

**Customer Segmentation,
Profitability Analysis,
Performance Insights, and Strategic
Recommendations for Scibids**

This document is a preview of the 79-slide final report summarizing findings and strategic recommendations, with insights hidden for confidentiality clause reasons.

The template was designed in Canva following an extensive online research on Scibids's visual and brand identity.

SUMMARY

- **Context, Objective, Methodology, Dataset**
- **Overview of Analysis conducted and Deliverables**
- **CLIENT OVERVIEW**
 - Count per Typology, Region, DSP, sub-DSP, Insertion Orders
 - Client portfolio evolution over time
- **KPI & DSP TRENDS**
 - Overview & Distribution by Typology and Region
- **REVENUE-BASED PROFITABILITY ANALYSIS**
 - Revenue by Typology and Region
 - Revenue per KPI & DSP
 - Profitability by Campaign Complexity
- **SEASONAL TRENDS**
 - Revenue/ Typology, Insertion Orders, Regional patterns, DSP and KPI evolution over time
 - Growth Trends of DSPs and KPIs Across Regions
- **PERFORMANCE MEASURES**
 - Weighted Revenue, CPM, CPM per Typology, Region and DSP
 - Performance metrics distribution per Typology
 - Outlier analysis
 - Analysis excluding Outliers
 - Solution Benefit analysis per Region and Typology
 - Impact of Outliers on the Performance Measures
 - Top Clients based on Revenue and Performance
- **Final Conclusions & Recommendations**

This project was conducted in the framework of a part-time data analysis bootcamp at Databird

CONTRIBUTORS



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*We would like to thank Scibids for providing us with this opportunity and challenge.
It has been a valuable experience that allowed us to apply our skills and knowledge gained from the bootcamp.*

Objective

In order to support its expansion and product development goals, Scibids trusted our team to analyze its data related to the usage of its product to gain a better understanding of its clients and uncover trends and opportunities.

Objective:

- Identify key client segments and discern patterns in their behavior when interacting with the Scibids product
- Analyse the performance of the solution to discover which clients maximize benefits from Scibids' AI and how they engage with it
- Use these insights to identify opportunities for enhanced engagement, uncover the effectiveness of the Scibids solution, and explore potential expansion avenues

Focus Areas:

- **Client Typology:** Thoroughly analyze client data to gain a deeper understanding of Scibids' diverse customer base
- **Regions:** Analyze where Scibids' clients are based and their regional tendencies
- **DSP & Sub-DSP:** Determine the most popular platforms among clients
- **KPI preference:** Examine which KPIs clients focus on and their associated outcomes
- **Revenue analysis:** Understand which client segments, KPIs and DSPs drive the most revenue
- **Seasonal trends:** Track any patterns or shifts in client behavior across different times of the year
- **Performance and solution impact:** Discover which clients maximize benefits from Scibids' AI and potential product development areas

Methodology

1. Exploratory analysis and exchange with Scibids to better understand the content of the dataset and key focus areas
2. Thorough cleaning and analysis in Python
3. Creating a Unified KPI column to handle missing values to determine if certain regions or typologies favor specific KPIs or DSP
4. Addressing performance analysis challenges
5. Adding CPC and CPM measures to the dataset for a better performance analysis
6. Visualising the key findings on customer segmentation, revenue and solution usage on Tableau Dashboards
7. Conduct deeper performance analysis in Python to address skewed data and draw relevant conclusions
8. Summarise findings, conclusions and recommendations

Dataset



Scibids



DataBird.

Initial

```
df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 144800 entries, 0 to 144799
Data columns (total 21 columns):
#   Column                                     Non-Null Count  Dtype
---  -
0   Clients Characteristics Company ID        141271 non-null float64
1   Clients Characteristics Company Name      141271 non-null object
2   Accessible IDs Client ID                  144799 non-null object
3   Accessible IDs Client Name                144799 non-null object
4   Accessible IDs Advertiser ID              144799 non-null object
5   Accessible IDs Advertiser Name            144799 non-null object
6   Clients Characteristics Scibids Region    141173 non-null object
7   Clients Characteristics Typology          139698 non-null object
8   Accessible IDs Dsp                        144800 non-null object
9   Accessible IDs Sub Dsp                    34136 non-null object
10  Insertion Orders KPI Type (DSP)           86707 non-null object
11  Insertion Orders Kpi to Optimize          18954 non-null object
12  Performance Measures Day Tz Month         144800 non-null datetime64[ns]
13  Performance Measures Clicks with Scibids 15132 non-null float64
14  Performance Measures Impressions with Scibids 15132 non-null float64
15  Insertion Orders Distinct Count of IOs with Scibids 15132 non-null float64
16  Performance Measures Revenue USD with Scibids 15132 non-null float64
17  Performance Measures Clicks without Scibids 137593 non-null float64
18  Performance Measures Impressions without Scibids 137593 non-null float64
19  Insertion Orders Distinct Count of IOs without Scibids 137593 non-null float64
20  Performance Measures Revenue USD without Scibids 137593 non-null float64
dtypes: datetime64[ns](1), float64(9), object(11)
memory usage: 23.2+ MB
```

Final

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 26795 entries, 0 to 26794
Data columns (total 23 columns):
#   Column                                     Non-Null Count  Dtype
---  -
0   Clients Characteristics Company ID        26779 non-null  Int64
1   Clients Characteristics Company Name      26779 non-null  object
2   Accessible IDs Client ID                  26795 non-null  object
3   Accessible IDs Client Name                26795 non-null  object
4   Accessible IDs Advertiser ID              26795 non-null  object
5   Accessible IDs Advertiser Name            26795 non-null  object
6   Clients Characteristics Scibids Region    26795 non-null  object
7   Clients Characteristics Typology          26714 non-null  object
8   Accessible IDs Dsp                        26795 non-null  object
9   Accessible IDs Sub Dsp                    26795 non-null  object
10  Insertion Orders KPI Type (DSP)           16650 non-null  object
11  Insertion Orders Kpi to Optimize          26795 non-null  object
12  Performance Measures Day Tz Month         26795 non-null  datetime64[ns]
13  Performance Measures Billing Scibids Activity 26795 non-null  object
14  Performance Measures Clicks                26795 non-null  int64
15  Performance Measures Impressions          26795 non-null  int64
16  Insertion Orders Distinct Count of IOs    26795 non-null  int64
17  Performance Measures Revenue USD          26795 non-null  float64
18  unified_KPI                              26795 non-null  object
19  CPC                                        26269 non-null  float64
20  CPC*distinct order ID                    26269 non-null  float64
21  CPM                                        26752 non-null  float64
22  CPM*distinct order ID                    26752 non-null  float64
dtypes: Int64(1), datetime64[ns](1), float64(5), int64(3), object(13)
memory usage: 4.7+ MB
```


Content of analysis and visualisations

Notebook (Google Colab):

Client overview, KPI and DSP distribution normalised

Revenue Analysis

Revenue by typology and insertion orders count
Total & Normalised Revenue Distribution per DSP by Typology and Region
Total & Normalised Revenue Distribution per KPI by Typology and Region
Calculating the average revenue per campaign based on Scibids Activity and Client Typology
Revenue Distribution across DSPs by Client Typology
Normalised Revenue per KPI and DSP Combination
Top 20 clients based on revenue, insertions orders, grouped by DSP, region, typology

Seasonal Trends

Campaign trends
DSP trends on insertion orders and revenue
Monthly Revenue Evolution grouped by Client Typology and Region
KPI trends per insertion orders and revenue

Performance Measures

Weighted Revenue, CPM, CPC by Typology, Region and Scibids activity
Comparison of metrics with and without Scibids
Exploration of unusually high values by checking distribution
Detecting outliers for Scibids active and without Scibids
Outliers analysis by Typology, Region and DSP
Weighted measures outliers by typology with and Without Scibids
% Difference analysis with and without Scibids for outliers
Details on top outliers based on Revenue, CPC, and CPM for a global overview
Analyzing how the presence of outliers affects the metrics
Performance measures excluding outliers
Performance measures by Typology, DSP, Scibids activity + Evolution over time
Further analysis on CTR, Impressions, clicks

Updated Dataset download code

View **Download**

**Files not publicly accessible*

Interactive dashboards and visualisations (Tableau):

Dashboards (also displayed in a single story for better view)

All visualisations have filters for a more comprehensive analysis. By default, we see results for Scibids active.

Global client view

Total client count
Total clients by region
Clients by typology
Clients by DSP and sub DSP

Clients by Typology, DSP, sub-DSP & KPI

Revenue by Client Types

Revenue (USD) and Insertion Orders by Client Types
Revenue Evolution by Client Types

Evolution of Insertion Orders by Client Types

Insertion Orders by Client Types
Insertion Orders Evolution by Client Types Over Time

Regional Insertion Orders & Revenue

Revenue & Insertion Orders by Region
Evolution of Revenue by Region (USD)

Big 6 Overview

Big6 media agencies ranked by the size of their network
Revenue Over Time by Big 6 typology

Total Revenue Distribution per KPI by Region and Typology

Total Revenue Distribution per DSP by Region and Typology

Further visualisations not included in Dashboards

Big 6 Revenue Evolution Over Time by Typology
Campaigns and Revenue Evolution filtered by Big 6 Typology
Total Campaigns per Region and DSP
Average Revenue Per Campaign by Region
Evolution of Clients by Region (Mar 2022 - Sep 2023)
Insertion Orders by Client Types
Revenue & Insertion Orders by Region

View **Download**

Addressing performance analysis challenges

Complex data interpretation:

The dataset's structure complicates analysis, since line count offers limited insight, each line represents a mix of various KPIs & DSPs, advertiser activities, Scibids activations, and period.

Total impressions and clicks can be misleading across different verticals, potentially reflecting the size of clients rather than true performance. Therefore we added CPM and CPC columns calculated based on IOs and performance metrics and focused on CPC/ CPM metrics for more accurate insights.

The presence of extreme outliers and irrelevant metrics regarding campaign objectives makes it difficult to draw general conclusions.

Privacy-induced data modifications:

Possible altered values for privacy reasons can lead to inaccuracies and misinterpretations.

Data extraction challenges:

Issues with missing values, requiring imputation or replacement strategies (like the addition of the Unified KPI column).

Need for comprehensive performance data:

A separate, more detailed dataset on complete performance measures would facilitate deeper analysis and better insights. The current dataset might limit the depth of analysis and the ability to draw comprehensive conclusions.

Resource limitations:

Constraints in terms of time and domain expertise, since the project was **conducted in the framework of a part-time data analysis bootcamp**.

TEMPLATE SECTION TITLE

Who are Scibids' clients?

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Profitability per region

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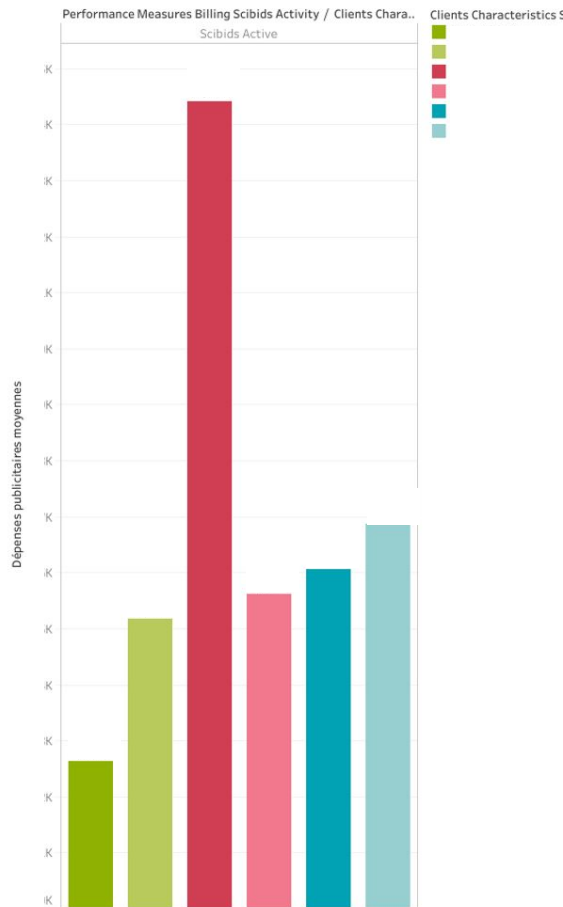
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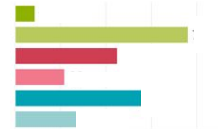
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Average Revenue Per Campaign by Region
and Scibids Active



Total Clients by Region



Revenue Distribution - per DSP and Typology

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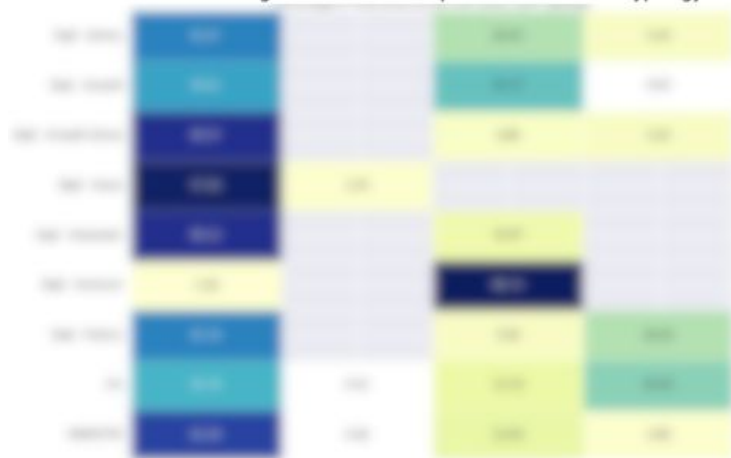
Recommendations:

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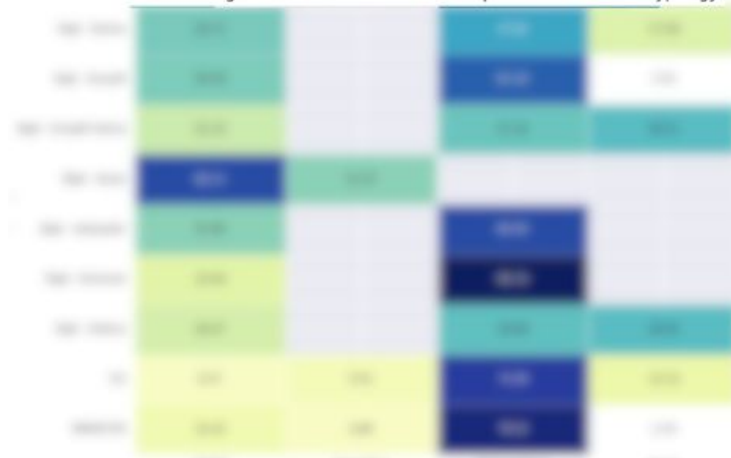
Focus on Y's value: Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Percentage of Total Revenue per DSP within each Typology



Percentage of Total Normalized Revenue per DSP within each Typology



Top Clients based on Campaign Complexity

While total revenue is a direct measure of financial opportunity, the number of **Insertion Orders** indicates the **technical effort and complexity involved**.

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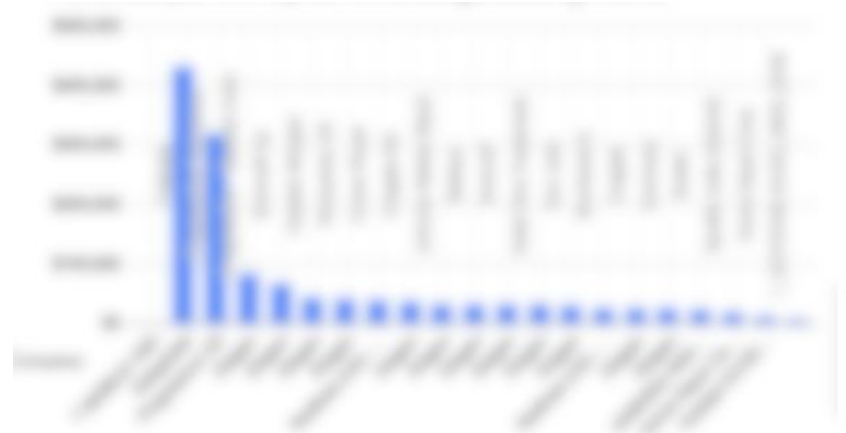
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Revenue per IOs top 20 revenue generating clients



Given the data, entities like X and Y emerge as particularly **strategic clients**.

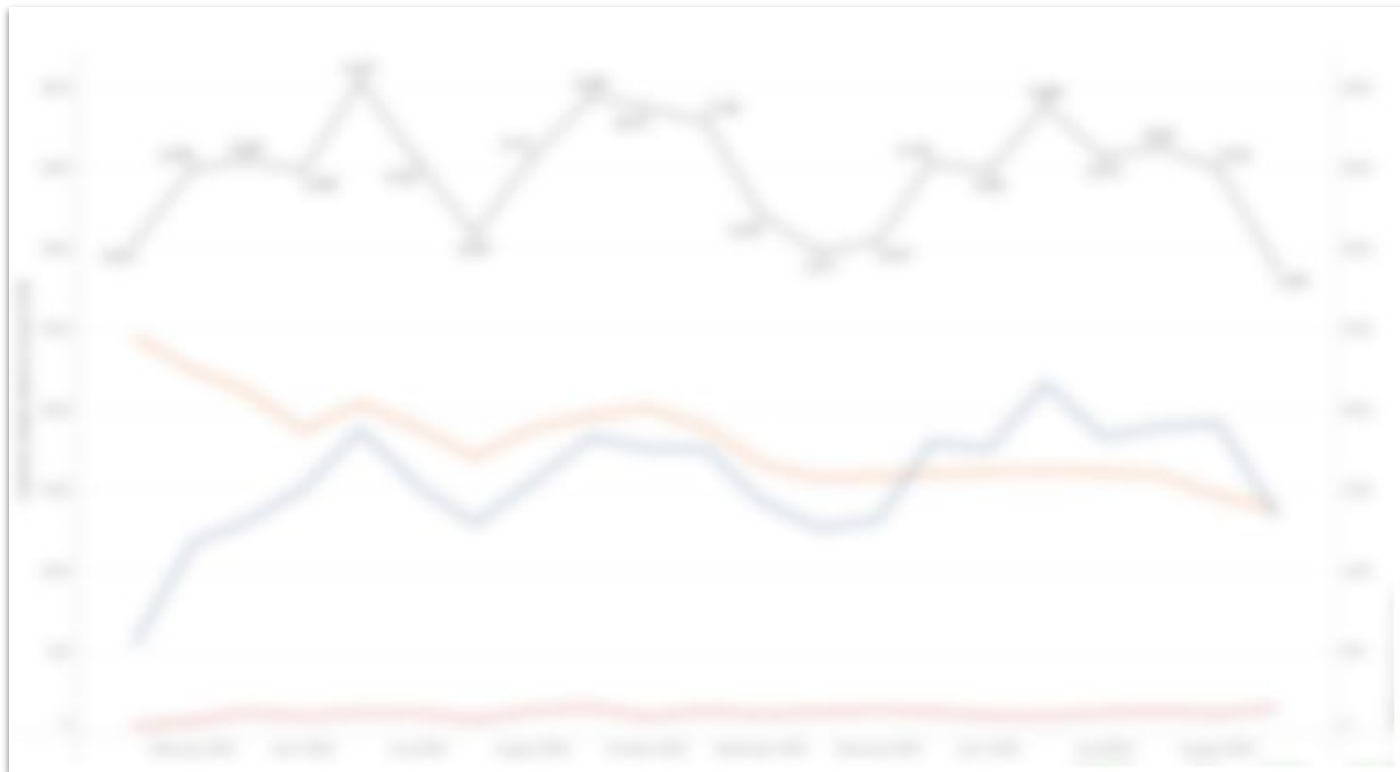
X, for instance, **contributes significantly to the revenue** with a considerable number of campaigns, indicating a deep and wide-ranging **engagement**. On the other hand, **Y** presents an efficient engagement model with **high revenue from fewer campaigns**.

Strengthening relationships with such clients can offer Scibids both profit (with clients like X) and efficiency (with clients like Y).

Insertion Orders Evolution by Client Types

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IOs trends per KPI

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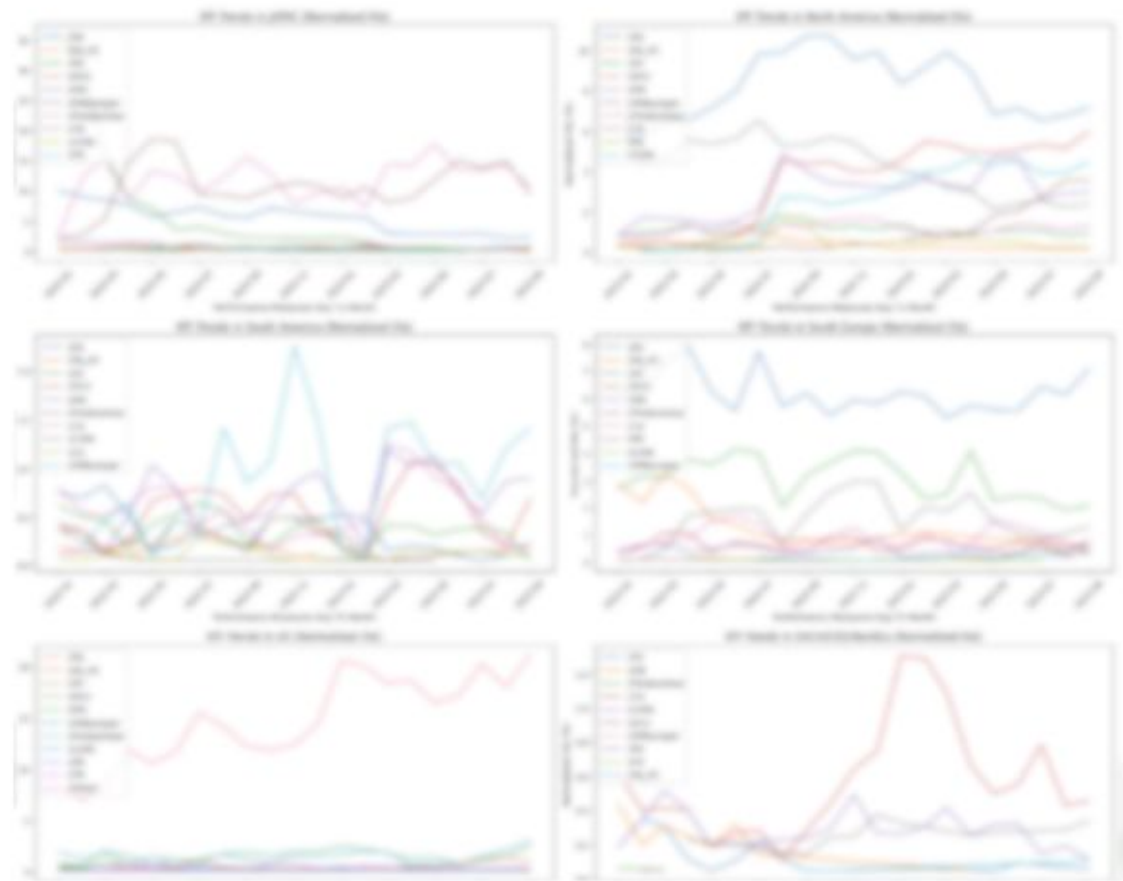
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Recommendations:

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Method used: Interquartile Range (IQR)

Identifies unusually high or low values based on the middle 50% of data points (overall dataset, Scibids Active).

Columns analyzed:

CPC, CPM, Revenue

Analyzing the impact of Scibids on performance:

- Revenue: Lorem ipsum dolor sit amet. Aut tempora dolore vel sint saepe est error rerum. Qui aliquid consectetur in voluptatem voluptatibus qui.
- CPC: Lorem ipsum dolor sit amet. Aut tempora dolore vel sint saepe est error rerum. Qui aliquid consectetur in voluptatem voluptatibus qui.
- CPM: Lorem ipsum dolor sit amet. Aut tempora dolore vel sint saepe est error rerum. Qui aliquid consectetur in voluptatem voluptatibus qui.

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[illegible]

| System Characteristics | Typings | Weighted Score: 1 | Weighted SF: 1 | Weighted SF: 2 |
|------------------------|------------|-------------------|----------------|----------------|
| High Density | 2000-20000 | 1.000000 | 1.000000 | 1.000000 |
| High Throughput | 2000-20000 | 1.000000 | 1.000000 | 1.000000 |
| High Throughput/Node | 200-20000 | 20.000000 | 1.000000 | 1.000000 |
| High Price | 2000-20000 | 1.000000 | 1.000000 | 1.000000 |
| High Reliability | 2000-20000 | 2.000000 | 1.000000 | 1.000000 |
| High Performance | 1000-20000 | 1.000000 | 1.000000 | 1.000000 |
| High Flexibility | 2000-20000 | 20.000000 | 1.000000 | 1.000000 |
| etc | 1000-20000 | 20.000000 | 20.000000 | 20.000000 |
| Weighted sum | 200-20000 | 20.000000 | 1.000000 | 1.000000 |

Impact of outliers on performance measures

Impact on revenue:

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Insight 1:

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Insight 2:

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Differential impact across typologies:

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Importance of X and Y for performance measures:

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Impact of Outliers on Revenue, CPC, and CPM Metrics



In this heatmap, the color intensity represents the magnitude of the impact of outliers on the metrics. Warmer colors indicate a significant positive difference due to outliers, while cooler colors represent a significant negative difference. Gray cells indicate no impact from outliers. This can help quickly identify which client typologies and metrics are most affected by the presence of outliers.

The importance of prioritizing campaign objective in dataset structuring for a better performance analysis

For example, in April 2023, an insertion order from X for the advertiser Y displayed an Lorem ipsum dolor sit amet. Aut tempora dolore vel sint saepe est error rerum. Qui aliquid consectetur in voluptatem voluptatibus qui. Lorem ipsum dolor sit amet.

However, upon closer inspection, we find that the Lorem ipsum dolor sit amet. Aut tempora dolore vel sint saepe est error rerum. Qui aliquid consectetur in voluptatem voluptatibus qui. Lorem ipsum dolor sit amet.

Similarly, in the case of Lorem ipsum dolor sit amet. Aut tempora dolore vel sint saepe est error rerum. Qui aliquid consectetur in voluptatem voluptatibus qui. Lorem ipsum dolor sit amet.

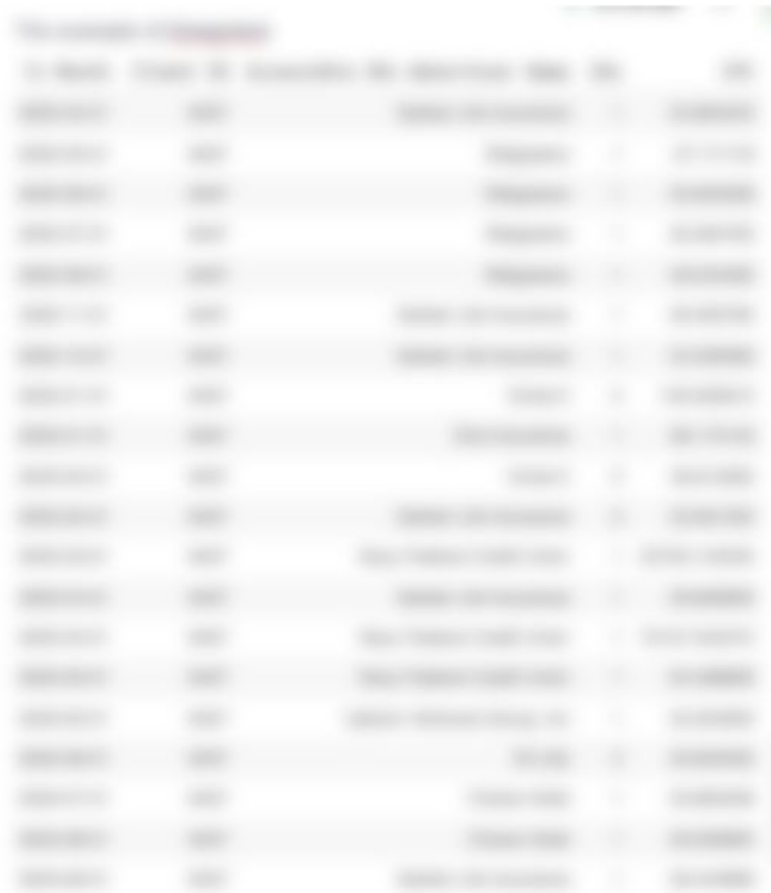
These examples suggest that ipsum dolor sit amet tempora dolore vel sint saepe est error rerum **could be causing these unusual values.**

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Recommendations:

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Which clients benefit the most from Scibids' AI technology?

REGION

Most Benefiting Typology: X

Expenditure Increase: +x%
CPC Reduction: y%
CPM Reduction: z%

Least Benefiting Typology: Y

Expenditure Increase: +x%
CPC Reduction: y%
CPM Reduction: z%

REGION

Most Benefiting Typology: X

Expenditure Increase: +x%
CPC Reduction: y%
CPM Reduction: z%

Least Benefiting Typology: Y

Expenditure Increase: +x%
CPC Reduction: y%
CPM Reduction: z%

REGION

Most Benefiting Typology: X

Expenditure Increase: +x%
CPC Reduction: y%
CPM Reduction: z%

Least Benefiting Typology: Y

Expenditure Increase: +x%
CPC Reduction: y%
CPM Reduction: z%

| Region | Typology | Scibids' AI Technology Impact | | | | | | | |
|----------|------------|-------------------------------|---------------|---------------|----------------------|---------------|---------------|----------------------|---------------|
| | | Expenditure Increase | CPC Reduction | CPM Reduction | Expenditure Increase | CPC Reduction | CPM Reduction | Expenditure Increase | CPC Reduction |
| Region A | Typology X | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology Y | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology Z | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology W | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| Region B | Typology X | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology Y | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology Z | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology W | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| Region C | Typology X | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology Y | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology Z | +x% | y% | z% | +x% | y% | z% | +x% | y% |
| | Typology W | +x% | y% | z% | +x% | y% | z% | +x% | y% |

Top Clients and Advertisers ranked by Revenue/ IOs and Performance

Region - DSP

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Region - DSP

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Region - DSP

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Region - DSP

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

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Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

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Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Region - DSP

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Region - DSP

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Client/ Typology/ Advertiser
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Client/ Typology/ Advertiser
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Count: X, Observation

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

Region - DSP

Client/ Typology/ Advertiser
Revenue: \$X; CPC: \$Y; CPM: \$Z
Count: X, Observation

These insights highlight **the clients who generate the most revenue and who benefit the most from Scibids' solution based on performance measures, the brands they conducted campaigns for, and the DSPs used, by Region.**

The variation in **revenue** reflects the diverse **advertising budgets** and strategies of these clients and the **profitability of certain brands across markets.**

The "**Counts**" column reveals the occurrences of IOs rows for each client (not the total number of IOs), highlighting the **frequency of engagements** with these top clients.