

Venus Strategies for Summer Success



Group F
Business & Marketing
Analytics

Success Drivers in 2024



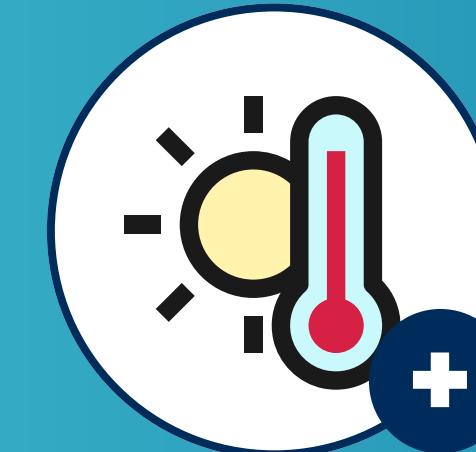
Distance from the Sea

Close to the sea,
close to success



Summer Precipitations

No rain areas are
more appealing
during summer



Summer Temperature

Heat waves drive
sales



Coordinates

Coast brings
crowds



Nr. Campings

Campings
=
steady tourist flow

Model Selection



Decision Tree

- ✓ High interpretability
- ✗ Less accuracy (90%)



Random Forest



- ✓ High accuracy (95%)
- ✓ More robust
- ✗ Less interpretable



Our Choice

Combines multiple Decision Trees for better accuracy and **robustness**, each tree is built on a subset of data

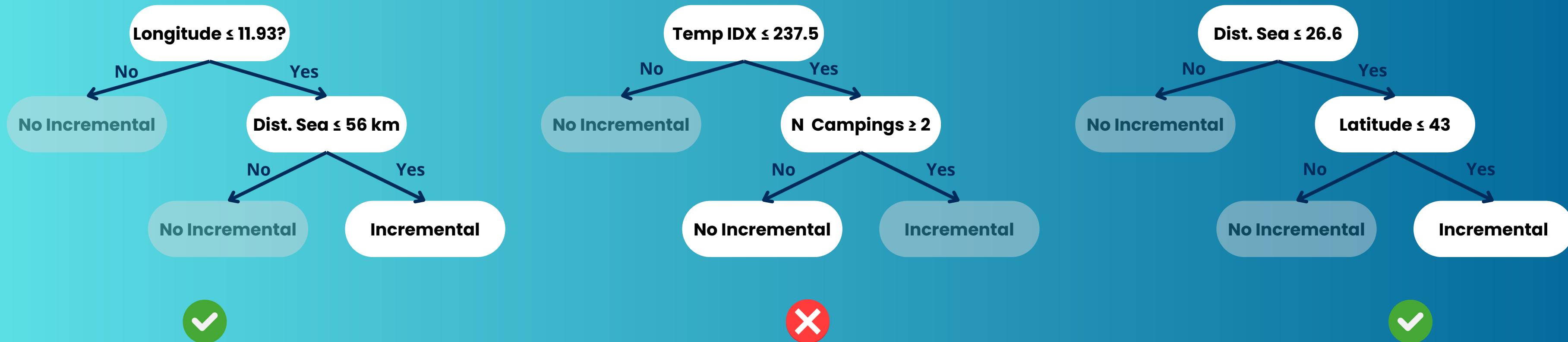
Final prediction is based on the majority vote from all trees, **reducing overfitting**

We performed **Forward Feature** Selection to have only the most relevant features to maximize model accuracy

We also **Fine-Tuned** 3 different **parameters**:
nrModels, minNodesize and MaxLevels

Model Explanation

Pdv	Dist.Sea	Latitude	Longitude	N. Camp
0000	15	40	11	1



Outcome = Incremental, Propensity = 67%

2025 Campaign Prediction

Expected Net Increment per Store

$P(\text{Success}) \times \text{Gain} (\text{€2.5k}) - \text{Cost} (\text{€1.5k})$

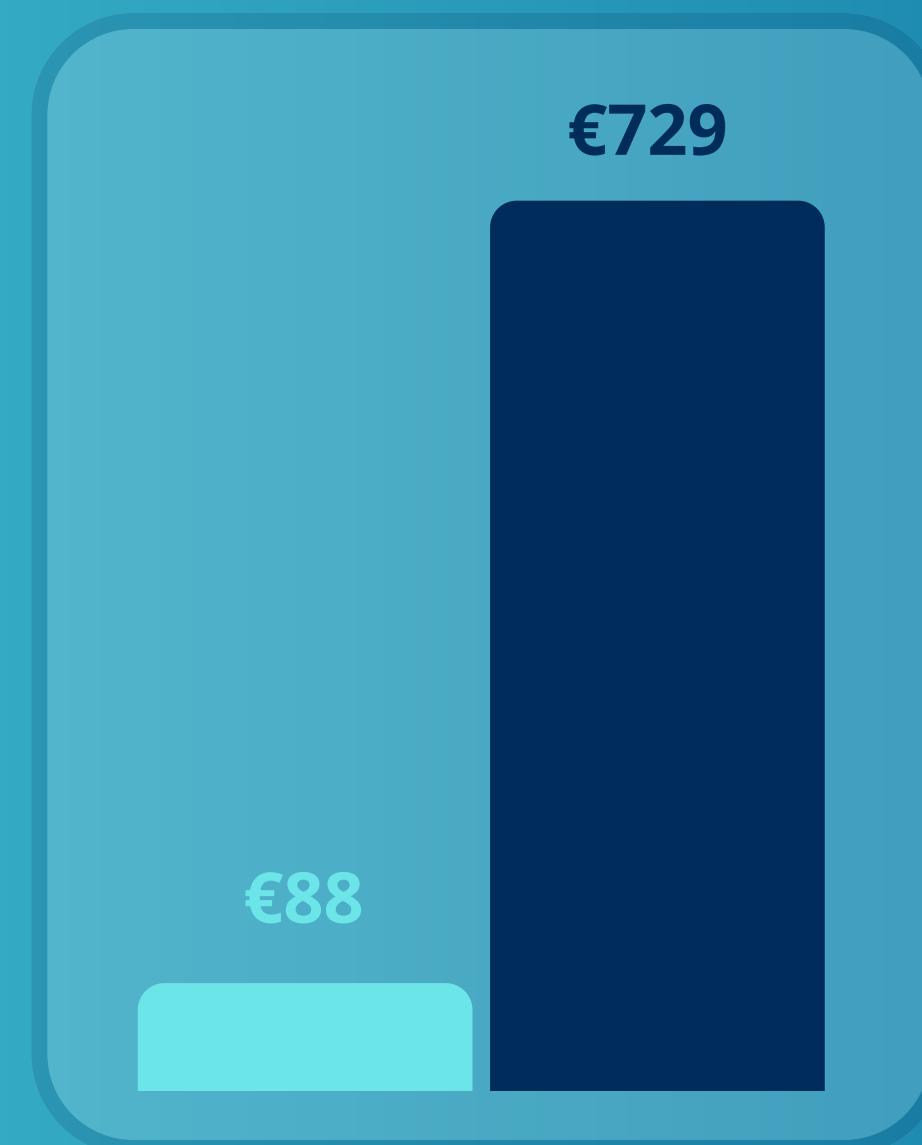
Why?

This allowed us to evaluate the expected profitability of each store realistically

Break-Even Filtering

Only the stores with $P(\text{Success}) > 60\%$
Have an **Expected Net Increment ≥ 0**

Increment per Store



	2024	2025
Increment	15'000	204'250
N Stores	170	280



Assumption

Stores profitable in 2024
will be profitable in 2025

Speak Their Language Win Their Hearts!



Billboards & Social Media ADS with Local Dialect

Our Venus billboards and ADS will follow regional dialects and showing local attractions, making every message feel personal

In-Store Signage Leading to the Challenge

Eye-catching in-store posters and banners guide them to our Venus Summer Challenge



Play, Win and Shine

POS Gamification



Buy a Venus Product

Answer the Questions

Spin 'Venus Wheel'

Enter the Grand Contest

1. Post a picture of your challenge prize
2. Follow and Tag Venus on social media
3. Win a luxurious prize



Additional Data Reccomendations



Bank of Italy

Monthly, Quarterly and historic series of Touristic Data (Average expenses and population numbers).

[Bank_of_Italy_Dataset](#)



Italian Ministry of Tourism

A general portal to access miriads of data regarding touristic fluxes in the country.

[ITA_Ministry_of_Tourism](#)

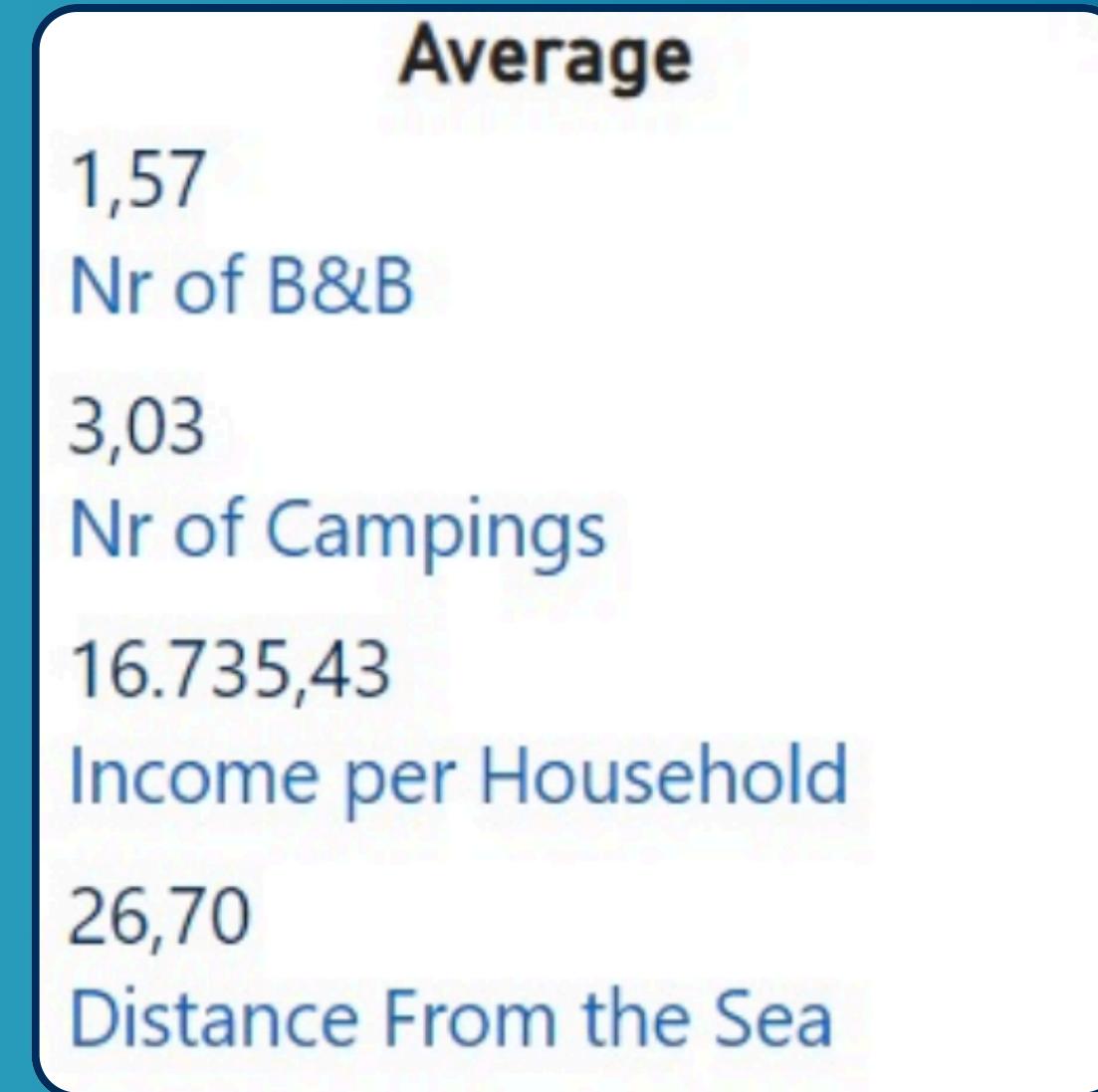
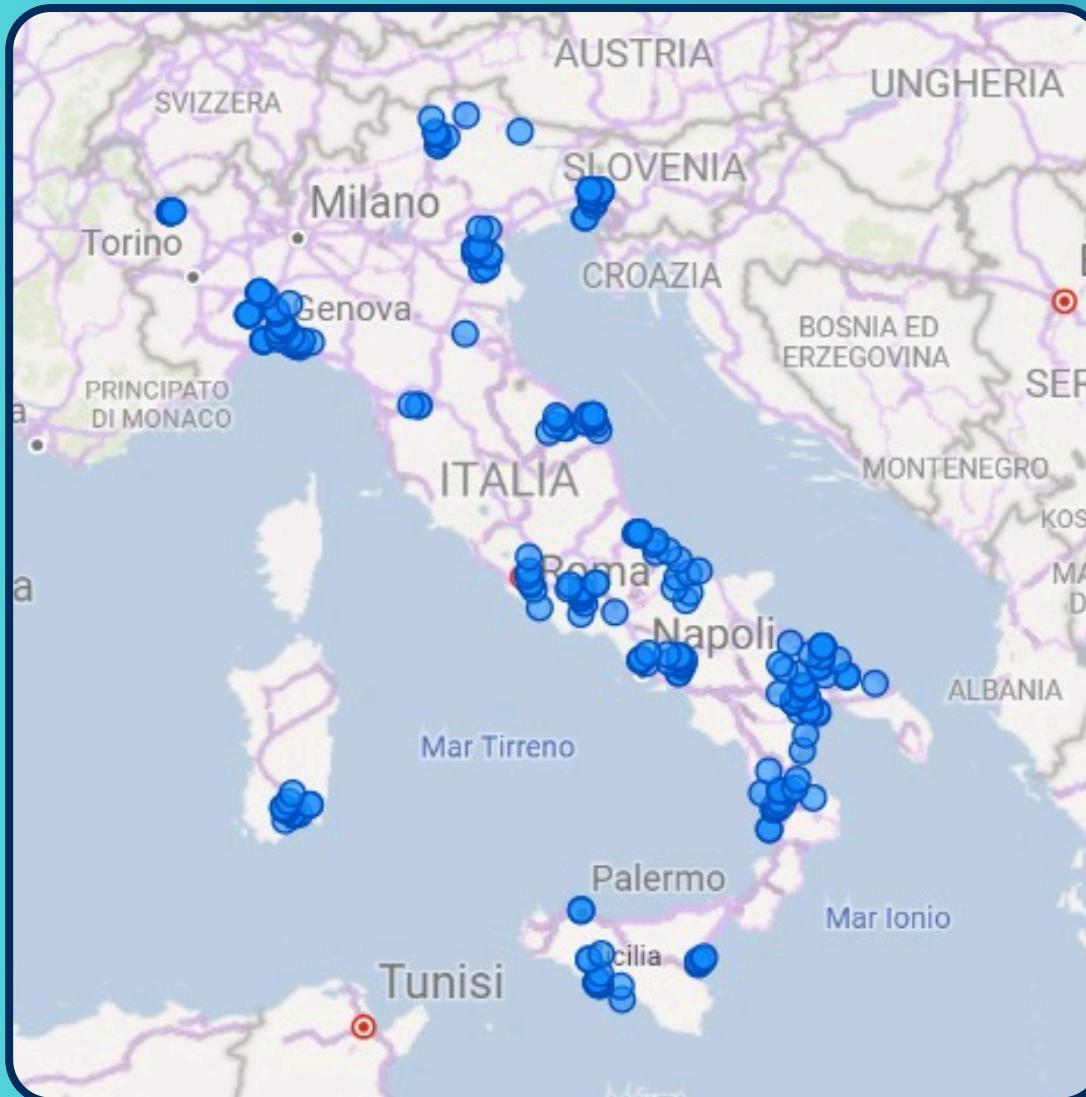


European Data

Eurostat and EU tourism dashboard can give insight on the overall touristic market.

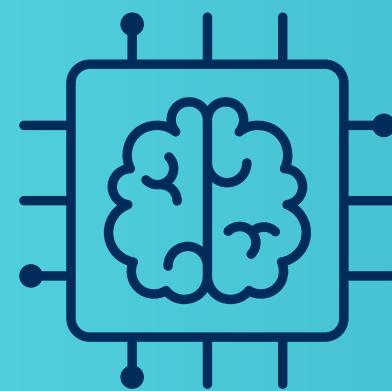
[Eurostat](#)
[Eu_Trourism_Dashboard](#)

Power BI stores visualization



We added Region, Province and Centro/Nord/Sud positioning to our dataset

Using sliders and buttons, users can select specific territories of Italy to analyze key metrics

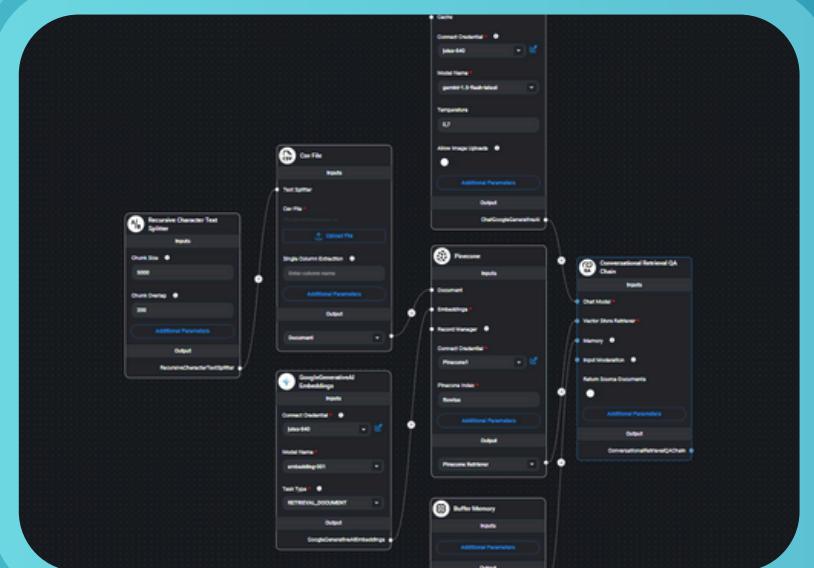


Tailored AI-Powered Communication

Hi, who are you?

Hi, I'm AI Analyst, a P&G analyst focusing on the Venus Women Razors product branch.

Prompt examples for tailored analyses



LLM chain

Based on the dataset data, provide a strategy tailored to the shop with pdv code = 97405, to increase engagement.

Store 97405 (located in the Sud region, near Latitude 40.7052847, Longitude 17.650805) shows high potential based on a high profit per store (\$1000). A tailored strategy should focus on maintaining and amplifying this success:

1. Premium Positioning:

- Leverage the high average household income (12919.22) and relatively high household average components (2.658654985) to emphasize the premium quality and value of Venus razors. Avoid price-driven promotions; instead, focus on superior performance and luxury features.

2. Targeted Digital Marketing:

- Geo-Fencing:** Implement geo-fenced digital ads within a radius of store 97405, targeting women aged 25-49 (assuming this is the primary target demographic for Venus razors) with high disposable income. Use visually appealing ads emphasizing convenience and premium experience.
- Social Media:** Run targeted Facebook/Instagram ads in the Sud region, using images and videos showcasing Venus razors' benefits in a lifestyle context relevant to the local area (identified via location analysis).



Thanks for your attention!

Appendix

KNIME: Lorenzo Laterza, Piergiorgio Zannella, Pierpaolo Ceccarelli

PowerBI: Alessandro Austeri, Piergiorgio Zannella, Pierpaolo Ceccarelli, Simone Meli, Giulio Presaghi

Flowise: Giulio Presaghi

Extra 1: Pierpaolo Ceccarelli, Giulio Presaghi

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