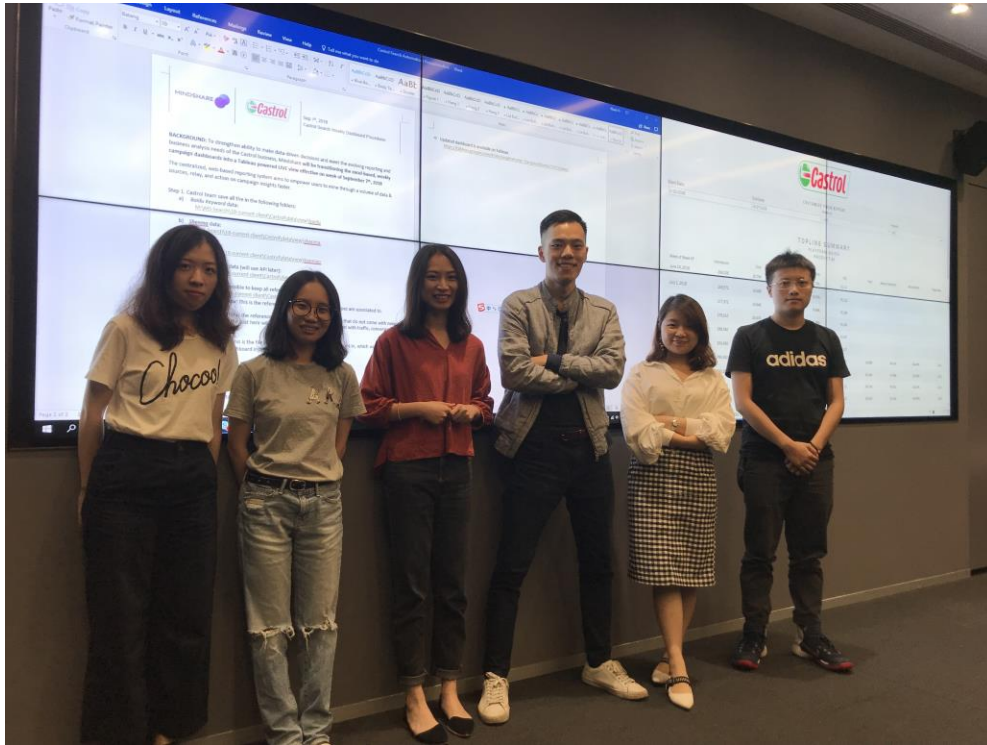
Team Photos

Data Advisory

Diageo

Pandora

Dyson

Ford

Castro

Other Beauty Team

Appendix: Mindshare Data Guidance

Data sources: Traffic

1. Baidu Brandzone (Desktop + Mobile)

   - Format: .xlsx
   - Tab #: 2
   - # of Column: 5

A	B	C	D	E
日期	推广单元名称	展现次数	点击次数	点击率
2018-05-22	Other City+Bag	2	0	0%
2018-05-25	Other City+Bag	1	0	0%

2. Shenma Brandzone (Mobile, save all data to 1 file)

   - Format: .csv
   - # of Column: 4

A	B	C	D
日期	展现量	点击量	点击率
2018/5/21	4487	2761	61.53%
2018/5/22	4214	2926	69.44%
2018/5/23	3999	2766	69.17%
2018/5/24	3932	2714	69.02%

3. Sogou Brandzone (Desktop + Mobile, save by hand via email)

   - Format: .xlsx
   - Tab #: 1
   - # of Column: 5
   - Note: Please ensure the date format is as below

	A	B	C	D	E
	日期	客户名称	PV	总点击量	CTR
	2018/5/21	路易威登	930	774	83.23%
	2018/5/22	路易威登	1028	843	82.00%
	2018/5/23	路易威登	1000	773	77.30%
	2018/5/24	路易威登	1049	825	78.65%

4. 360 Brandzone (Desktop + Mobile, save by hand via email)

- Format: .csv

- # of Column: 2 - ?

- Note: wrong xls file in the email attachment. Save as .csv format.

	A	B
	关键词/position	2018/8/20
	lv	356
	lv官网	173
	louis vuitton	30
	路易威登	25

5. Baidu dsp

- Format: .xls

- Tab #: 1

- # of Column: 18

分天 广告主:baidu-lv2140025-1 时间:2018-05-21 至 2018-05-27

日期	用户ID	展现量	点击量	消费	独立访客展现量	独立访客点击量	点击率	平均点击成本	千次展现成本	下载量	安装量	激活量	对接激活	激活成本	抵达	二跳	停留时长
2018-05-27	7840449	1415	115	260.60	923	85	8.13%	2.26	184.17	0	0	0	0	-	0	0	0.00
2018-05-26	7840449	1227	87	216.17	1674	154	7.09%	2.48	176.17	0	0	0	0	-	1	0	0.12
2018-05-25	7840449	1156	105	239.75	786	89	9.08%	2.28	207.39	0	0	0	0	-	0	0	0.00
2018-05-24	7840449	1237	94	214.15	797	73	7.60%	2.27	173.12	0	0	0	0	-	0	0	0.00

6. Baidu url

- Format: .csv

- # of Column: 6

	A	B	C	D	E	F	G	H	I	J
数据生成时间：2018-06-05 17:27										
数据生成条件：										
1. 时间范围：20180521至20180527										
2. 时间单位：分日										
3. 推广设备：移动设备，计算机										
4. 投放网络：全部										
5. 投放物料：行业定投										
日期		账户	展现	点击	消费	点击率	平均点击价	网页转化	商桥转化	电话转化
2018/5/27		baidu-lv21	67194	2403	3570.41	3.58%	1.49	14	0	0
2018/5/21		baidu-lv21	37239	1228	2009.45	3.30%	1.64	4	0	0
2018/5/26		baidu-lv21	65729	2298	3436.21	3.50%	1.5	9	0	0

7. Other campaign data

- Format: .csv
- # of Column: 8
- Note: This is table that is prepared by SPs for any other traffic data, outside of routine reporting.

    1. Date: format: xxxx/x/xx
    2. Platform: all lower case
    3. Channel: all lower case
    4. Campaign_Name: Use the original name
    5. Device: "mobile" or "desktop" only

A	B	C	D	E	F	G	H
Date	Platform	Channel	Account	Campaign.	Impression	Click	Device
2018/5/25	baidu	brandzone		Other City-	1	0	mobile
2018/5/27	baidu	brandzone		Other City-	1	0	mobile
2018/5/23	baidu	brandzone		EC City+Ba	1	3	mobile
2018/8/20	360	PINXIU			696	190	desktop
2018/8/21	360	PINXIU			676	189	desktop

Data sources: Conversion (viable to different clients)

1. Omniture

- Format: .xlsx
- Tab #: 1
- # of Column: 8 - ~20

A	B	C	D	E
日期	推广单元名称	展现次数	点击次数	点击率
2018-05-22	Other City+Bag	2	0	0%
2018-05-25	Other City+Bag	1	0	0%

2. Google Analytics

- Format: .xlsx
- Tab used: 2
- # of Column: 5

A	B	C	D	E
日期	推广单元名称	展现次数	点击次数	点击率
2018-05-22	Other City+Bag	2	0	0%
2018-05-25	Other City+Bag	1	0	0%

Data sources: Reference tables

1. ref_campaign.csv:

- To overwrite account/device/channel information on certain campaigns

Platform	Device	Channel	Campaign_Name
360	desktop	Brandzone	360Brandzone
360	desktop	Guanming	CVDguanming
360	desktop	Pinxiu	pinxiu
360	desktop	PPC	360PCPPC
360	desktop	PPZX	ppzx
360	desktop	Youran	youran
360	mobile	Brandzone	360Mobile
360	mobile	Guanming	CVDguanming
360	mobile	PPC	360MobPPC
baidu	desktop	Brandzone	BaiduBrandzone

2. ref_cost.csv

- To add cost data to channels that do not have detailed cost

Start_Date	End_Date	Platform	Device	Channel	Campaign_Name	Total_Cost
2018/5/1	2018/12/31	360	PC	Brandzone	360Brandzone	897600
2018/5/1	2018/12/31	360	Mobile	Brandzone	360Mobile	72000
2018/4/1	2019/6/30	Baidu	PC	Brandzone	BaiduBrandzone	5990400
2018/3/1	2019/6/30	Baidu	Mobile	Brandzone	BaiduMobile	12144000

3. ref_insight.csv

- Format: .csv
- # of Column: 4

Week_Of	Brand	Insight	Action
2018/5/21	LV	-该周自然指数下降，导致展现量和点击量下滑（-11.7和-12.6%），导致订单数减少（-28.4），转化率小幅上升（+4.7%），当前CPA小幅降低至￥7.27（-4%），将继续重点优化转化率，降低CPA； -PC账户，该周目前CTR稳定在15.01%，转化率小幅上升（+6.3%），CPA优化降低至￥4.26（-5.7%）；该周暂停了部分"品牌短语"计划中CPA偏高的词，添加否定词，优化转化率；Sogou-PC-AWA账户需重点优化CPA以进一步降低整体CPA； -Mobile端账户，CTR稳定在21.	-PC端优化：Sogou-PC-AWA账户需重点优化CPA以进一步降低整体CPA，添加否定词，优化转化率； -Mobile端优化：Shenma-ROI-Mobile账户需重点优化CPA以进一步降低整体CPA，添加否定词，优化转化率; -请客户IT排查跳出率高的相关原因并尽快解决问题。