

Market Mix Modelling

R PROGRAMMING LANGUAGE

Deliverable -1

This is a Deliverable to help you understand how different companies evaluate and understand how programmatic services are integrated into applications and leveraging marketing services. As we discussed, there are multiple elements to be considered when you evaluate various algorithmic marketing concepts.

Select your own e-commerce firm specializing in electronic products. They are about to create a marketing budget for the next year, which include spending on commercials, online campaigns, pricing and promotion strategies.

The goal of this deliverable is to evaluate a company (see below for allocations and answer the following questions)

1. What is the product?
2. How are they selling it?
3. How is it priced?
4. What promotions are they using?
5. What datasets do you think you will need to build these services?
 - a. How frequently will data change?
 - b. How would you store these datasets?
6. How is the company tracking visitors? (Review the site's webpage to check for google analytics etc.)