Scenario : You work for a market research firm called MarketMindz that is collaborating with a retail vendor that specializes in food and beverage products.

Problem : Your client is a small company and they are still learning their market and evaluating their customers.

As a BI developer, you have just been handed your first sample of marketing data. Your client would love for you to build a BI tool that surfaces insights around a few specific items of interest:

1 How are our 6 recent marketing campaigns performing?

**2** How are our 6 products performing?

3 Who are our customers ?

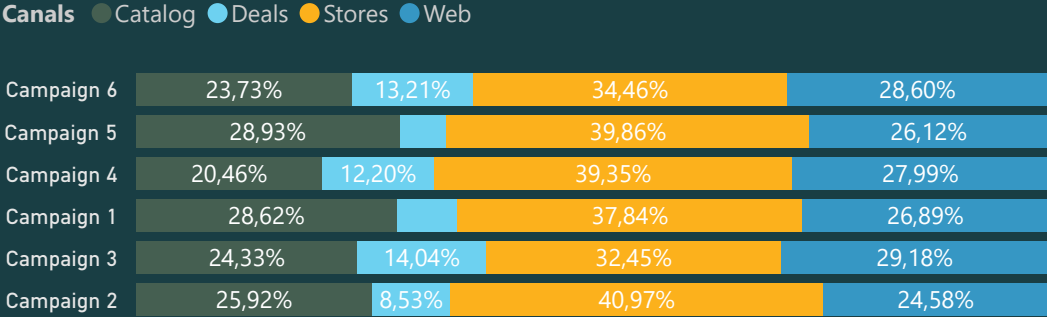**4** What is driving campaign performance and buyer decision making?

Campaign Performance

Bake	Fish	Fruits	Meat	Sweet	Wines
98K €	84K €	59K €	373K €	61K €	681K €

Which Campaign resuletd In The Most purchased?
Campaign 6 had by far the highest Number of attributed Purchases

- 333 — Campaign 6
- 166 — Campaign 4
- 163 — Campaign 3
- 162 — Campaign 5
- 144 — Campaign 1
- 30 — Campaign 2
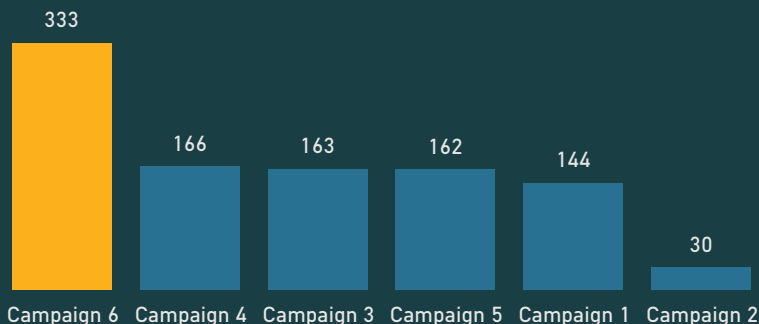
Which Platform Did Buyers Purchases For Each Campaign?
Wine was the favorite product accross all campaigns

Canals ● Catalog ● Deals ● Stores ● Web

	Catalog	Deals	Stores	Web
Campaign 6	23,73%	13,21%	34,46%	28,60%
Campaign 5	28,93%		39,86%	26,12%
Campaign 4	20,46%	12,20%	39,35%	27,99%
Campaign 1	28,62%		37,84%	26,89%
Campaign 3	24,33%	14,04%	32,45%	29,18%
Campaign 2	25,92%	8,53%	40,97%	24,58%

What Did Buyers Spend The Most on?
Wine was the Top earner by Revenue

- Wines — 0,68M€
- Meat — 0,37M€
- Bake — 0,10M€
- Fish — 0,08M€
- Sweet — 0,06M€
- Fruits — 0,06M€
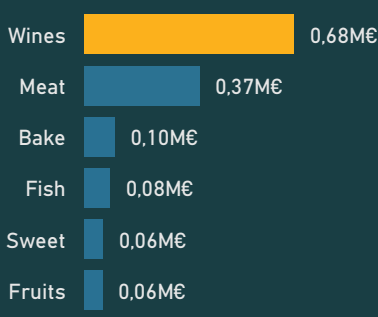
Which Campagin Generated the Most Sales?
The campaigns 6 and 5 generated the most sales revenue

- 0,33M€ — Campaign 6
- 0,26M€ — Campaign 5
- 0,21M€ — Campaign 1
- 0,19M€ — Campaign 4
- 0,12M€ — Campaign 3
- 0,04M€ — Campaign 2
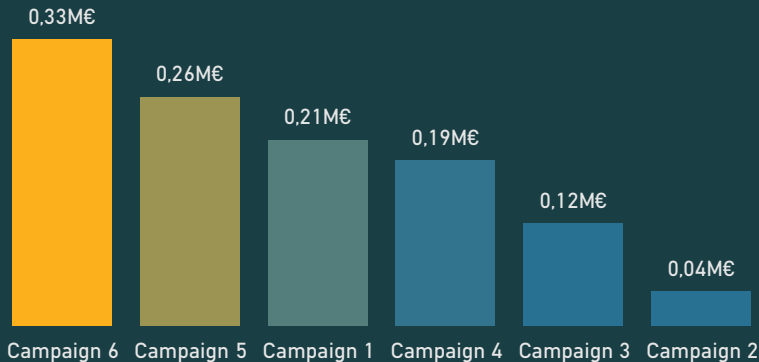
Which Products Did Buyers Purchase via Each Campagin?
Wine was the current product accross all campaign

● Bake ● Fish ● Fruits ● Meat ● Sweet ● Wines

	Bake	Fish	Fruits	Meat	Sweet	Wines
Campaign 6	6%	5%	4%	30%	4%	51%
Campaign 5	5%	5%		29%	4%	54%
Campaign 1	5%	6%	4%	29%	4%	51%
Campaign 4	4%			22%		66%
Campaign 3	9%	5%	4%	25%	4%	53%
Campaign 2	5%			19%		69%
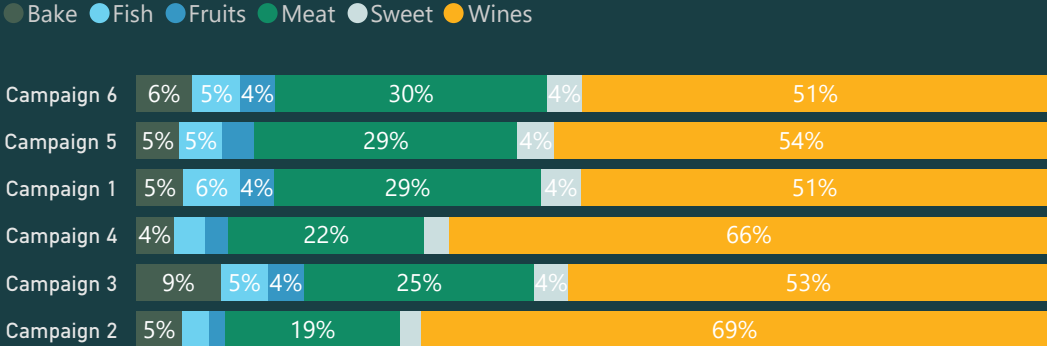
On Which Platform, did Buyers make Their Purchases?
Overall 13K Purchases were made in ...

- Stores — 13K
- Web — 9K
- Catalog — 6K
- Deals — 5K
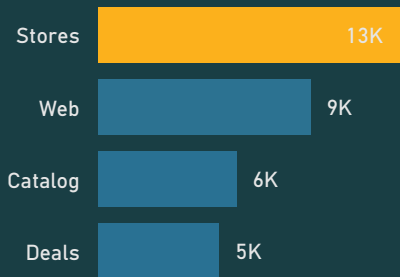
Buyer Composition

of Customers
2,239K

AVG Income
$52,23K

AVG Age
56,19

Discount Purchased
5K

Stores Purchases
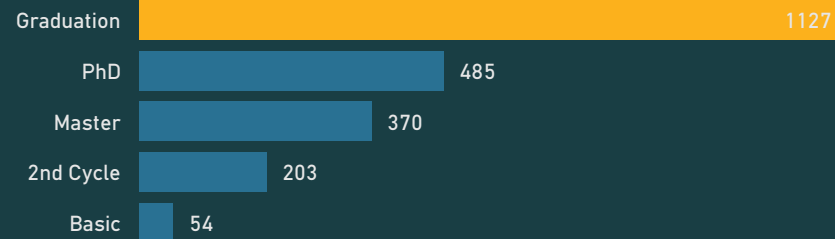**13K**

Catalog Purchases
6K

Web Purchases
9K

Web Visit last Month
12K

Which Education Level Custaomers Attained?
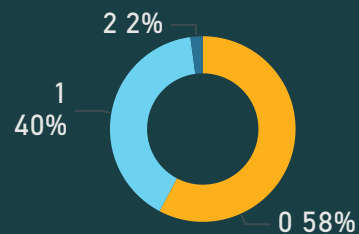*The Majority of our customers have complited university degrees*

Education	Value
Graduation	1127
PhD	485
Master	370
2nd Cycle	203
Basic	54

What is the Marital Statut of Our Customers?
Most of ofour customers are married

Status	Value
Married	863
Others	584
Single	483
Divorced	232
Widow	77
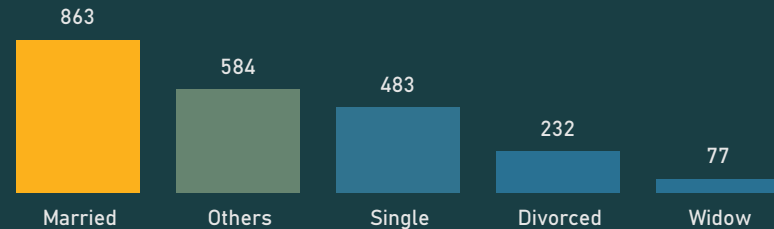
How Many Kids Do Our Customers have at Home?

- 2 2%
- 1 40%
- 0 58%

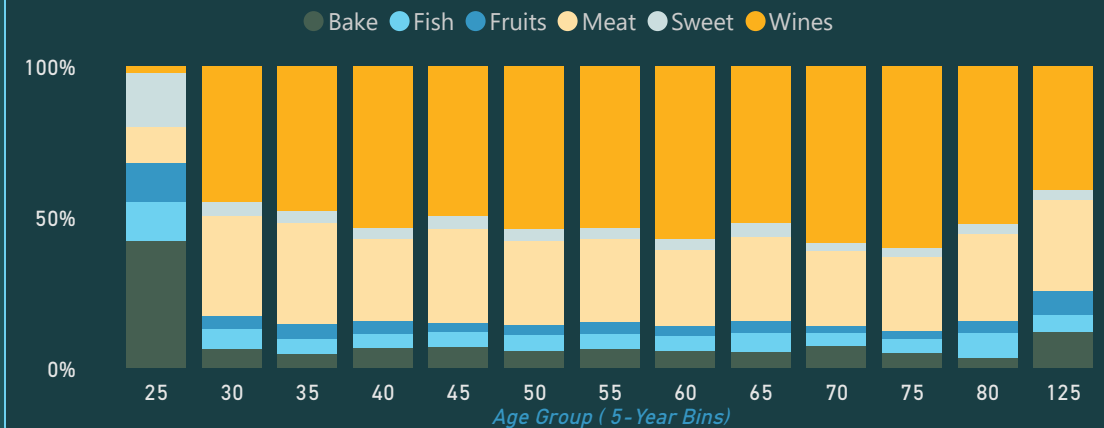## How Many Teens Do Our Customers have at Home?

- 2 2%
- 1 46%
- 0 52%
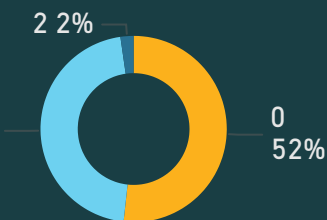
What Was the Average Salary of Customers Who Opeted into Each Campaign?
Error bar indicate Macimun and Minimum salary od customers by campaign

Campaigns: Campaign 5, Campaign 1, Campaign 2, Campaign 4, Campaign 6, Campaign 3
Scale: $0K, $50K, $100K
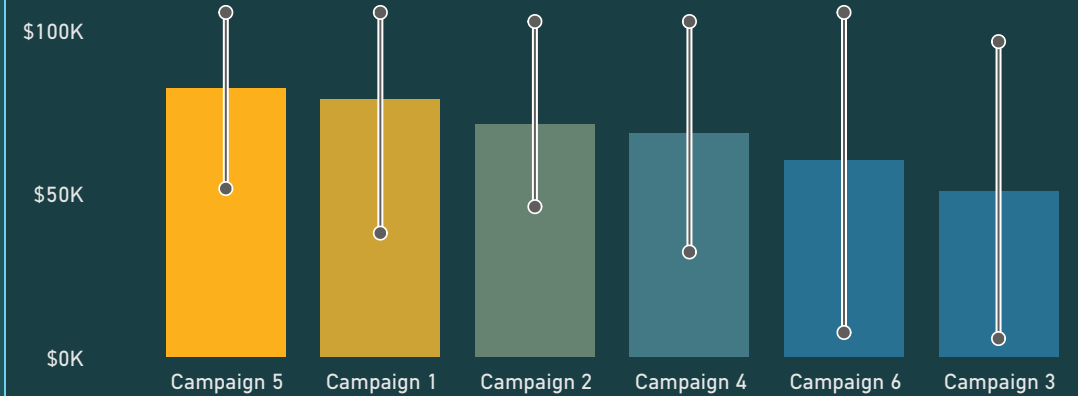
Do the Preferences of our Customers Changed Wth Age?
For the elders customers, wine increase and meat decrease

Legend: Bake, Fish, Fruits, Meat, Sweet, Wines

Age Group (5 - Year Bins): 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 125
Scale: 0%, 50%, 100%

Purchase Driver

MARKET MINDZ

Choose Product(s) to Evaluate in the Key Influencers Visual Below

Bake	Fish	Fruits	Meat	Sweet	Wines

Influenceurs clés 👍 👎

Ce qui influence Accepted Campaign pour être [Campaign 1 ▼] ?

Quand... ...la probabilité que Accepted Campaign ait la valeur Campaign 1 augmente de

← Accepted Campaign a plus de chances d'être égal à Campaign 1 quand Income est plus de $60 585 (en moyenne).

Income est plus de $60 585 → **7.85x**

# of Kids at home est 0 → 3.66x

Web Visit last Month est 5 ou moins → 3.11x

# of Teens at home est 0 → 1.79x

% de Accepted Campaign avec la val...

20%

10%

0%

$60 585 ou moins | plus de $60 585

Income (compartiments)

Trier par : **Impact** Nombre
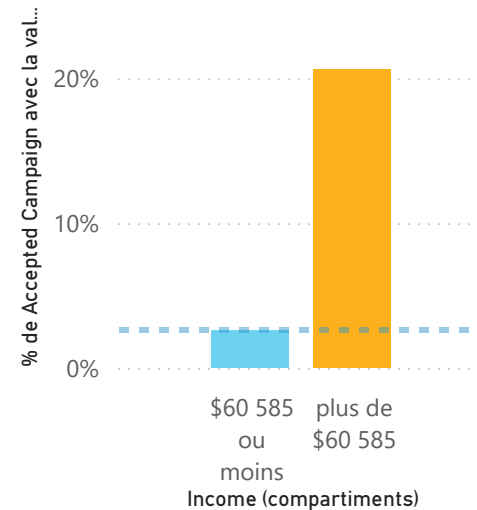
☐ Afficher uniquement les valeurs qui sont d...

Influenceurs clés   Top des segments 👍 👎

Ce qui influence Total Sales pour [Augmenter ▼] ?

Quand... ....la moyenne de Total Sales augmente de

Income est plus de $70 123 ⸺⸺⸺⸺⸺⸺ 131,7 €

Web Visit last Month est 3 ou moins ⸺⸺⸺⸺⸺⸺ 131,2 €

# of Kids at home est 0 ⸺⸺⸺⸺ 105,2 €

# of Teens at home est 0 ⸺⸺ 84,88 €

Trier par : **Impact** Nombre

Developed by Carine FOTSO