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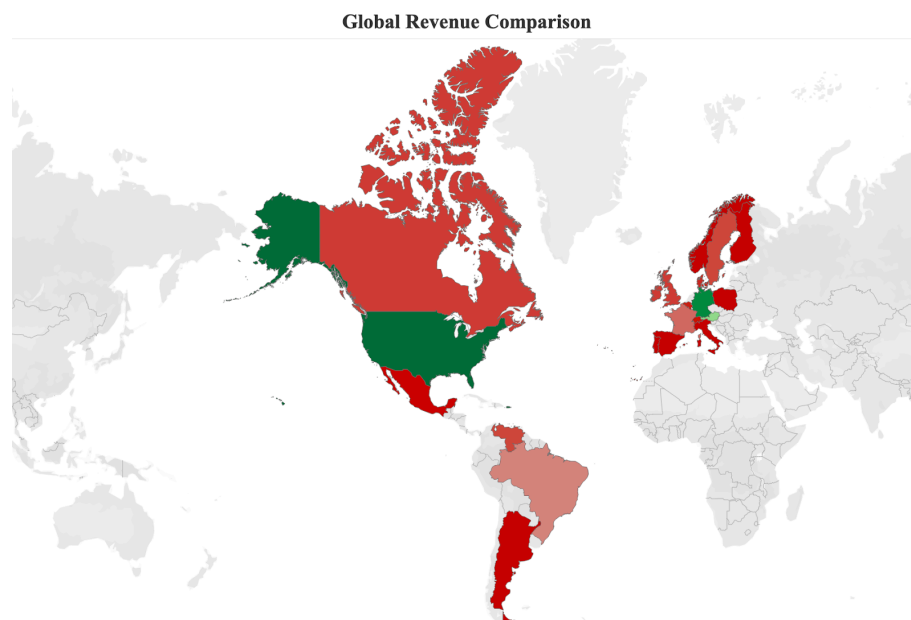
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Link to Presentation: <https://youtu.be/Lgqq3GZ4gBc>

Executive Summary:

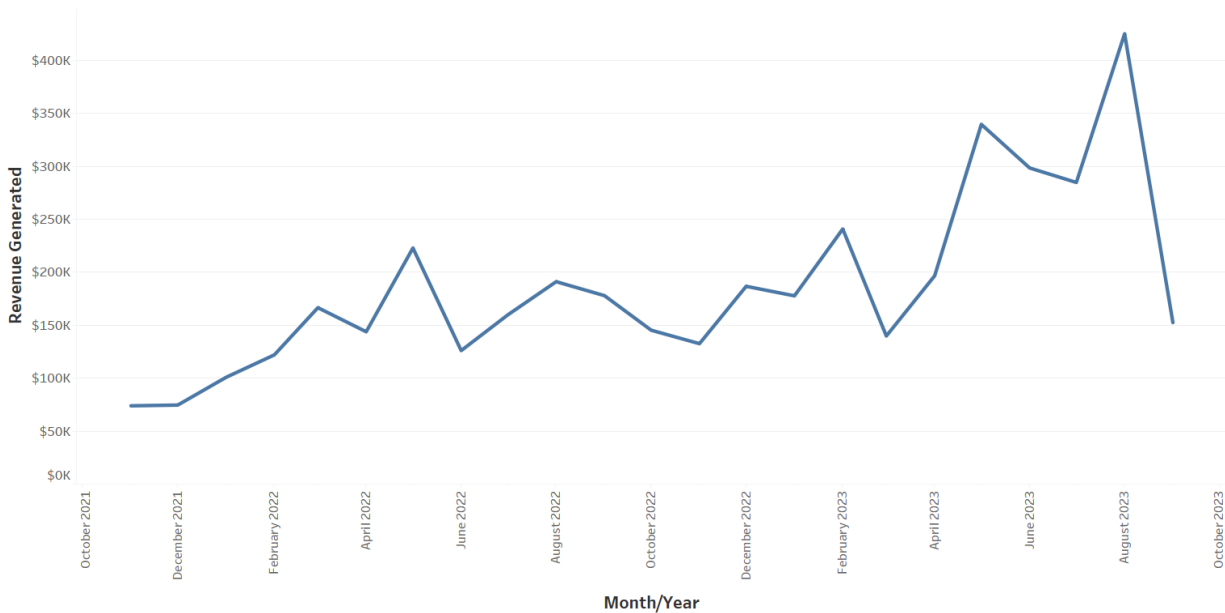
Based on our current analysis, we propose that Northwind Traders invests more money and time into better understanding our market. We explored different areas specific to our consumers themselves, from our largest and smallest demographics, to their taste in our products. At present, we do not necessarily have any specific external marketing plans and believe that this should be highlighted. In this document, we have provided visualizations on these subsets, as well as a potential RFP that will help with the concept of global market expansion. With that information being said, this is how Northwind Traders is doing at first glance.



High-Level Visualization Analysis:

Varying colors between green and red, bolder greens indicating where revenue grosses highest, and bolder reds being lowest. As Northwind Traders is a company based in the United States promoting products to other countries, revenues are still most prominent domestically. Given that information, it only proves further why we should put more focus in global marketing. Though America's economy is strong and harder to conquer on a visualization, countries like Germany and Austria were still able to do so, meaning there is still so much potential in other countries as well.

Revenue Trends by Month



Visualization Interpretation:

This visualization illustrates revenue trends by month, highlighting season fluctuations and overall performance throughout the year. It reveals periods of peak sales, likely corresponding to holidays or promotional events, as well as slower months that require marketing efforts to boost engagement. While this visual offers valuable insight into sales patterns, incorporating additional context, such as regional revenue breakdowns illustrated in the previous visualization, can further enhance our understanding and inform future strategies.

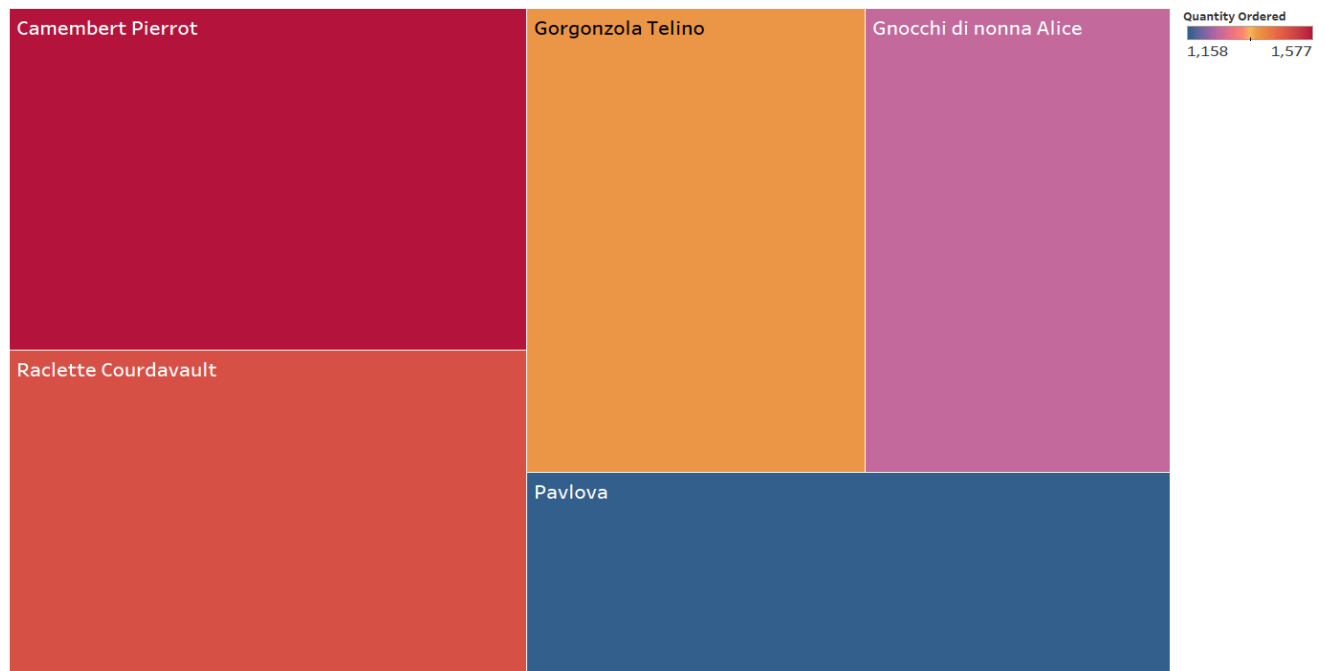
Consumer Purchasing Habits (Most Common Product Pairings)



Visualization Interpretation:

This visualization highlights the most common product pairings, revealing frequent combinations like Sir Rodney's Scones & Sirop d'érable and Pavlova & Tarte au Sucre. By showcasing the items that are often purchased together, we can identify opportunities for bundling and cross-selling. While this data helps us understand the frequency of these pairings, it does not provide insight into their profitability, or regional and seasonal influence, which could further optimize sales strategies. Regardless, it provides a base of which we can reference to plan future bundles and timed promotions for pairs.

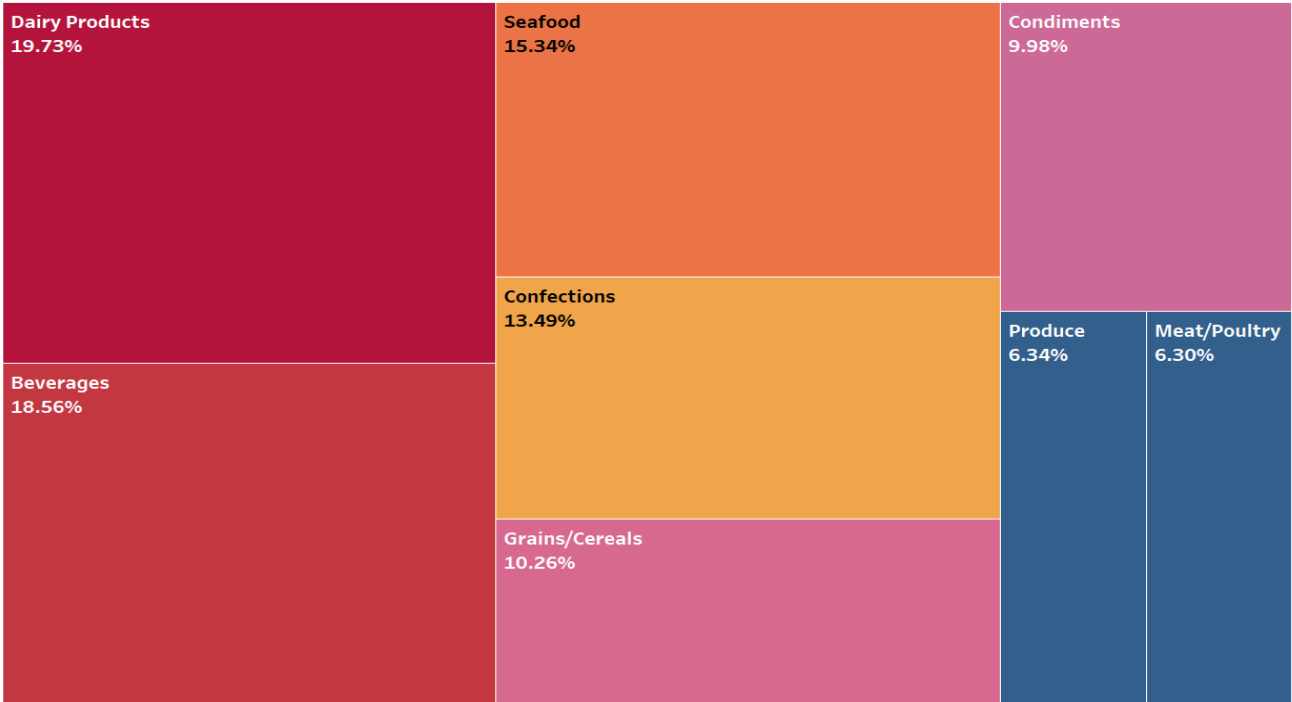
Best 5 Performing Products



Visualization Interpretation:

This visualization represents the top 5 products by quantity ordered. Understanding which products sell in the highest volumes is essential as these represent the face of the company for many buyers. This opens up further opportunities to investigate how much revenue each of these brings in as well as where they are purchased in the largest quantities. This information can help us to hone in on ideal segments and perfect how the products are marketed. Notice how all of these products are also included in multiple of the Common Product Pairings visualization. This is another key indication of which products are generating the most revenue for the company, and inspires potential new ways to market them with other products.

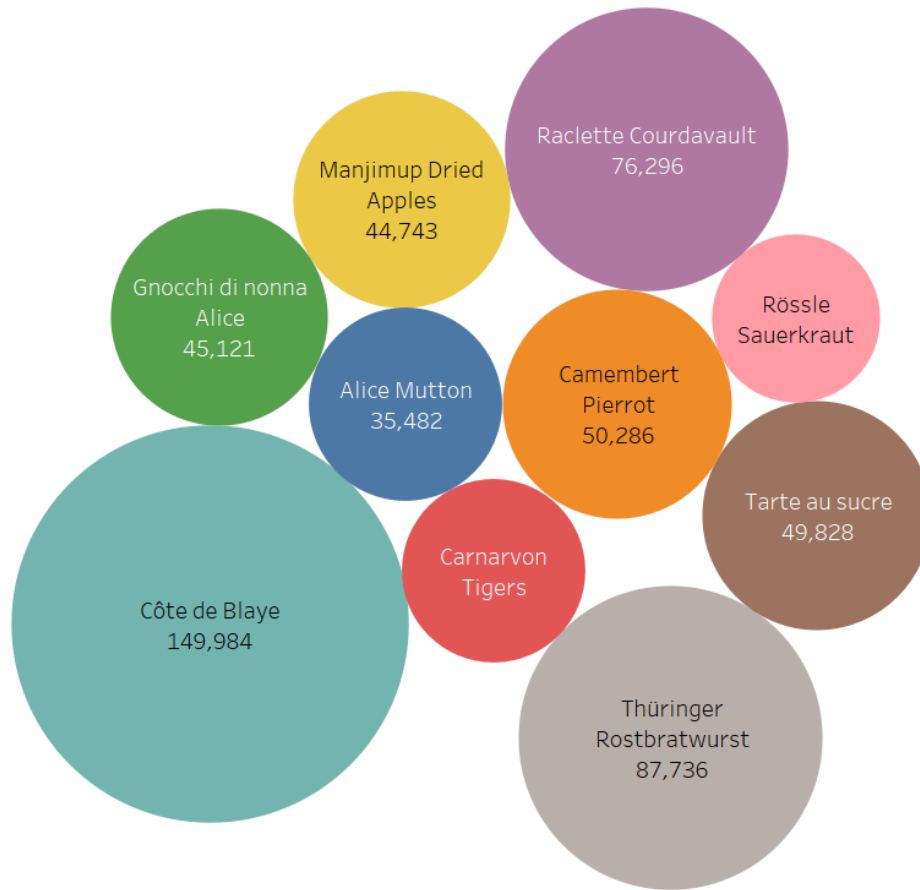
Q4 Product Category Performance



Visualization Interpretation:

This visualization presents the performance of different product categories in Q4, highlighting variations in sales and consumer demand during the holiday season. It identifies top-performing categories, which may benefit from targeted promotions, while also revealing underperforming categories that require strategic adjustments. By analyzing Q5 performance, we can better understand seasonal consumer preferences, allowing us to optimize marketing strategies and inventory management for future quarters.

Top 10 Products by Order Price Total



Visualization Interpretation:

This visualization highlights the top 10 performing products, showcasing items that generate the highest revenue. Identifying these key products will help us to recognize our strengths and provide information as to how these products can be marketed going forward. Products like Camembert Pierrot and Raclette Courdavault lead in performance offering key opportunities for prioritizing marketing and sales efforts. This visual can guide decisions on promoting top-sellers to sustain performance. We could further refine promotional strategies by also looking into profitability after costs or the performance of these products across different regions.

Conclusion:

From the data we have collected and visualized for clarity, we can draw several actionable insights to capitalize on global marketing opportunities. These include:

- Top-Performing products
- Products generating the highest revenue
- Products with highest order volume
- Commonly paired products
- Countries with highest revenue potential
- Highest-performing product categories

Now that we have gained this internal knowledge, our next step is to branch out and apply these insights to the global market. As mentioned in the summary, we currently have significant opportunities to promote these products globally however, we have not yet established a plan to reach this goal. Here are a few ideas proposed by our team:

- Develop a global expansion marketing strategy
- Refine product placement tactics
- Issue RFPs to companies with experience in international market management

There are multiple reasons as to why we suggest this. By creating a global expansion plan, we will be able to track our goals and optimally find success by conquering every step of it. This will also allow us to take calculated risks in alignment with our company's financial position, ensuring we capitalize on every opportunity.

Our understanding of product placement shows rather weak as the promotion for the best performing products could show much higher than what our data suggests. By optimizing product placement, we anticipate a significant increase in both sales and revenue.

There are some products, like Camembert Pierrot and Gnocchi di Nonna Alice for example, that show up on more than one visualization, showing strength in multiple different areas. Knowing this information, we can focus on these products to increase revenue and possibly promote undersellers by bundling them with top sellers.

Lastly, by issuing RFPs, we can collaborate with external companies that specialize in international management, enabling us to focus on domestic operations while they guide our expansion efforts abroad. Our team also outlined a potential RFP for three companies which we believe align with our goals and interests.



Request for Proposal (RFP)

Global Marketing Expansion

Issued By Northwind Traders

Project Overview (Executive Summary): Northwind Traders, an international reseller and distributor, specializes in offering a wide range of products globally. In this project, we have identified several key products by varying metrics, with underperforming products as well as successful products all accounted for. We have also identified the countries that represent our largest markets so that we are clear on where to focus our efforts as we expand our global marketing. We also aim to optimize the performance of underperforming product categories through strategic business interventions. Overall, we are looking to increase our sales presence internationally by strengthening our existing products.

Project Goals:

- **Top Product Marketing:** By identifying key products, we hope to develop strategies to best market each according to their specific performance. Modified marketing campaigns will be developed for top products by both order price total and quantity ordered to propagate their success. Being our biggest sellers, they are largely the face of our company and must be up-kept as such. We hope to add new promotions for them while also being careful to avoid customer fatigue through over-advertising. Products that are commonly paired have also been identified, and some of these products overlap with other top metrics shown in our visualizations. With this in mind, we also plan to develop strategic bundling promotions to boost the sales of two or more products per order.
- **Boosting Underperforming Products:** By identifying products that are struggling to be profitable, we can target where to focus our efforts in more aggressive marketing. It is our goal to boost these products in sales. If our efforts do not yield an efficient change, we then know which products we are losing money on and we can remove them from our inventory. Either way, an opportunity to either make or save money is presented.
- **Global Market Expansion:** It is our goal to strengthen our presence in existing top markets as well as to expand further into surrounding areas of potential. Regional and seasonal sales trends have been identified to help us make decisions about where and when the new marketing campaigns we have developed for key products will take place in order to be the most effective.

Scope of Work:

- Develop promotion strategy ideas to maximize each identified segment market.
- Establish a timeline and budget for the launch of each marketing campaign.
- Present seasonal marketing campaigns and inventory strategies.
- Develop an inventory management system to align product availability with demand.
- Propose bundling strategies based on market data, aimed at increasing value for our partners.
- Provide actionable recommendations to optimize purchasing processes.
- Present a project timeline with milestones for strategy implementation, product bundling pilot, and subsequent evaluation.
- Evaluate product placement strategies based on product performance data.
- Create promotional plans for underperforming products, focusing on cross-selling or bundling with top sellers.
- Assess the need for discontinuation of products if poor-performance continues.
- Work jointly with our global strategists to improve placement of products in different geographic locations.
- Provide recommendations for risk mitigation and market entry strategies in new regions.
- Offer insights on economic trends and market conditions in different countries.

Current Roadblocks and Barriers to Success: Despite a well-defined approach to global marketing and product optimization, we predict the following challenges could hinder the success to this project:

- Market Saturation and Competition: Expanding into new markets globally presents significant challenges. Saturation in some markets can limit potential for growth, while competing products or regional preferences could result in limited consumer engagement with our offerings.
- Logistical and Supply Chain Issues: Effective inventory management and timely fulfillment are crucial for supporting increases in marketing efforts. Supply chain disruptions, region-specific trade regulations, or unexpected logistical challenges when entering new markets could delay the execution of marketing campaigns and product delivery.
- Economic Instability: Global economic fluctuations, inflation, and changes in consumer spending habits can impact the success of our marketing strategies especially in price-sensitive regions. External factors may reduce the effectiveness of campaigns or limit expansion opportunities.

Evaluation Metrics and Criteria:

- Customer Feedback: Measure effectiveness of campaigns' altering of brand perceptions by analyzing product reviews, satisfaction surveys, and other customer feedback. Assess whether promotions have positively influenced customer sentiment.
- Elasticity Analysis: Measure how alterations of product price via promotion, discount, or increase changes demand. This way, we can identify the price sensitivity of products.

- Cross-Selling Success: Assess success of pairing underperforming products with top sellers. Are the struggling products picking up in brand awareness and sales or are they dragging down the top-selling products by being bundled?
- Check for Diminishing Returns/CAC: Measure if the cost to gain a new customer for top products is worth the gain.
- Check for Customer Fatigue: If new promotions for products that were already among our top sellers are leading to sales plateauing, we will know where our limits for marketing investments need to be set.

Potential Recipients: Northwind Traders is seeking to partner with globally recognized consulting firms that have proven expertise in international market expansion, product optimization, and marketing strategy development. The following vendors have been identified as potential recipients of this RFP due to their success in delivering solutions aligned with our goals.

1. Accenture - Global leader in consulting services with a focus on digital marketing, market expansion, and supply chain management. Expertise in helping companies optimize global operations.
2. Bain & Company - Renowned for data-driven approach to growth and marketing strategies. History of working with multinational companies to enter new markets and expand globally.
3. WPP - One of the largest advertising and marketing services companies globally. Works with major brands to help them expand their marketing reach internationally.

These vendors were selected based on their proven ability to deliver on similar projects and their expertise in the specific areas outlined in the RFP. Northwind Traders welcomes proposals from these and other qualified vendors with relevant experience.

Submission Requirements:

- Submit Proposal to Northwind Traders: northwindtraders@email.com
- Please include the following:
 - A brief description of your company including its experience and background in global marketing expansion, product performance optimization, and international consulting services.
 - Key personnel to be involved, including their roles and qualifications
 - Detailed timeline that outlines key project milestones and expected completion dates.
 - Pricing and Cost Breakdown
 - Terms and Conditions, including payment terms, service guarantees, and any other contractual obligations.