



# Omni-Channel Marketing Strategy

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## **Who we are.**

Video streaming service available across TV, Computer, and Portable platforms

Currently showing ads on all platforms

## **What we are looking to do.**

Launch a premium service with additional content based on personalized recommendations and demonstrate higher value to consumer



# Bridging our gap.

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Identify consumer segments based on their sentiment towards marketing and personalization

Discover the right channel and style to market to these segments

# Data Wrangling



Remove irrelevant columns



Group records to Categories

## *Media*

***Owned, Planned Purchase, Preference:***

- Portable
- TV
- Gaming Console
- Wearable

***Most Frequently Used Applications:***

- Entertainment
- Lifestyle
- Productivity
- Essential

***Time spent on other devices  
while watching TV:***

- On-Device
- Off-Device

# Exploratory Data Analysis

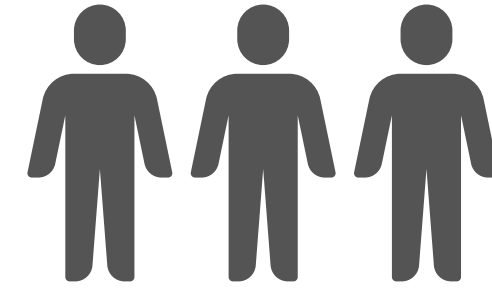
Following are the features important for our analysis:

1. Age and Gender Distribution
2. Preferred Media Channels/  
Distribution of devices
3. Time Spent on watching
4. Top Media
5. Binge Watchers

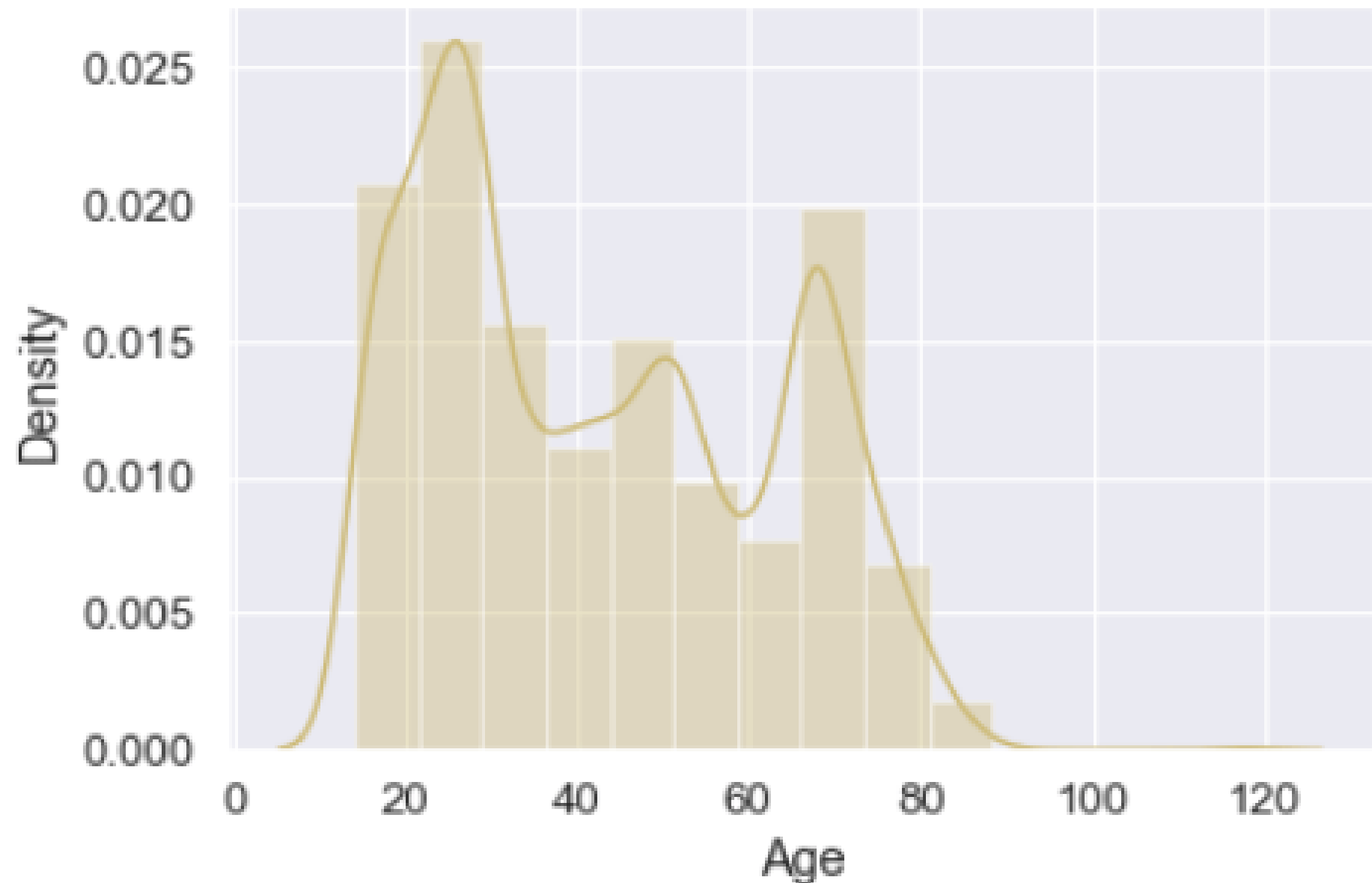
## Age and Gender Analysis



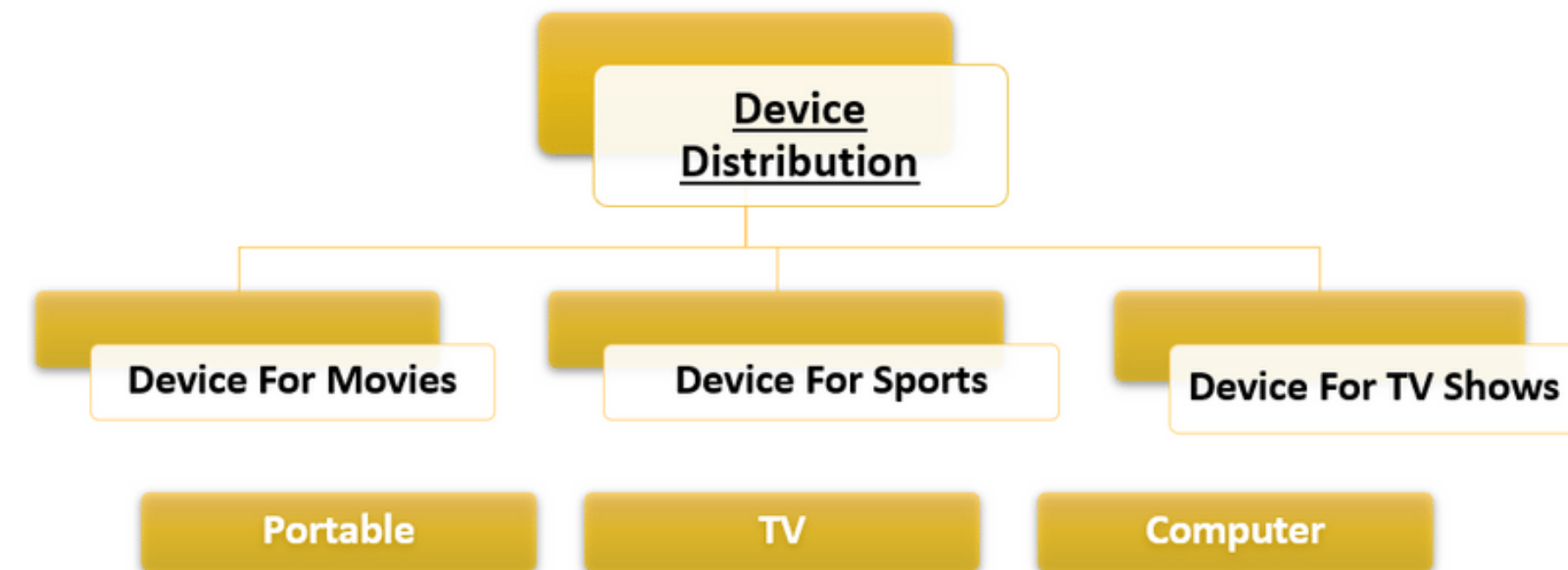
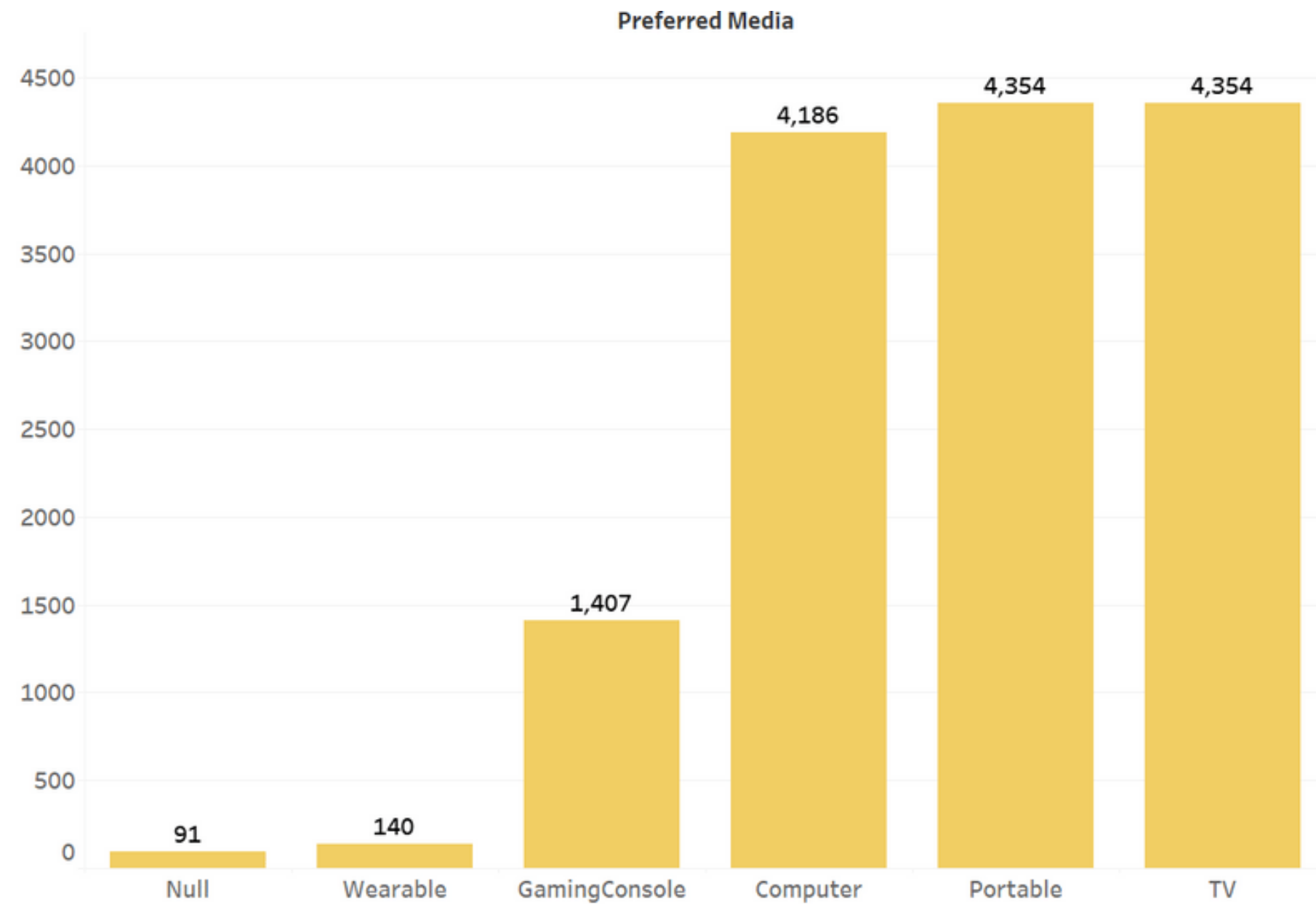
51.11% Female



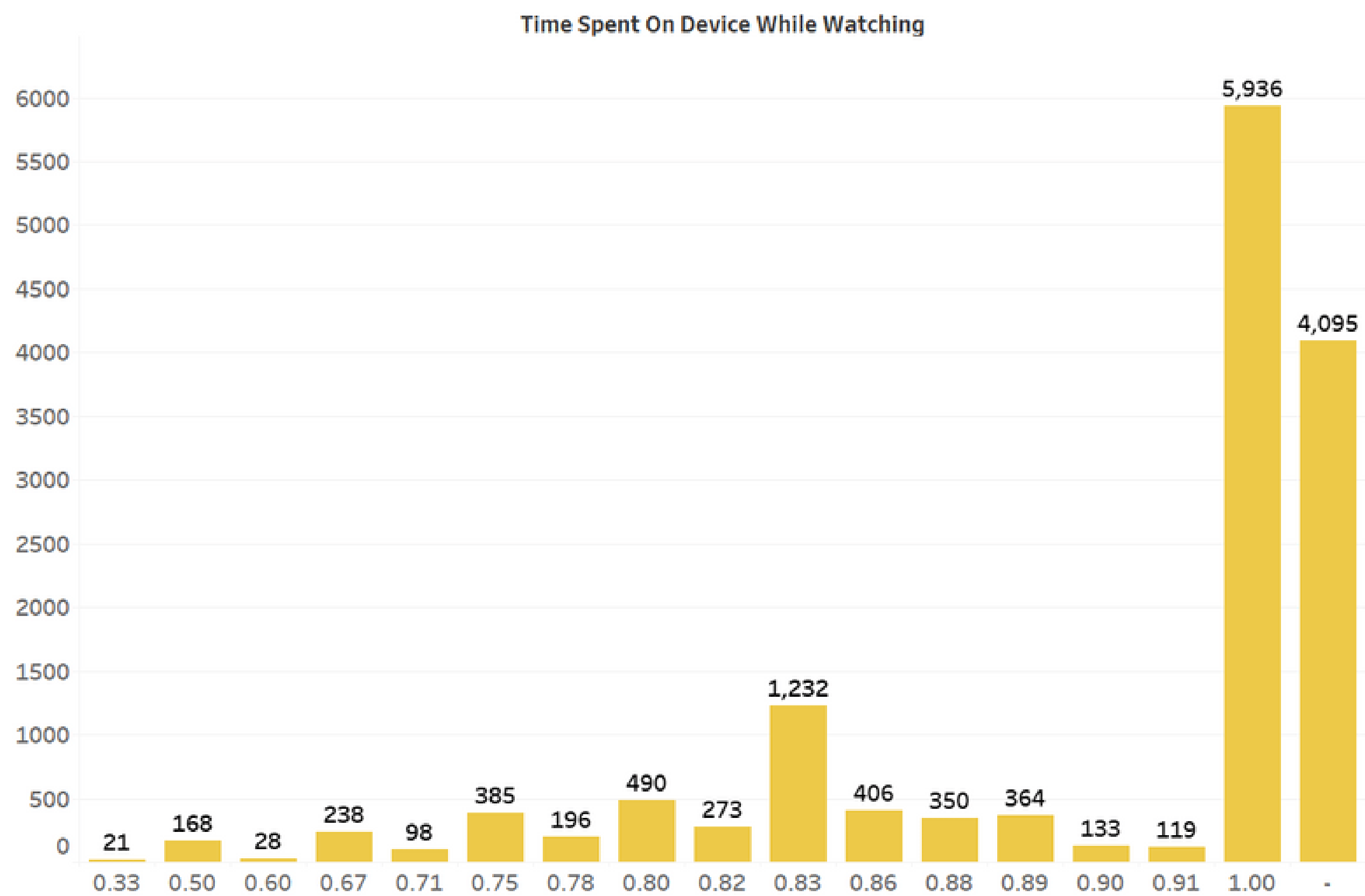
48.89% Male



# Preferred Media Channels/ Distribution of devices



# Time Spent On Device While Watching TV

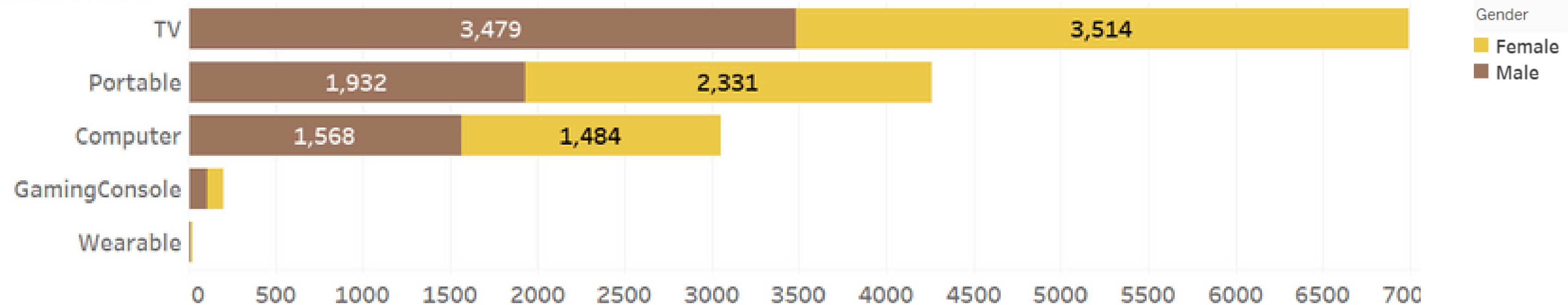


# Top Media

Top Media Owned

TV	6,993
Portable	4,263
Computer	3,052
GamingConsole	203
Wearable	21

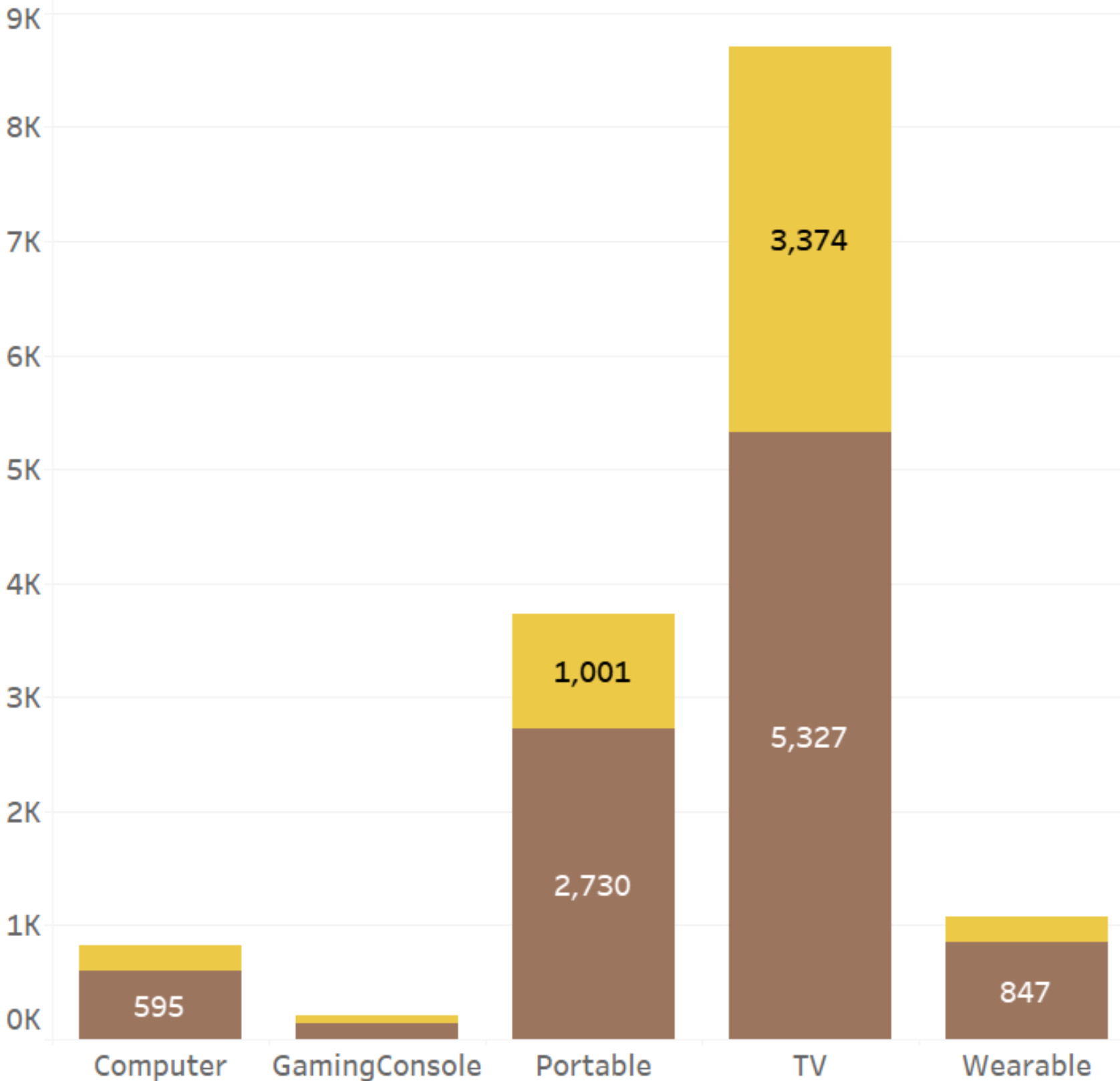
Top Media Owned





# Binge Watchers

Media Planned Purchase

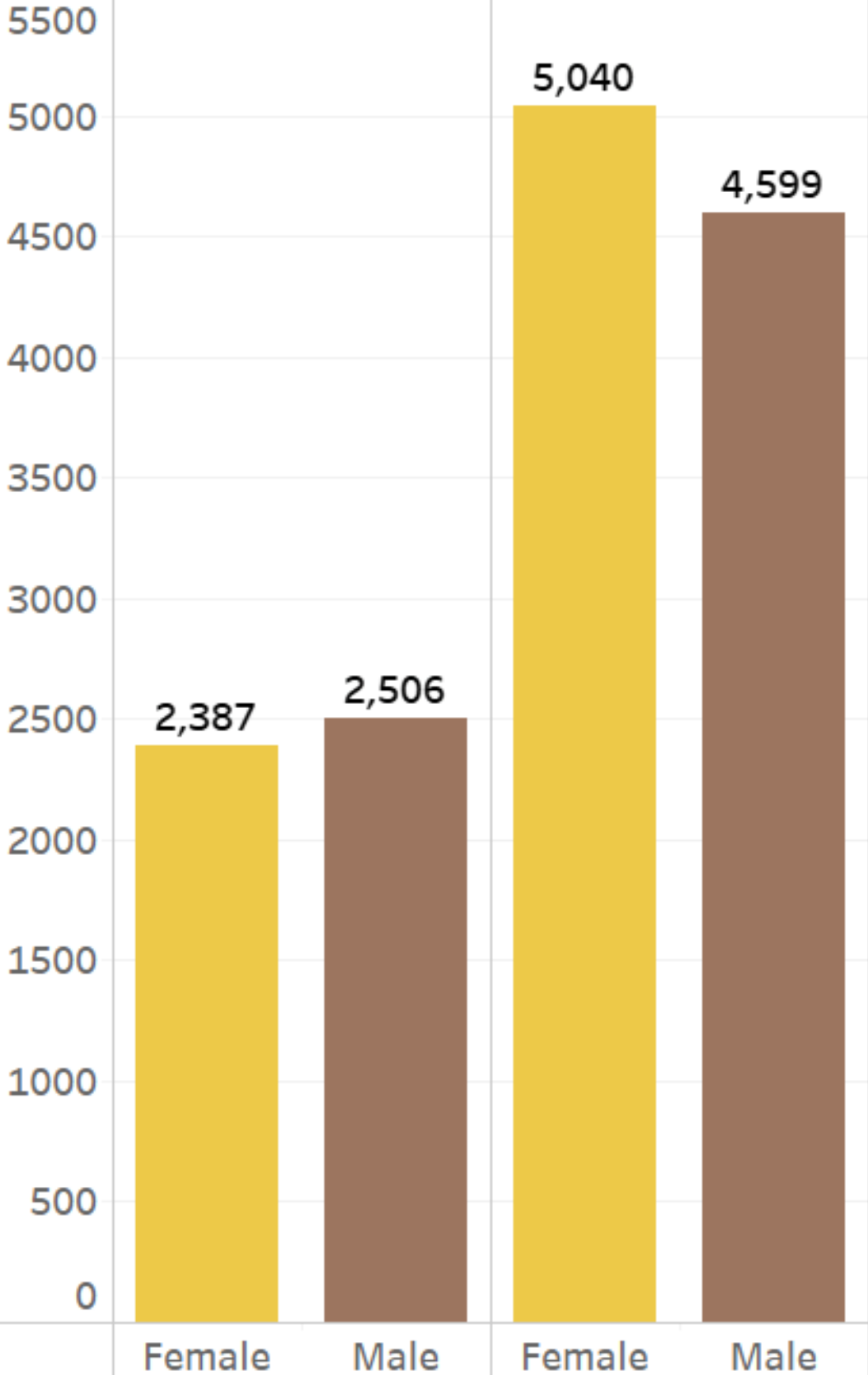


Binge Watcher

0  
1

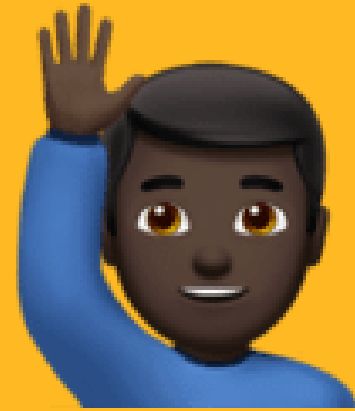
Binge Watcher / Gender

0 1



# Sentiment towards Marketing

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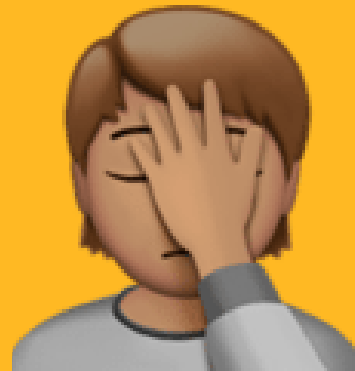
## High Interest

Willing to pay more and give information for targeted ads premium content



## Neutral

Indifferent about targeted ads but expects subscription discounts



## Disinterested

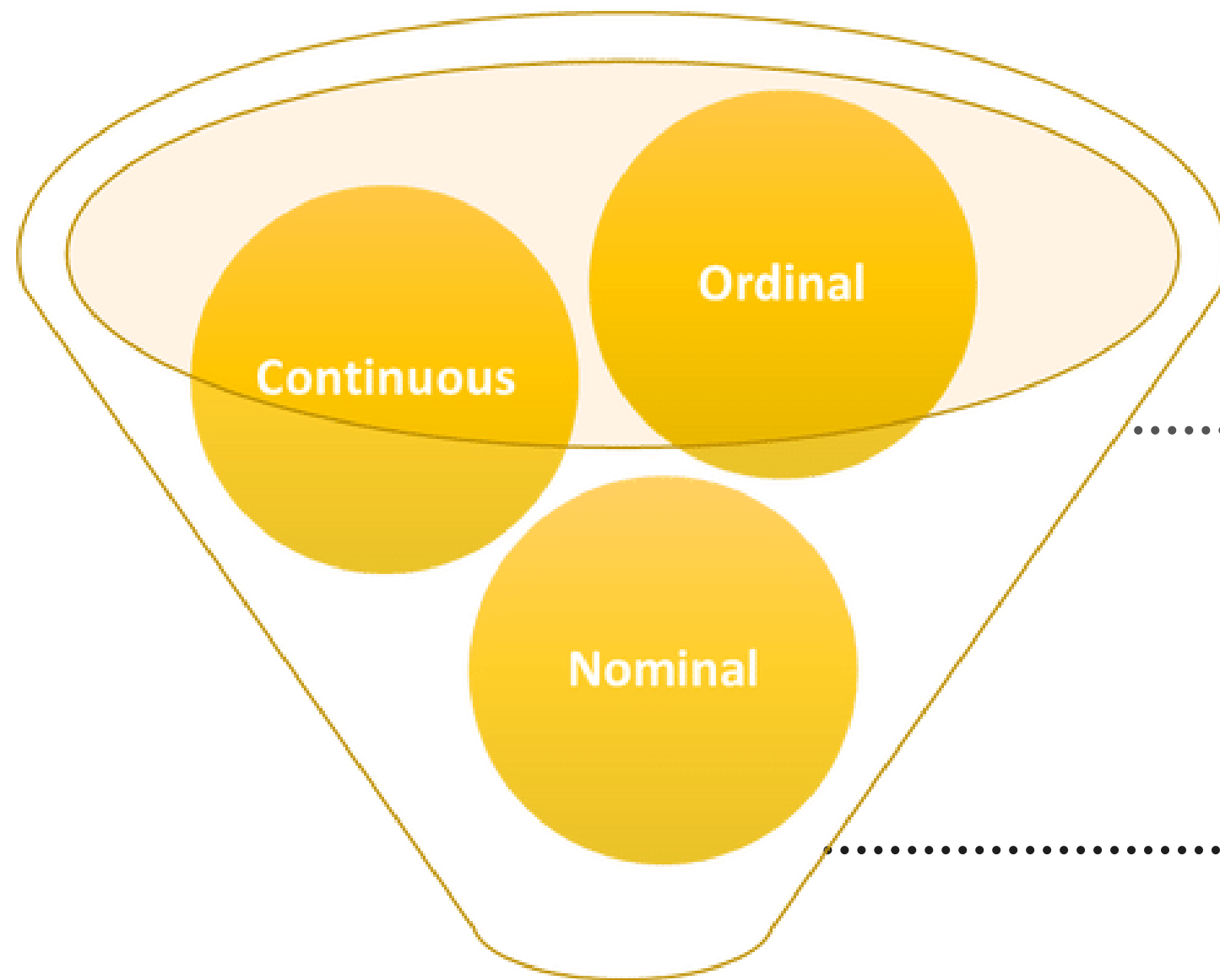
Willing to pay more to avoid targeted advertising



## Unfavorable

Unwilling to give information for personalization or for targeted advertising

# Data Pre-Processing



## Label Encoding

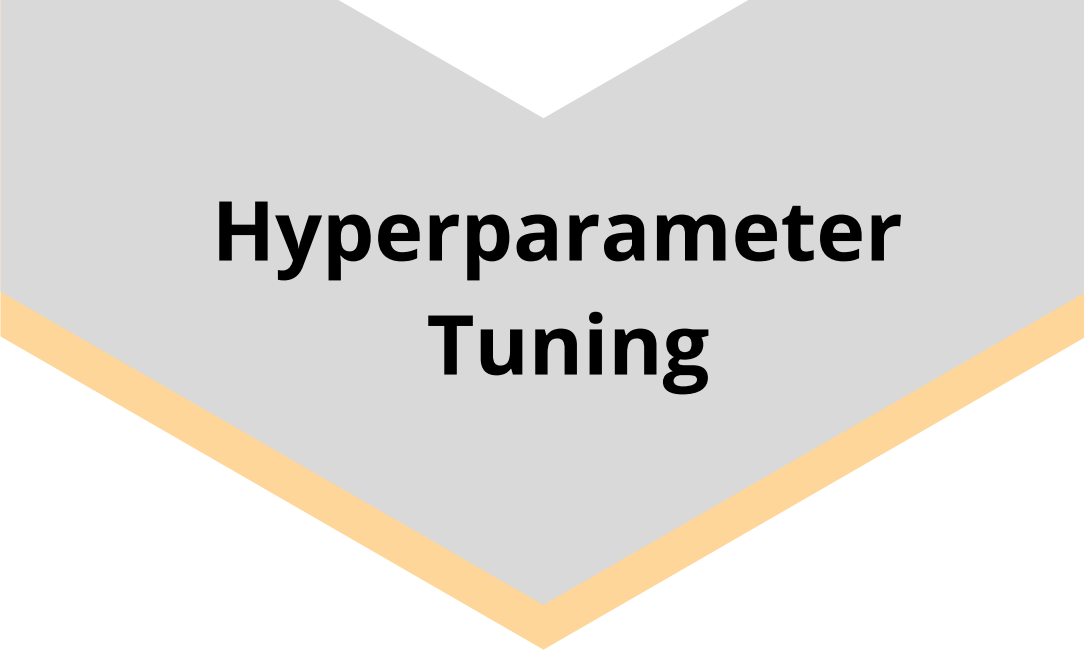
*Converting labels to a numeric form*  
(1850 x 15 -> 1850 X 41)

## Oversampling

*Dealing with Imbalanced Data*  
(1850 X 41 -> 3508 X 41)

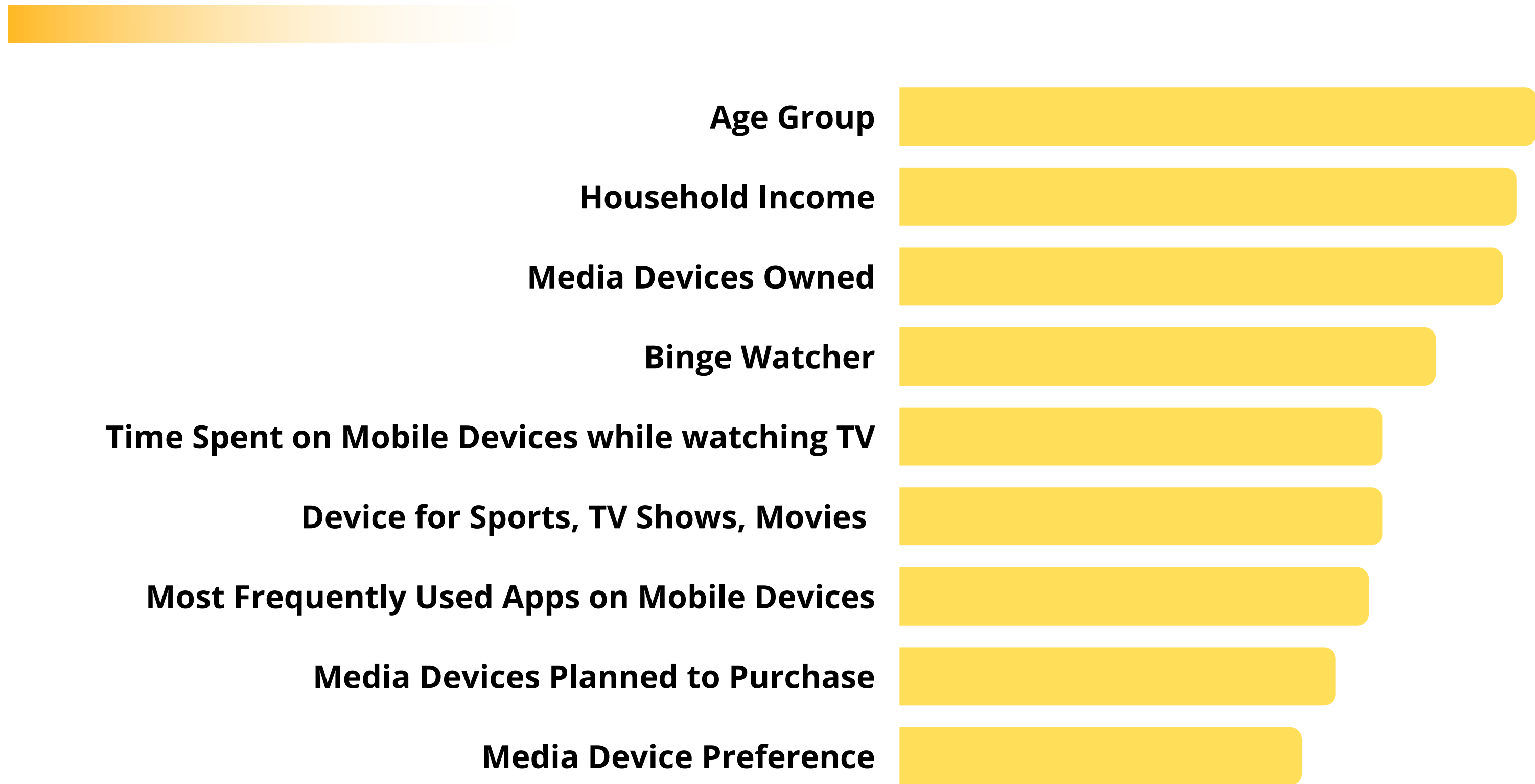
**Final Dataset**  
(3508 records,  
15 features spread across 41 columns)

# Model Selection




Classification Model	Overall Accuracy	F1 Score	Test Accuracy
Decision Tree	78%	77%	61%
Random Forest	90%	90%	71%
XGBoost	73%	71%	58%

# Feature Importance

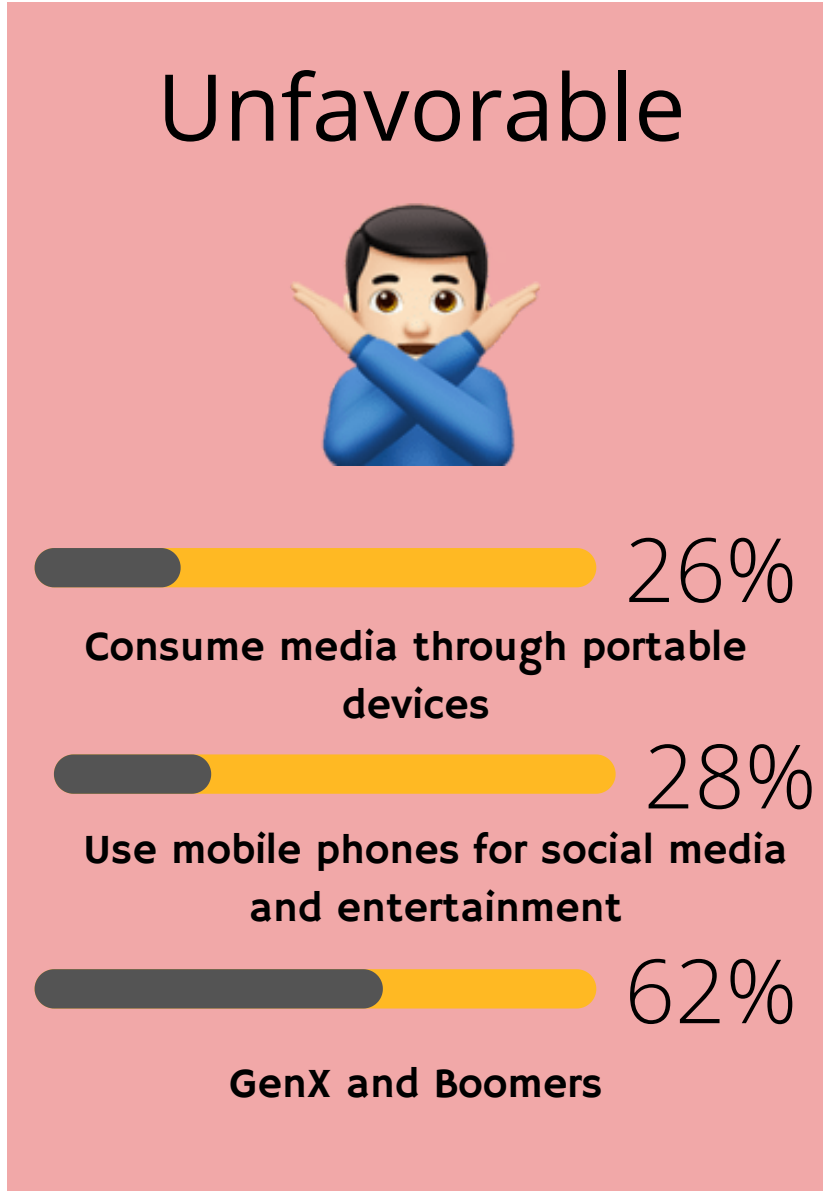
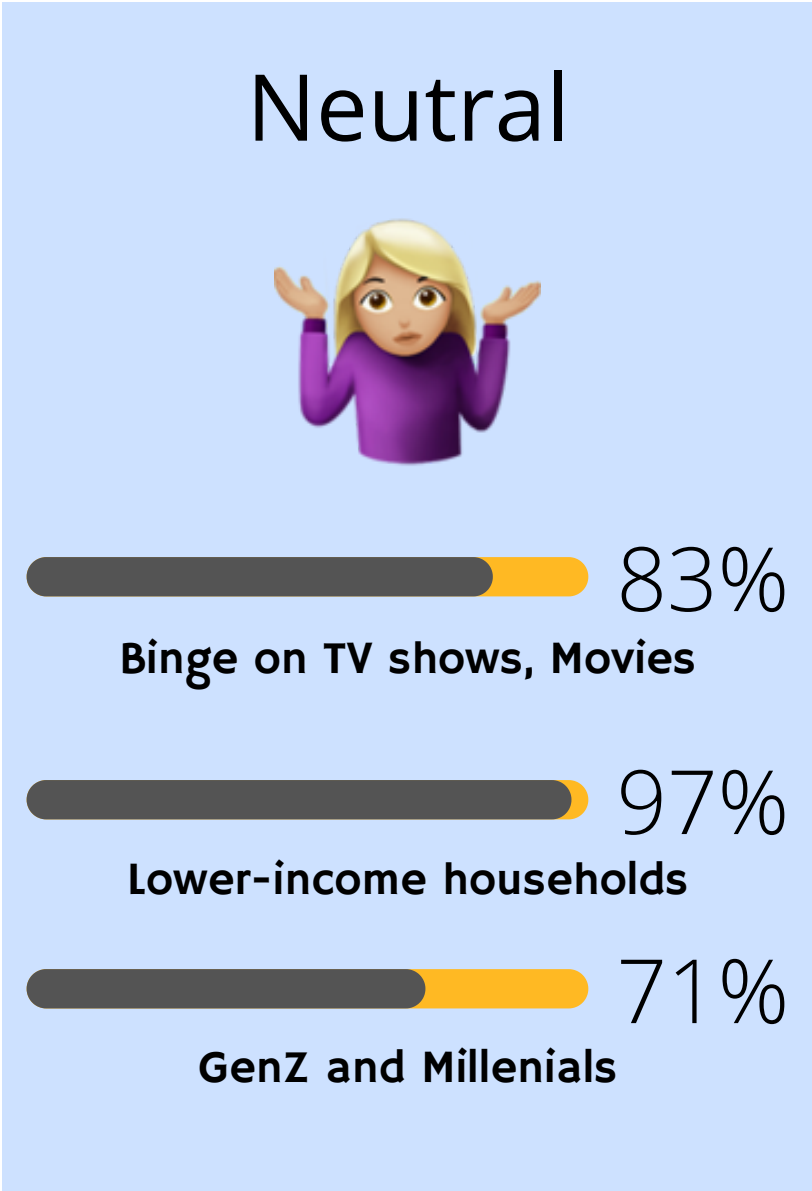
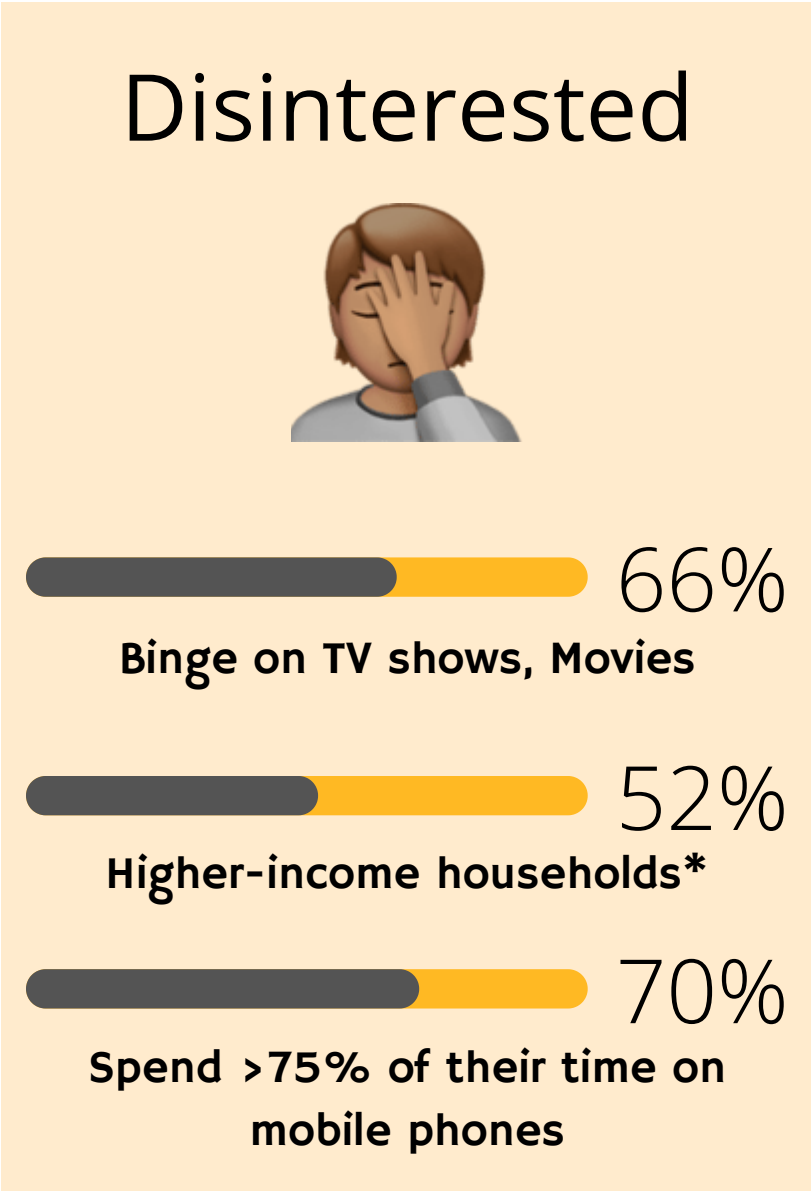
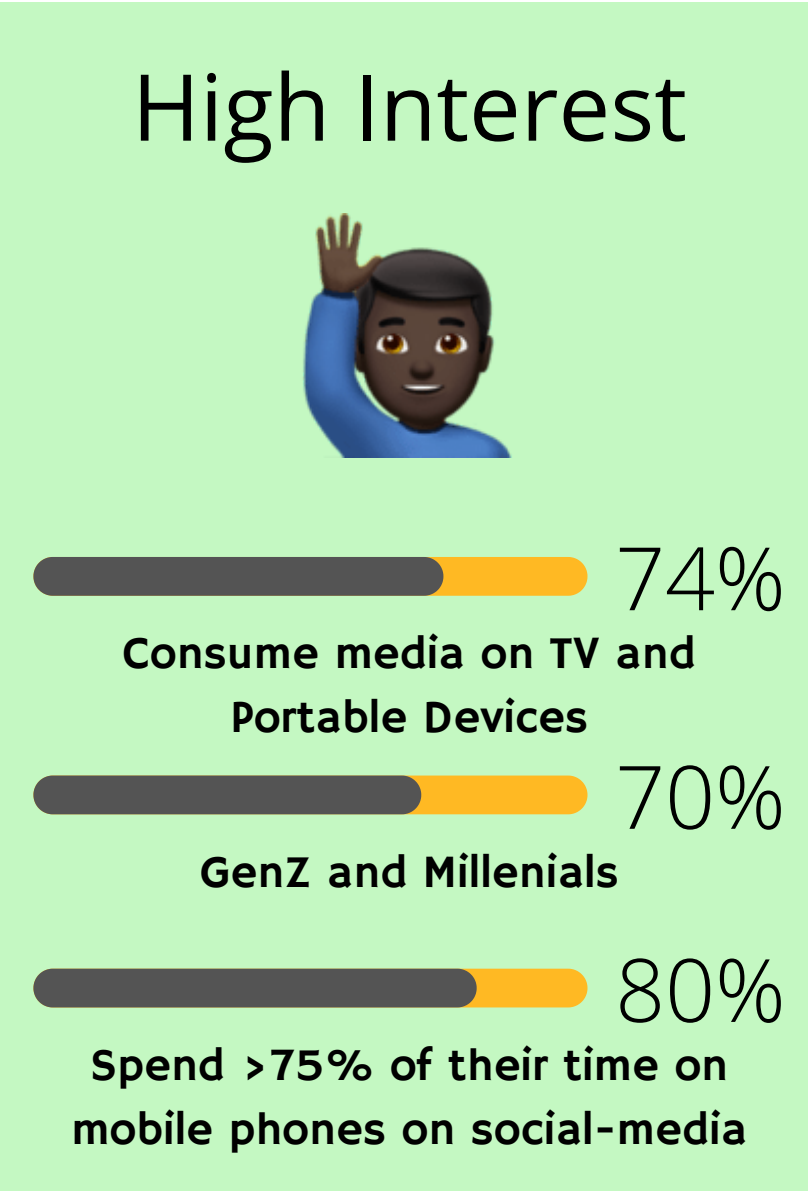


*Top features predicting Market Affinity*

# Segment level characteristics



# GenZ and Millenials are the top users of our services



\*Income > \$100,000

**A personalized omnichannel marketing strategy is imperative in enhancing customer experience**





# Personalized channel and content recommendations based on consumer sentiment

## High Interest

- Millennials & Gen-Z active on social media and entertainment apps
- Mostly own and consume media through TV
- Own multiple portable devices

**Strategy - Marketing surveys for personalized recommendations and reviews over social media and TV**

## Disinterested

- Millennials & Gen-Z spending a lot of time on portable devices for entertainment, social-media
- Occasionally binge on shows and consume media on TVs
- High willingness to pay for ad-free premium services

**Strategy - Personalized content recommendations and banner ads on social media/TV**

## Neutral

- Majorly Gen-Z spending a lot of time on portable devices for entertainment, social-media
- Binge-watchers owning, consuming media through portable devices
- Open to ads/marketing in exchange for discounted prices

**Strategy - Student Discounts and/or Offers based on completing marketing surveys**

## Unfavorable

- Boomers & Gen-X using mobile phones for essentials/productivity tasks
- Mostly own and consume media through TV and PCs
- Not active users of social media

**Strategy - Awareness based Ads on TV**



*Thank You!*

**Q&A**



# REFERENCES



- Images sourced from Google
- Data sourced from Deloitte Digital Democracy case study