
Electric Growers Home Security System

Project Proposal

The best Target Segment and Location for a New Security System

Agenda

- Executive Summary
- WHY - Notable Stats and Facts /Objectives
- WHO - Stakeholders/Audience/SME
- WHAT – Dataset
- HOW – Formats
- CHALLENGES

Executive Summary

***Electric Growers wants to launch a
New Home Security System utilizing the right strategy***

The project is expected to provide to best way to launch a new EG Home Security System targeting customer segments which have the highest potential new customers and also the highest switch potential, through a story within Tableau. These suggestions would be a result of an in-depth analysis of the customer data including several variables as a collected socio-economic survey questions in 5028 markets of US cities/regions. The steps of this analysis as well as subsequent suggestions would be shown in form of points within the story.

WHY

Notable Stats and Facts

- According to the FBI, Home Burglary is the most common threat to our homes.
- In the U.S. a home burglary occurs every 13 seconds.
- More than 2M home burglaries are reported each year in the United States.
- Nearly 66% of all burglaries are residential (home) break-ins.
- Only 17% of the homes in U.S. have a security system.
- Homes without security systems are up to 300% more likely to be broken into.
- The average property dollar loss per burglary is a staggering \$2,251.
- Burglars tend to avoid homes with security systems.

Objectives

We should identify customers who are economically ready to purchase a new Security System regarding potential markets and their respective locations.

WHO

Stakeholders

Audience

SME

Positions and Roles

- Board members and Managerial level

- Members of the Marketing and Sales departments

- Members of the Data + BI + R&D departments

Goals

- Analyse variables from the Survey previously researched
- Leverage the survey to generate insights to develop a new product

- Illustrate trends to generate new opportunities
- Define strategies with commonly understood and drive value

- Use dataset to prove or disprove initial set of hypotheses
- Leverage dataset to generate insight provoking visuals

Challenges and Needs

- Promote understanding of and between disparate sets of data
- Facilitate data driven decision making in a short time

- Create propensity indices under a launching product process for a market segments

- Identify and download source data
- Select appropriate variables providing right attribute

Context

- Electric Growers wants to launch a New Home Security System utilizing the right strategy

- Findings are presented and KPIs are prepared according to the Survey previously researched

- Demographic and socio-economic contexts to data under different scenarios are provided

WHAT> Dataset selected

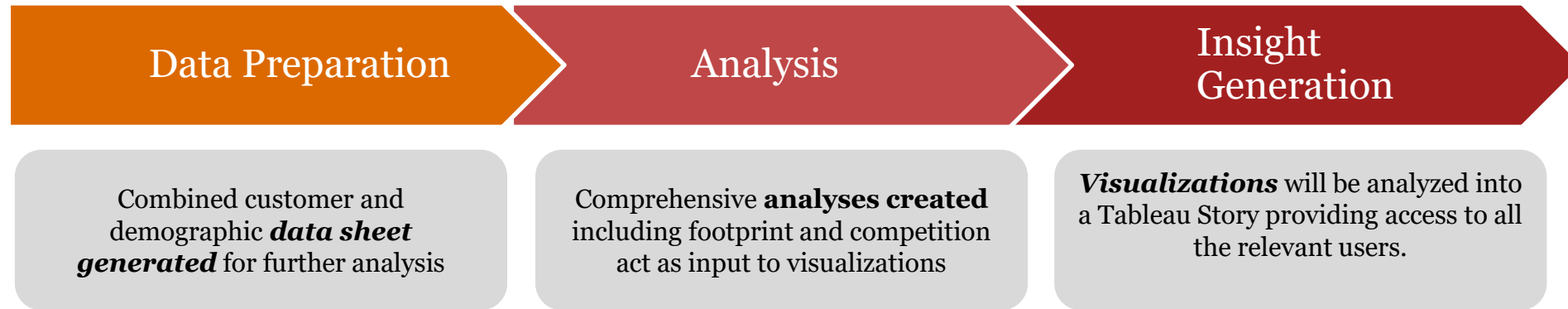
The dataset is related to a survey questions researched in 5028 US cities/regions considering their socio-economic and demographic variables with levels of granularity and attributes.

Data Source	Description
Survey Data <ul style="list-style-type: none">• Segments• Variable Names• Variable Count	Survey Data will have the segment distribution for the variables providing the right attribute which will be used to calculate propensity indices for the segments or markets.
Market Data <ul style="list-style-type: none">• State, City• Land/Water Area• Population Growth Rate• Housing Construction Rate• Crime Rate	Market data will have attributes like combine crime rate, population growth, housing growth and penetration of top segments at state city level so as to device a metric to find the top 10-20 markets for the client to enter. Data Timeliness: 2017

Data Quality >Exploratory Analysis of the data

- Missing Value Imputations
- Identifying key attributes in different datasets
- Summarize data through numerical groups

HOW> Formats



The Final Dashboard can be export into a presentation file which will be assumed to be viewed from a laptop.

CHALLENGES

