Analysis of Marketing Campaign Dataset Using IBM Watson

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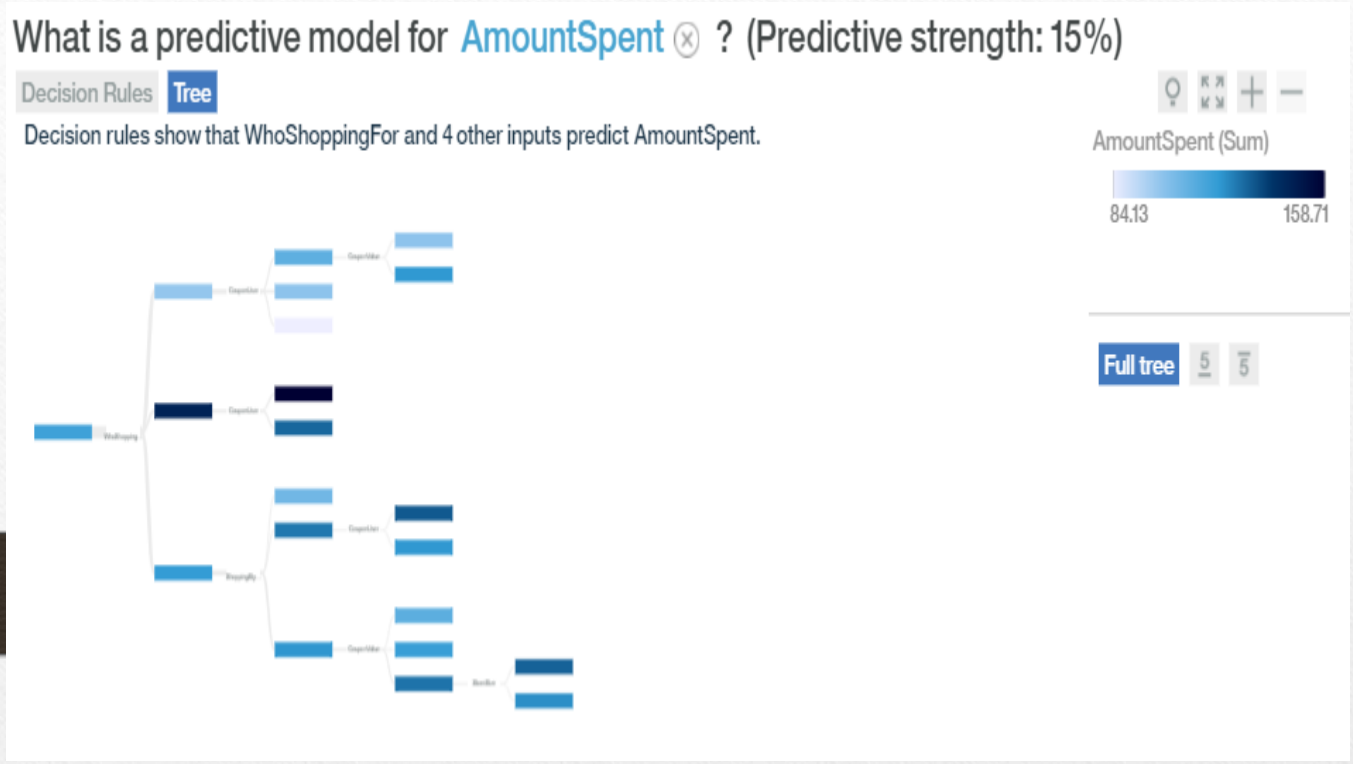
- This predictive model represents Regression Trees for the attribute Coupon Value.
- It has generated a tree based on coupon value, which have input variables carry-over, coupon sequence and week.
- Rules are

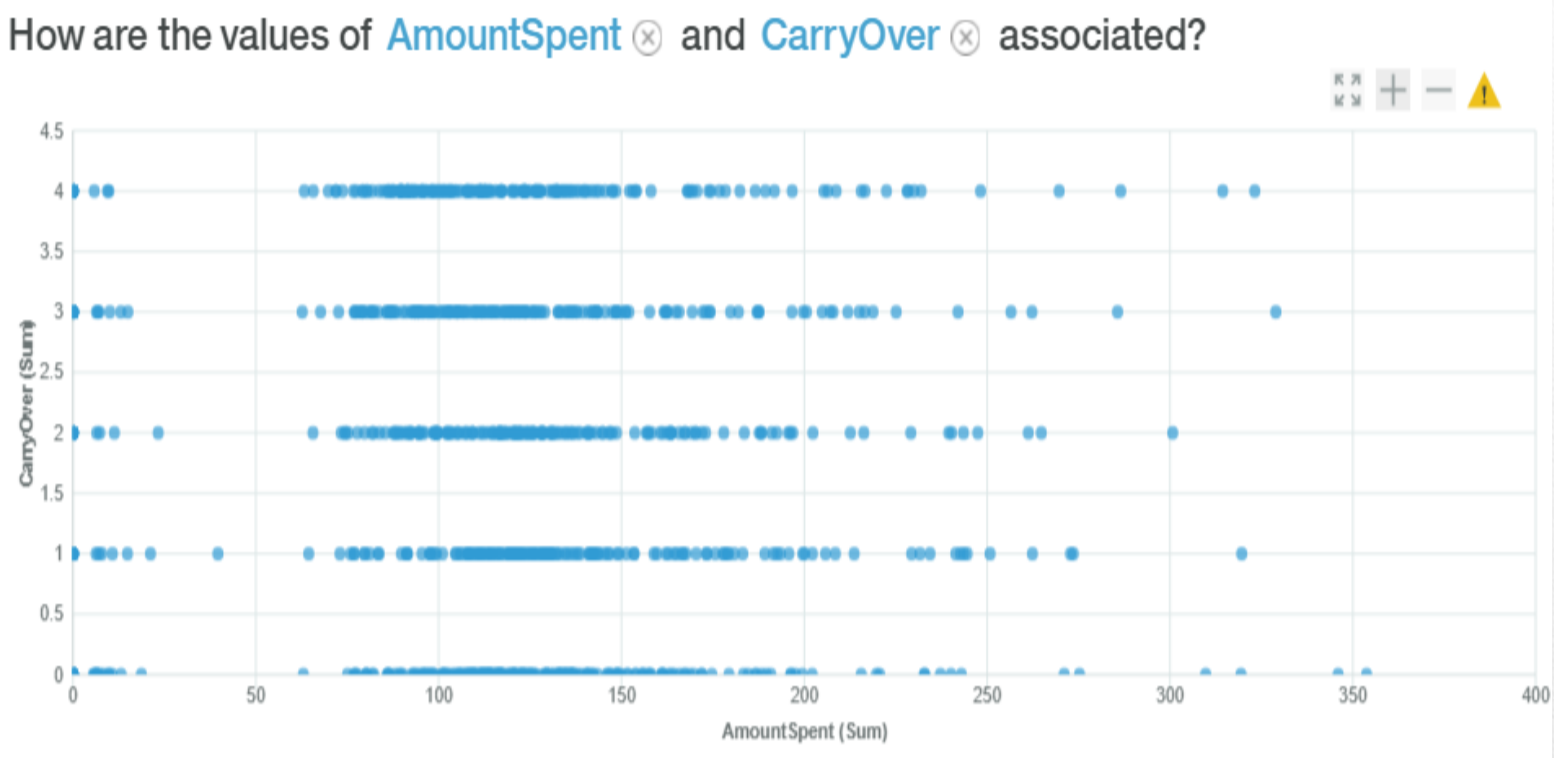
1. Carryover < = 0, coupon sequence < = 1234
2. Carryover >3, week =3
3. Carryover = 2 to 3, week = 2
4. Carryover = 1 to 2, week =4

- The above graph shows how much amount is spent on while exercising the coupon user.
- Highest amount spent is for Self & spouse, using the mail coupon user.
- Least amount spent is for self & family and they are not coupon users.

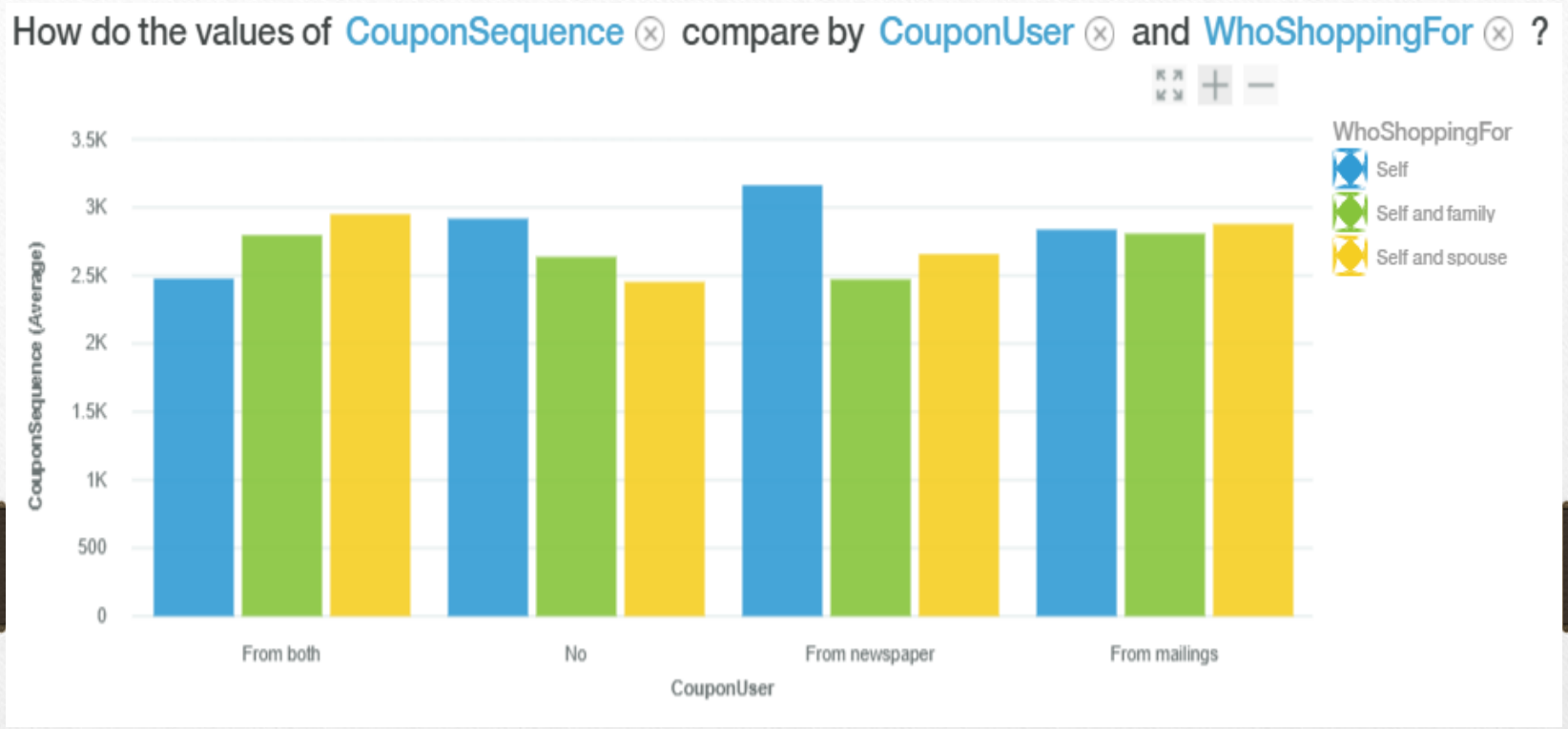


- Predictive model for Amount Spent, a full tree is created based on the value is predicted.

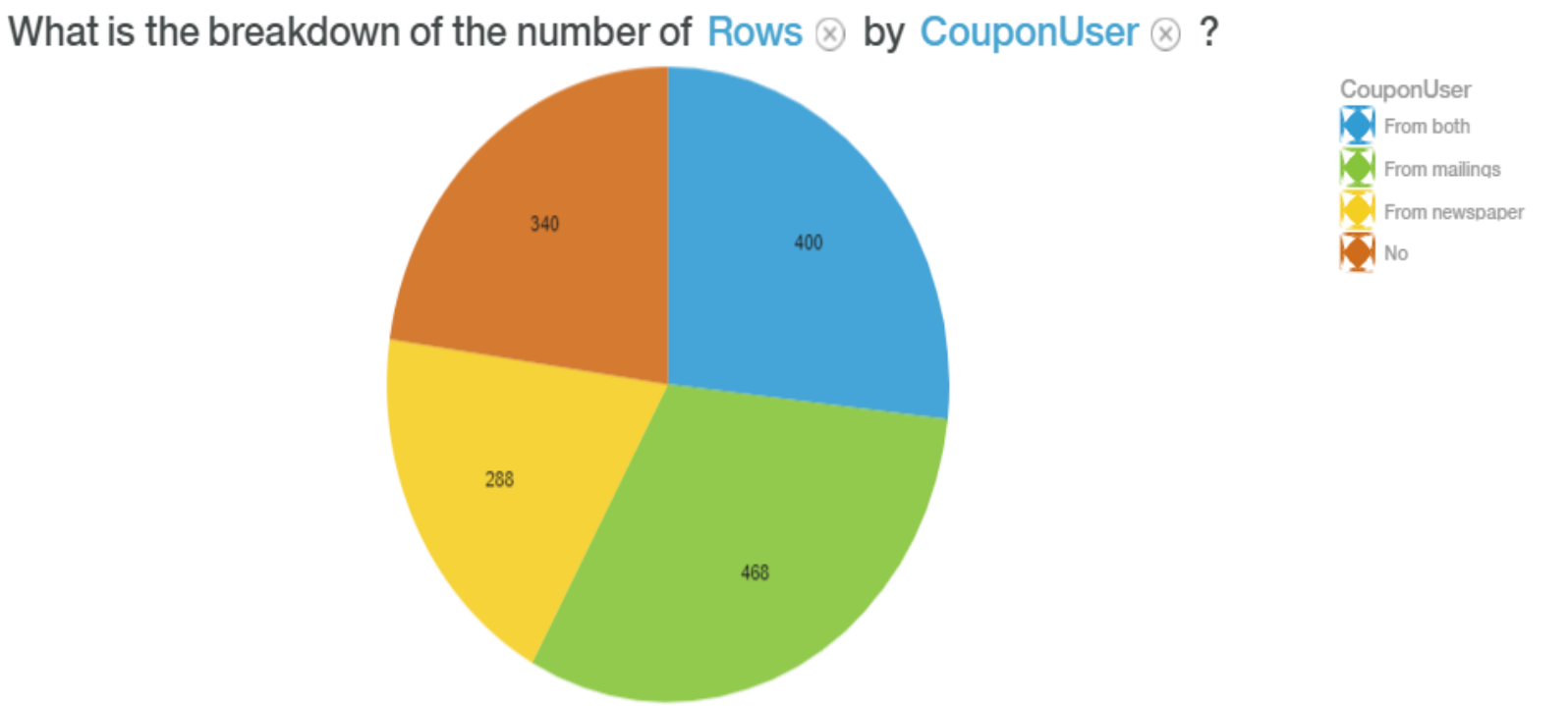
- The regression tree is based on the WhoShoppingFor and ShoppingStyle, Coupon User and Store size.



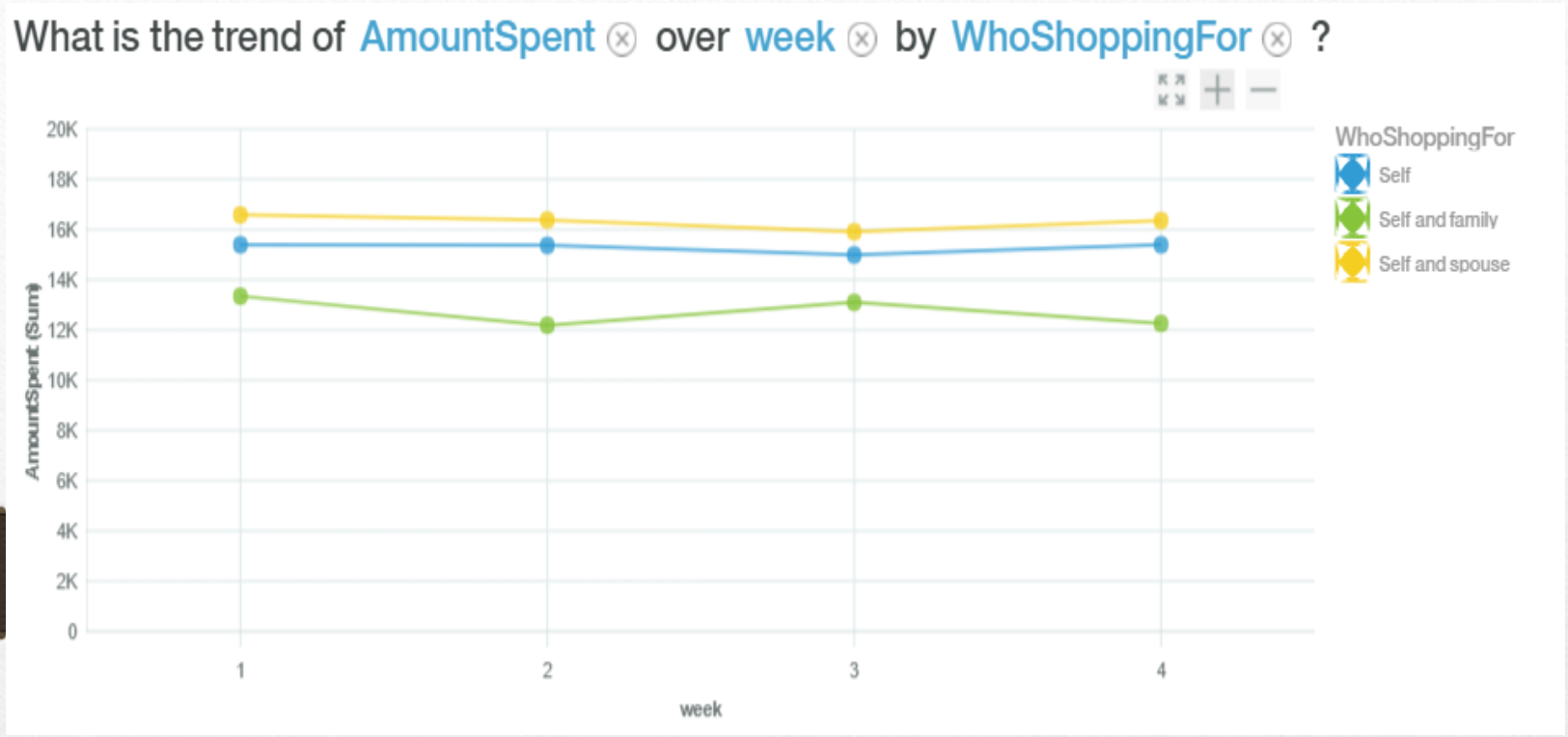
- This shows the association graphics related to amount spent and carryover.
- It clearly depicts that huge amount is spent between 75 to 200 by various carryover
- We can see that the frequency is decreasing as the carryover sum increases.



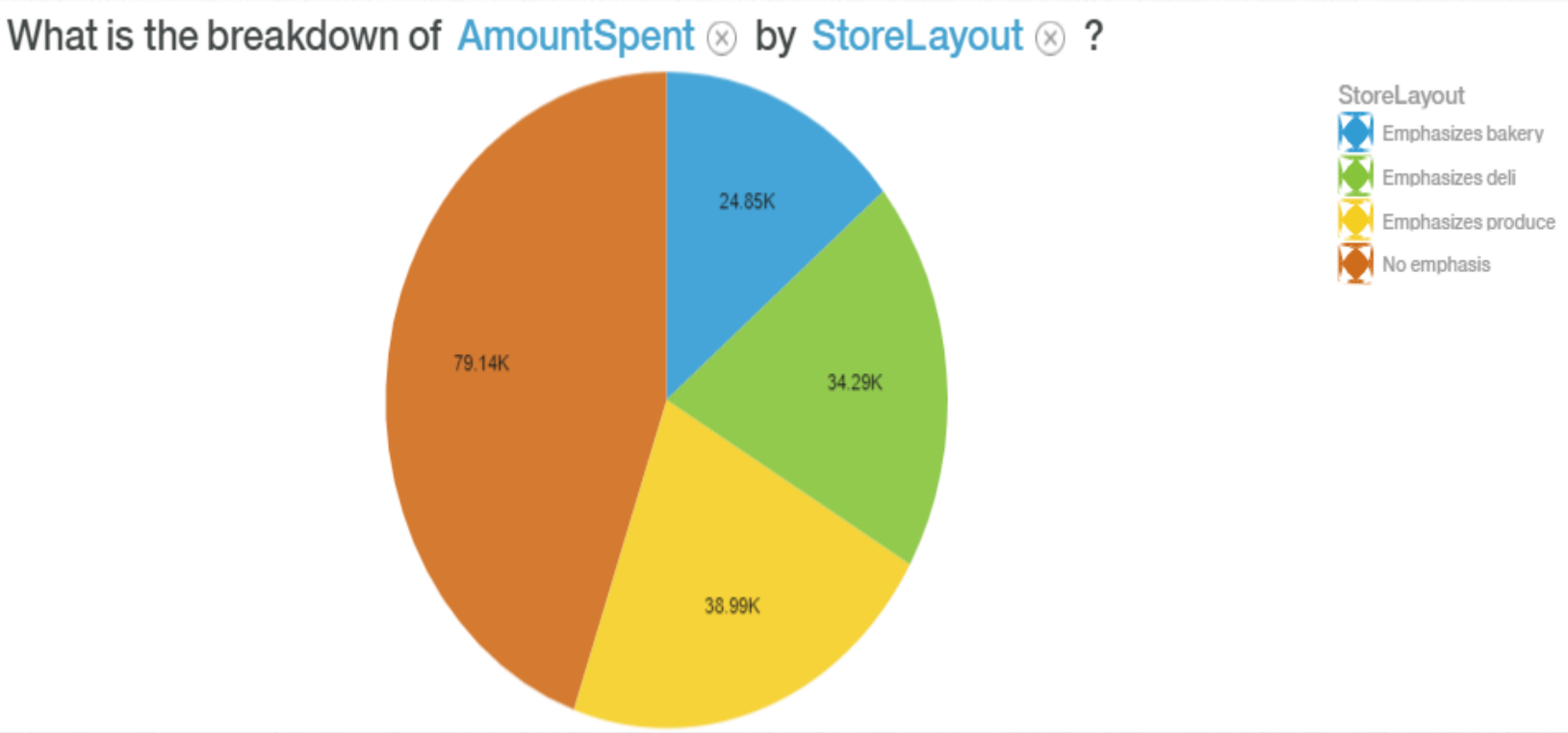
- The graphs shows the statistics about the couponsequence.
- Highest value of couponsequene comprises of self through newspaper.
- Moderately self, self and family, self and spouse will averagely have effects on couponsequence.
- Least is for self & spouse via "NO".



- There are maximum users who use mailings coupon followed by from both and No and lastly from newspaper.



- The picture represents that self & spouse spent the highest amount followed by self and lastly self and for family.
- Highest amount spent is around 16K
- Least one is rounded to 12K



- If we focus on above pie chart, we can drop down that the store layout category "No Emphasis is more dominant.
- On overage contribution of empathizes deli and produce where nominal.
- The lest is by emphasizes bakery.

- The above figure shows that people usually by the same product every week.
- Next is people focus on sales, once mandatory stuff is purchased
- Eventually, biweekly bulk shopping is done.

- Maximum amount spent: 31577.4
- Minimum amount spent: 108.32K

- The graph clearly depicts that Non-Vegetarian spend more than Vegetarian and its almost 10% what they spend.
- Non-veg usually spent on both self and spouse, where as vegetarians not.
- Self & family always spend less in each of the cases.

- The illustration shows that the self has huge carryover values compared to self &spouse and self& family.
- The next would be self & spouse and lastly self & family.
- Highest carryover is 646.
- Smallest carryover is 1145.

Thank You!