



Project Showcases

By Kenneth Lam



Cover letter

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Welcome to my portfolio!

I am excited to present my portfolio, showcasing 14 years of experience in business intelligence, data analytics, digital project management, and market research. My passion for leveraging data to drive innovation and enhance customer experiences aligns perfectly with the goals of your organization.

Throughout my career, I have transformed raw data into actionable insights, led successful digital projects, and conducted thorough market research to identify growth opportunities. My aim is to lead and inspire a team of data professionals, fostering a culture of innovation and continuous learning.

In my portfolio, you will find examples of how I have applied my skills to achieve tangible results. I am eager to bring this experience to your team and contribute to your organization's success.

Thank you for considering my application. I look forward to discussing how I can add value to your organization.

Sincerely,

Kenneth Lam



Resume



Kenneth Lam

Business Intelligence | Data Analytics |
Market Research | CRM | Digital Project
Management

Career Aspiration

With 14 years of experience in business intelligence, data analytics, digital project management and market research, my career aspiration is to significantly contribute to organizations' success, using data to drive innovation, improve customer experiences, and boost profitability.

With my passion in using data to solve complex problems, I aim to lead and inspire a team of data professionals, fostering innovation and continuous learning.

EXPERIENCE



EDUCATION / CERTIFICATION

Master of Art, Quantitative Analysis for Business
MAQAB Merit Awards



Tableau Desktop Certified Associate



Executive Certificate in Big Data and Business Analytics



SOFTWARE & SKILLS

Data Preparation
Data Analysis Data Visualization
Presentation skills Database Management
Consumer Insights CRM Project Management
P&L Management People Management
Digital Marketing

Tableau Desktop



Tableau Prep



Looker (Datastudio)



SQL



GCP BigQuery



Google Analytics



GA4



Python



Excel



Adobe Analytics



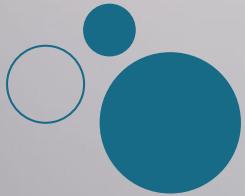
Amazon Redshift



Cognos Analytics

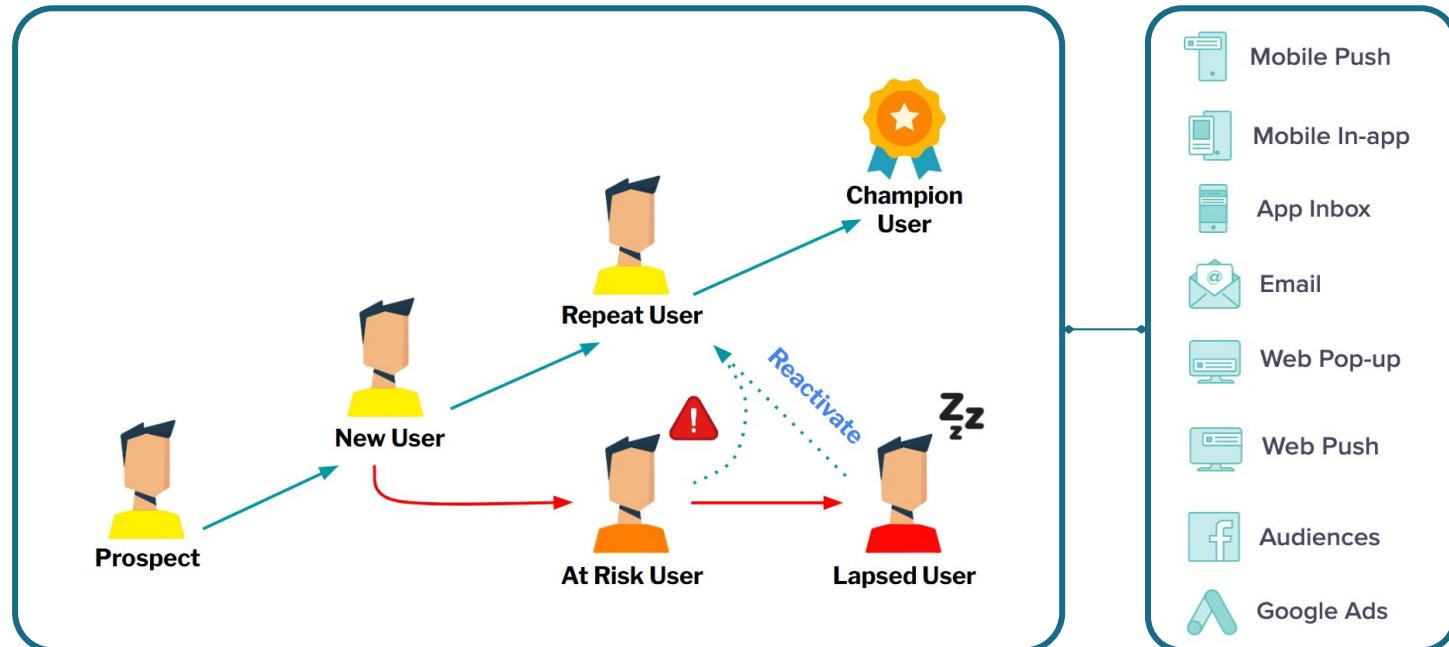


eCRM

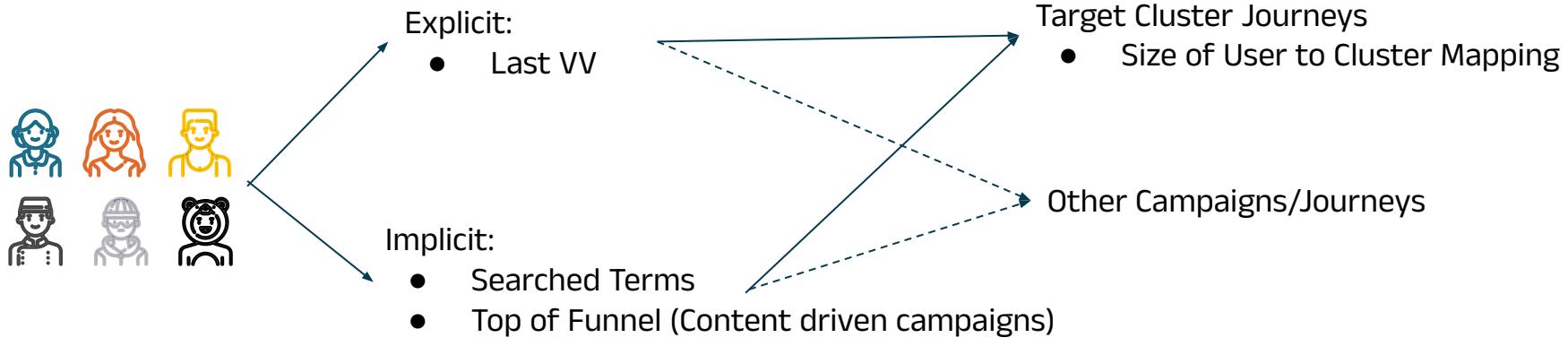


CRM Lifecycle

With Omnichannels Marketing Automation



Rule-based Journey & Campaign Setup



Source:

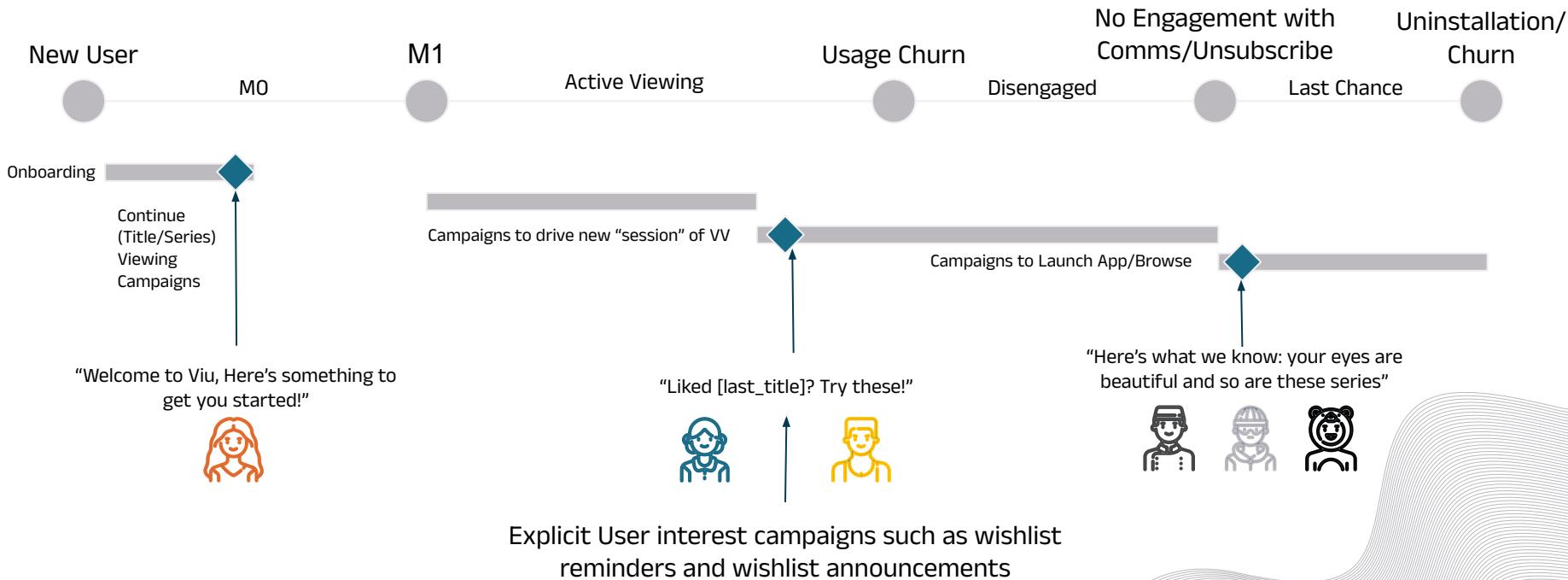
- Rule Based (CleverTap)
- Event Based (CleverTap)
- Model based (Manual Upload, API)

Managed By:

- User Property Updates via Journey
- Controlling Journey Length
- Recency-Frequency for “usual” blasts

Content Clustering in the Big Picture

Automate campaigns at key touch-points across a user's journey.



Segmentation

More sophisticated and less manual approaches

User Segments

By interest (e.g. Users who like comedy movies or like purchasing on the weekend)

Users who like (optional)

+ Interest

AND By behavior (e.g. Users who added an item to their cart but did not transact in the last 30 days)

Users who did (optional)

+ Event

AND

Did not do (optional)

+ Event

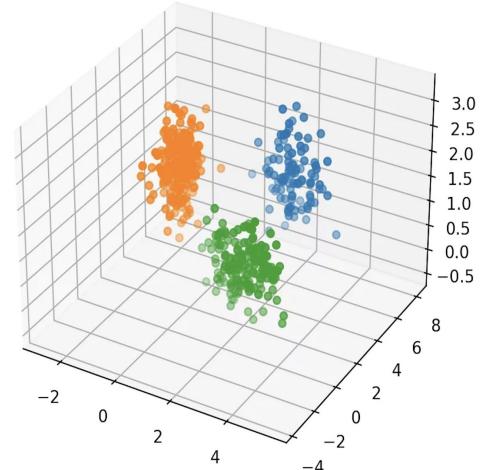
1

Rule-based segmentation approach which was developed with human biases and assumptions

RFM Model



User Clustering

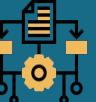


3

Use of a machine learning model resulting in groups of customers with more homogeneous characteristics

CRM use case utilising the ML models

User segments


Defined by User Clustering V2 Model

Champions
Potential Loyalists
At Risk
Churners

Omnichannels

-  Mobile Push
-  Mobile In-app
-  App Inbox
-  Email
-  Web Pop-up
-  Web Push
-  Audiences
-  Google Ads

Personalized components in comms.

{previous title} x {recommended title}



{previous origin/ genre} x {recommended title}

{actor} x {recommended title}

Recommended Content

Hybrid Model
Actor Driven
Genre Driven

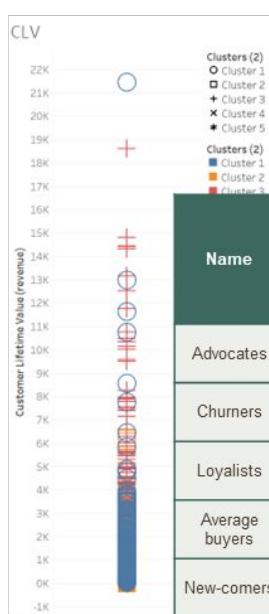
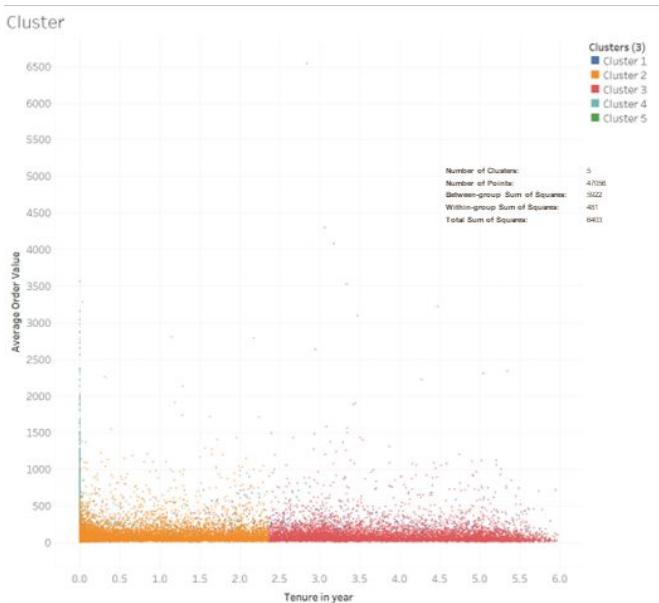

Defined by Content Clustering V3 Model

Video Views Conversion Uplift 92%!
Vs. Control Group

Customer segmentation & strategy

Cluster1: “Advocates” are the most valuable customers to the business; they have the highest avg. no. of orders in the year and maintained a high average order value. They also have relatively long tenure and tend to make cross-category (lv1) purchases.

Not much insight from further deep dive on category purchases/ sequence of purchases given the predominant volume from furniture and home/garden.



Cluster 3 “Loyalists” are also high potential customers that stay with the business for a long tenure – the key is to upsell with higher-end products to increase the order value

Cluster 4 “Average buyers” is the biggest cluster, accounting for almost 60%. They are recent buyers but have low intention to further purchase. The key to win is to secure their interest in their next purchase, or else they may turn into churners.

Name	Clusters	% of total customer	Avg. customer lifetime value	Avg. no. of orders/ customer	Avg. tenure in yr	Sum of cross- category purchases	Avg. order value	Have return order? (by majority)	New/ Retention (by majority)
Advocates	Cluster 1	3%	649.5	1.21	3.33	1.0762	EUR 168	Y	Retention
Churners	Cluster 2	19%	118.7	1.12	0.92	1.0495	EUR 114	N	Retention
Loyalists	Cluster 3	15%	476.9	1.11	3.80	1.0469	EUR 114	N	Retention
Average buyers	Cluster 4	57%	2.8	1.03	0.02	1.0065	EUR 118	Y	Retention
New-comers	Cluster 5	7%	0.7	1.04	0.00	1.0093	EUR 172	Y	New

Incrementality Tests

First VideoAd A/B test was conducted to test the impact of first-ad on overall app retention, and to test if skipping the ad can still achieve break-even (i.e. the KPI).

In the transition to Clevertap platform, tests on campaign performance versus prev. platform were done. Bulletin feature was also tested. Conv. rate uplift was the KPI (~+5% vs. control)

CRM test plan

Current Customer Recommendation	Planning Stage	Overall Customer Segmentation (24 dimensions)	User Clustering (12)	Rule Based	83231	40674	41247	Group name by model selection/goal
			N/A	Champions	RMW - Champions	31952	13406	16127
		N/A (Compare vs. publication/other)	RMW - Risk	RMW - Risk	60569	2625	5544	Champions
		Sales Targets	Potential Loyalty	Potential Loyalty	61005	2883	6062	Champions
		Cross Demos	At Risk	At Risk	61005	2883	6062	Champions
		Customer Loyalty	Potential Loyalty	Potential Loyalty	3579	1473	1605	Champions
		Customer Loyalty	At Risk	At Risk	2751	1727	1044	Champions
		Cross Demos	At Risk	RMW - At Risk	2346	862	1454	Champions
		Cross Demos	At Risk	RMW - At Risk	2346	862	1454	Champions
								Benefit scores will be passed to DevCentral via User Feedback API. DevCentral will use this information to determine which customer segments to prioritize for iteration or roll-out.

TESTER NAME: Kenneth Lam		PROJECT: Skip pre-roll ad for WO users		TEST PURPOSE: SKIP PRE-ROLL AD A/B TEST SETTING NO ISSUE		UAT Test case: first session of new UID (WEB) new install (APP) skip pre-roll ad; second session will show pre-roll ad. 8/16 WO user with latest digital English name will be test group, numeric character will be control group for WEB and 50/50 for app (remote config in Firebase, can be tested)	
TEST DATE: 2021-10-13 / 2021-10-14 / 2021-10-18		TEST PLATFORM: Android, iOS, Web (Chrome)		BUILD ID: 1.48.2.2016_1WUQ			
LANGUAGE TESTED: Chinese		DEVICE / BROWSER: Android 11 (ROG phone 5), iOS 14.0.1 (iPhone 11 Pro), Chrome (chrome Version 94.0.4606.71 (Official Build) (x86_64))		Test methodology: APP - QA Test App (Build 1.48 QA) - WEB QA environment test video - https://qa.outstar.com/test/hk-hk/user/111676c6fb98bcf939a158f		N.B. the actual A/B test will be WO users to skip pre-roll, so the whole test would run for 2 weeks (1 week of new users, for each	
Step #		Test Step		Expected Result		Actual Result	
Condition: iOS first install first session							
1	Install test app within testing timeframe (Oct 12) and able to play video	Complete		-		1 Pass	
2	Click into any video from the homepage	Video loaded successfully		Success		1 Pass	
3	Confirm if pre-roll ad is played	No pre-roll ad played		No pre-roll played		1 Pass	
Exploratory Testing Considerations: iOS can only test once as the uninstall & install move needs QA team help							
Condition: iOS first install, 4 hours after (i.e. 2nd session)							
4	Install test app within testing timeframe (Oct 12), open app and able to play video	Complete		-		1 Pass	
5	Return to the app after 4 hours and click any video	Video loaded successfully		Success		1 Pass	
6	Confirm if pre-roll ad is played	Pre-roll ad played		Some video pre-roll played (the penthouse), some not (CRISIS, 星盤)		1 Pass	
Exploratory Testing Considerations: iOS can only test once as the uninstall & install move needs QA team help							
Condition: iOS first install, after kill app (i.e. 2nd session)							
7	Install test app within testing timeframe (Oct 12), open app and able to play video	Complete		-		1 Pass	
8	Kill app and open app again, click a					1 Pass	
9	Confirm if pre-roll ad is played					1 Pass	
Exploratory Testing Considerations:							
Condition: Android first install first session							
10	Install test app within testing timeframe and able to play video					3 Pass	
11	Click into any video from the home					3 Pass	
12	Confirm if pre-roll ad is played					3 Pass	

First VideoAd JAT plan

Clevertap incrementality test results

SG Campaigns Dashboard (Campaign Results Using System Control)

Objective 1 :Upsell

Data Launched: 01/07/2020 Status: 31/12/2020 [Multiple values]

Incremental Sub and Sub Rev

Incremental Sub-Rev for Sent System	\$3,202	\$1,527
Incremental Response for Sent System	610	291
Response rate	0.05%	0.04%
Agg. Diff (month) System	5.44%	10.80%

October 2020 November 2020

Upsell by Campaigns

Month of Data Launched	Category Journey ID	Campaign Name (I. Campaign)	Status	Target Rate Size	Target % Sent	System Control %	Incremental Response for Sent System	Incremental Response for First System	Incremental Sub-Rev for Sent System	Incremental Sub-Rev for First System
October 2020	36197794	[SG] 2010102_Engage_Alice_FREE	Complete	20,518	0.44%	0.39%	0.01%	25.44%	10	52
	109833379	[SG] 2010129_Engage_Megan_FREE	Complete	102,860	0.12%	0.05%	0.07%	17.22%	71	370
	160240436	[SG] 20121110M_Stay-at-Home_11(Inv)	Complete	101,545	0.07%	0.05%	0.02%	35.90%	18	96
	160250008	[SG] 2012109_ECOM_Shopper 12.12(Free)	Complete	98,251	0.13%	0.04%	0.07%	101.26%	72	376
	160246906	[SG] 2012110_ECOM_A-Movies(Free)	Complete	98,948	0.05%	0.03%	0.02%	76.76%	23	121
	360222024	[SG] 2012120_ECOM_Shopper 12.12 Sale (Free)	Complete	99,662	0.12%	0.08%	0.04%	51.62%	40	222

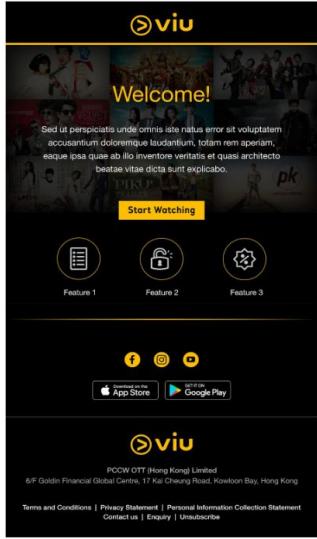
CleverTap Dashboard Test 2 (WIP)

Uplift

Week of Run	Country	Conversion Event	Label's	Campaign Name	Unique Sent Within C.	Median Uplift %	System Control Grps.	Median CR Target	Median CR System Co.
Week 28	PH	event_videoWatching	[ph] content pushes	[PH] Did You Know Everything...	1,427,130	3.8%	13,558	18.1%	17.4%
			[PH] To All the Guys Who...	1,427,108	4.8%	13,541	18.8%	17.5%	
			[PH] My Retention My Soc...	44,109	3.0%	3,200	1.1	4.4%	
			[PH] My Retention_TheRe...	44,109	2.4%	3,135	4.4%	4.4%	
			Total	3,744,432	5.2%	29,345	11.3%	10.9%	
			-						
			[PH] Weekend Watchlist ...	57,291	28.5%	67	2.4%	1.9%	
			Total	57,291	28.5%	67	2.4%	1.9%	
			[PH] Total Title Recomme...	71,158	14.4%	1,867	19.6%	15.5%	
			[PH] Title Recommendation...	42,803	12.8%	41	1.5%	1.3%	
			Total	114,779	19.2%	1,324	10.8%	7.8%	
			-						
			[PH] Credit Card Promo Bl...	8,119	30,740	5.2%	4.9%	4.9%	
			Total	8,119	30,740	5.2%	4.9%	4.9%	
			[PH] Upgrading	32,026	144.1%	14	0.2%	0.1%	
			Total	32,026	144.1%	14	0.2%	0.1%	
			-						
			Total	32,295,529	144.1%	14	0.2%	0.1%	
			-						
	TH	event_videoWatching	[th] contents	[TH] Daily All Users Push...	70,334	76.0%	7,121	3.2%	3.0%
			[TH] Daily All Users Push...	92,3484	16.7%	264	0.5%	0.4%	
			[TH] Daily All Users Push...	87,0559	22.7%	91	0.6%	0.2%	
			[TH] Daily Thai Drama Use...	483,248	24.1%	481	2.3%	1.9%	
			[TH] Daily Thai Drama Use...	483,248	23.4%	732	3.2%	2.0%	
			[TH] Daily KH Users Push...	479,589	41.2%	135	0.7%	0.5%	
			[TH] Daily KH Users Push...	479,231	40.9%	101	0.6%	0.4%	
			[TH] Daily Thai Drama Use...	469,893	9.6%	1,817	7.9%	7.2%	
			[TH] Daily Thai Drama Use...	399,270	21.9%	712	3.9%	3.2%	
			Total	5,499,162	23.9%	4,406	1.0%	0.7%	
			-						
			[TH] Title Recommendation...	100,274	18.8%	1,337	16.1%	13.5%	
			[TH] Title Recommendation...	16,660	21.5%	17	2.3%	1.9%	
			Total	106,934	20.7%	1,454	8.7%	7.4%	
			-						
			Total	5,660,105	22.1%	5,830	2.2%	1.8%	
			-						
			Total	5,899,633	13.3%	26,564	2.4%	1.9%	
			-						
	Week 29	event_videoWatching	[ph] content pushes	[PH] ML_PromoChk_0717	42,720	75.0%	7,126	0.5%	0.2%
			[PH] Cross-Sell_TheRefon...	60,169	1.8%	1,221	37.9%	30.6%	
			[PH] Cross-Sell_TheRefon...	59,073	-1.7%	1,186	37.9%	38.6%	
			[PH] RDM Cannot Lose_Re...	57,712	-8.4%	10	0.5%	0.3%	
			[PH] RDM Potential Loyall...	54,148	1.8%	232	8.7%	8.7%	
			[PH] RDM Potential Loyall...	31,536	0.9%	550	34.7%	24.5%	
			[PH] ShakesKnowsEverything...	31,224	39.7%	35	56.3%	42.3%	
			Total	407,768	11.1%	5,264	14.7%	11.6%	

eDM layout sample

Onboarding



Welcome!

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.

Start Watching

Feature 1 Feature 2 Feature 3

Download on the App Store Get it on Google Play

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6/F Goldin Financial Global Centres, 17 Kai Cheung Road, Kowloon Bay, Hong Kong

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New title launch content clustering



The latest crime-thriller drama 'One Ordinary Day' is here!

Starring by Kim Soo-hyun, Cha Seung-won and Lee Seok, which is based on the gripping Korean drama Criminal Justice. In the Korean remake, the story revolves around two men whose lives change completely after a woman is found murdered.

You may also like...

Chimera Crime | Thriller | Mystery Starring Park Hae-soo, Soo-Hye and Lee Hun-jun. An explosion took place in the past. That explosion led to a serial killer who was known as the Chimera case. #hashtag1 #hashtag2 #hashtag3

Watch Now

Bridgidut ut labore Crime | Thriller | Mystery Starring Park Hae-soo, Soo-Hye and Lee Hun-jun. An explosion took place in the past. That explosion led to a serial killer who was known as the Chimera case. #hashtag1 #hashtag2 #hashtag3

Watch Now

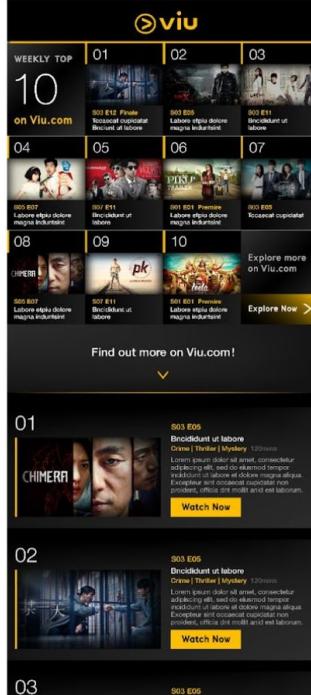
Chimera Crime | Thriller | Mystery Starring Park Hae-soo, Soo-Hye and Lee Hun-jun. An explosion took place in the past. That explosion led to a serial killer who was known as the Chimera case. #hashtag1 #hashtag2 #hashtag3

Watch Now

Bridgidut ut labore Crime | Thriller | Mystery Starring Park Hae-soo, Soo-Hye and Lee Hun-jun. An explosion took place in the past. That explosion led to a serial killer who was known as the Chimera case. #hashtag1 #hashtag2 #hashtag3

Watch Now

Weekly Top 10



WEEKLY TOP

10	01	02	03
903 E10 Finale Bridgidut ut labore	903 E05 Labore et ipsa dolore regime Indumentum	903 E11 Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E11 Bridgidut ut labore	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E01 Premie Labore et ipsa dolore magis Indumentum	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E11 Bridgidut ut labore	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E01 Premie Labore et ipsa dolore magis Indumentum	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E11 Bridgidut ut labore	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E01 Premie Labore et ipsa dolore magis Indumentum	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E11 Bridgidut ut labore	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E01 Premie Labore et ipsa dolore magis Indumentum	903 E05 Finale Bridgidut ut labore	
903 E07 Labore et ipsa dolore magis Indumentum	903 E11 Bridgidut ut labore	903 E05 Finale Bridgidut ut labore	

Find out more on Viu.com!

01

02

03

Weekly Timetable



Fresh releases on Viu.com this week!
24 Oct - 1 Nov

MON-TUE

Exceper sint occaecat
Crime | Thriller | Mystery 120mins
Lorem ipsum dolor sit amet, consectetur adipiscit elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
#hashtag1 #hashtag2 #hashtag3
Updated at 12:00pm

Watch Now

CHIMERA

Exceper sint occaecat
Crime | Thriller | Mystery 120mins
Lorem ipsum dolor sit amet, consectetur adipiscit elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
#hashtag1 #hashtag2 #hashtag3
New Release

Watch Now

WED

PIKU TRAILER

Exceper sint occaecat
Crime | Thriller | Mystery 120mins
Lorem ipsum dolor sit amet, consectetur adipiscit elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
#hashtag1 #hashtag2 #hashtag3
Updated at 12:00pm

Watch Now

THUR

Exceper sint occaecat
Crime | Thriller | Mystery 120mins
Lorem ipsum dolor sit amet, consectetur adipiscit elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
#hashtag1 #hashtag2 #hashtag3
New Release

Watch Now

Campaign overview

Care & Tips



dyson
请你的空气清新机保持最佳状态



dyson
冬日佳节 非凡礼赠

Marketing, NPD and events



dyson supersonic:
造型指南



清洁地垫物



先进净化技术 只在 Dyson



Dyson 空气清新机



dyson v12s detect slim submarine



dyson zone



Accessories

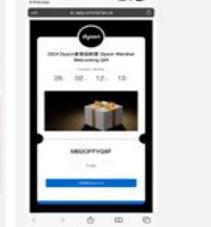


Total email sent: 1.25M
Avg. click rate: 2.1%

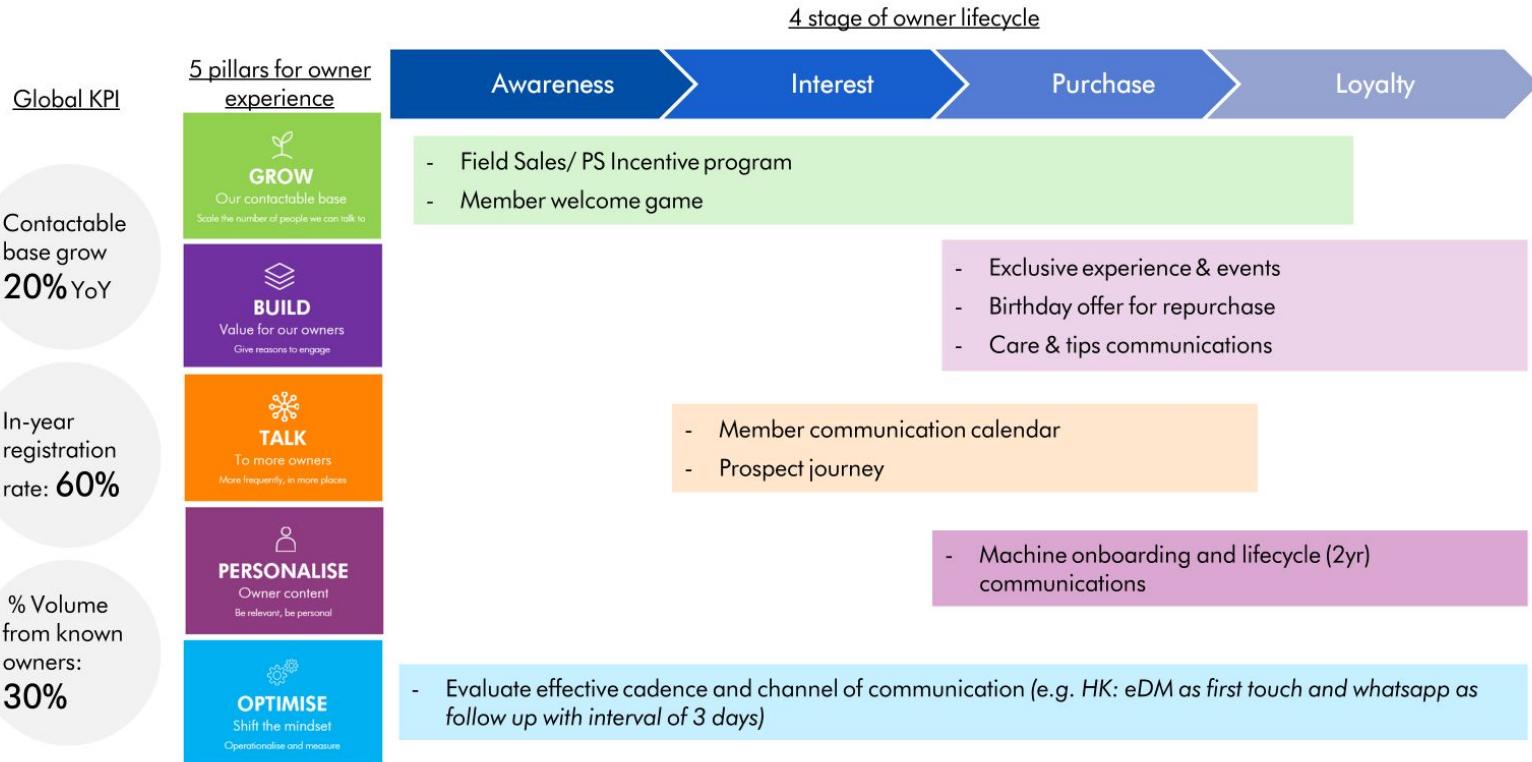


020 journey implementation

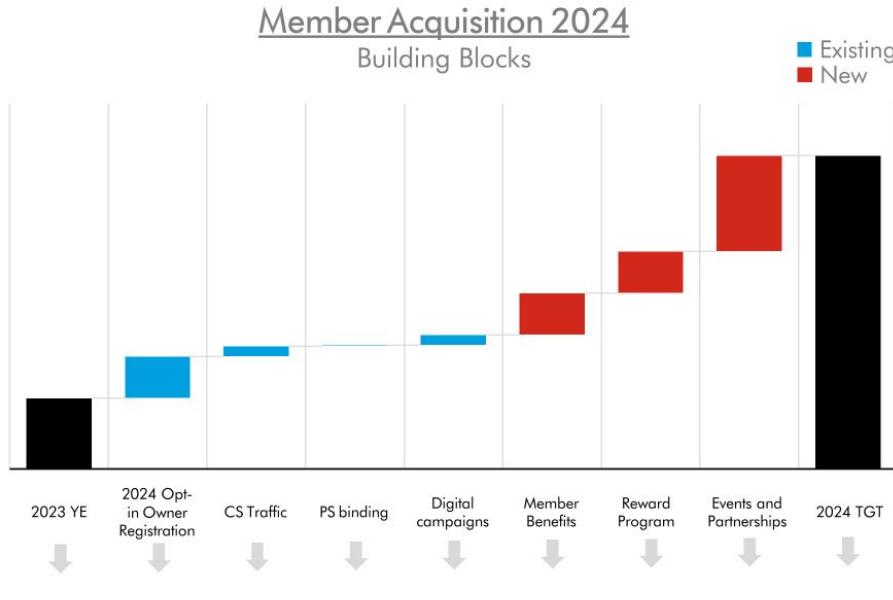
Registration revamp and new touchpoint → Enhance engagement → Drive sales and continuous optimization

<p>New Registration Page with more info</p> 	<p>Utilize Whatsapp as key customer touchpoint</p> 	<p>Field sale and customer service enablement</p>  <p>Dedicated QR code for field sales to drive customer online</p> 	<p>Data architecture revamp and customer segmentation</p>  <p>Enable single view of customer by connecting the footprints</p> 	<p>Full CRM journey set up and Omnichannel campaign planning</p>  <p>App push WhatsApp eDM Social & Paid Media</p>  <p>Social lead ad</p>	<p>Member welcome game to drive acquisition</p>  	<p>Dynamic dashboards with semi-real time data for stakeholder alignments</p>  
<p>Capture product interest, marketing opt-in upfront, birthday, purchase date, place of purchase</p>	<p>Campaigns, CS and tech support, ecom sales, product registration, all-in-one place</p>	<p>Field sales & CS incentive program to drive CRM base and online sales</p>	<p>To ensure that the new registration data is fully captured and re-usable throughout the pipeline</p>	<p>Targeted offer and omnichannel campaigns to drive repurchase in both online and offline</p>	<p>Optimize customer acquisition paid media with custom audience list from CRM</p>	<p>Single source of truth for integrated planning across the whole business</p>

CRM strategy



CRM KPI Building Blocks

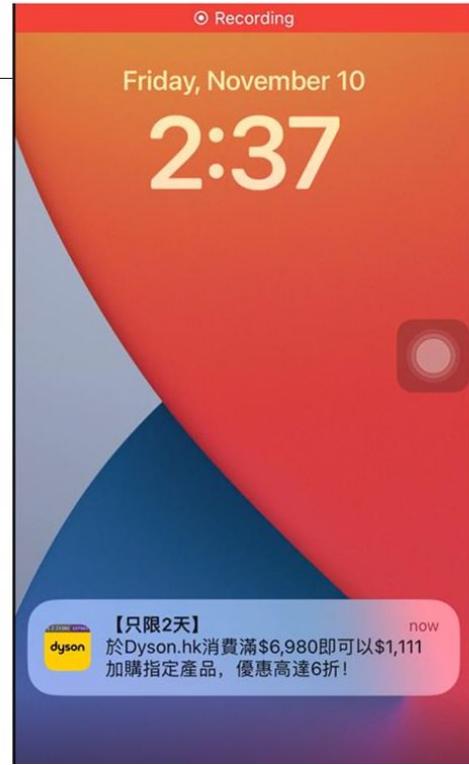
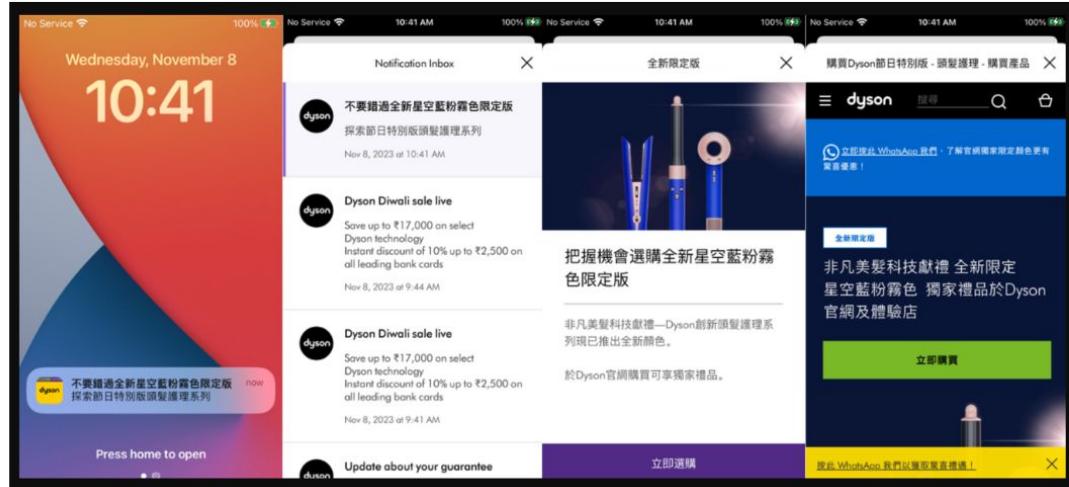


Key asks:

- Partnerships and loyalty program are non-budgeted. Looking into reshuffling budget to fund these but may still need extra.
- Partners agreement / paperwork support

Reference - Member conversion: 21%, Owner repurchase: 4%

App push example



Customer Retention Achievements

Field Staff Incentive

Dyson Expert | Customers Service

Whatsapp via Omnichat

enabled for Marketing | Dyson Expert | Customer Service

31%

Contribution to
registration since
launch

2x

Marketing opt-in
pace

Enhanced owner
communications
with

【Dyson 家用專家】與你一起

現為你送上家用兩件套，包括

月30日前專享半價購入 Dyson Supersonic™ 吸塵器及

風嘴，讓你在家中即可達成更全面的潔

淨效果。請在下方輸入您的生日資訊

【Dyson 家用專家】

感謝你對 Dyson 的支持，歡迎前往

Dyson.hk 購了解更多限定禮遇。

下午 6:21

頭版優券

Drove incremental
120

repurchase volume
from broadcast
messages

Achieved
incremental

300

organic reg. from
Whatsapp Chatbot
since mid-Jul launch



Latest enhancement:

- recovered extra 15% delivery orders with auto-trigger registration email

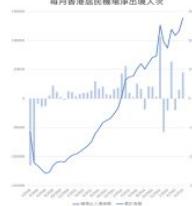
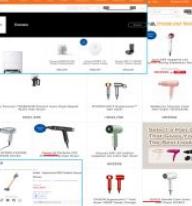
Market Intelligence



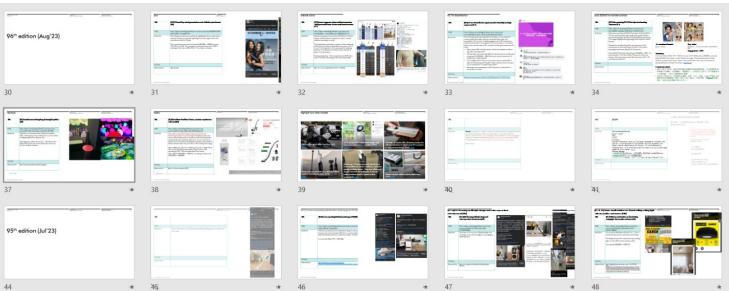
Market Intelligence

Economic Outlook

HK 2023 Economic Outlook

September 23	DYSON HKTW		
<p>GDP growth estimate for 2023 +4% (@govt, Aug '23)</p> <ul style="list-style-type: none">Hong Kong economy growth Q2'23 YoY: +1.5%, vs. Q1'23 +2.7%Previous estimates were 3.5-5%Looking forward, inbound tourism and domestic demand will remain the major drivers of economic growth this year. The improving economic situation and prospects should boost domestic demand, though tight financial conditions will remain a constraint.	<p>Retail Sales YTD +20.1% YoY in 2023, but electrical goods only +1% (@govt, Aug '23)</p> <ul style="list-style-type: none">Value of total retail sales in Jul 2023, at \$34.5 billion (provisional), increased by 18.4% over a year earlier.E-commerce accounted for 6.8% only, out of total retail sales value. YoY e-commerce sales value dropped -5.1% YTD.	<p>Consumer prices expected to grow moderately at +2.0% in 2023 (@govt, Aug '23)</p> <ul style="list-style-type: none">Consumer Price Index (CPI) growth was measured at +1.8 % YoY in July 2023, slightly lower than the +1.9% in June.For 2023 as a whole, the underlying consumer price inflation rate averaged 1.7%.	<p>Unemployment Rate remained at about 3% and expected to be steady in 2023 (@govt, Aug '23)</p> <ul style="list-style-type: none">The labour market remained positive as domestic economic activities gradually returned to normalcy. The unemployment rate between May-Jul 2023 dropped by 0.1 percentage points to 2.8%, vs. 2.9% in Apr-Jun'23Looking ahead, overall inflation should remain moderate in the near term. While domestic cost pressures may increase alongside the economic recovery, external price pressures will likely see some moderation though
			
<p>In 2024, with the expectation of no further consumption voucher release and also the diminishing impact from CVS, YoY slight decline is expected. Volume shall remain steadily low, still far from bouncing back to pre-Covid level.</p>	<p>Era of explosive growth from online is expected to have passed: retailers are only planning minimal budget for online business development, expecting the business contribution to stay the same</p>	<p>Increasing number of new/ small brands across Dyson's category (esp. FC & HC) that are available not only online but also offline key retailers</p>	

Competitive Activities Monitoring



Research Interpretation and Key Informed Actions

Methodology

Online survey via eM, owned platforms
Sample size:
TV n=433 (Aug 16 - 29)
HK n=122 (Aug 7 - 21)

Online survey via eM, owned platforms
Sample size:
TV n=433 (Aug 16 - 29)
HK n=122 (Aug 7 - 21)

Key takeaways

Pre-purchase	Satisfaction	Usage
• Previous ownership of HWD robot is low, mostly handled by the satisfaction for wet cleaning, plus with other robot.	• Overall satisfaction is quite something of concern	• 420H users are effective cleaners that mostly use vacuum for multiple times in a week.
• Lower dust detection and cleaning performance function in one of the 2 common reasons to purchase HWD, H10W, H10TW.	• Strong suction power is still the most satisfied feature, while the cleaning performance has been strong differentiating factors	• Daily part usage is quite different in HK and TW, majority in HK use dry cleaning at least sometimes.
• Key selling point is the most attractive feature	• Key selling point is the most attractive feature	• Dated or generic design and other floor cleaning features are not being applied. Rel owners use dry cleaner for specific needs.

1. Dial up wet technology to differentiate with competitors
2. Continue promoting "all-in-one" "Single machine to serve all your cleaning needs"

620H Owner Survey

Details – pre purchase

General of HWD machines
Using 420H (n=433)

Number of HWD machines in household

Region	0	1	2	3	4	5	6	7	8	9	10+
HK	10	10	10	10	10	10	10	10	10	10	10
TW	10	10	10	10	10	10	10	10	10	10	10

Top 5 consideration factor in buying V12

Factor	Percentage
1. Laser dust detection	77%
2. One click button ease of use	47%
3. Cleaning versatility (dust, mite, wash etc.)	44%
4. Can detect long distance hair, and wood shavings	34%
5. New Detect Sh Submarine cleaner head	34%

Most attractive cleaning

Feature	Percentage
1. Cord free convenience	77%
2. One click button ease of use	47%
3. Laser dust detection	44%
4. Cleaning versatility (dust, mite, wash etc.)	34%
5. Dry and wet separation design	34%

Market Intelligence

HK Facing Tough Economic Outlook

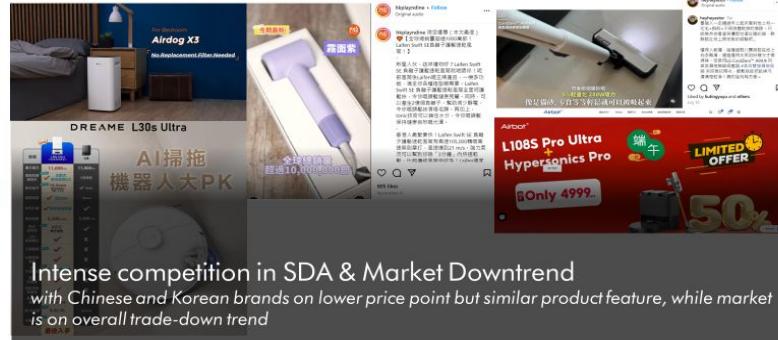
Drive new demand with breakthrough technology and product offerings via first-in-class O2O experience
Defend volume with lower price point in face of the trade-down trend



November 24

DYSON HKTW MARKETING

4



Intense competition in SDA & Market Downtrend
with Chinese and Korean brands on lower price point but similar product feature, while market is on overall trade-down trend

2024e GDP +2.7% Vs 3.2% in 2023	Retail Sales YTD-Jul'24 -7.3% With HK consumer spending offshore and tourist spend less	Consumer Prices +1.7% Inflation moderate as benefited by stable currency	Unemployment Rate 2.9% with threats from further layoffs and business close-downs
HK Economic Indicators: conservative economic outlook			



Competitive Landscape and Share

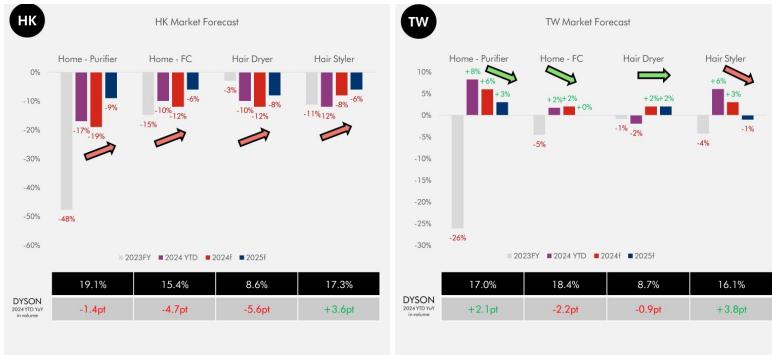
Competitive Landscape analysis

- Stry (SG brand) launched in EM chain this year and disrupted the MPP market
- Stable multi-styler landscape; Dyson gained share in straightener with Airstrait.



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Market Forecast



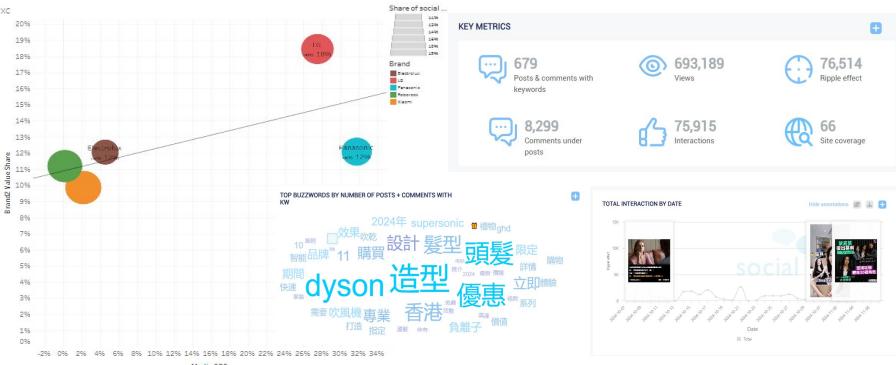
Dyson Technology Limited - Confidential

Market Share Trend Reporting

EC | Low market demand on air purifiers, while competitors are focusing on multi-function dehumidifier with stable momentum

	Market Development	Market ASP (HKD)	Dyson Market Share
Beauty	Hair Dryer	130.3K -11%	\$686 +3%
	Hair Styler	10.4K -32%	\$1,227 -13%
	Straightener	27.9K +3%	\$913 +47%
	Wet & Dry Stick	8.3K +18%	\$4,096 +0.1%
Home/ FC	Floor Washer	4.3K +29%	\$2,964 +20%
	Dry Stick	42.3K -30%	\$2,053 -15%
	Dry Robot	0.4K -32%	\$1,971 -27%
	W&D Robot	3.5K -2%	\$2,490 +4%
Home/ EC	Handheld	23.7K -6%	\$479 +3%
	Purifier Mono	20.4K -18%	\$1,781 +8%
	Multi-function Purifier	13.0K -16%	\$3,122 -18%
	Dehumidifier	90.0K +39%	\$2,982 -6%

Social and media tracking



Inform Pricing Strategies by Price Point x Segment Analysis

Home/FC zoom-in

November 24

DYSON HKTW MARKETING

8



- Dyson gained share with W&D stick NPD but was not enough to compensate volume loss in dry stick; Potential in W&D MPP segment with Digital Slim Submarine as share and volume were still low.
- Robot market remained small in HK.

Market share, competitive threats and trends

		Market			Dyson				
		Volume YTD			Dyson Volume YTD		Dyson volume share YTD		
		2023	2024	YoY	2023	2024	YTD	+/- pts vs LY	YTD Rank
Total FC		131.5K	114.3K	-13%	20.1K	13.4K	11.7%	-3.6pts	1
W&D Stick	HKD	7.0K	8.3K	18%	1.6K	3.0K	35.8%	13.6pts	2
PPP	4K+	3.3K	4.6K	41%	1.6K	2.8K	60.7%	13.4pts	1
MPP	2K-4K	2.2K	2.1K	-5%	0.0K	0.2K	7.4%	7.4pts	3
EPP	<2K	1.5K	1.6K	3%	0.0K	0.0K	0.0%	0.0pts	0
Floor Washer	HKD	3.4K	4.3K	29%	0.0K	0.0K	0.0%	0.0pts	0
PPP	4K+	0.1K	0.2K	25%	0.0K	0.0K	0.0%	0.0pts	0
MPP	2K-4K	2.0K	3.6K	76%	0.0K	0.0K	0.0%	0.0pts	0
EPP	<2K	1.2K	0.6K	-51%	0.0K	0.0K	0.0%	0.0pts	0
Dry Stick		60.3K	42.3K	-30%	19.7K	11.5K	14.6%	-5.9pts	1
PPP	4K+	9.7K	3.7K	-61%	8.8K	3.2K	84.2%	-7.5pts	1
MPP	2K-4K	20.2K	13.8K	-32%	9.2K	5.2K	37.7%	-7.9pts	1
EPP	<2K	30.5K	24.8K	-19%	0.1K	0.0K	0.2%	0.0pts	29
Robot		4.1K	3.9K	-6%	0.0K	0.0K	0.0%	0.0pts	0
Dry Robot		0.5K	0.4K	-32%	0.0K	0.0K	0.0%	0.0pts	0
W&D Robot		3.6K	3.5K	-2%	0.0K	0.0K	0.0%	0.0pts	0
Handheld		25.3K	23.7K	-6%	0.0K	0.1K	0.5%	0.3pts	18

+

+

Consumer Insights



Strength	Weakness	Opportunity	Threat
<ul style="list-style-type: none"> ANC quality: mostly on par with or even better than key headphone brands Design: Dyson signature colors showed huge appeal. Together with the material used on the headphone itself, it offers hi-tech/ fashionable feel to the consumers. Appeal only to trend-setters though when the visor is worn Copper version: more widely-accepted in terms of its look and color Airflow: appeal to auto-mode and clear air ventilation effect when turned on, even with facemask on. Also to the sound notification when mode changes. Material: ear cup size fit and cushion are very comfortable. The adjustment of headband size is also easy to handle; a bit hard for visor position adjustment Joysticks control: the control for music is intuitive and user-friendly 	<ul style="list-style-type: none"> Sound quality: not as good as key headphone brands like Sony, B&O, Bose; but better than Apple. The airflow noise also affect audio experience. Weight: heavy when worn on head. Slightly more tolerable when worn on neck (idle). Some feel dizzy when wearing it for some time Size: generally feel that it's big in size and can't be folded, so it's not convenient to carry around. Ear cup is also a bit big to wear on neck. Price: Price perception was on avg. \$3-4K (\$2K for audio; \$2K for air purifier), some expect ~1K more from the 'Dyson pricing' perception. Still need further justification for the SSP: \$6980 Outlook with the visor: most concern about the social acceptance from look with the visor on. Clear improvement in acceptance after try-on 	<p>Pouch: the pouch that comes with the Copper version is highly admired for convenience, GWP opportunity even for the hero SKU. Pouch size best to be able to fit both the headphone and the visor</p> <p>Retail trial: clear improvement in feedback on esp. weight and look after try-on.</p> <p>Community face mask: many expects that by wearing 571 there is no need to wear facemask anymore. The community facemask that comes as spare parts may be a solution.</p> <p>Specs and details: most prefer the key visual with more detailed explanations. Audiophile concerns very much about the detailed specifications in both audio and air purification, so need to be provided</p> <p>Ease the stuffy feeling of facemask: most mention that the airflow helps ease the discomfort of wearing a facemask. Could be an angle to improve the acceptance of the technology</p>	<ul style="list-style-type: none"> Consumer confidence in purifier and the portable purifier current consumer perception that we need expert support to drive belief Demand for wearable purifiers Differentiation between different brands: there was no clear differentiation Bluetooth connection with various devices: whether the connection with different devices is stable Storage case: The cases (both ear cups) are not well designed so it doesn't encourage carrying them around Airflow direction: some said that the airflow direction creates discomfort to the eyes that create discomfort



Headphone product trial

SWOT analysis

Sound quality: stronger bass, clearer human voice, better spacious effect

Controls: the double-tap and the joystick are not sensitive enough

Flow: reducing the noise so that it doesn't affect audio experience. Some flow to the eyes that create discomfort

Clear indication of Left and Right ear needed

Color design: less plasticky and use plain color instead of shiny silver

Size and weight

Design for easy to carry (e.g. can be folded or reduce in size)

Air Purifier Consumer Journey Mapping

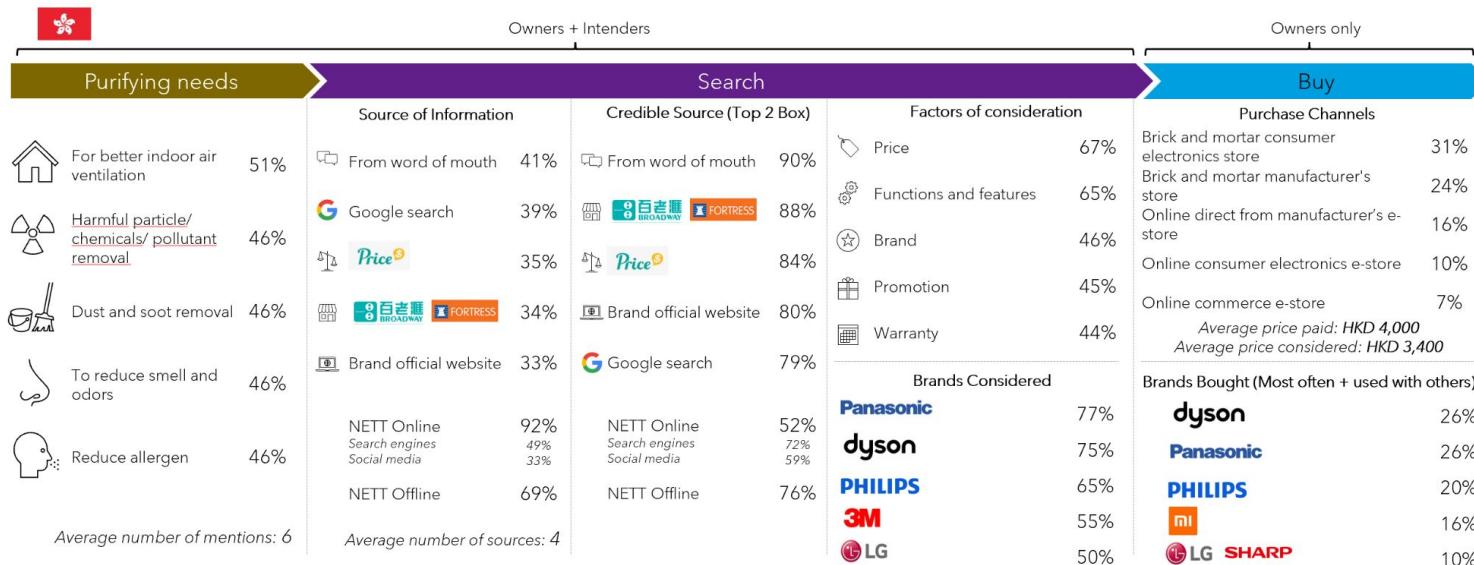
Purchase journey (quantitative validation)

August 22
EC Insights Week

Claims, Standards and Insight

332

In HK, word-of-mouth is the top source and most credible. The in-store experience is still credible, after which price comparison and brand websites are used. Price and functions are key consideration factors. Offline stores remain key channels for purchase.



Base: Total Respondents (HK: N=1,000)

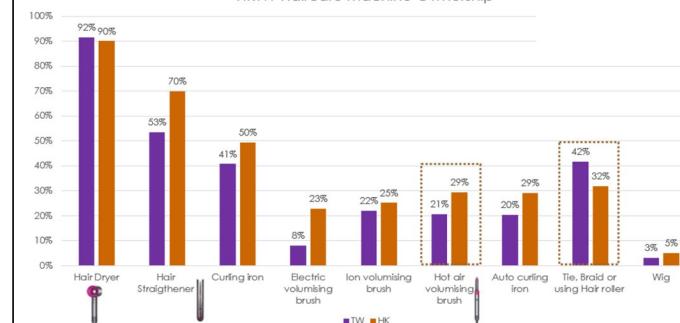
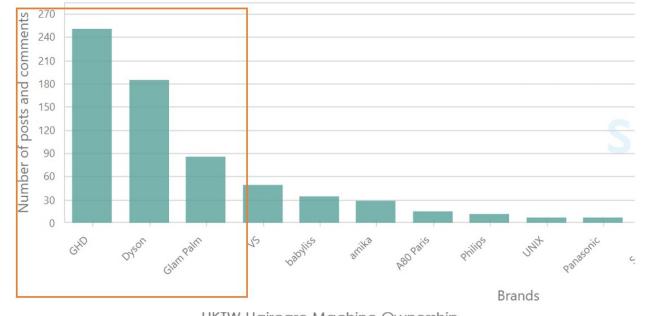


Market Exploration

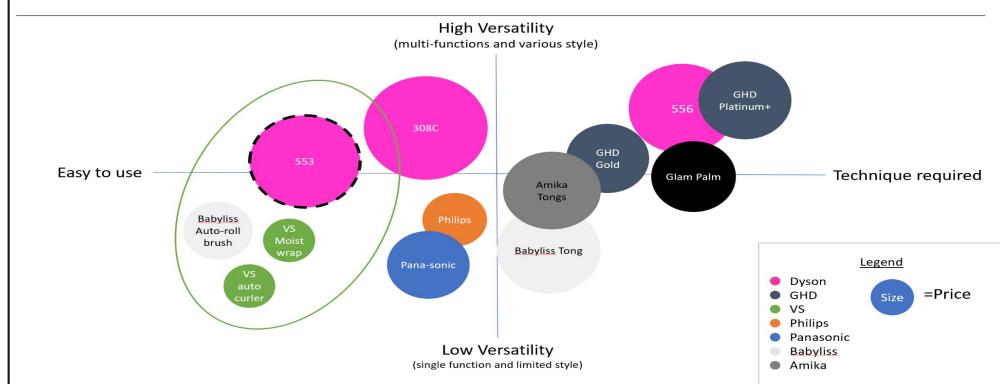
2-in-1 hair drying straightener NPD market exploration



SHARE OF VOICES BY BRANDS



Key products available x features
Lack of high ended easy-to-use & high versatility product in the market



Market Exploration (Headphone)

571H Exploratory Survey - HK Topline summary

Methodology



Online survey to owners via email
Completed and valid sample size:
n=609 (Mar 26 – Apr 2)

Key takeaways

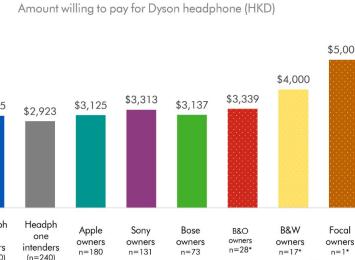
- | Purchase | Trigger and Barriers | Price Sensitivity |
|---|--|--|
| Brand direct stores and major chains are dominant purchasing channels in HK for over-ear headphones (esp. key mass brands like Sony, Apple, Bose) | Sound Quality and ANC are hygienic while comfortability is key | With the provided range of price points (\$3580-5980), there are clear uplift of purchase intention at \$4980 and \$3980 |
| Retail audio specialists are secondary channel for brands with fewer direct retail locations (e.g. B&W, B&O, Focal) | Existing over-ear headphone owners generally have higher acceptance of prices than intenders | The unduided expected price of Dyson headphones is HKD \$3K (~\$330) and the expected price amongst Sony and B&O owners are \$3.3K, B&W \$4K+, Focal \$5K+ |
| | Demo at store, warranty extension and ear-cup replacement as GWP raise purchase intent | |
| | Requires justifications on Dyson's audio expertise/ Why Dyson | |

1. Reiterate tech value stack and provide reason to switch
2. Upscale on demo experience at direct store and communicate benefits when commuting
3. Consider maintenance-related GWP to raise purchase intention

Price analysis

Clear uplift of purchase intention at \$4980 and \$3980.

Existing over-ear headphone owners generally have higher acceptance of prices than intenders



Audio Insights

Comfortability is key for long distance commute as key usage scenario
Maintenance-related GWP shall raise purchase intention

Sound Quality and ANC are hygienic while comfortability is key

Top 3 triggers to over-ear headphones

Good Sound Quality
Comfortable to wear
ANC

Top 3 barriers to over-ear headphones

Tight on head
Weight
Stuffiness in ear

Key usage scenarios:

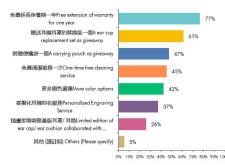


Demo and warranty/ ear-cup replacement raise purchase intent

Key barriers to purchase Dyson Zone/ 571H

Prefer to try it on in store first (7%)
Unsure about Dyson's audio expertise (40%)

Extended warranty and ear cup replacement are most attractive giveaways for up-sell

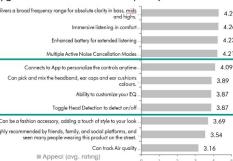


Personalization adds differentiation esp. when headphones are bought for self-use

Headphone is personal and users prefer choosing it themselves

80% of the bluetooth over-ear headphones are purchased by the users themselves

Personalized controls and pick&mix add differentiations after fulfilling expectations of hygienic factors like sound quality and ANC

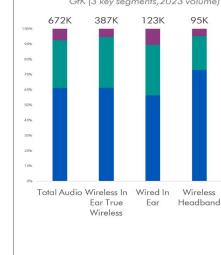


Source: Bluetooth Over-ear Headphone Survey result; HK April 2024 (n=370 over-ear Bluetooth headphone owners)

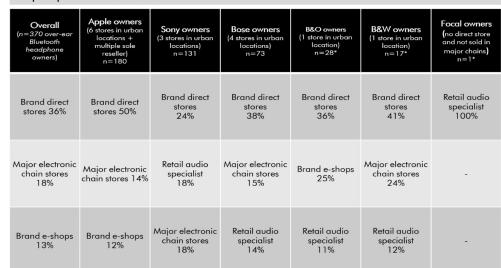
Purchase channel overview

Brand direct stores and major chains are dominant purchasing channels in HK for over-ear headphones
Retail audio specialists are secondary channel for brands with fewer direct retail locations

Ref: Audio Retail Landscape HK Q3 (3 key segments, 2023 volume)



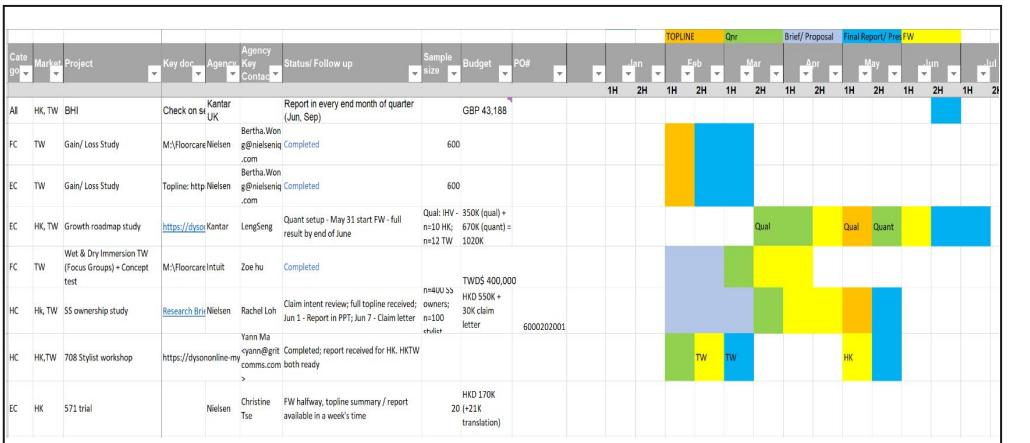
Top 3 purchase channel



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Source: Bluetooth Over-ear Headphone Survey result; HK April 2024 (n=370 over-ear Bluetooth headphone owners) *Caution with small base

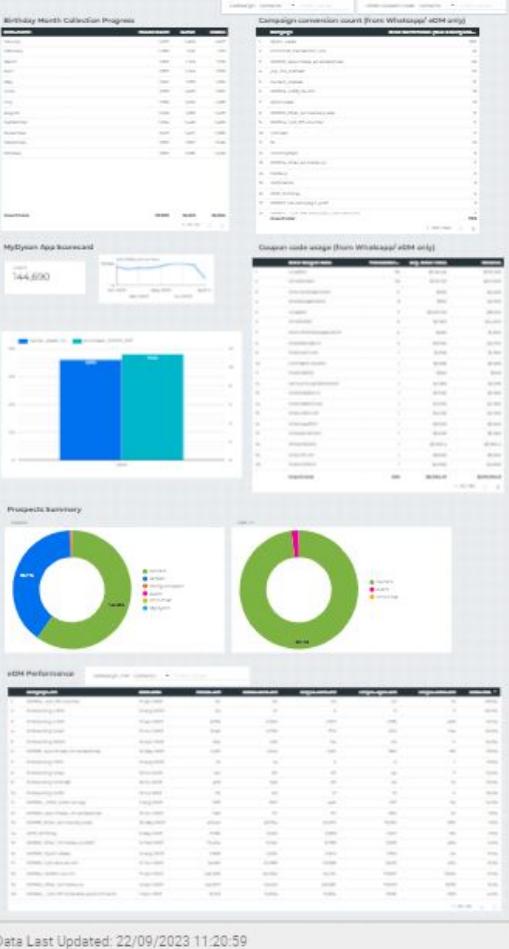
Research Plan, Ideation and Budgeting



Data Analytics



CRM scorecard

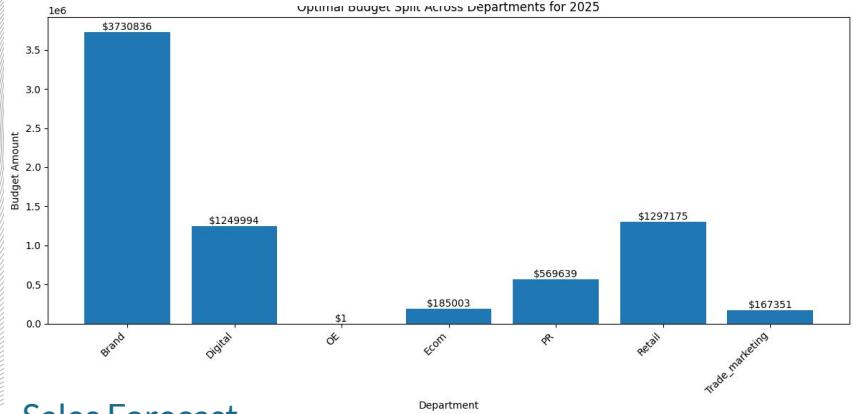


Ecom Tracker

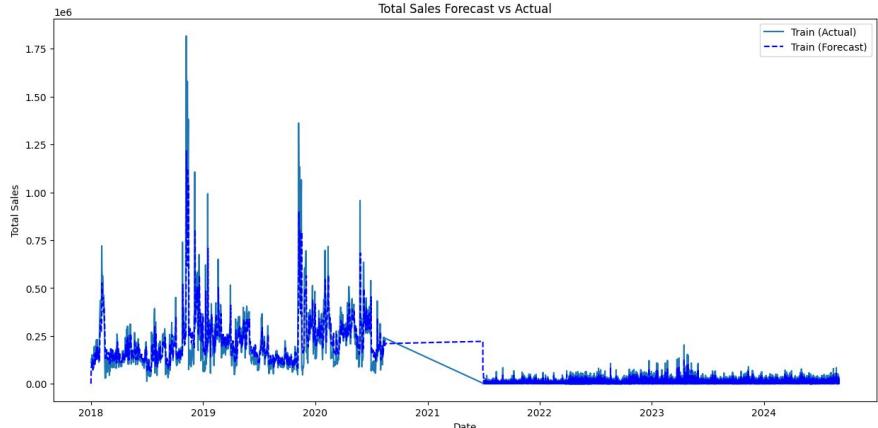


Machine Learning Modelling

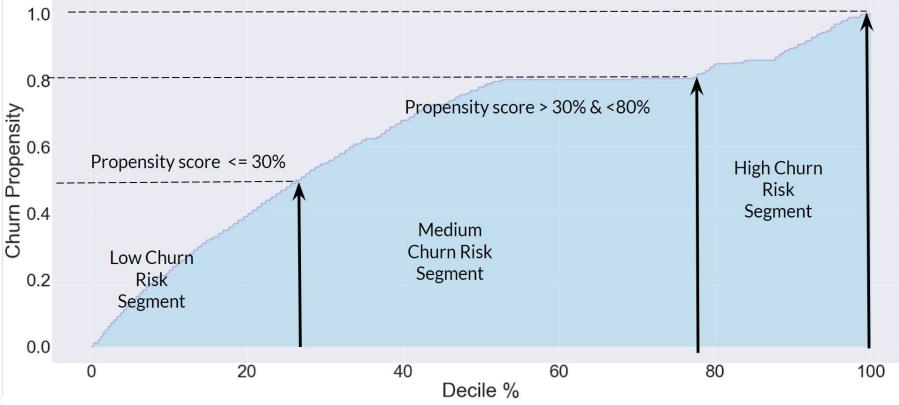
Best Budget Split



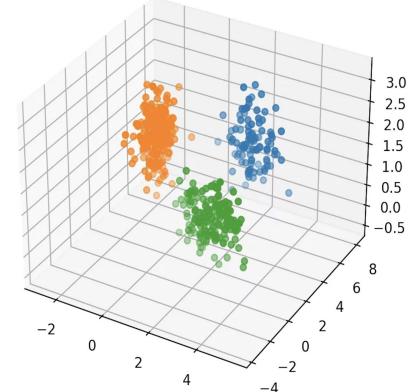
Sales Forecast



Churn Propensity Modelling



Customer Segmentations (RFM & Clustering)



Content Acq study



Origin and genre:

M0 churn: ~80% are web across countries vs. 70%+ are app for M3 loyalist

On Origin & Genre –

HK – M3 loyalist tend to watch more South Korea romance of family/ melodrama, South Korea action/ thriller, China Romance – historical; M0 churners tend to watch more Japan comedy than retainers

TH – M3 loyalist tends watching more Thai romance of family/melodrama, but less of generic Thai Romance. Some churners always watched China romance – historical, but almost none for loyalist

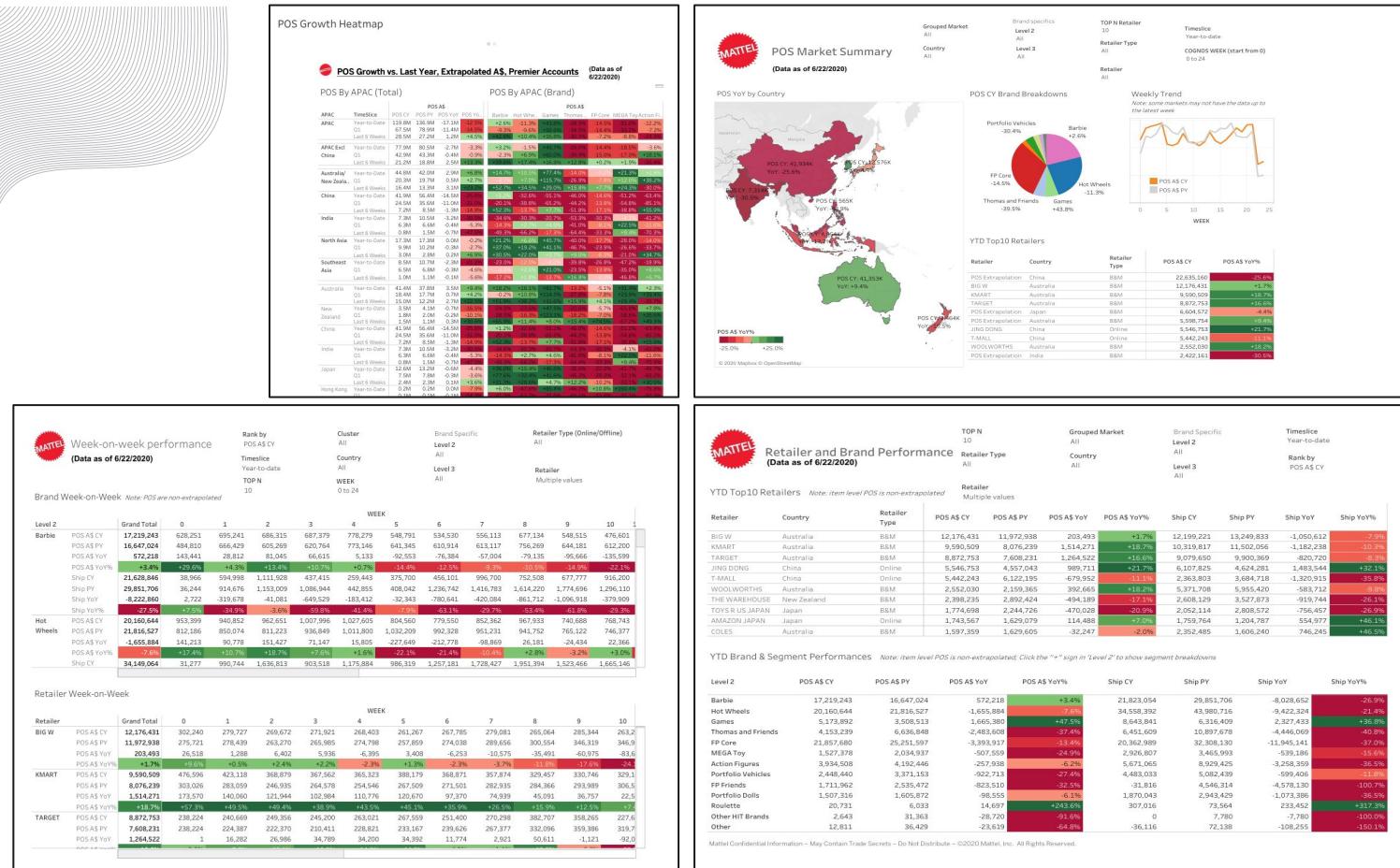
PH – M3 loyalist watch much less SK Romance Comedy, but more SK romance – Family.melodrama

SG – loyalist watch less SK Romance Comedy, but more sk romance generic/ family melodrama
Loyalist does not watch China romance

***next steps: Add example of content in each origin+genre cluster;
how to determine between e.g. South Korea romance – Family/Melodrama vs. South Korea romance generic?
Need insights for content team acq*



POS Sell-in/Sell-out Dashboard



Digital Dashboard & Youtube A/B test analysis

GEM Digital Dashboard

The 2nd tab serves as a data explorer for head-to-head comparison of specific countries, brands and time

You may find the trends over time of the other metrics for these platforms in their corresponding tabs

Key Metrics Performance

Metric	June 2017	June 2018	% Change
Extrapulated A\$	239,615,620	245,287,935	+2.3%
Youtube Total Time Spent (Hour)	8,731,744	11,996,069	+37.4%
Facebook Reach	201,507,367	144,121,280	-28.5%
Web Sessions	8,221,503	6,401,733	-22.1%
App downloads	17,244,247	12,447,798	-27.8%

This is fixed to show last month data and % change data only, but you may show as certain brands/ countries only.

Week of Week of

YTD June 2017 2018

Region
 (All)
 ANZ
 China
 India
 North Asia
 North Export
 Russia
 SEA
 South Africa
 South Export
 Turkey

Sub-region

Country

Category

Brand
 (All)
 Baris
 Enchantimals
 GooGooGooGoo

Change the timeframe of the chart here

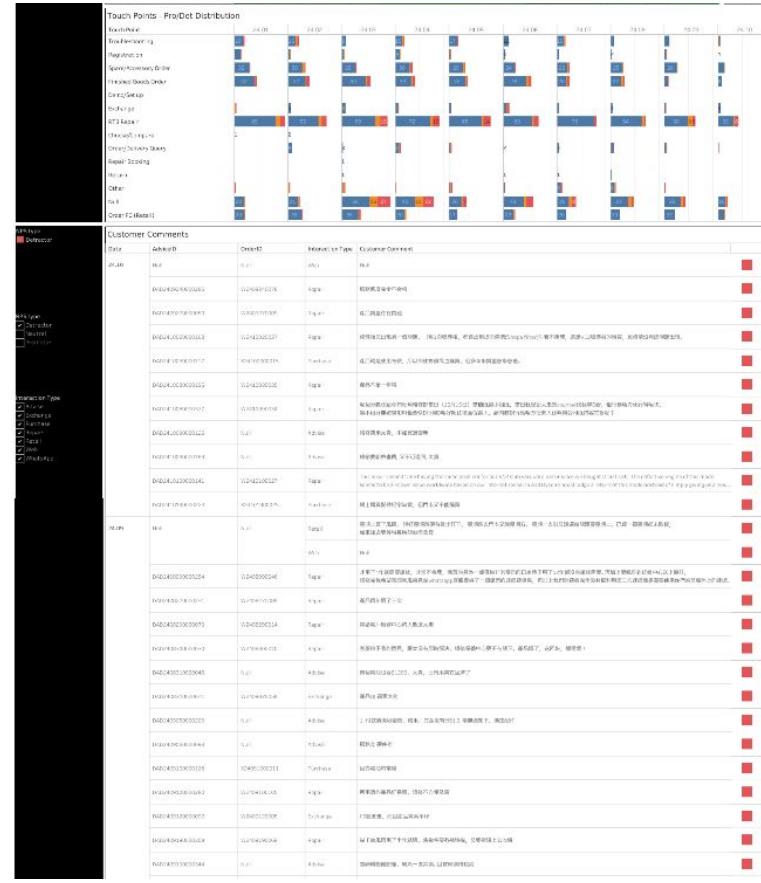
You may change the data view to selective regions (e.g. SEA), sub-regions (e.g. APAC Export) or countries (e.g. Philippines) by clicking the respective fields and items.

You may change the data view to selective countries by clicking the respective fields and items.



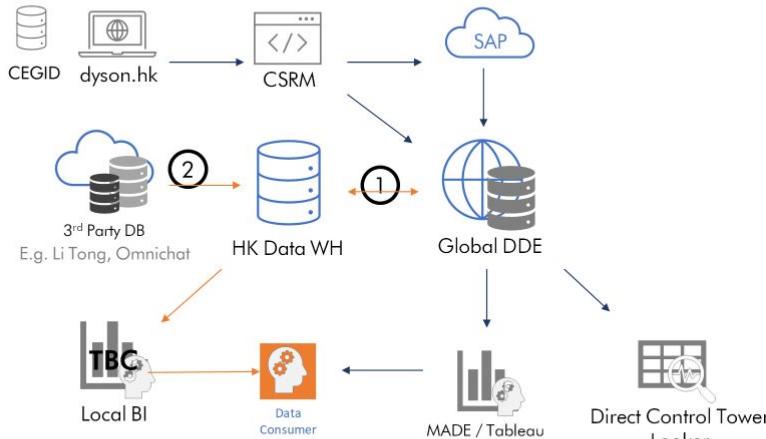
"App explorer" shows the download, DAU (Daily Active User) and session length (in sec).

Customer Experience & NPS scorecard



Local Data Exchange Project

Data flow: to be



Data

1. Customer Registration / Product Registration, Sell-in Data, Inventory (Sales Warehouse), GIT, Master Data, etc..
2. Sell-out Data, Inventory (Repair Center), trade stock data, master data, other local file etc..

Key Challenges

- Data in silos that impact accuracy: from various owned/ 3rd party DB that works independently and in different format
- Limited visibility of data and performance due to accessibility and data format not being analytics-ready
- HKTW being lowest priority and very limited Group support; GCN not able to support due to capabilities and access level.

Ultimate Goals:

- * Single source of truth
- * Identify opportunity with those not-yet registered machines and owners
- * Engage owners and drive repurchase

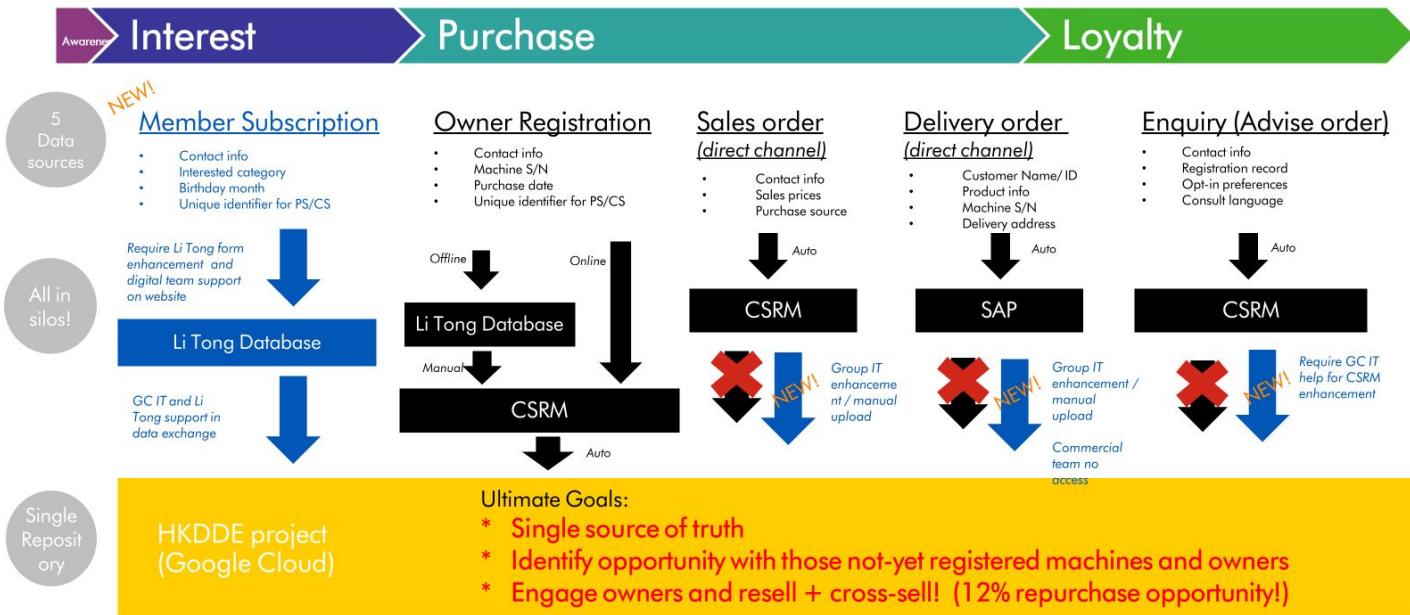
Data Flow Analysis

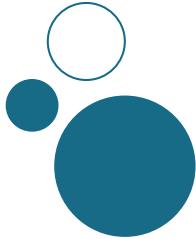
One Source Dataflow

November 24
OE Strategy

HKTW OE

223





Thanks

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