

# Group 5 - Final Presentation



Manpreet Dhindsa (mkd8bb)  
Nitika Kataria (nk3rf)  
Olu Omosebi (oo7bq)  
Mary Youssef (mry8ea)

# Business Problem

- Focus on performance of two of CFI's largest marketing investments - promotions (e.g., coupons, etc) and the frequent shopper program
- Increase revenue for CFI



Photo from <https://www.wholefoodsmarket.com/quality-standards/organic/certified-organic-grocery-store>

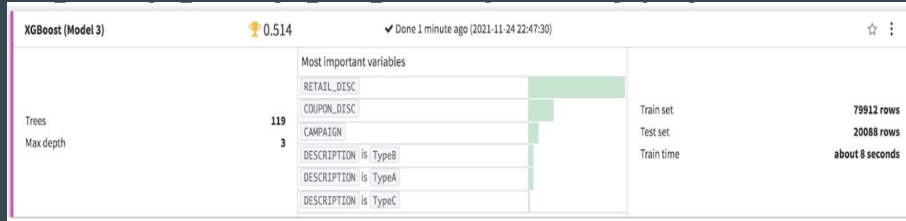
# Recommendation for Campaigns & Loyalty Program

Continue existing campaigns.

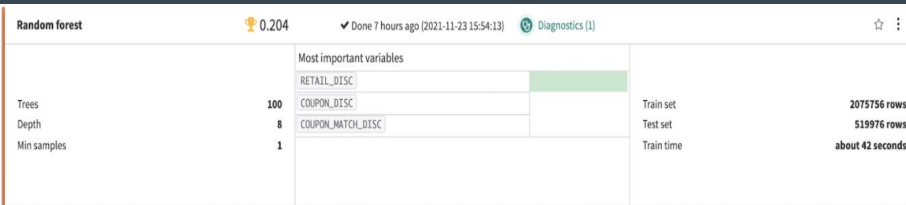
Further information is needed before potentially expanding.

Loyalty program has the largest impact on sales value and the quantity purchased.

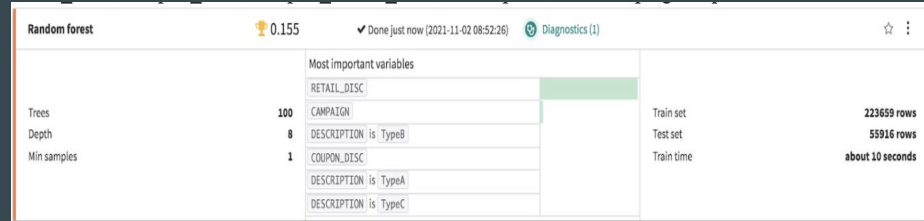
Quantity as the response and Retail\_Disc, Coupon\_Disc, Coupon\_Match\_Disc, Description, and Campaign as predictors.



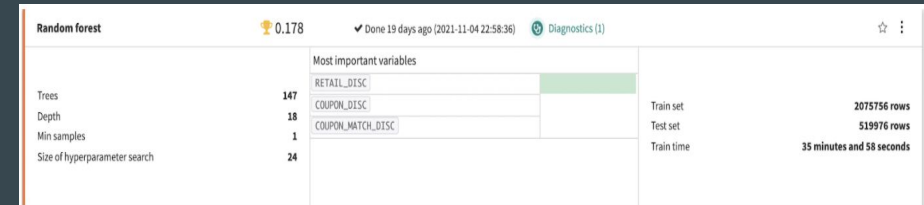
Quantity as the response and Retail\_Disc, Coupon\_Disc, and Coupon\_Match\_Disc as predictors.



Sales\_Value as the response and Retail\_Disc, Coupon\_Disc, Coupon\_Match\_Disc, Description, and Campaign as predictors.



Sales\_Value as the response and Retail\_Disc, Coupon\_Disc, and Coupon\_Match\_Disc as predictors

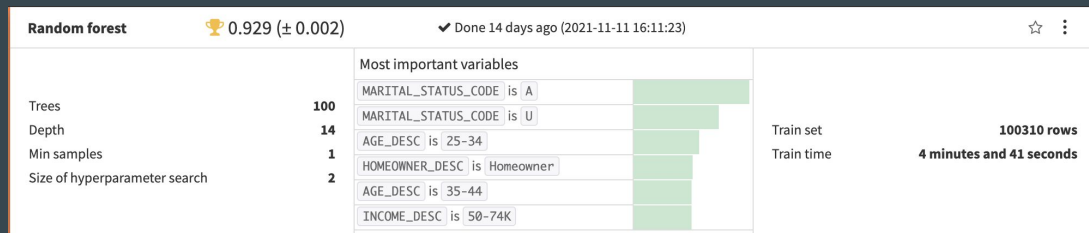


# Recommendations Based on Demographics



Photo from: <https://www.shutterstock.com/image-photo/woman-chooses-fruits-vegetables-food-market-1535966159>

- Future meetings with Ms. Salome to have more meaningful groupings of commodity descriptions
- Better documented data dictionary
- Further data collection on customers and their families
- Differentiate product supplies based on different income groups at each store location



# Recommendation for Product Sales and Revenue



Photo from <https://www.canstockphoto.com/blue-revenue-2515817.html>

- Targeted marketing campaigns on high revenue generating customer groups at retail stores.
- More coupons and discounts for products at retail stores.

# Recommendation for a Vision Board

Evaluate market, financial, and operational performance against competitors.



Example Dashboard from <https://www.clicdata.com/examples/marketing/>

# Questions?

...

## Thank you!