



PW Mart

CAMPAIGN ANALYSIS

Campaign-Analysis





PW Mart

**Campaign
Analysis**



There's a Supermarket in US, lets say the name is PW Mart (fictional). They sell many products ranging from meats, fishes, fruits, sweets, liquors, even golds. They have several channel of purchase. People can come through an offline store, web store, or catalog store. They also have membership for their customers. This way, they can record some personal data of customers.



About Us

02



Over the last year, PW Mart held a series of campaign. They already run the campaign 5 times. They can't really tell whether the campaign is working well or not. They just run the campaign as it should be run. They already record the customers data based on their demographic, purchasing behavior, and participation in the campaign from their membership data for further analysis.



**PROBLEM AND
OBJECTIVE**



**DEMOGRAPHIC
ANALYSIS**



**CONCLUSION AND
RECOMMENDATION**



Performance Tracking



PW Mart

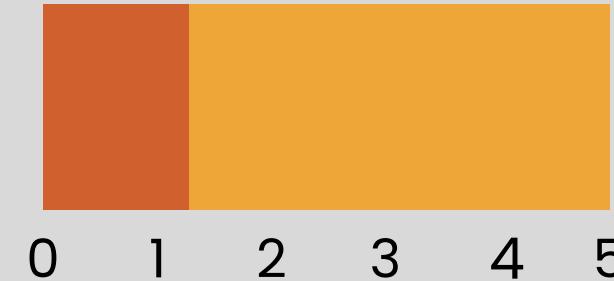
PROBLEM

Campaign Participation

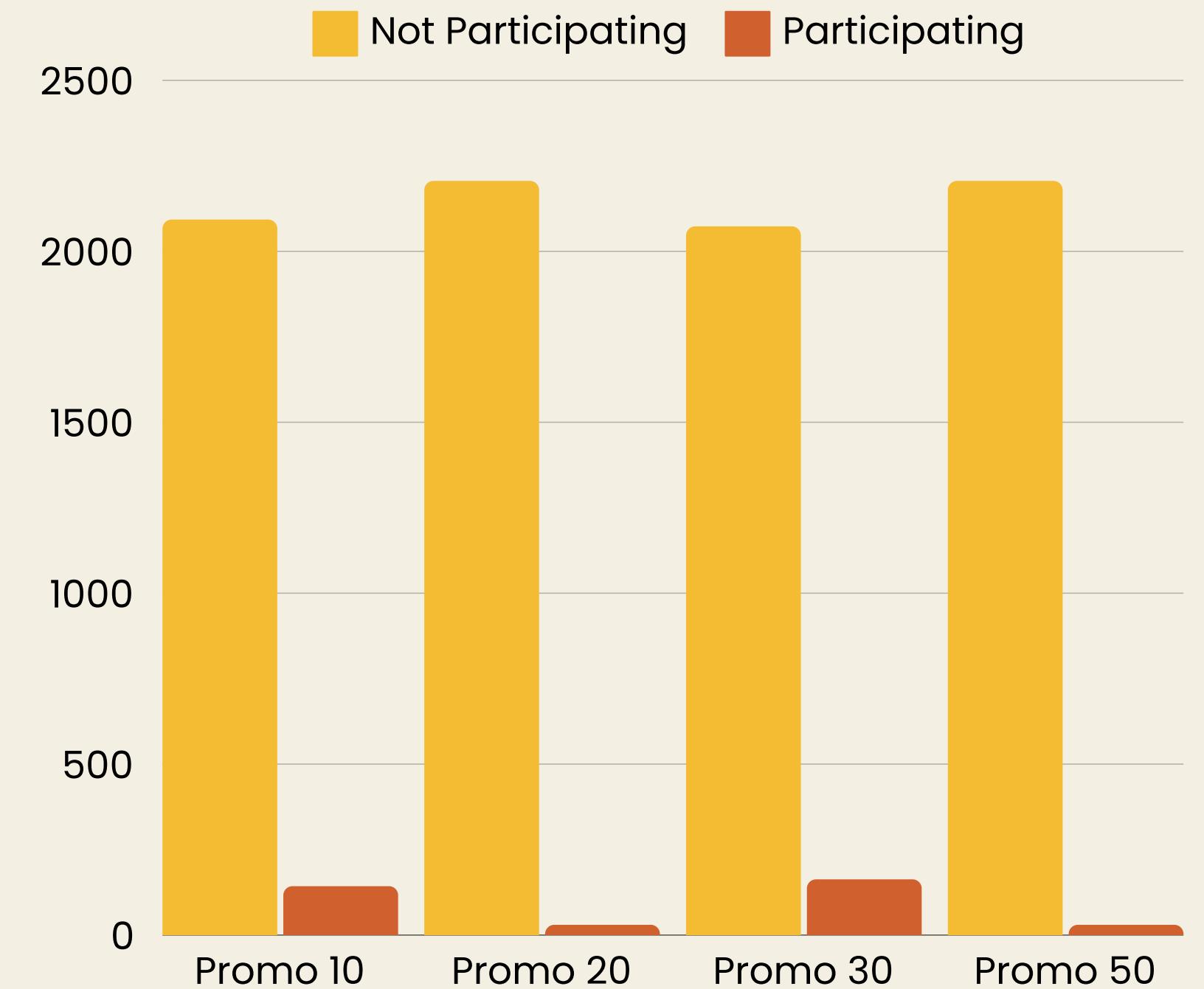


●: Participating
○: Not Participating

Participation Rate



Participation Rate is **1.2x**



Participation is so **low**.
Lowest is 2nd and 5th Campaign.
Highest is 3rd Campaign.



05





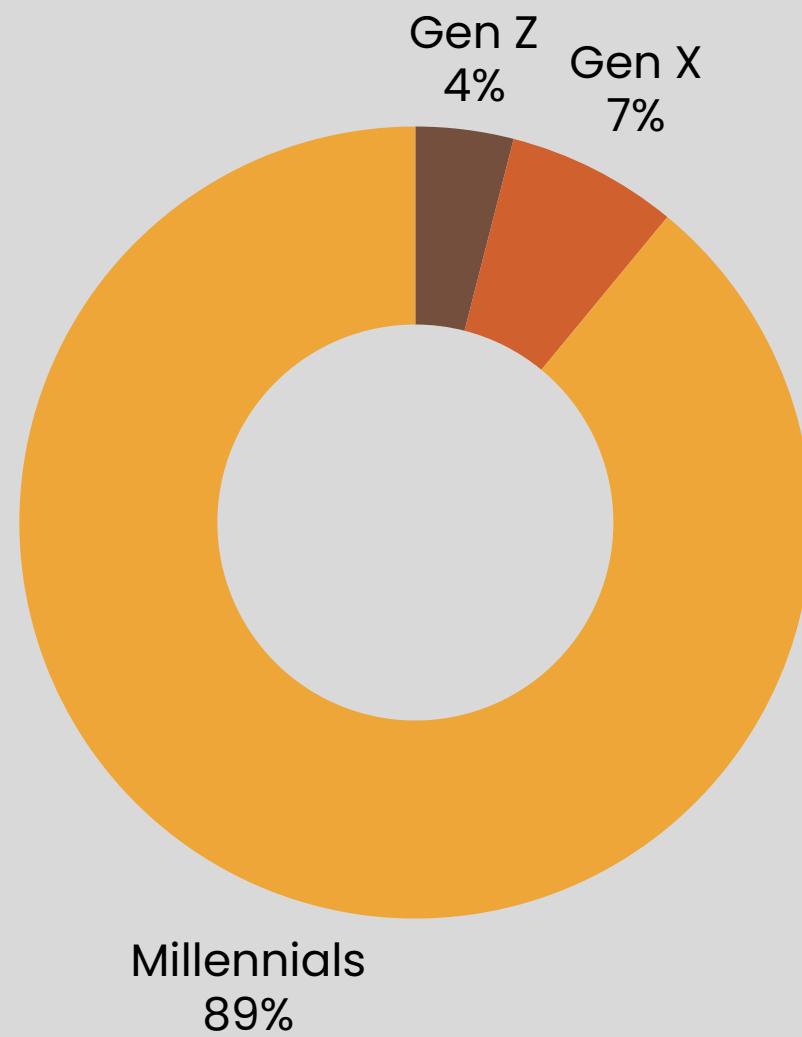
OBJECTIVE

To best formulate next campaign, we should evaluate our campaign performance and compared to our data as general. By then, we might conclude and answer these key questions that shape a campaign:

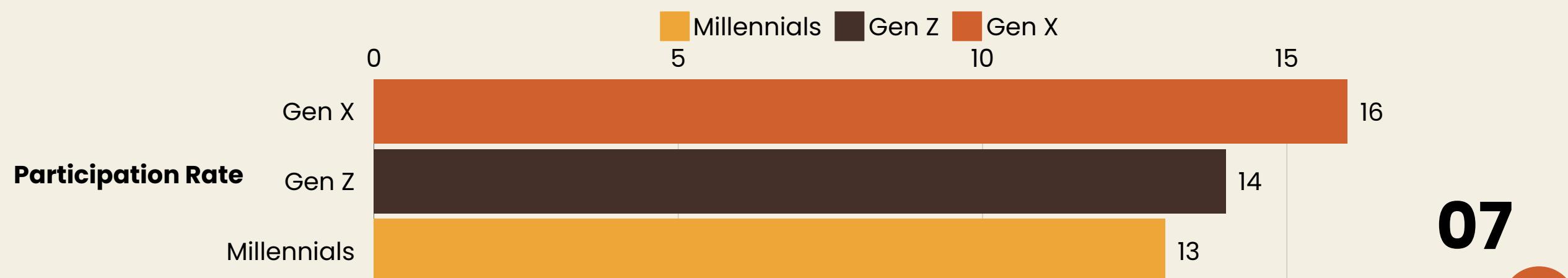
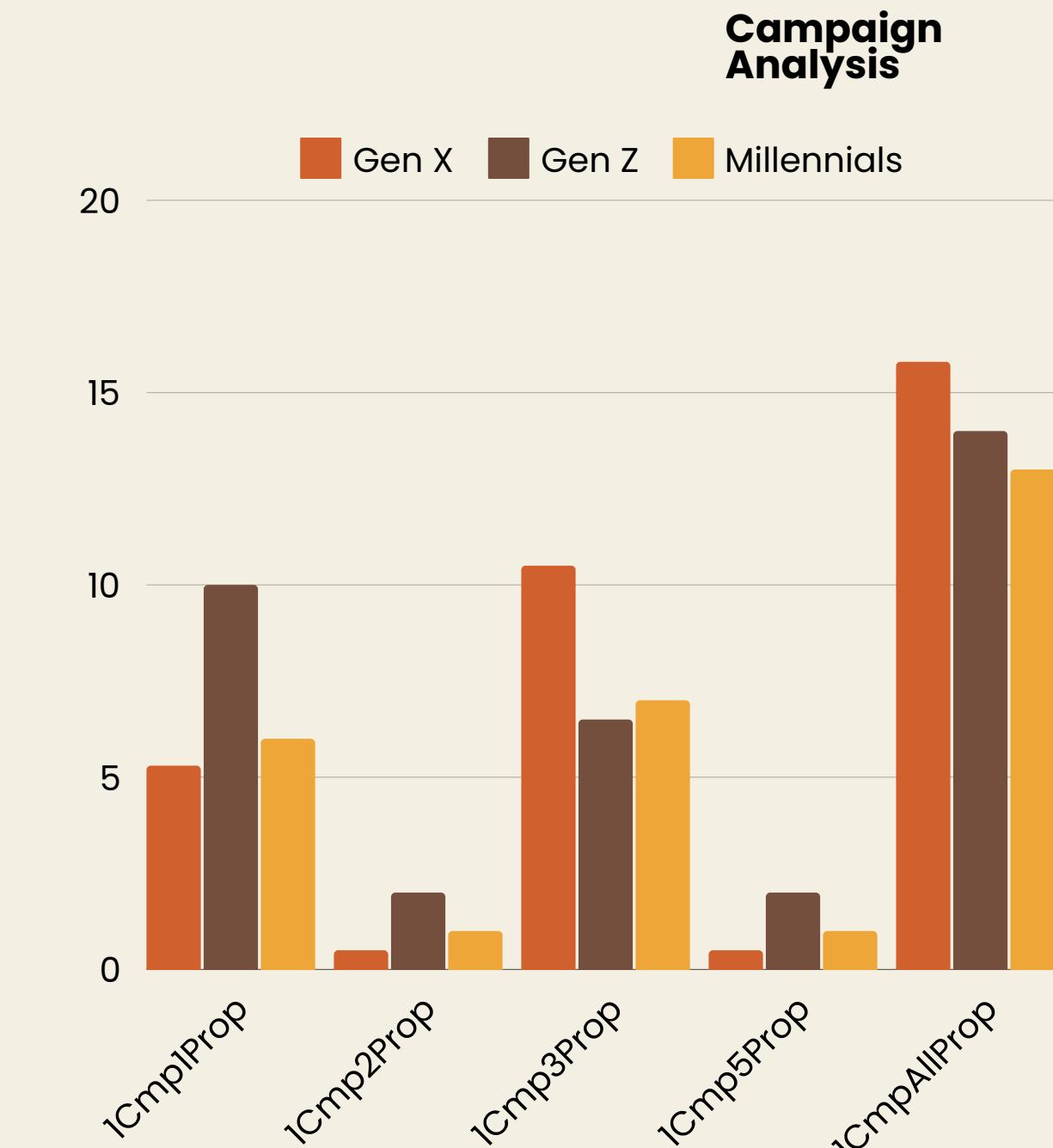
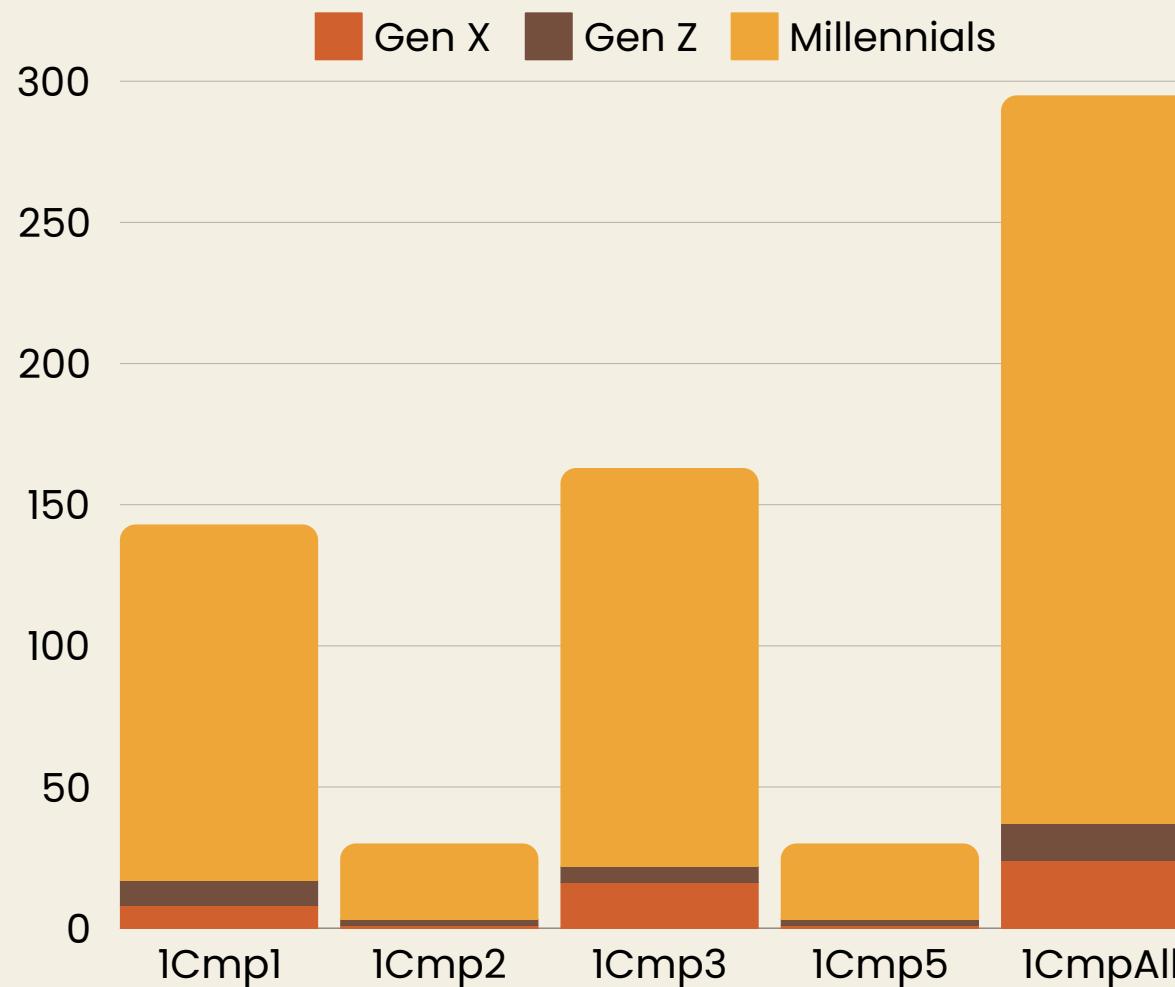


- Based on experience, evaluate campaign participations!
- Based on demographics, what's the best target audience?
- Based on experience, is discount needed?
- If needed, which products that should be discounted?
- What channel of purchase should we integrate more in the campaign?

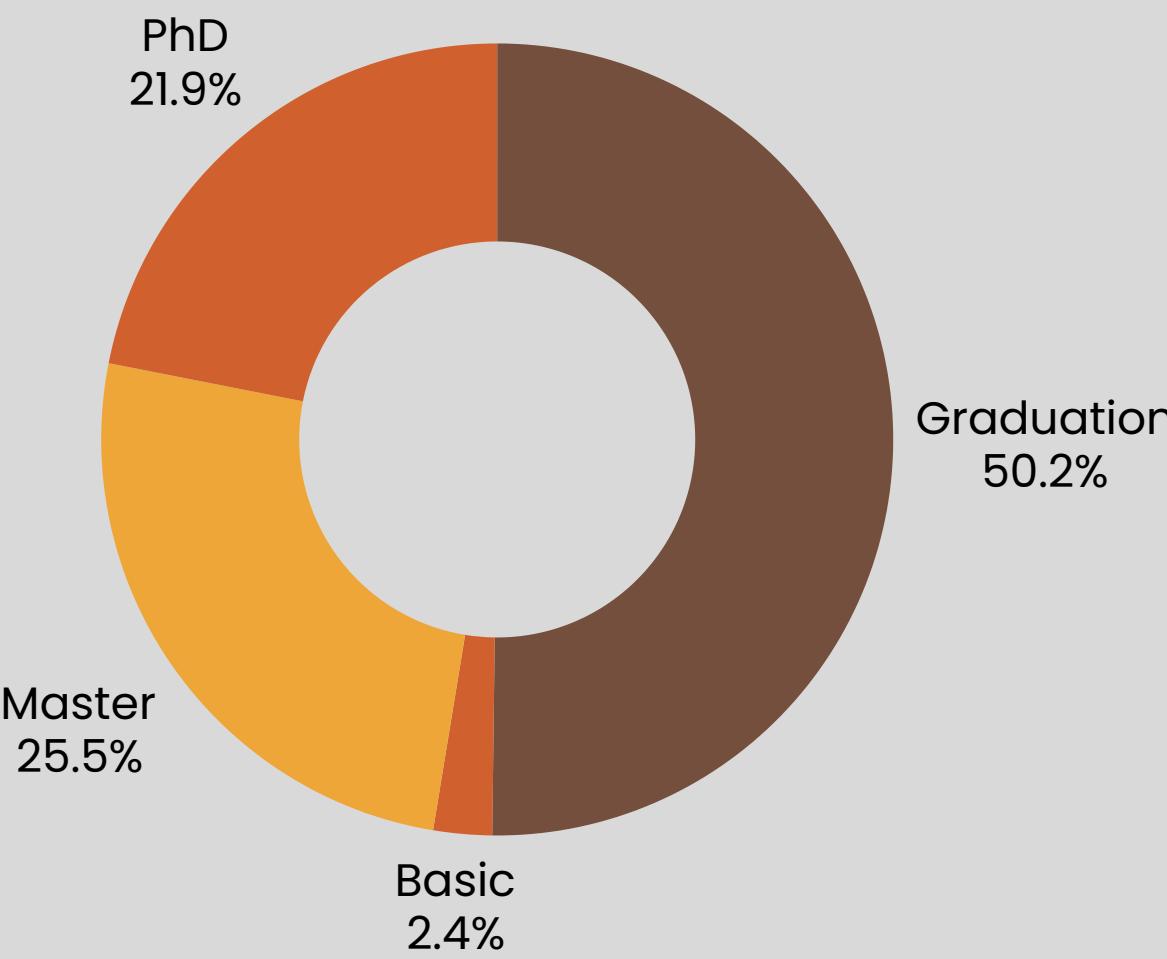
Generation Participation



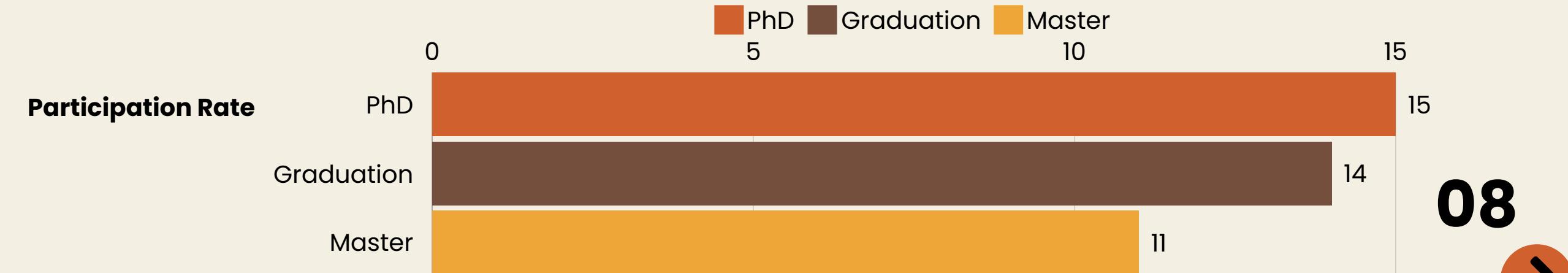
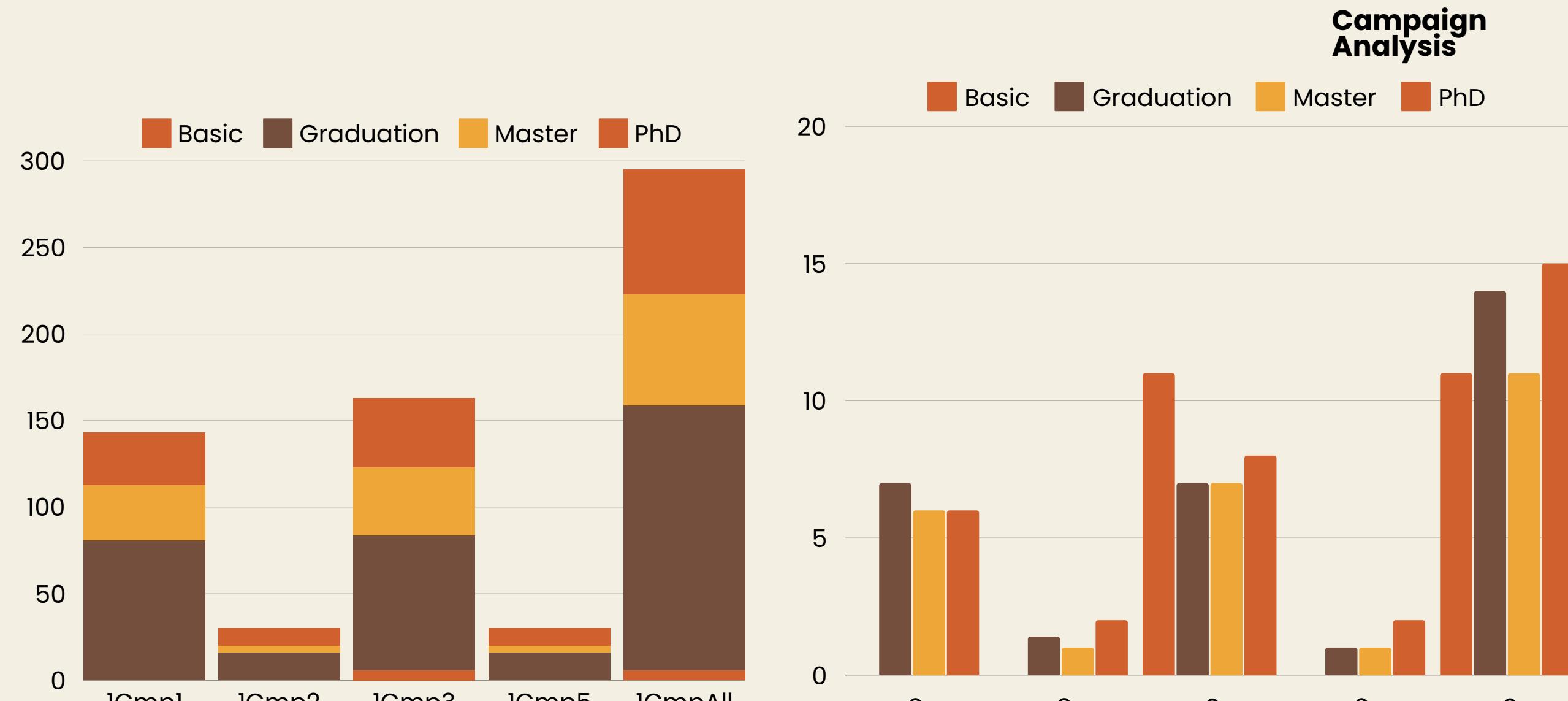
Millennials is the biggest pool and contributes more to the campaign, but Gen X seems to participate more (rate & proportion)



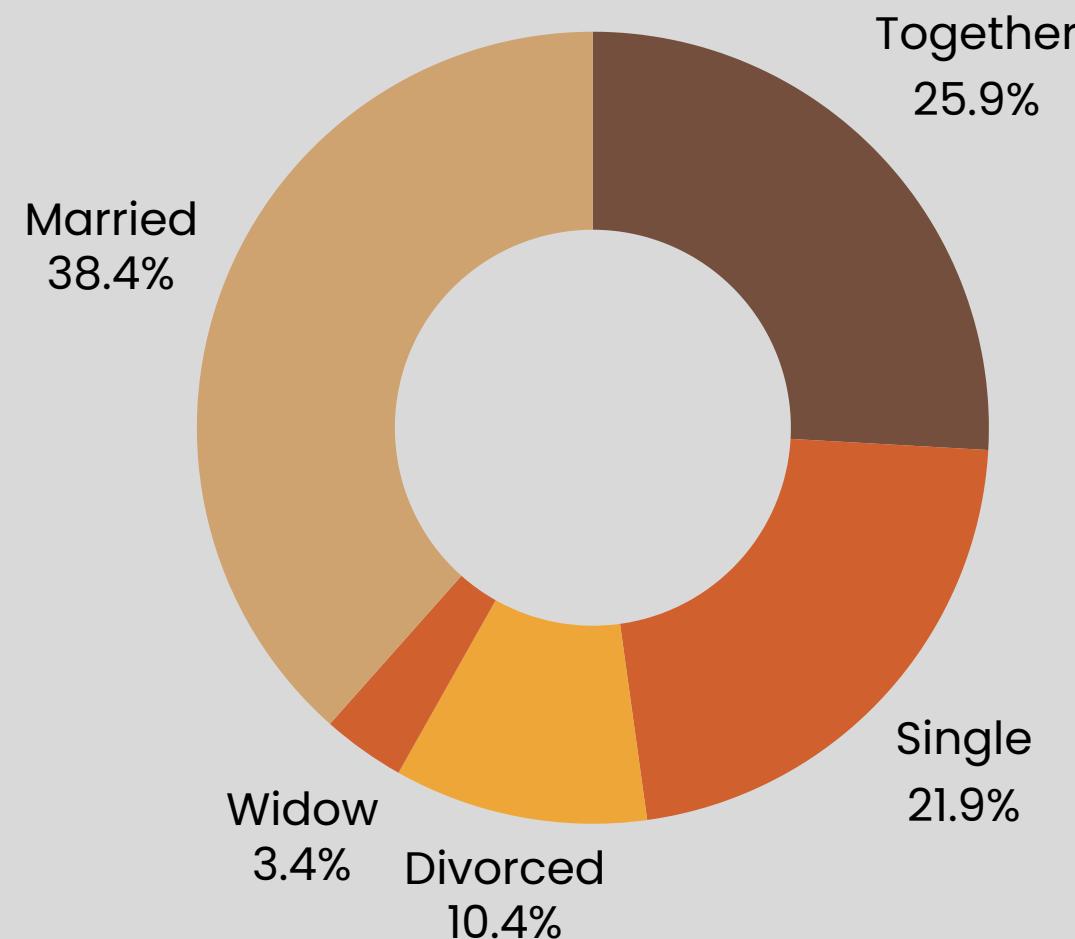
Education Participation



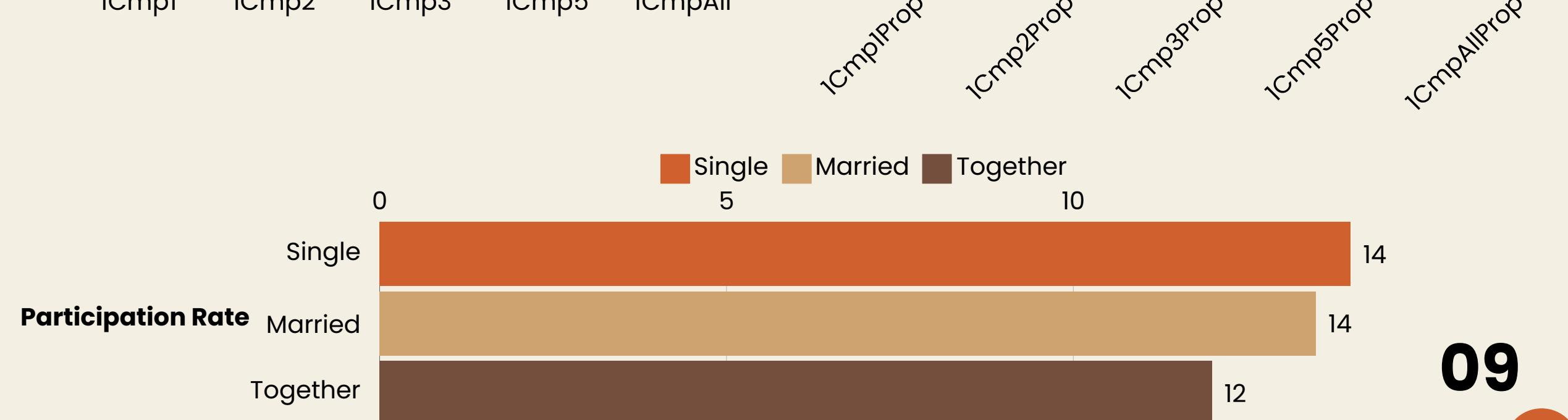
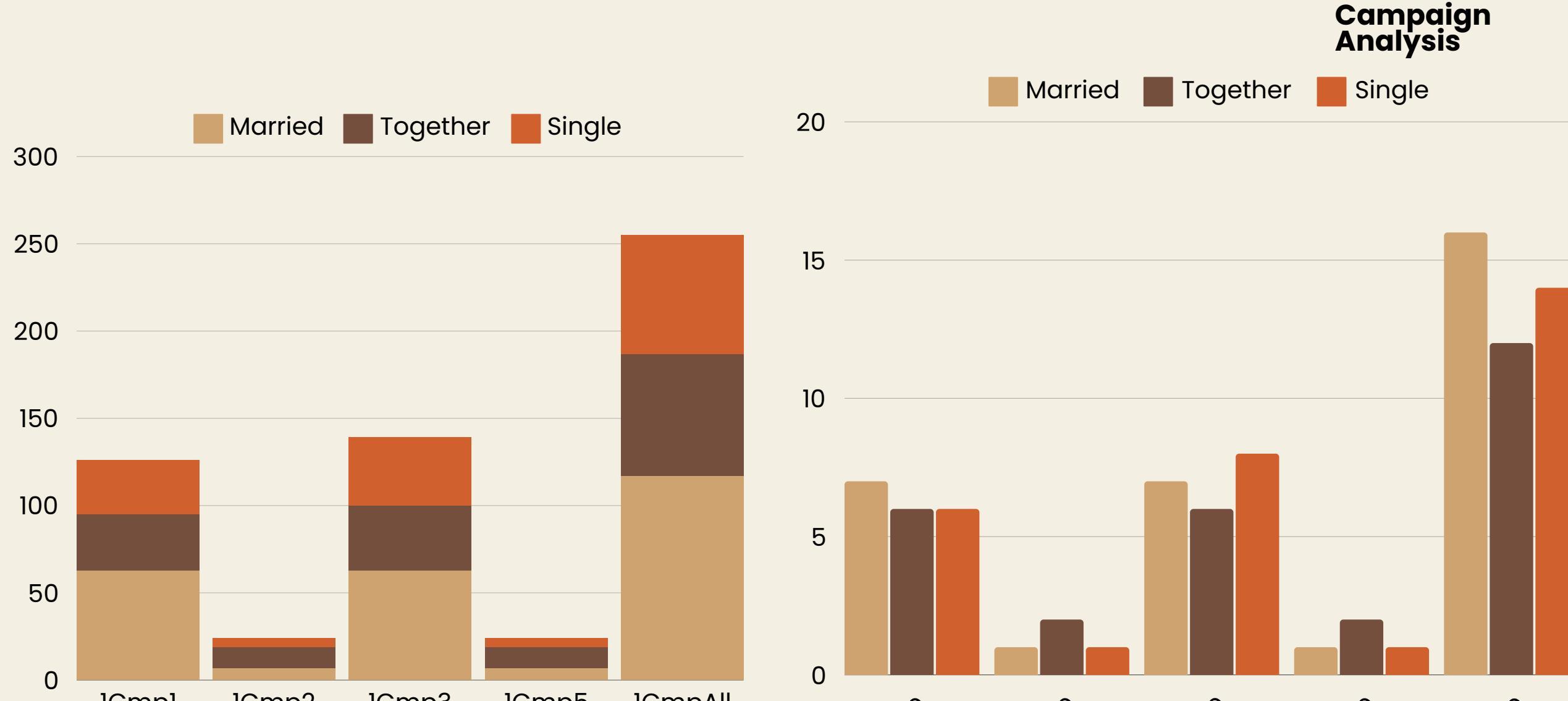
Graduation is the biggest pool and contributes more to the campaign, but PhD seems to participate more (rate & proportion)



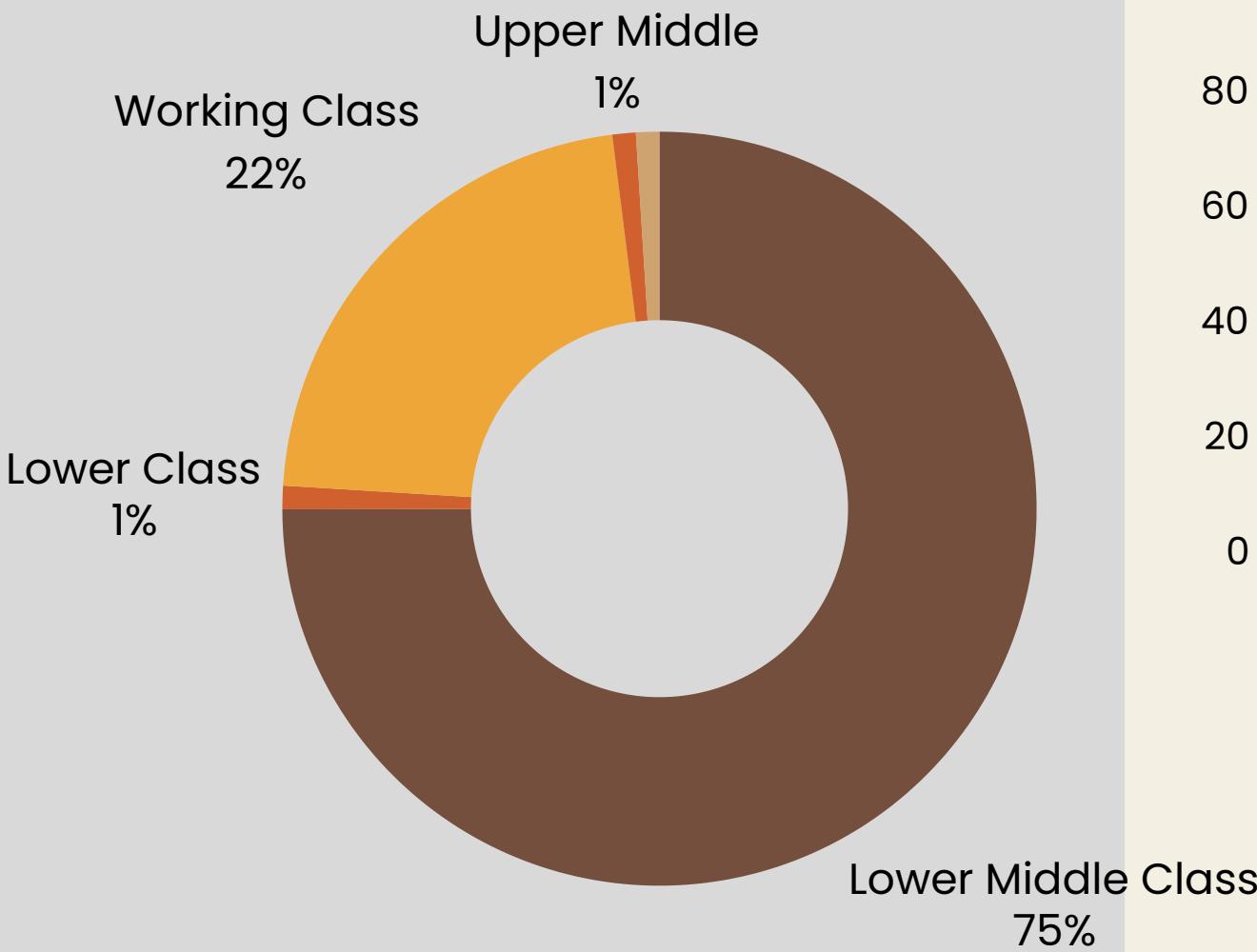
Marital Participation



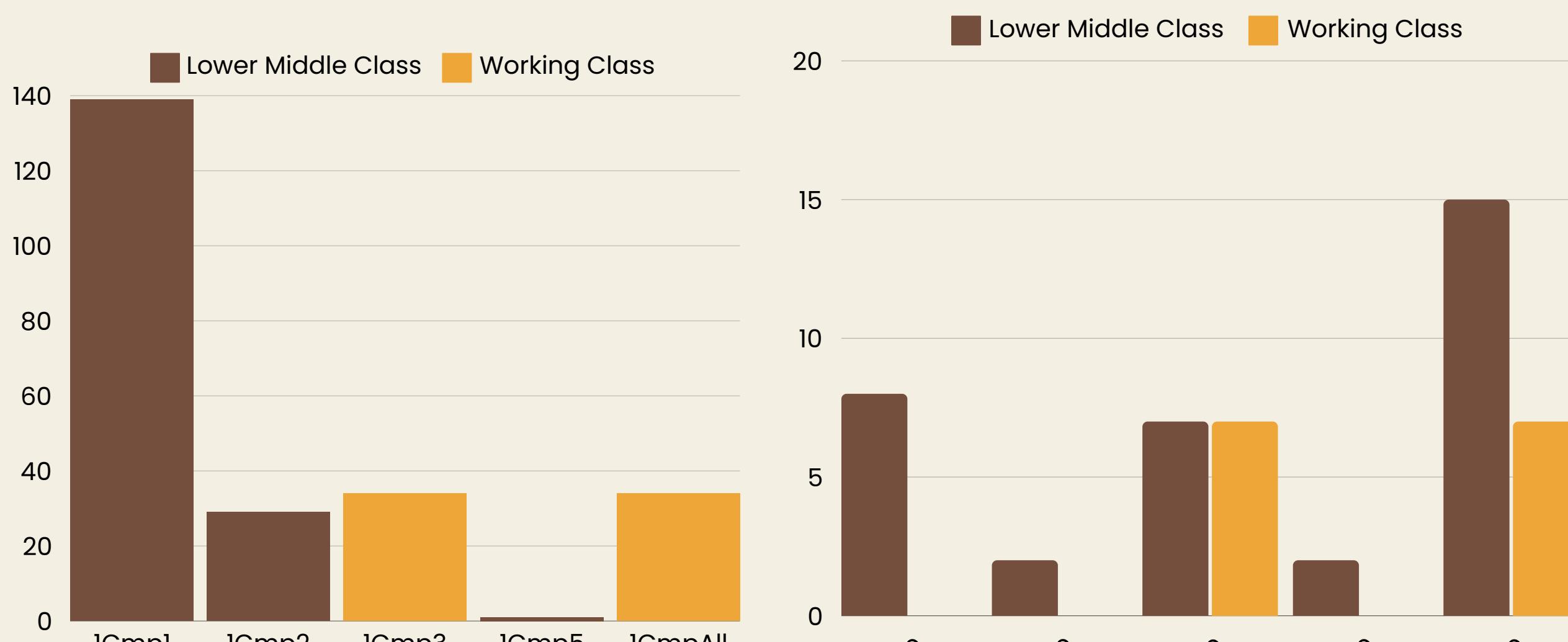
Married is the biggest pool and contributes more to the campaign, but Single seems to participate more (rate & proportion)



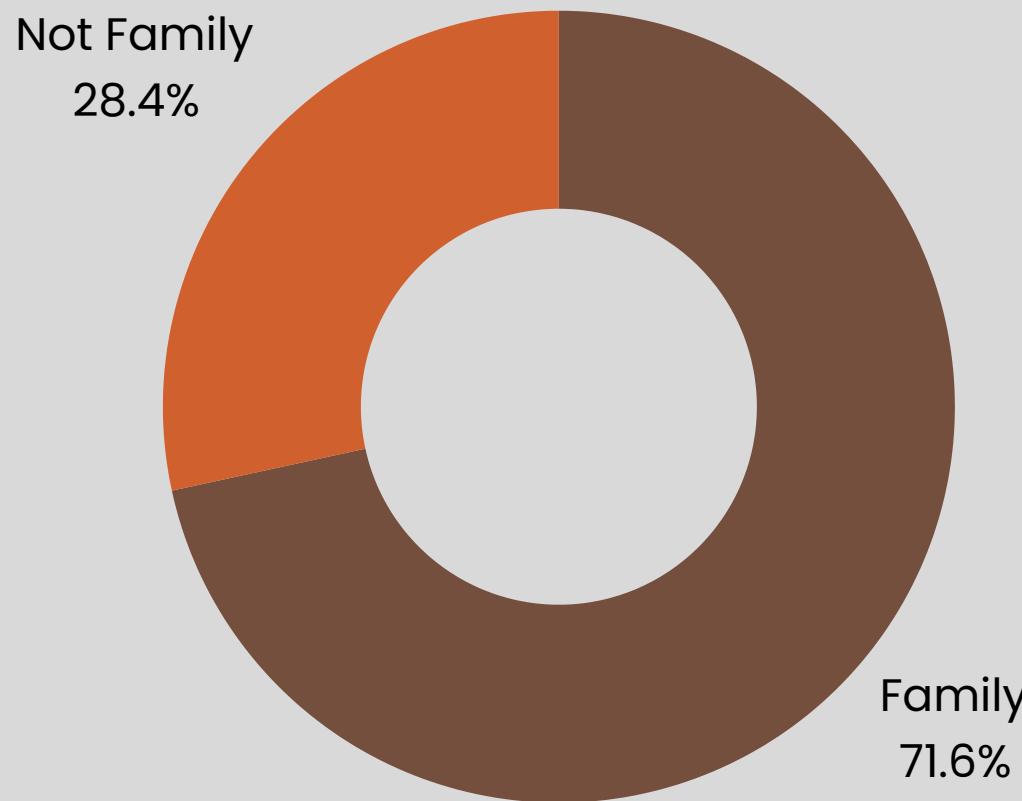
Economic Class Participation



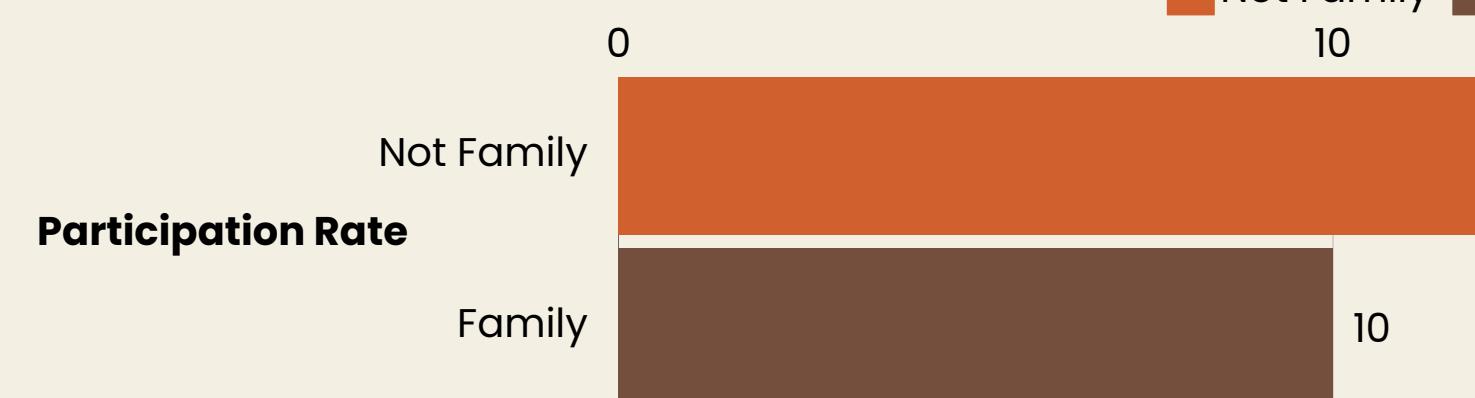
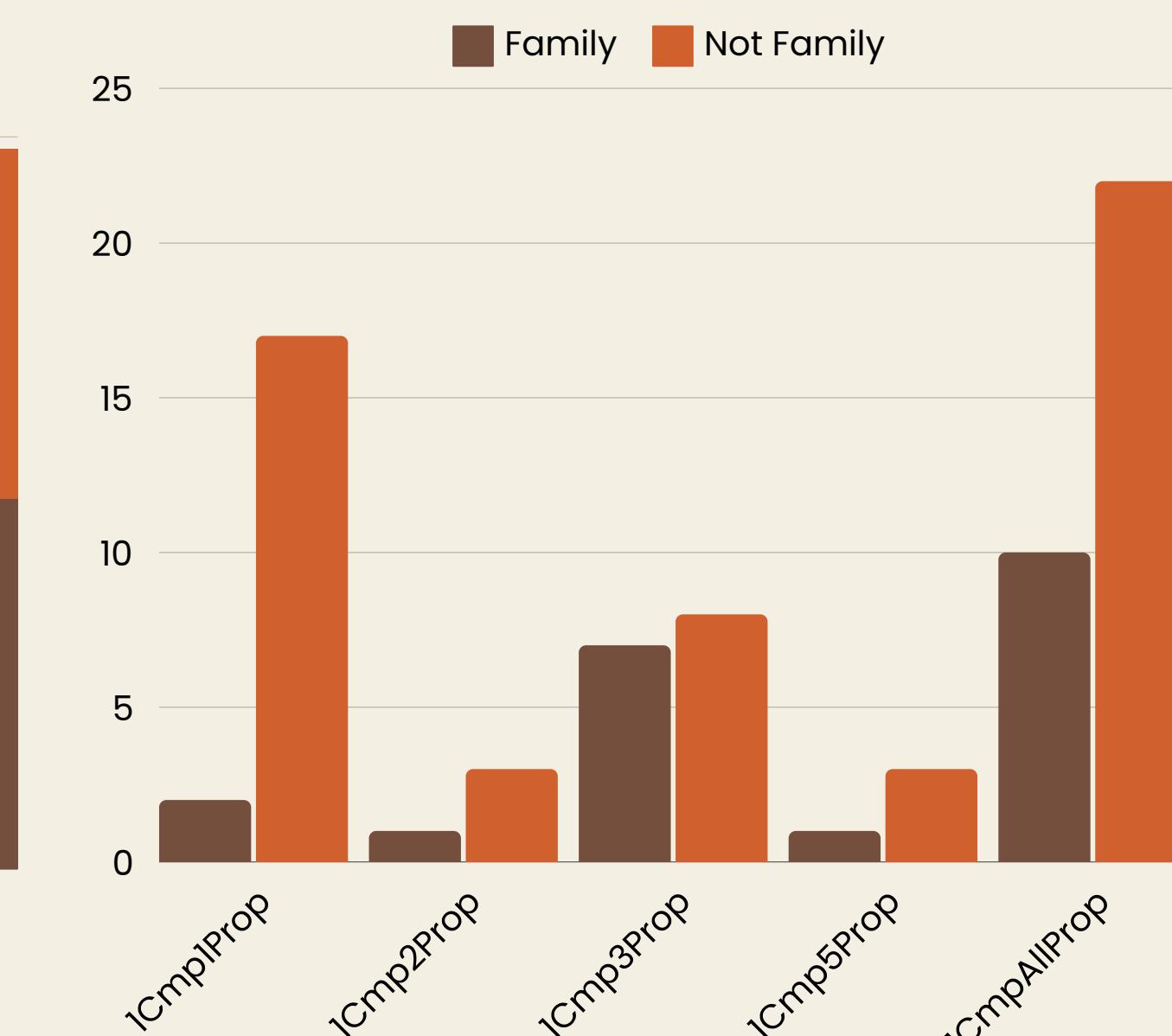
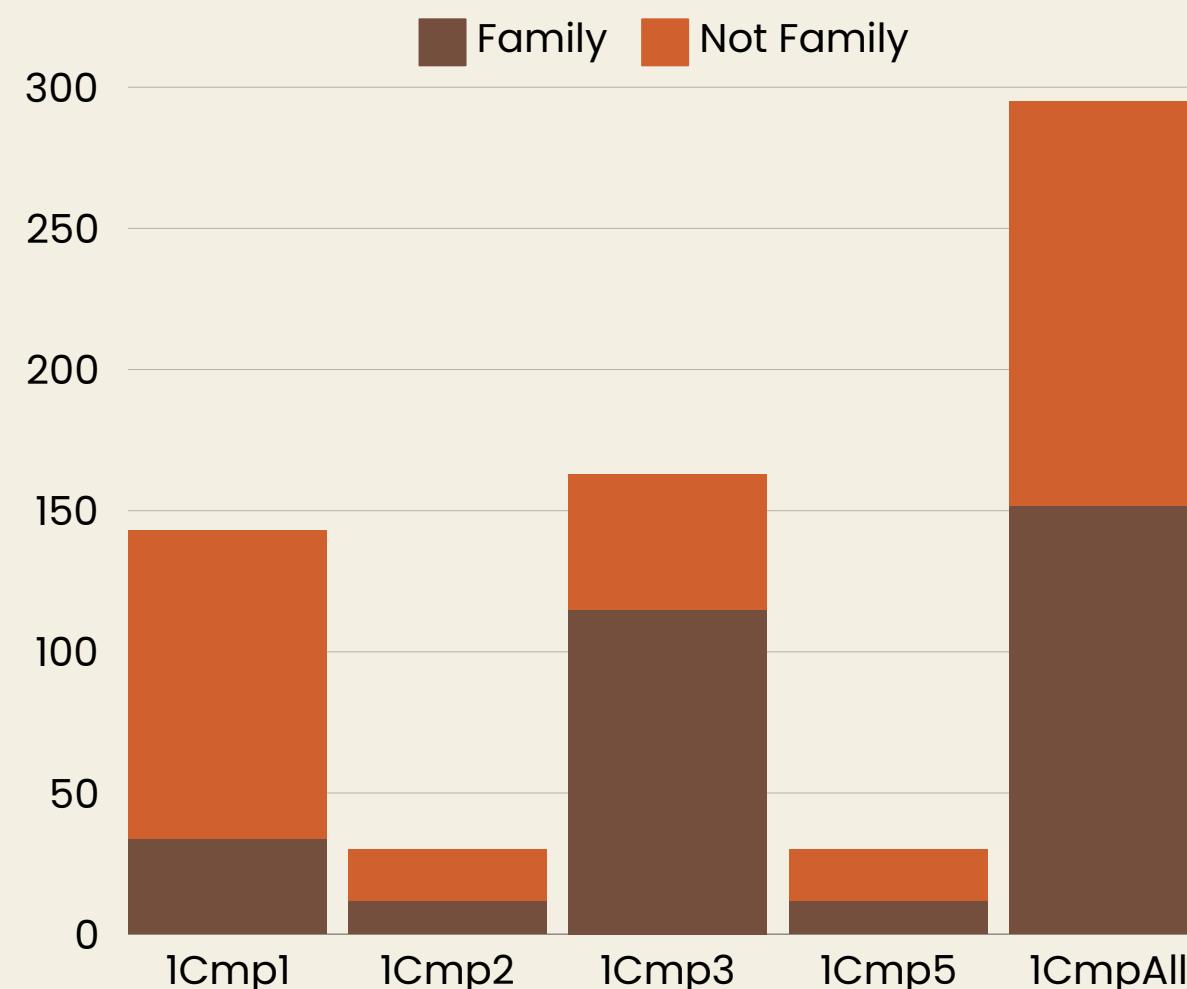
Lower Middle Class is the biggest pool, contributes more to the campaign, and participate more (rate & proportion)



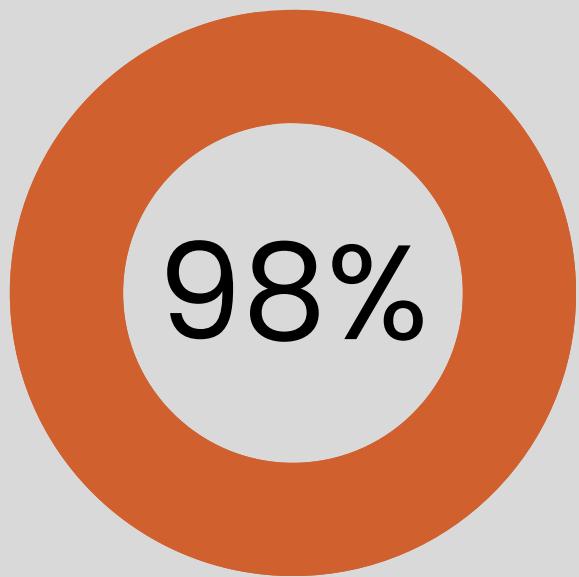
Family Participation



Family is the biggest pool and contributes more to the campaign, but Not Family seems to participate more (rate & proportion)



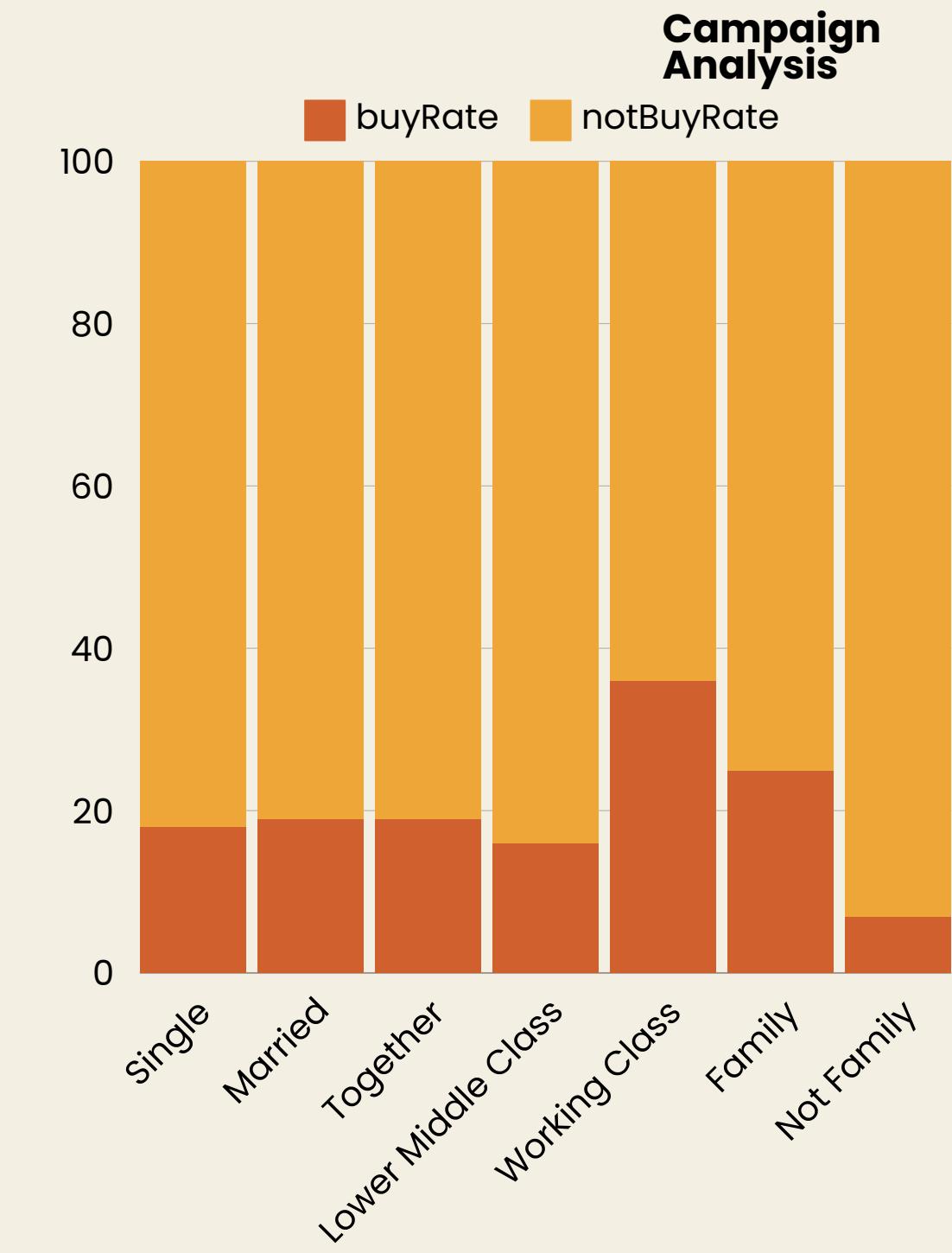
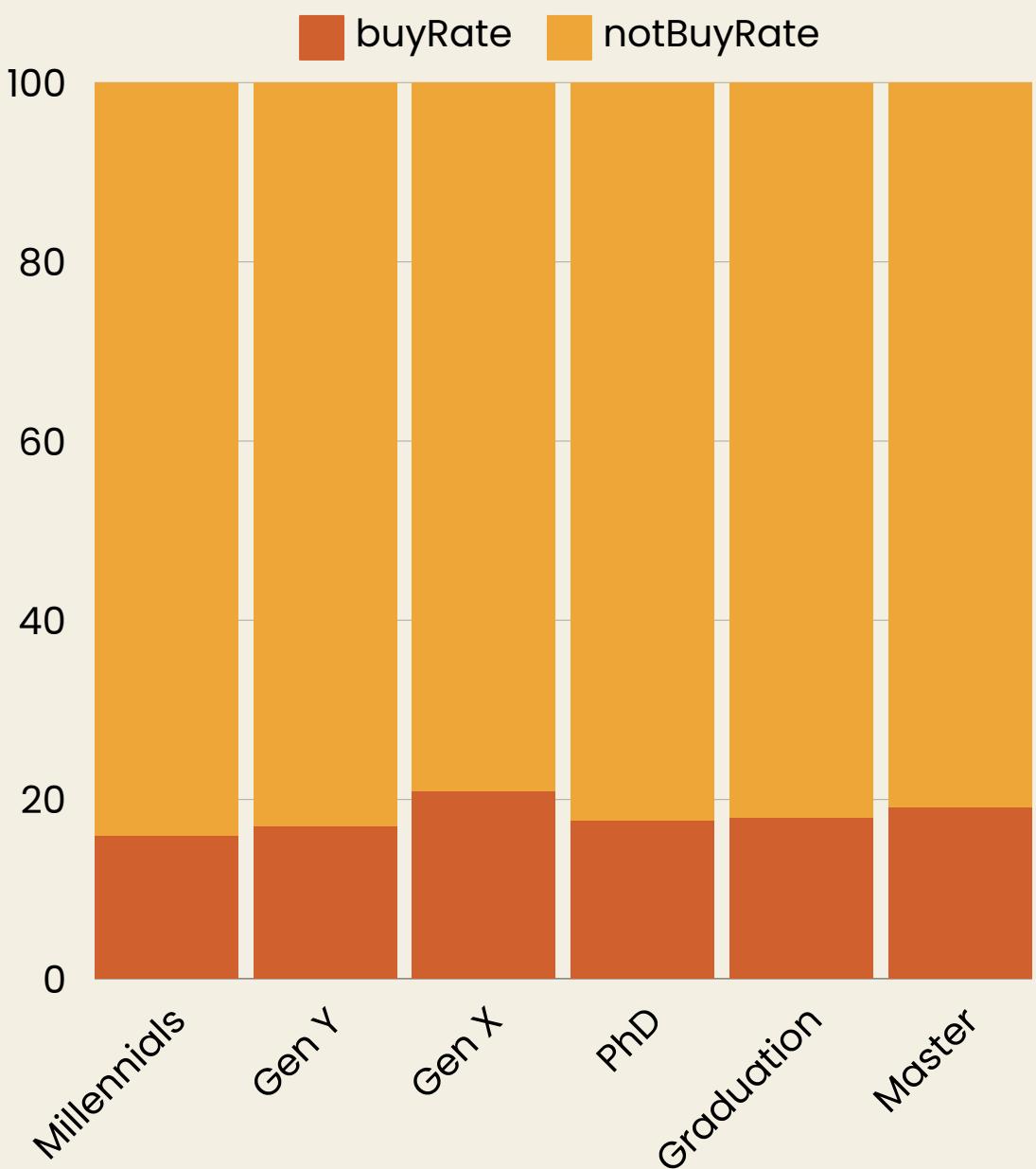
Discount Participation



Almost everyone has bought in discount.

Discount is a good tool to attract participants.

**But, the rate for buying in discount is small.
Seems to target Working Class and Family.
We should integrate discount to the campaign.
Discounted items should meet the needs of top demography.**



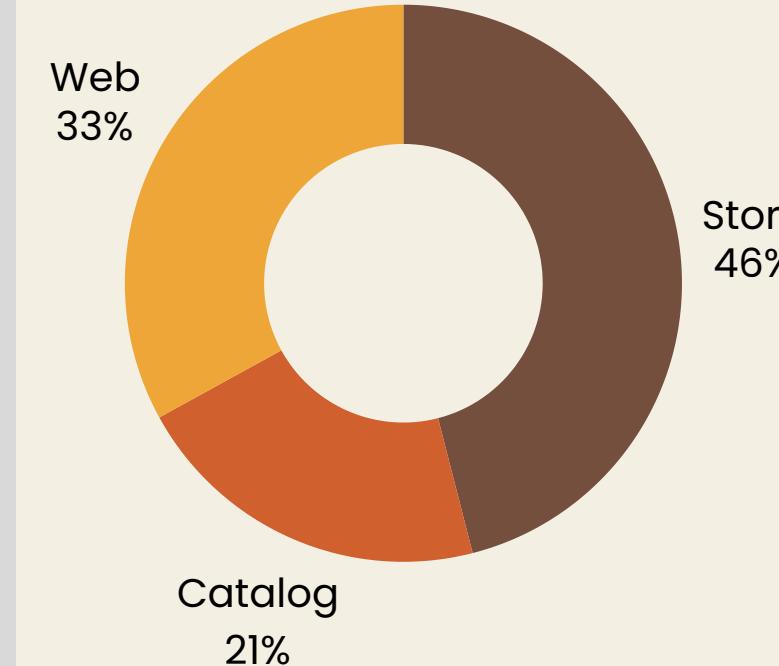
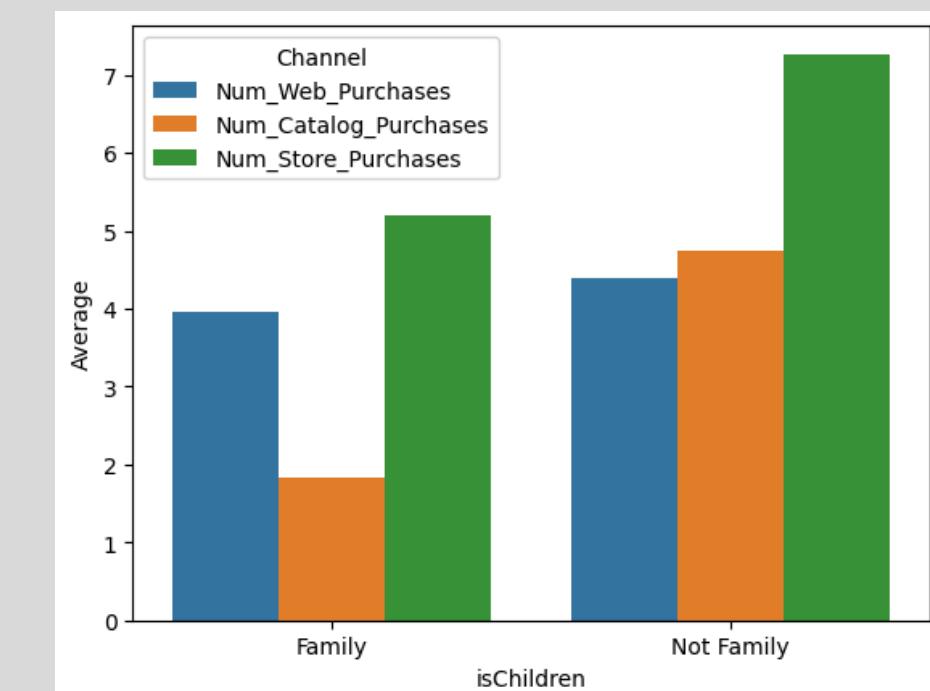
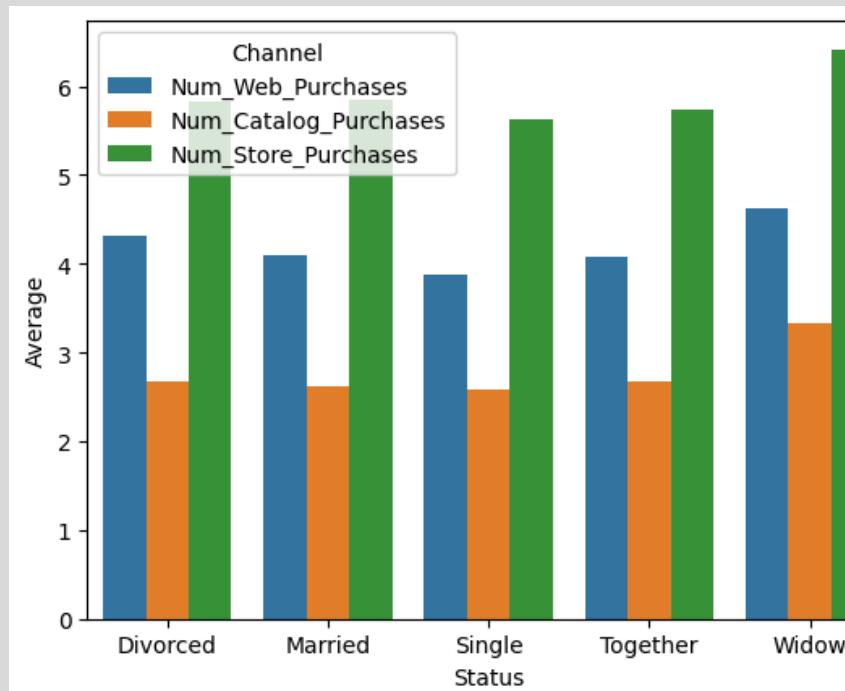
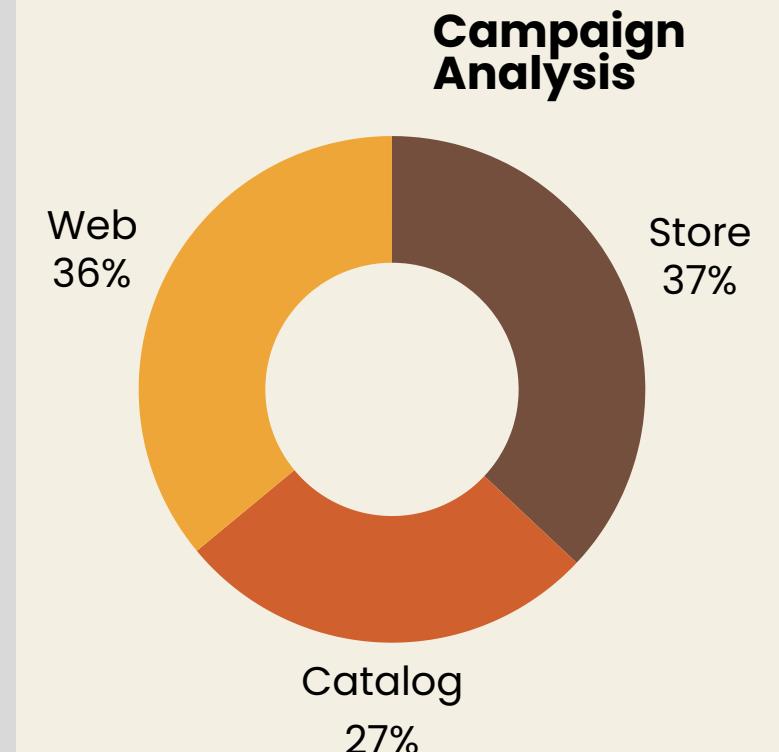
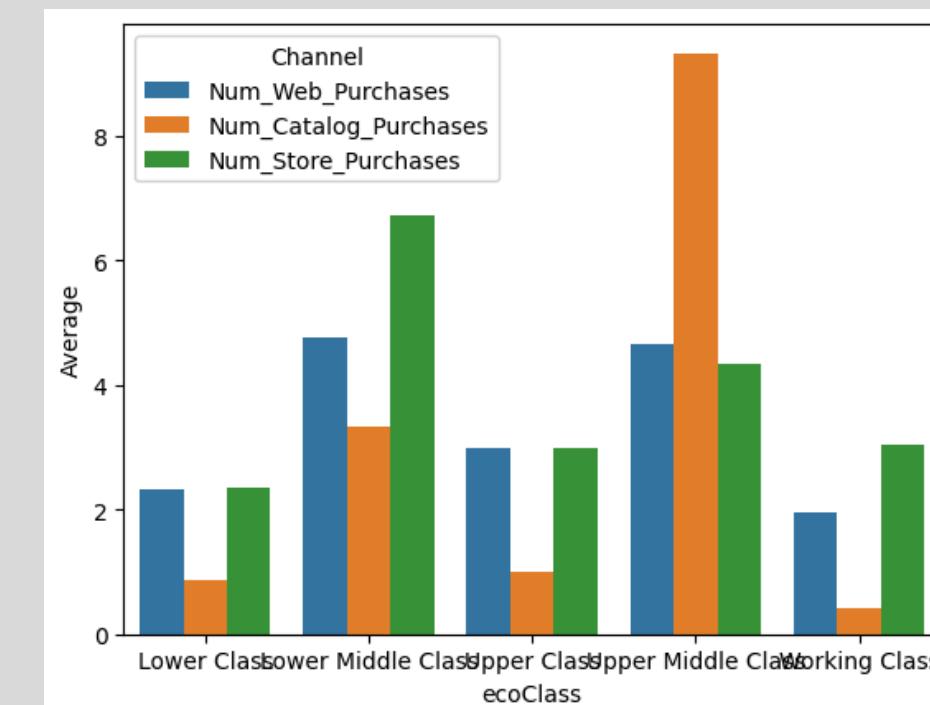
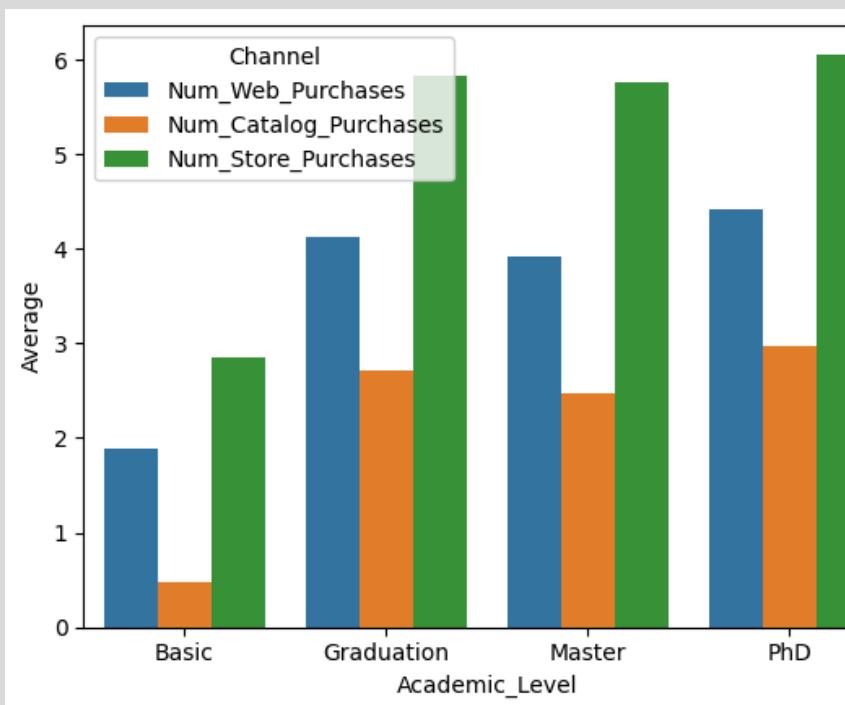
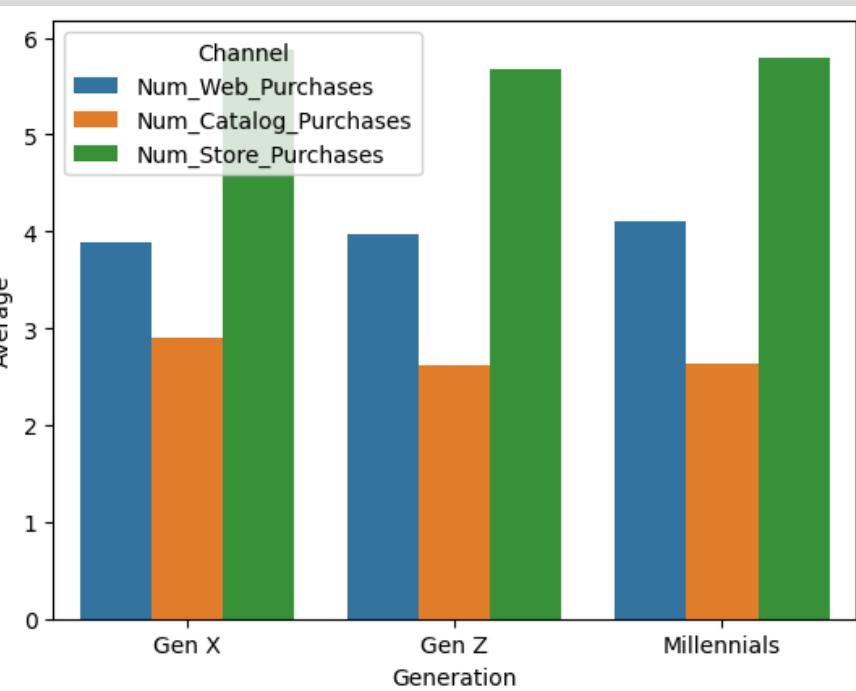
1 out 6 purchases

12



PW Mart DISCOUNT ANALYSIS

Channel of Purchase

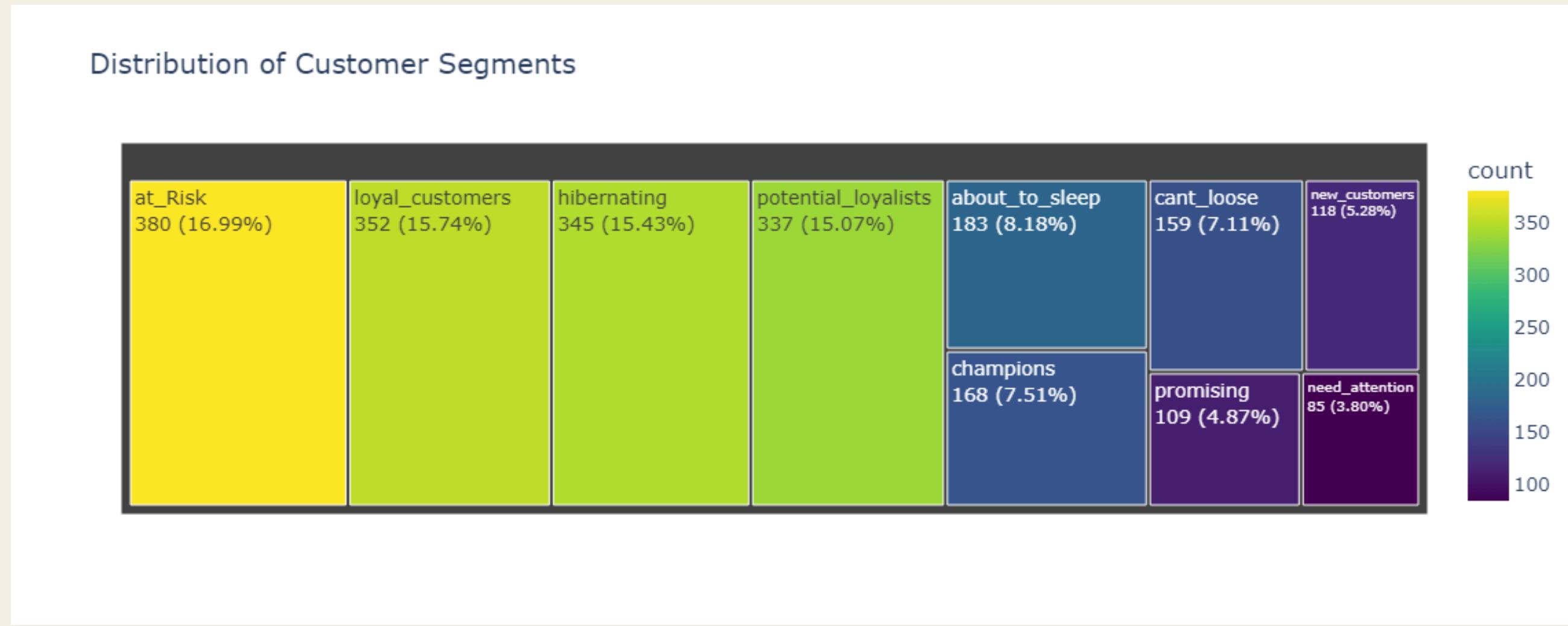


Based on buying rate, despite of demography, all favored Store as main channel of purchase followed by Web.

Store generates the most purchase values followed up Web.

13





- **High-Value Segments:** Segments like *loyal_customers* and *potential_loyalists* are valuable for growth, while *champions* represent the highest value despite their smaller numbers.
- **At-Risk and Hibernating Segments:** These groups are significant in size, highlighting a need for targeted re-engagement strategies to reduce churn.





Based on the demographic analysis (proportion and rate of participation), we know that the past campaigns focused more on:

- Generation: GenX
- Education: PhD
- Marital Status: Single
- Economic Class: Lower Middle Class
- Family Status: Not Family

Discount Analysis

- A discount might be needed because almost everyone has ever bought at a discount. However, the purchase ratio in total is small, at 16%. This could be because the discounted items didn't match the needs of the consumers, only attracting the Working Class and Family, while the Working Class is not the highest population among other Economic Classes.

Channel of Purchase Analysis

- Despite demographic types, the most favored channel of purchase is Store, followed by Web.

RFM Analysis Insights

- High-Value Segments: Segments like loyal_customers and potential_loylists are valuable for growth, while champions represent the highest value despite their smaller numbers.
- At-Risk and Hibernating Segments: These groups are significant in size, highlighting a need for targeted re-engagement strategies to reduce churn.





By making audience priority:

- Lower Middle Class (75%)
- Family (72%)
- Couple — Married (39%) and Together (26%) = (65%)
- Graduation (50%)
- Gen X (48%)



Integrates discount to campaign with items that meet the needs of top demography.

Boost campaign in **Store**. If budget is good, also boost on **Web**.

My main audience should be the **Lower Middle Class** with families (kids/teens at home). We can also include other demographic types like couples (**Married and Together**), **Graduates, and Millennials** to enhance our campaign.

The discounted items should meet the needs of our primary audience, especially the **Lower Middle Class** with families (kids/teens at home).

