


Analysis for 2Market

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Why are we doing this analysis?

1

Understand customer demographics.

2

Identify best sellers.

3

Determine effective channels.

4

Gain actionable insights.

Let's start by answering why are we doing this analysis?

As a marketing team, I understand you're looking for actionable insights you can use to develop your future campaign strategies and tactics. This is from developing better understanding of your customer, identifying your best selling products and the most effective channels.

What was I expecting...

Most customers live in USA or Canada.

Brochure is the poorest performing channel.



Before I started the analysis, I was expecting most customers to live in USA or Canada and that brochures are the poorest performing channel.

What I found...

Brochure is poorest channel (no surprise).

Facebook underperforms compared to email,
Twitter and Instagram.

Montenegro customers spend the most on average.

and...



I was right about the brochure. However, what I found interesting was that: Facebook underperformed compared to email, and customers from Montenegro spend the most on average.

But more interestingly...

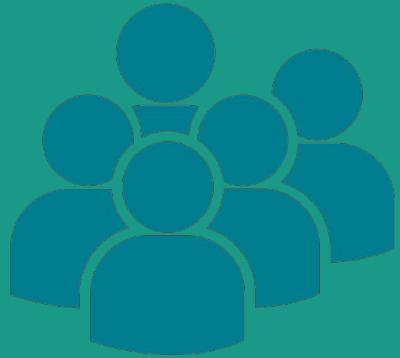
49.3% from Spain

15.2% South Africa 12.0% Canada

6.6% Australia 6.6% India

5.2% Germany 4.8% USA

3 customers from Montenegro (0.14%)

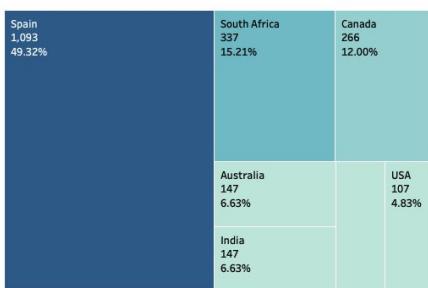


... the biggest surprise was that nearly 50% of customers are from Spain. The remaining 50% is split across seven others countries relatively equally (apart from Montenegro where you have only 3 customers which is about 0.14% of your customer base).

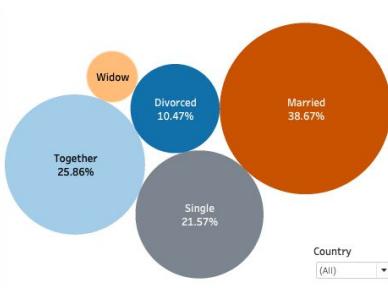
Customer

Now let's have a quick tour of the dashboards I created in Tableau, starting with the Customer dashboard.

Where do our customers live?



What is their marital status? (Country: All)



Hover over to see more details about that demographic.

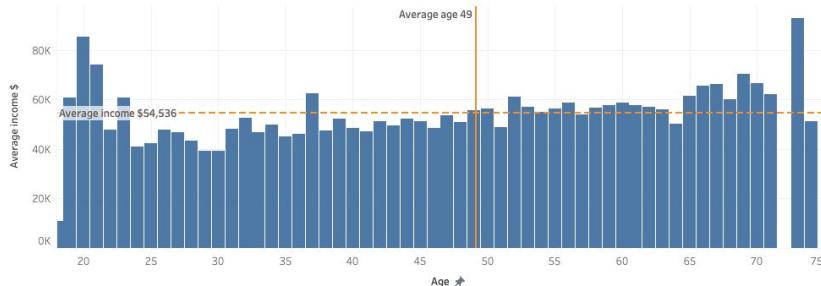
Single

478 customers | Average age: 42 | Average income: \$51,029

Select filter by country

Both the bubble and bar chart will update based on the selected filters.

How much do customers earn? (Country: All)



The customer dashboard answers three questions: Where do your customer live? What is their marital status? And how much do they earn?

Key features on this dashboard are the filter by country, which updates both the bar chart at the bottom and the marital status bubble chart.

On the bubble chart you can hover over each bubble to see more details such as total number of customers in that marital status, the average age and average income.



Your average customer

Most customers are either married or together (64.5% overall).

Average income is consistent across countries; India is slightly below.

49

Average age

\$54.5k

Average income

\$607

Average total spend

In summary, 2Market's average customer is 49 years old, earns 54,000 dollars and spends \$607.

Nearly 65% of customers are married or together.

And the average income is fairly consistent across all countries, with only India slightly below.

Product

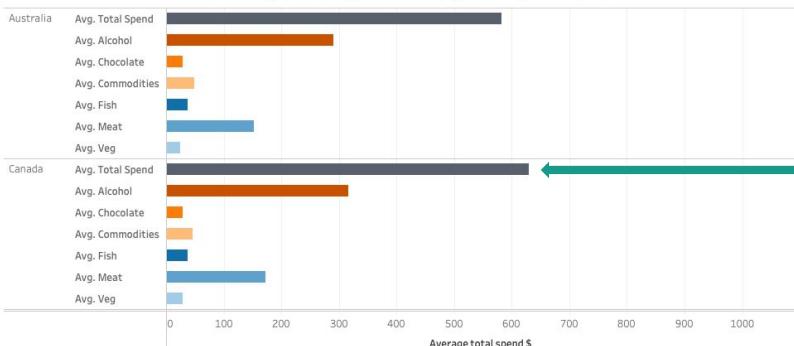
For the other dashboards I created for you, I took inspiration from the marketing 4Ps framework. Let's start with the product dashboard.

Country
(All)Marital status
(All)Age range
(All)Income range
(All)**Four (multi-select) filters**

Country
Marital status
Age range
Income range

Both charts will update based on the selected filters.

How much are customers spending? (Country: All) (Marital status: All) (Age range: All) (Income range: All)



← Scroll down to see the other countries.

← Hover over the bar to see the actual amount.

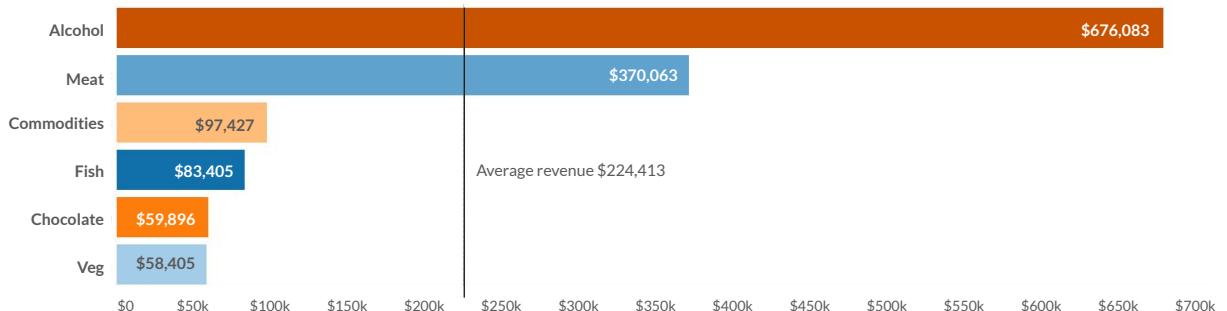
The product dashboard answers two questions: What are customers buying? And how much are they spending?

The key feature on this dashboard is the four filters: country, marital status, age range and income. You can multi-select criteria on each filter and do a combination across all four filters to really drill down. Both charts (and titles) will update accordingly to the filters you've selected.

The bottom chart shows details at country level so you'll need to scroll down.

And, you can hover over each bar to see specific amount.

Your best selling products



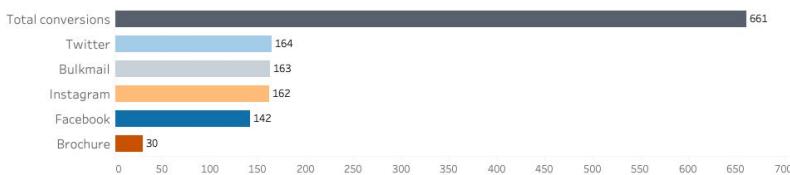
Looking at best selling products, alcohol is by far your best selling product, with meat still above average spend.

This descending order of spend where alcohol is at the top and veg is lowest is consistent across all countries.

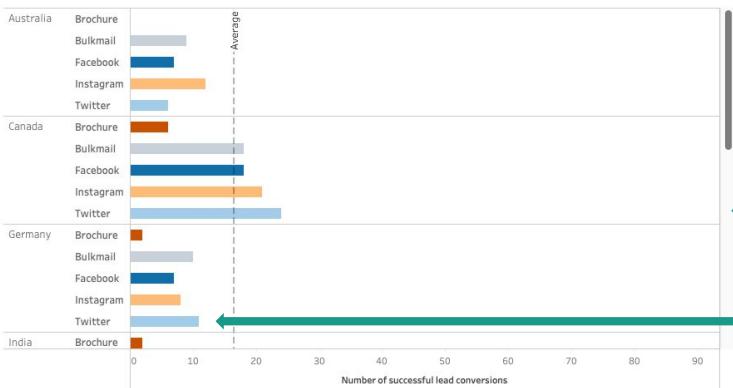
Promotion

Let's look at the promotion dashboard, which covers marketing channels.

How many conversions did we get?



Which channels are most effective? (Country: All) (Marital status: All) (Age range: All) (Income range: All)



Country

Marital status

Age range

Income range

Four (multi-select) filters

Country

Marital status

Age range

Income range

Scroll down to see the other countries.

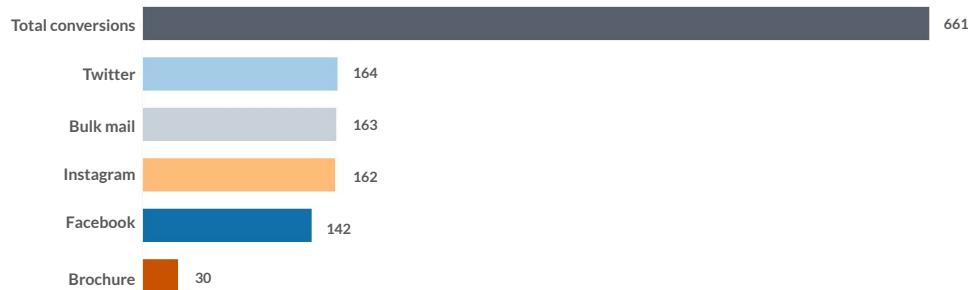
Hover over the bar for the actual amount.

The promotion dashboard answers two questions: How many conversions did you get by channel? And which channels are most effective by country?

The filter, scrolling and hover features are the same as on the product dashboard.

Your most effective channels

Brochures performed way below average in all countries, and in some countries generated no conversions at all.



In summary Twitter, email and Instagram performed similarly across all countries and are your most effective channels at an aggregate level.

Facebook lags in effectiveness but is still better than brochures at converting leads.

In fact in some countries brochures didn't convert any leads.

When you dive into each country, bulk mail outperforms all channels in India and USA. And Twitter is the most effective in Germany and Canada (but not by much).

Place

Let's take a quick look at the fourth and final dashboard: place which covers in store vs online purchases.

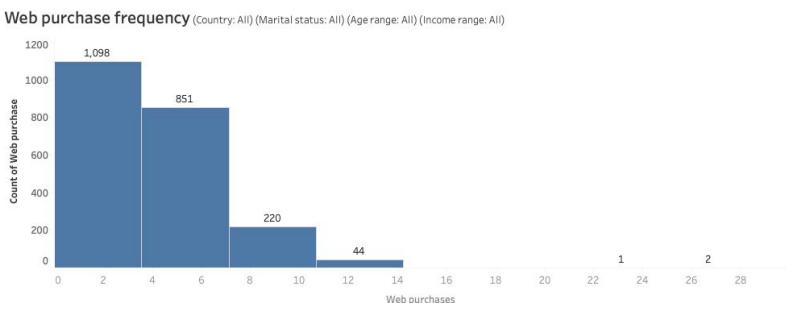


Country
(All)

Marital status
(All)

Age range
(All)

Income range
(All)



Four (multi-select) filters

Country

Marital status

Age range

Income range

The place dashboard has two histograms showing in store and web purchase frequency.

In summary, customers tend to purchase in store more often than online.

You can use the same filtering as on the product and promotion dashboards, allowing you to drill down or see at aggregate level.

Next steps

Recommendations

- 01 | Drop brochure as a channel across all countries.
- 02 | Continue and expand email activities.
- 03 | Focus on Twitter and Instagram as social channels.
- 04 | Promote below average selling products.
- 05 | Expand customers outside of Spain, in particular Montenegro.



As a marketing team, here are five recommendations I'd like you to consider when developing your future campaigns.

I would drop brochures as a channel across all countries, and continue using emails since it's low cost and effective.

I'd focus on Twitter and Instagram as social channels, and concentrate on promoting below average selling products rather than alcohol and meat.

I feel there's opportunity to diversify the customer base and suggest looking for new customers outside of Spain.

For example, Montenegro because the three customers from there currently spend above average compared to other customers.

Further analysis



0 1 Age outliers and duplicates

A few of the customer ages are over 100, and there are potentially some duplicate records so I recommend we investigate them further.

Product margins

Let's get the margins for each product so we can evaluate profitability and ROI.



0 3 Channel costs

Let's also get the costs per channel so we can analyse the cost per acquisition.



In addition to my recommendations, I'd like to do some further analysis including:

Investigate the age outliers (which may be due to typo in birth year), and the potential duplicate records (which have unique primary keys so we'd need to look at name and/or email)

I'd also like to evaluate profitability and ROI on the products by getting margins for each product.

And analyse the cost per acquisition by advertising channel to further identify the most effective channels.

Your turn!

Four Tableau dashboards are available for you to play with.

[Customer](#) [Product](#) [Place](#) [Promotion](#)

Explore the info and use filters (such as country, marital status, age, income or a combination) to do a deeper dive.



Now it's your turn to explore the dashboards, and use the filters to do a deeper dive.



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