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Project Title: PopCart

Problem:

The goal is to assist the company in understanding which product categories are most popular among different customer segments, which campaigns are performing best by gender, and which age groups are most likely to engage with marketing content.

Methodology:

Planning: The planning stage is where you conceptualize the scope of the project and develop the steps that will guide you through the process of completing a project.

Analyze: The analyzing stage is where you will collect, prepare, and analyze all of the data for your project.

Construct: In the construction stage, you will build models that will allow you access to hidden relationships locked within data.

Execute: In the execution stage, you will present the finding of your analysis, receive feedback, and make revisions as necessary.

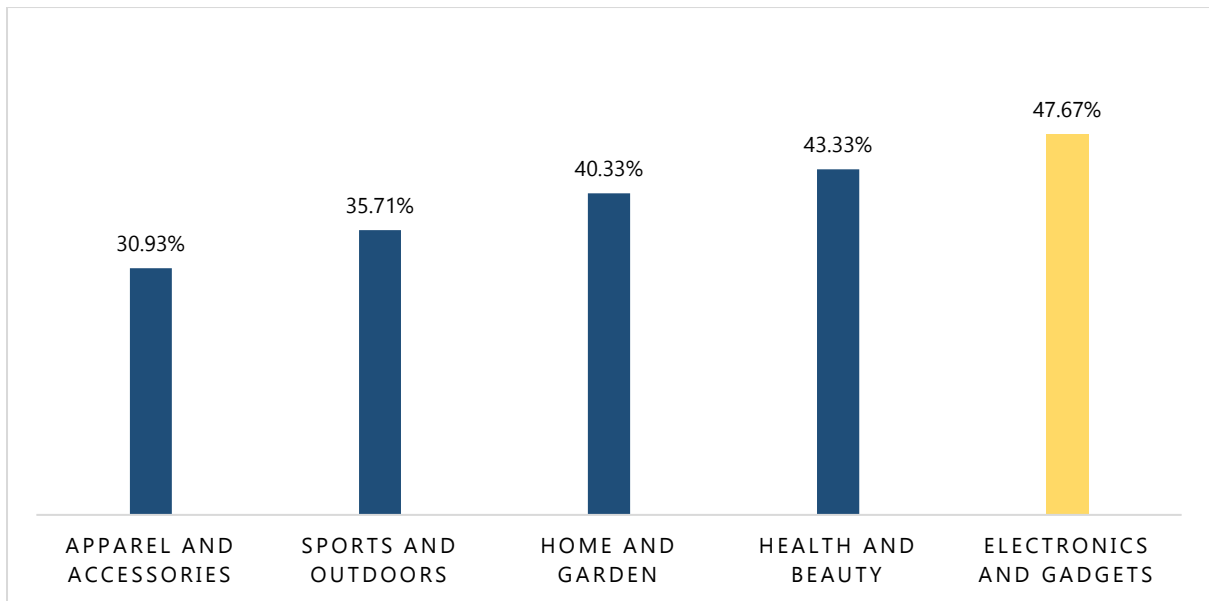
01. Findings

The overall click through rate or CTR for the campaign launched by the company stands at **38.76%**



02. Findings

Apparel and accessories has the lowest CTR, which falls @ 30.93% while the highest is the Electronics and gadgets @ 47.67%. Electronics and gadgets reached a high level of popularity among the products.

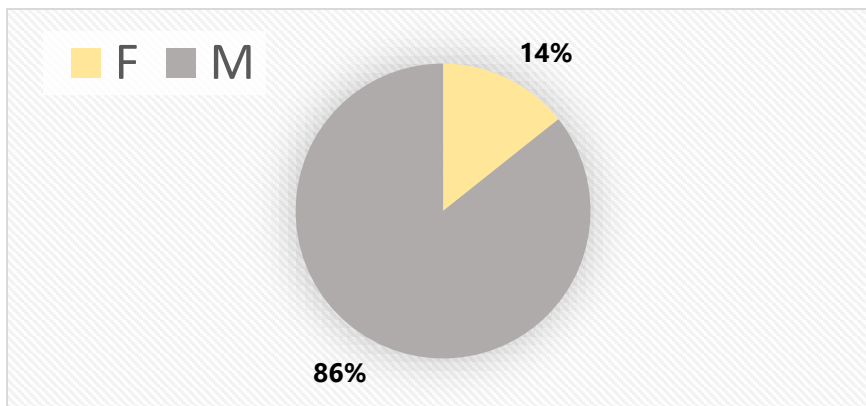


Recommendation:

Investigate on why electronics and gadgets perform better compare to other product category and use it to elevate the performance of underperforming campaign while maintaining or further increasing our revenue on electronics and gadgets.

03. Findings

During the campaign period, females contributed of 62 million pesos of revenue, which is 14.3% of total revenue.

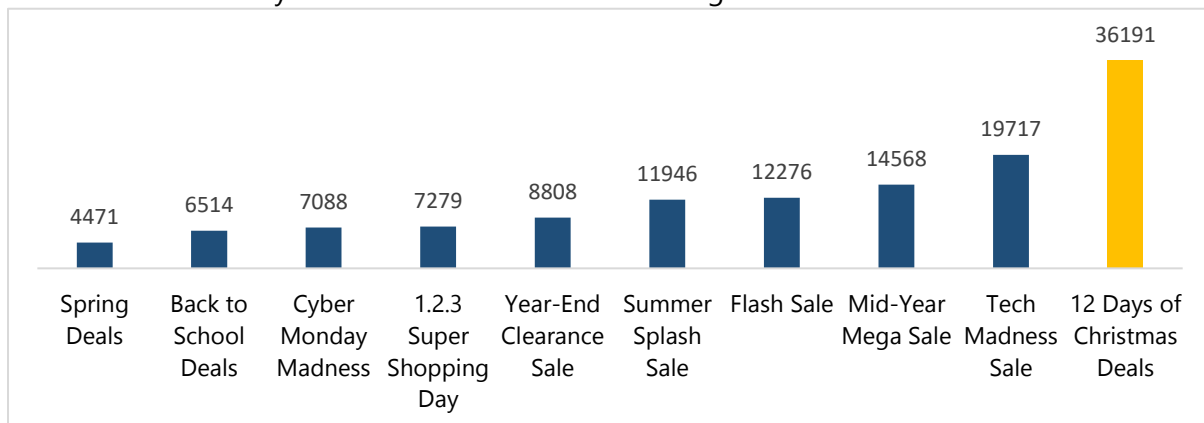


Recommendation:

Use other trending platforms to attract more audience or extending our campaign periods for those products that generated higher revenue in female category.

04. Findings

The graph shows that 12 days of Christmas deals gives the highest impressions up to 36 thousand followed by tech madness and Mid-Year mega sale.

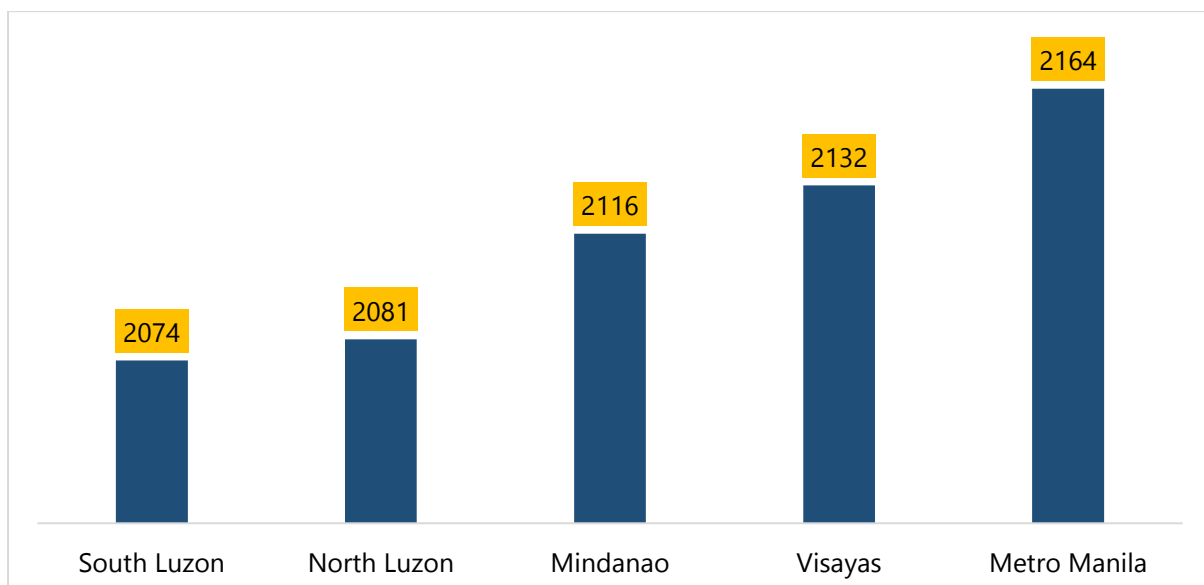


Recommendation:

The marketing team could take advantage during Christmas season by promoting our product through effective campaign and for our logistic team to prepare or increase our product inventory to meet the demand of the consumers.

05. Findings

The data shows us that metro manila gives the highest impressions since Metro Manila is more advance in technology compare to other regions.

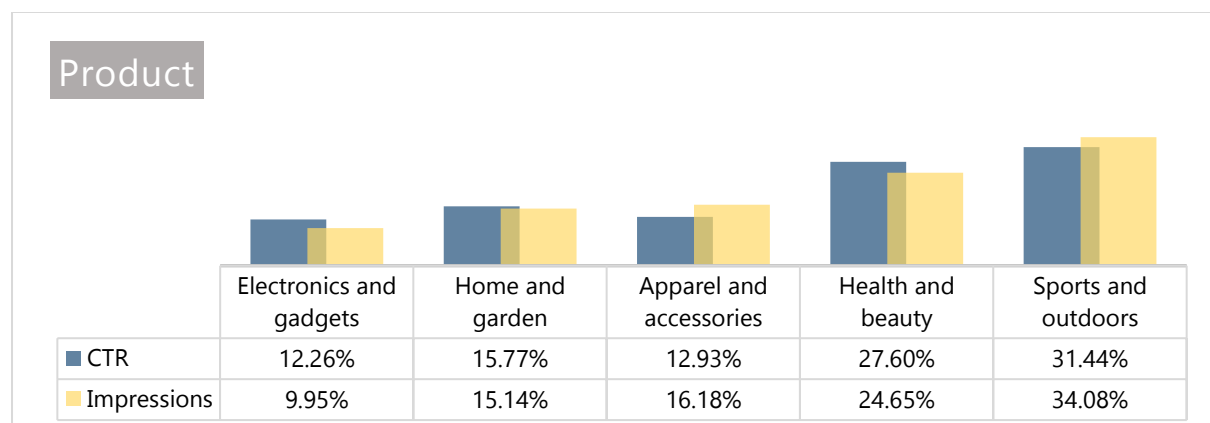
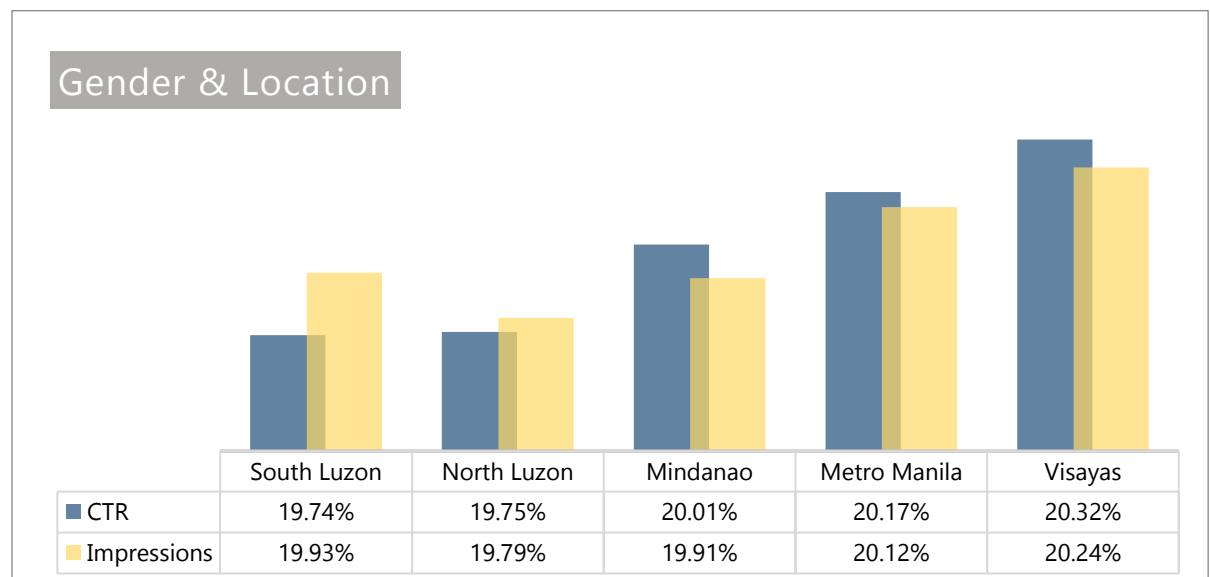
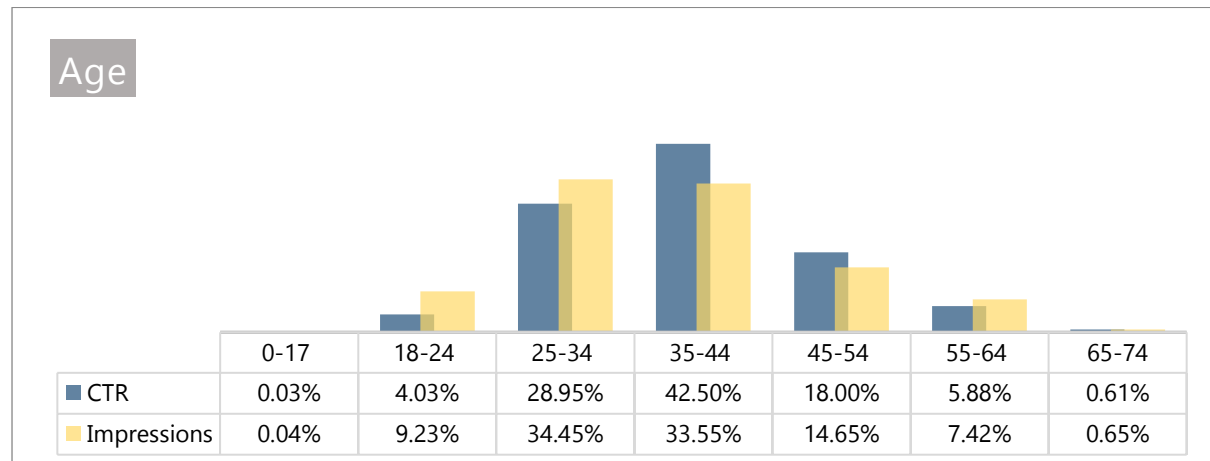


Recommendation:

We can use this data to focus our marketing fund where we can target more audience and increase overall revenue. We can also device a marketing and logistic strategy that allows us to reach people in rural areas and increase the availability of our product to their location.

06. Findings (Bonus Q)

We identified that 35-44 age level has the highest click through rate of 42.50% and impressions of 33.55%. As for gender and location, the data shows that Visayas region has the highest click through rate of 20.32% and 20.24% impression and among the product categories sports and outdoors is the most popular which gives 31.44% CTR and 34.08% impressions.



Recommendation:

By analyzing the data, we recommend three strategies to increase the revenue of the business, this are:

1. Trends: Target audience's who's similar characteristics to existing customers and create and capture new demands furthermore, device a strategy that the industry has never offered.
2. Traffic: Attract new customers through advertisement, content marketing, social media, email marketing, and improve website SEO. We can offer discounts, and capitalize on holidays or national event.
3. Loyalty: Keep existing customer happy with customize offers, loyalty programs, and rewards. Provide quality products and security of our customer's details sensitive information.