



POPCART

GROUP 16

ABOUT US

POPCART



A fast-growing company dedicated to showcasing the unique and vibrant culture of the Philippines by establishing itself as a leading online shopping platform.



An e-commerce business whose primary focus is on lifestyle and fashion.



ANALYSIS GOALS

01

WHAT IS THE OVERALL CLICK-THROUGH RATE (CTR) FOR THE CAMPAIGNS LAUNCHED BY THE COMPANY?

02

WHAT IS THE CTR FOR EACH PRODUCT CATEGORY?

03

WHAT PERCENTAGE OF THE TOTAL REVENUE GENERATED DURING CAMPAIGN PERIODS IS CONTRIBUTED BY FEMALE CUSTOMERS?

04

WHICH CAMPAIGN HAS GENERATED THE MOST IMPRESSIONS?

05

HOW MANY UNIQUE USERS PER LOCATION VIEWED THE CAMPAIGN WITH THE MOST IMPRESSIONS?

06

IDENTIFY THE POPULARITY OF PRODUCT CATEGORIES BASED ON LOCATION, AGE GROUPS, AND GENDER. WHAT ARE THE TOTAL IMPRESSIONS AND CTR FOR EACH PRODUCT CATEGORY PER USER SEGMENT?

WORKFLOW STRUCTURE

Plan n° 1

- Research business data
- Define the project scope
- Develop a workflow
- Assess project and/or stakeholder needs

Analyze n° 2

- Format database
- Scrub data
- Convert data into usable formats

Construct n° 3

- Select modeling approach
- Build models
- Build algorithms

Execute n° 4

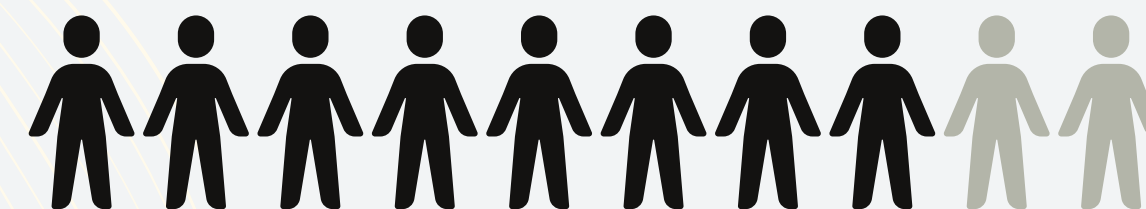
- Share results
- Present finding to other stakeholders
- Address feedback

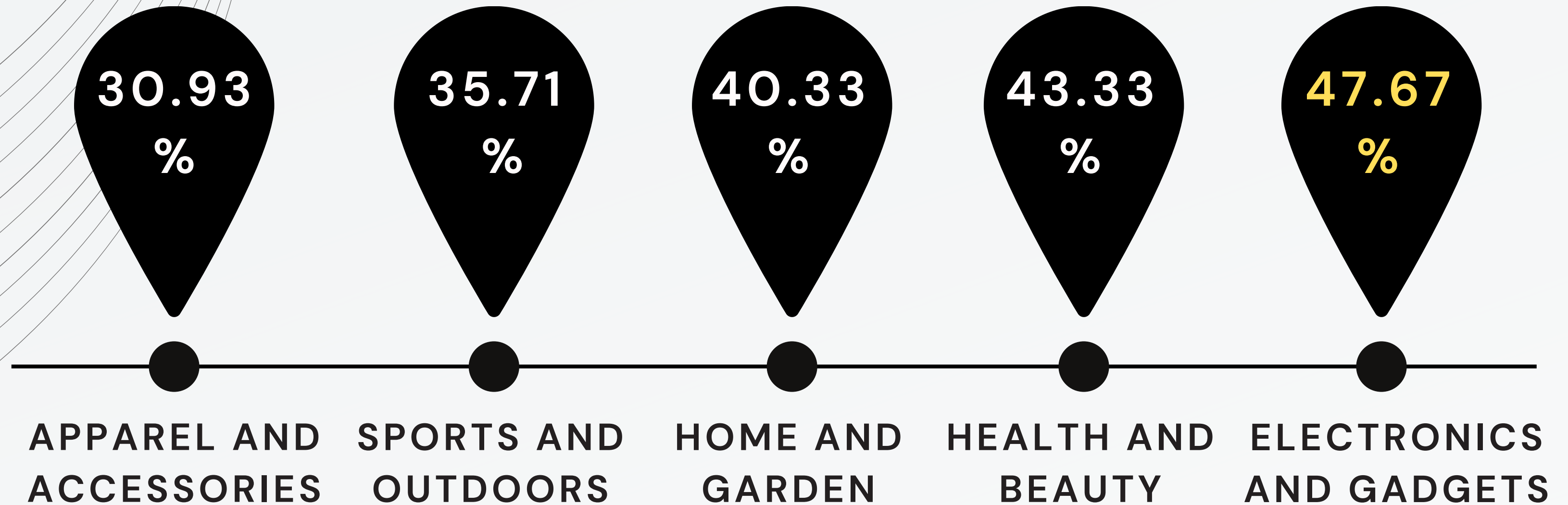


01

What is the overall click-through rate (CTR) for the campaigns launched by the company?

38.76%





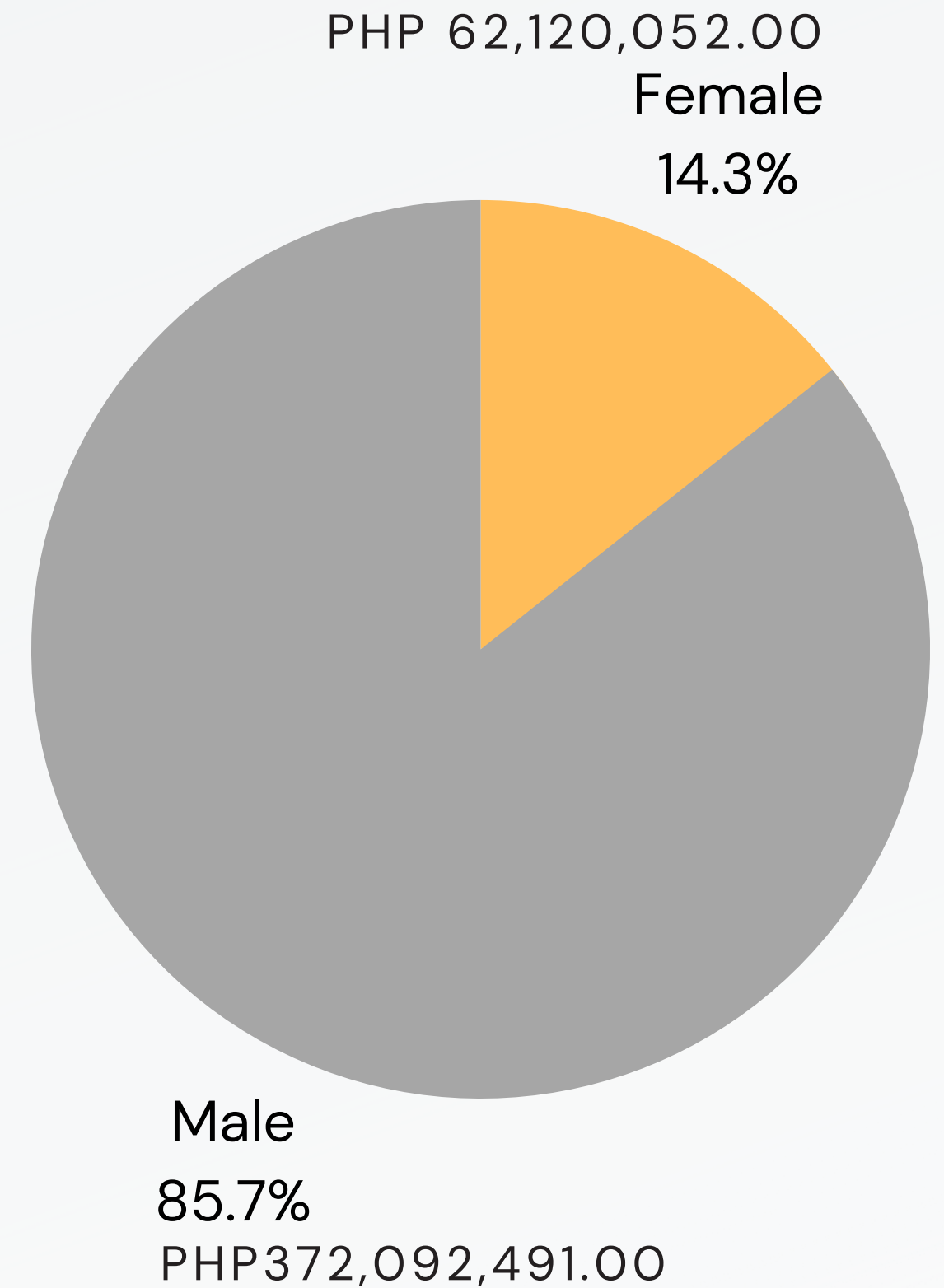
02

What is the CTR for each product category?

03

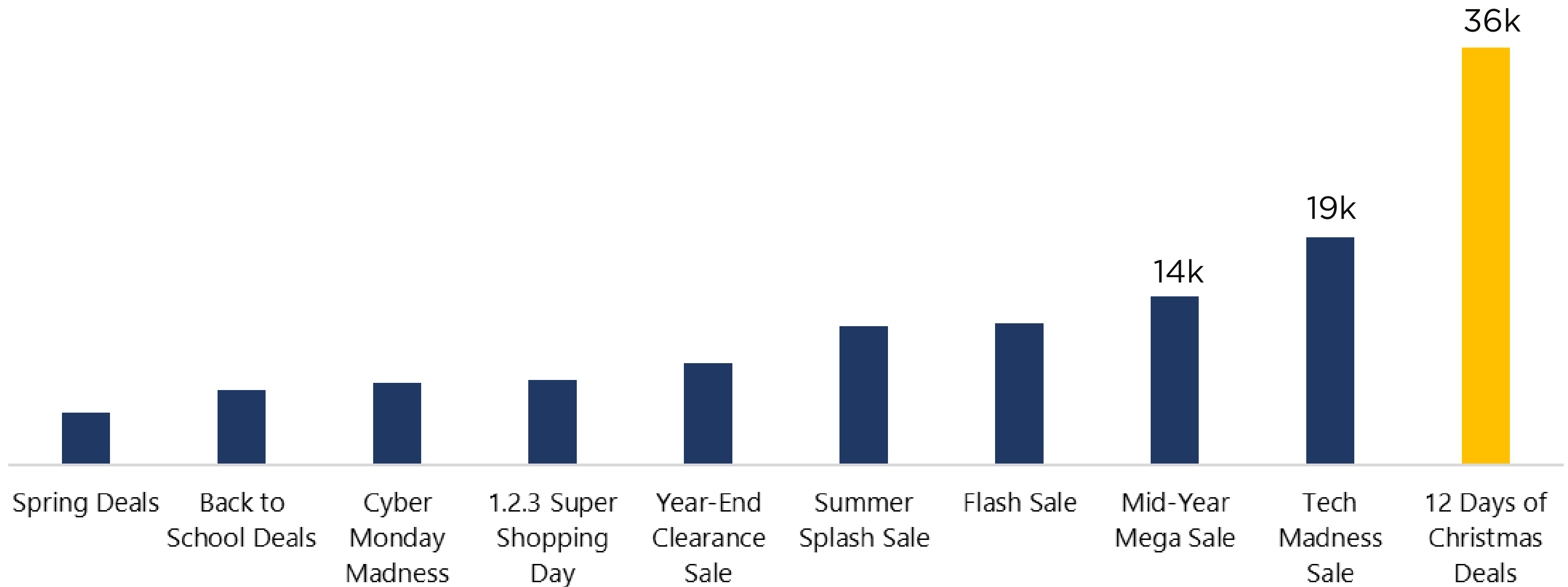


What percentage of the total revenue generated during campaign periods is contributed by female customers?



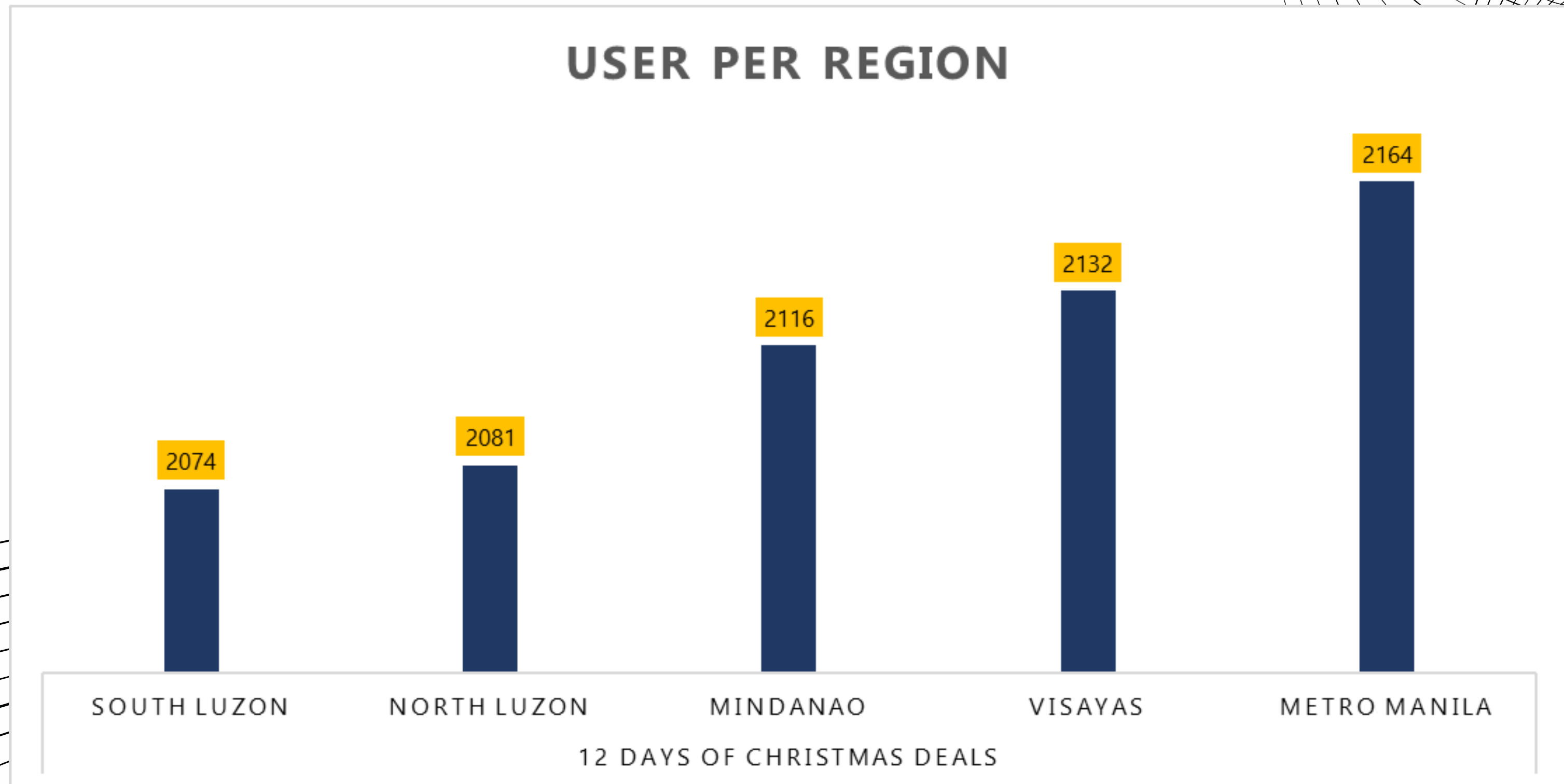
04

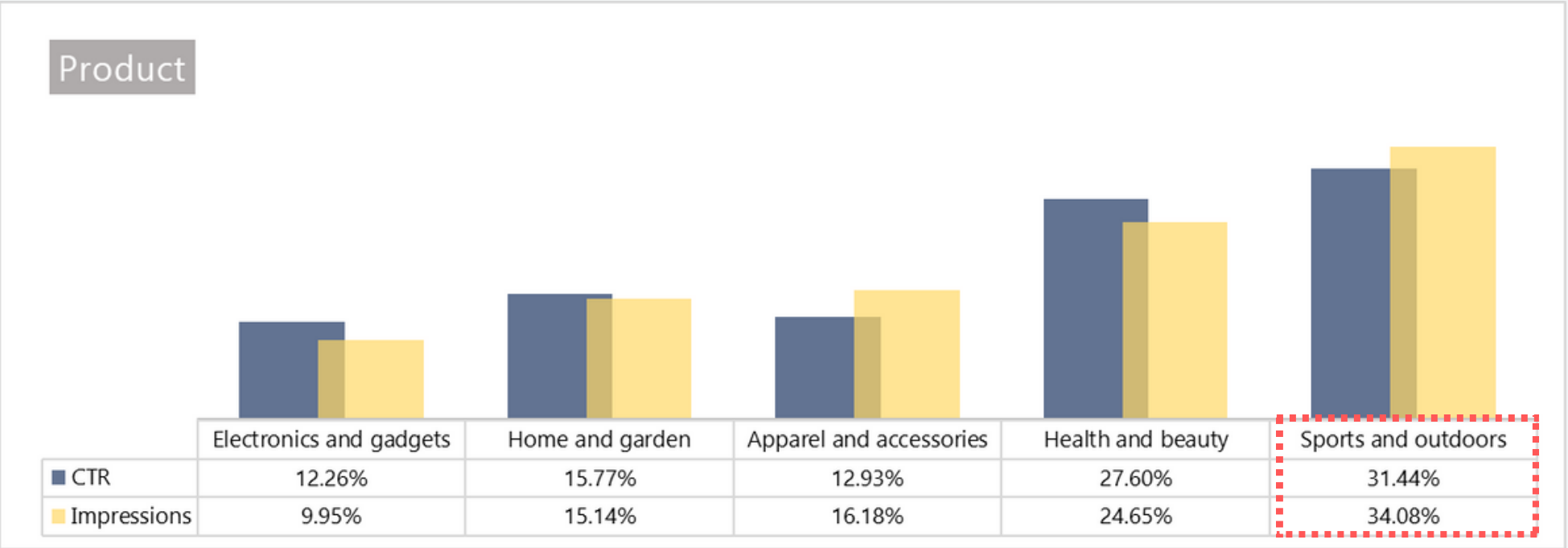
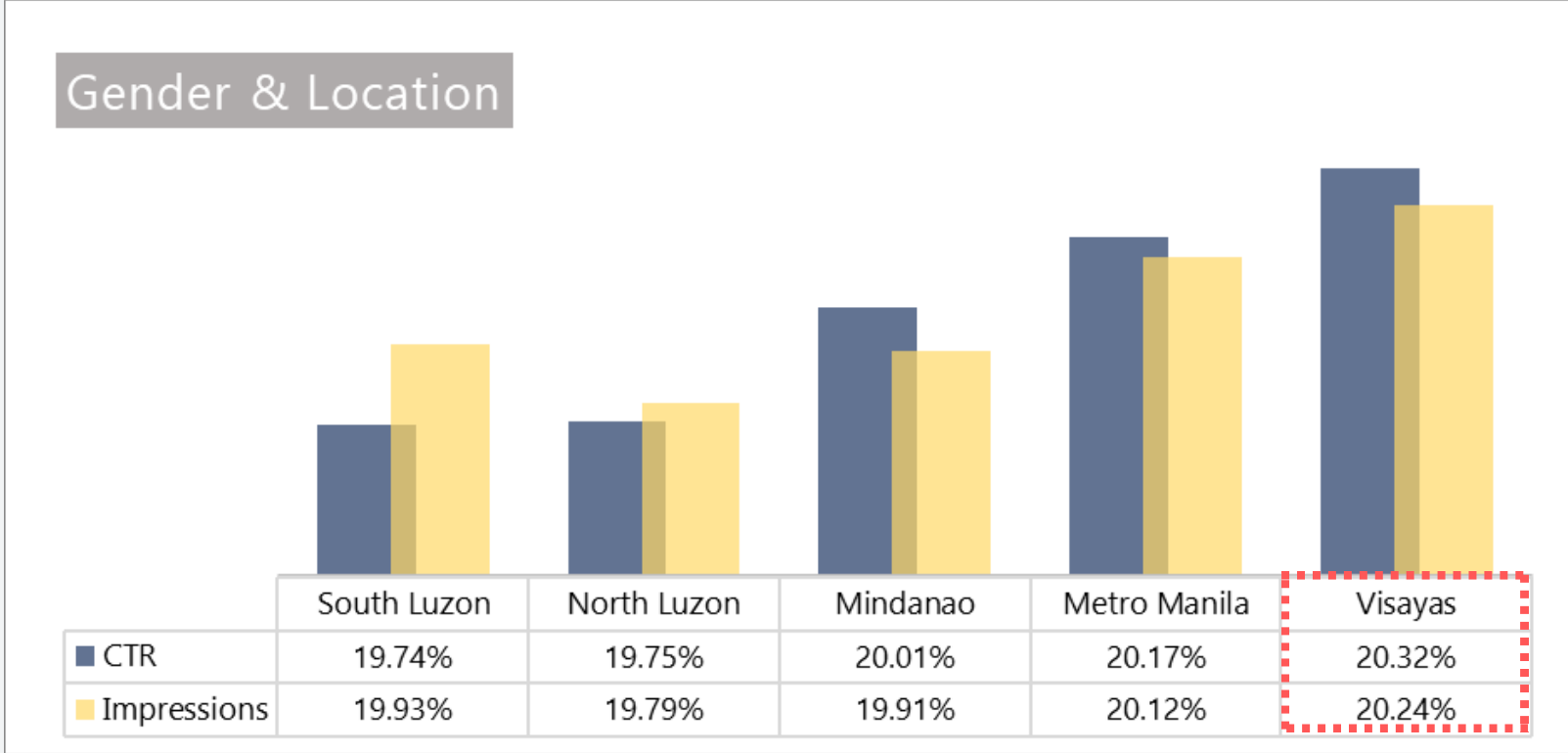
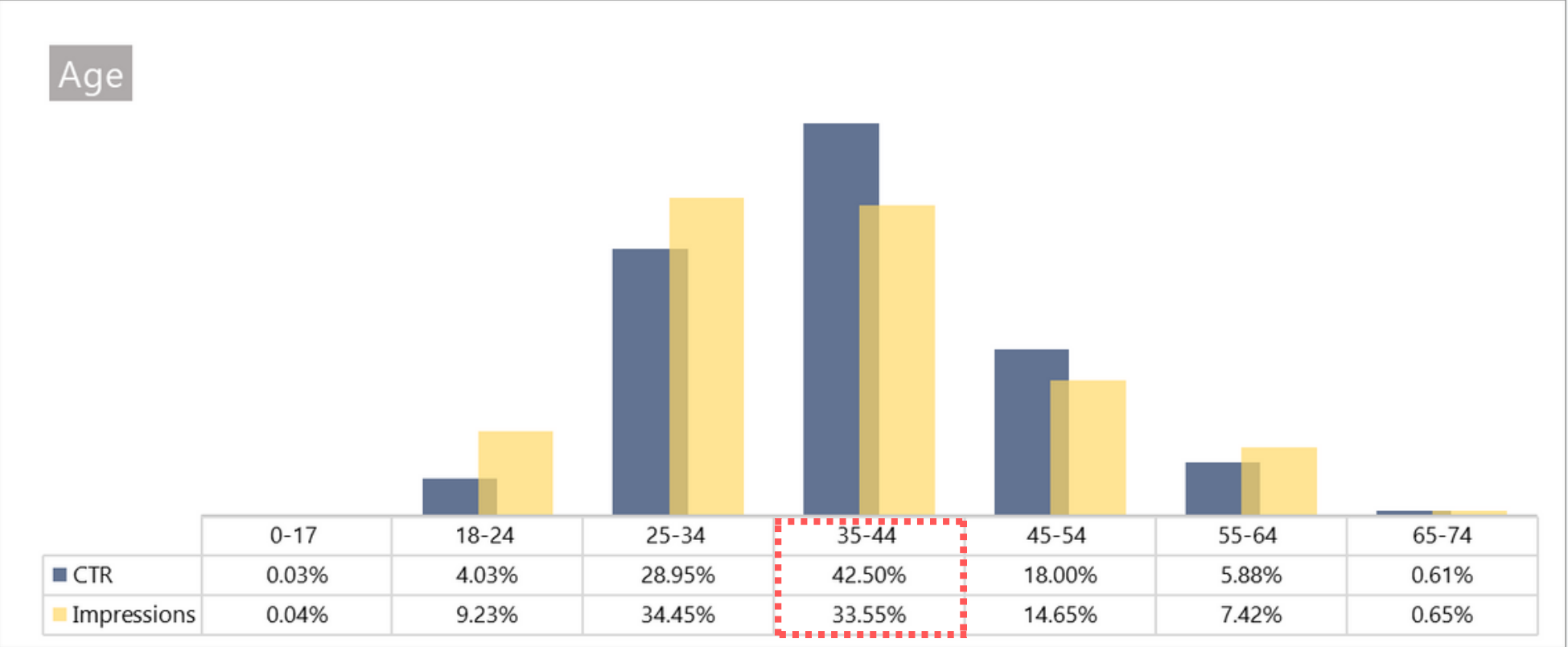
Which campaign has generated the most impressions?



05

How many unique users per location viewed the campaign with the most impressions?





06

Identify the popularity of product categories based on location, age groups, and gender. What are the total impressions and CTR for each product category per user segment?

STRATEGIES

- Target audiences whos similar characteristics to existing customers.
- Create and capture new demands.
- Create or search products category where competition are low or irrelevant.
- Device a strategy that the industry has never offered.

TRENDS

- Attract new customers through advertisement, content marketing, social media, email marketing, and improve website SEO.
- Offer discounts, promotions, and packages.
- Capitalize on holidays or national events.

TRAFFIC

- Keep existing customer happy with customize offers, loyalty programs, and rewards.
- Make return easy.
- Use good quality product.
- Make the user feel secure.
- Good costumer service.

LOYALTY

OUR TEAM



Mark
Mariscotes
Team Lead



Jelen
Capada



Exequil
Pinlac



Ronald
Dexter
Violago



Ron
Limpiada