

FACIAL TISSUES

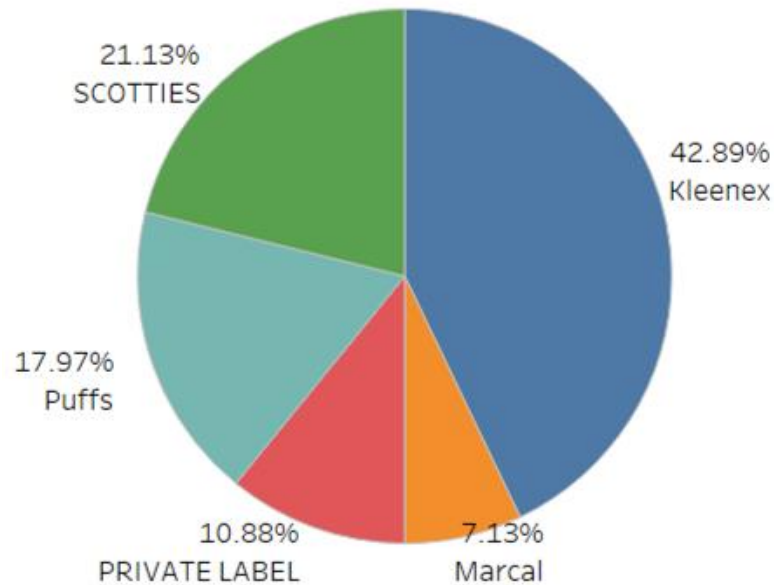
Group No 3

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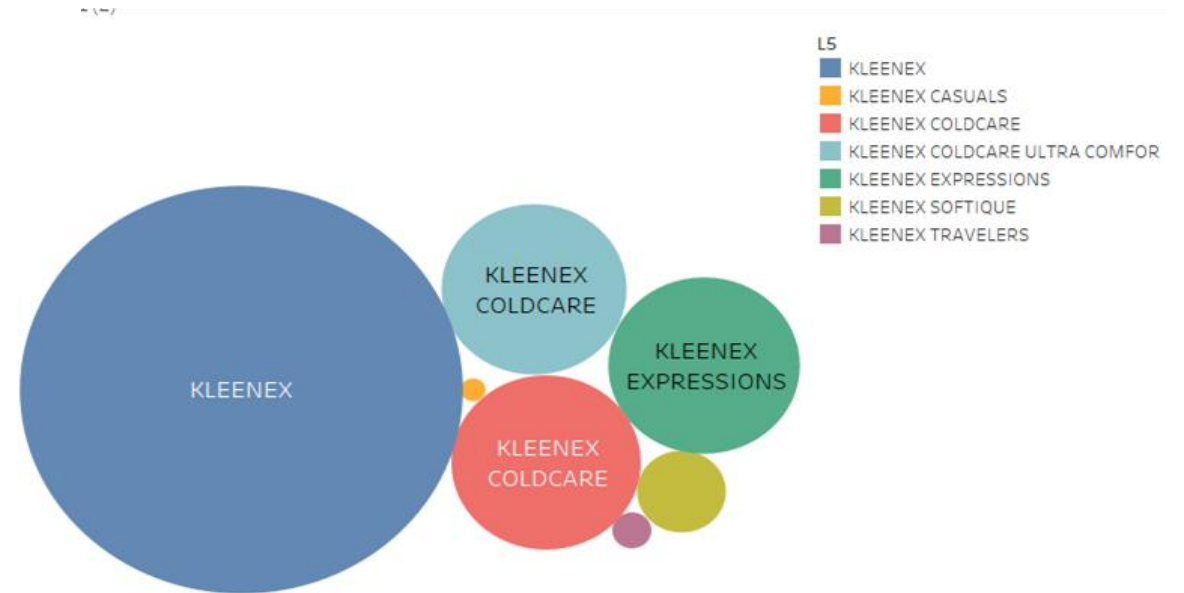
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Kleenex is the market leader in the facial tissue category

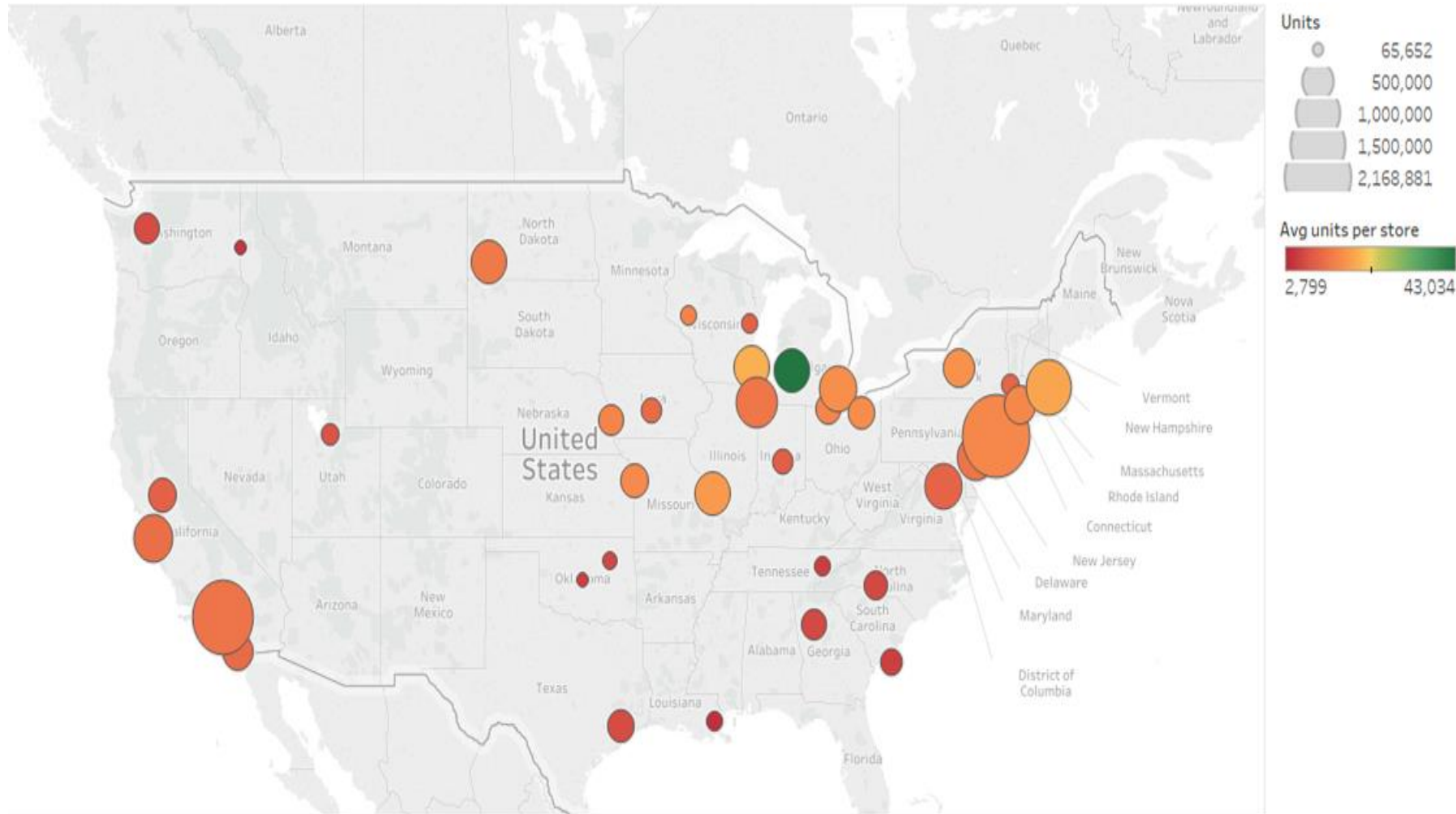


% of Total Dollars and L5 (group) 1. Color shows details about L5 (group) 1. Size shows sum of Dollars. The marks are labeled by % of Total Dollars and L5 (group) 1. The data is filtered on L5 (group), which excludes 10 members. The view is filtered on L5 (group) 1, which keeps 15 of 15 members.



L5. Color shows details about L5. Size shows sum of Units. The marks are labeled by L5. The view is filtered on L5, which keeps 7 of 27 members.

Store performance across cities were mapped to identify best and worst regions



Average units sold per store in a city

Top 3

- 1- Grand Rapids
- 2- Boston
- 3- Milwaukee

Bottom 3

- 1- New Orleans
- 2- Spokane
- 3- Knoxville

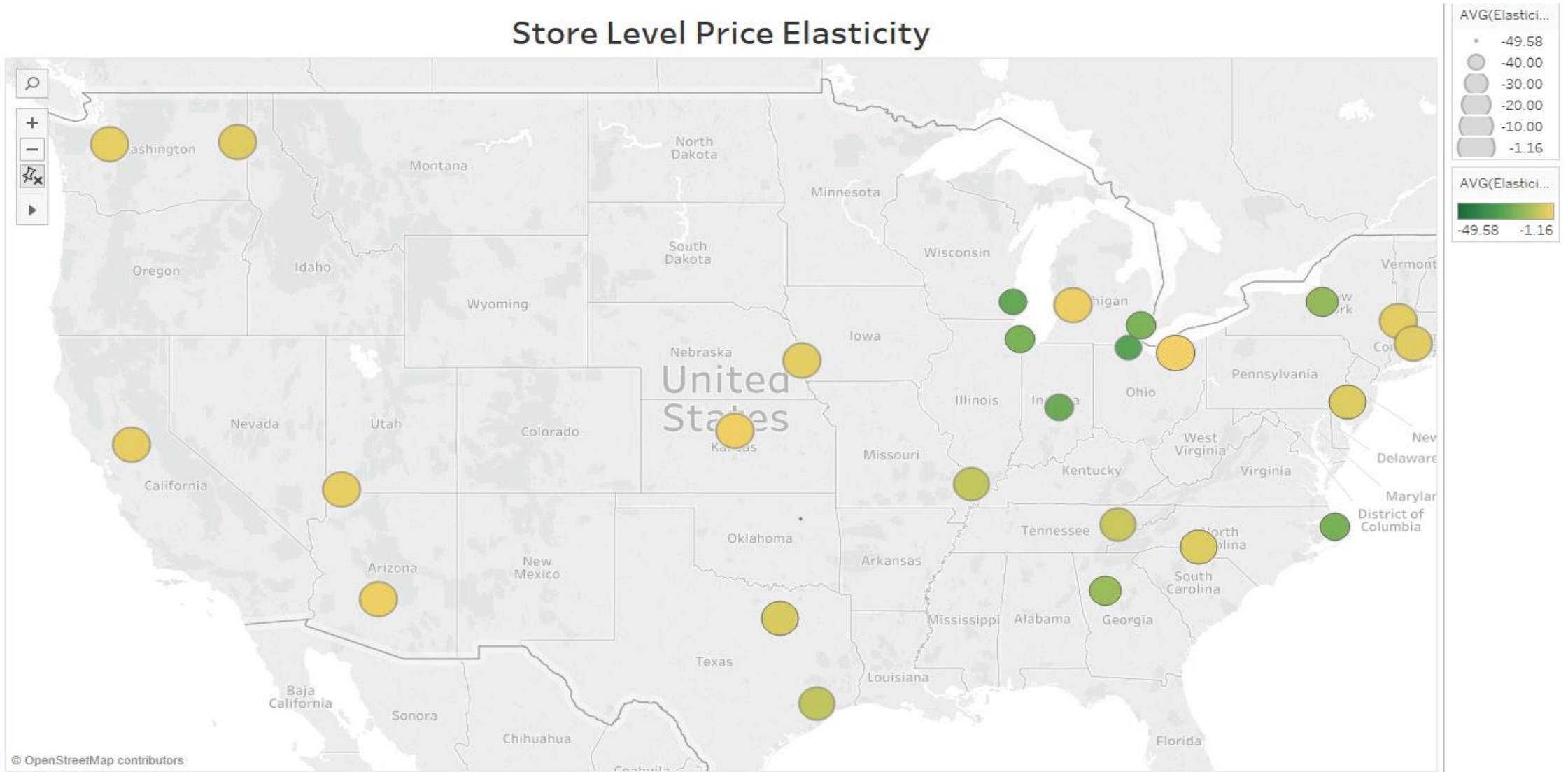
Panel regression was performed to understand the factors effecting units sold

Parameter Estimates						
Variable	DF	Estimate	Standard Error	t Value	Pr > t	Label
Intercept	1	26222.27	4865.0	5.39	<.0001	Intercept
cent_sheet	1	-19028.4	790.3	-24.08	<.0001	
D	1	40459.52	611.0	66.22	<.0001	
PR	1	4698.602	579.3	8.11	<.0001	
A	1	51774.26	848.2	61.04	<.0001	
AP	1	3816.769	231.6	16.48	<.0001	
B	1	35896.45	849.0	42.28	<.0001	
C	1	12366.74	2731.3	4.53	<.0001	

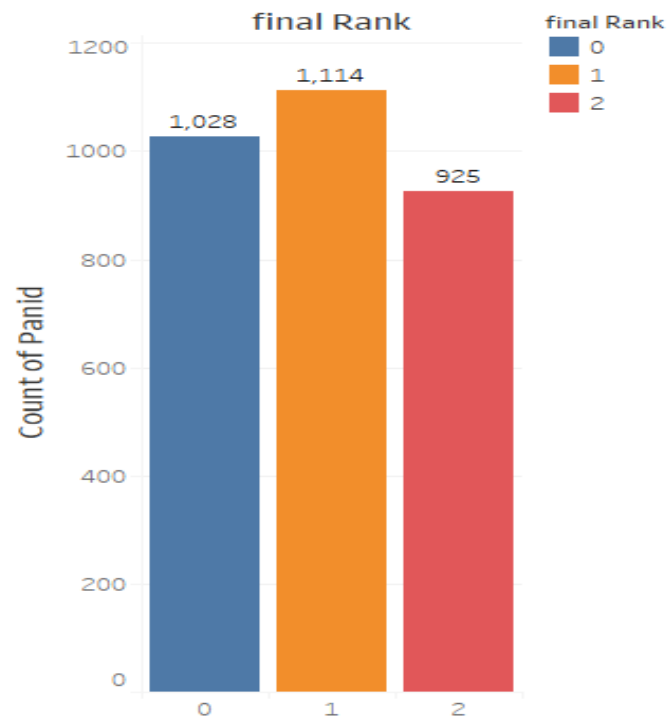
Insights

- As cent per sheet value increases by one cent, total sheet sold will decrease by approx. 19000.
- In a feature variable, we consider no feature as a base level. A large size ad (Feature A) is most effective. If that particular kleenex brand has a large display then it will sell approx. 51000 sheet more.
- Retailer coupon or rebate is least effective feature type, which suggest that people tend to use less coupons for purchase
- Order of feature effectiveness
A>B>C>A+

Mid western states are more sensitive to price changes compared to other regions

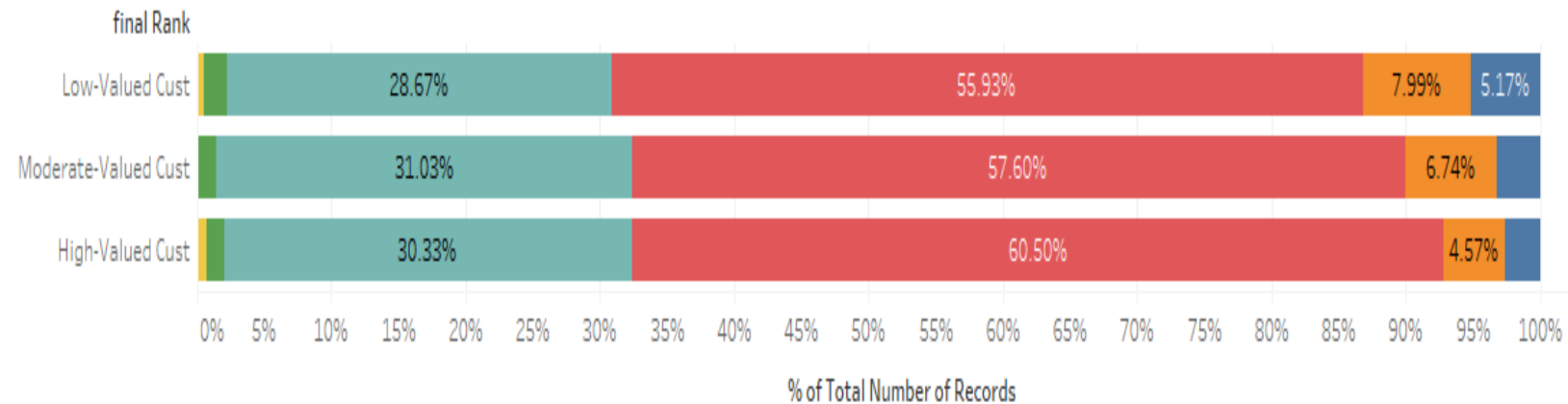


Customers were segmented into high, low, and medium based on value generated



Count of Panid for each final Rank. Color shows details about final Rank.

Male working hour correlation with RFM Customer Segments



Male Working Hour

- Not Employed
- Part time
- Full time
- Retired
- Homemaker
- Student

The type of Feature used plays an important role in customer behavior



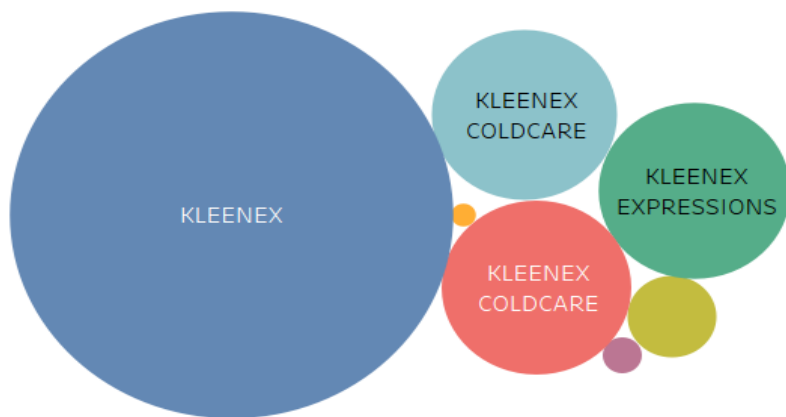
Insights

- "c" Feature has no effect on units of facial tissue sold
- The price sensitivity increases as the value of customers decrease (Lo>Med>HI)

Recommendation

- Focus should be on A features to draw the attention of medium valued customer instead of investing on low valued features as it has no effect.

Age, family size and pet ownership have the most impact of customer brand preference

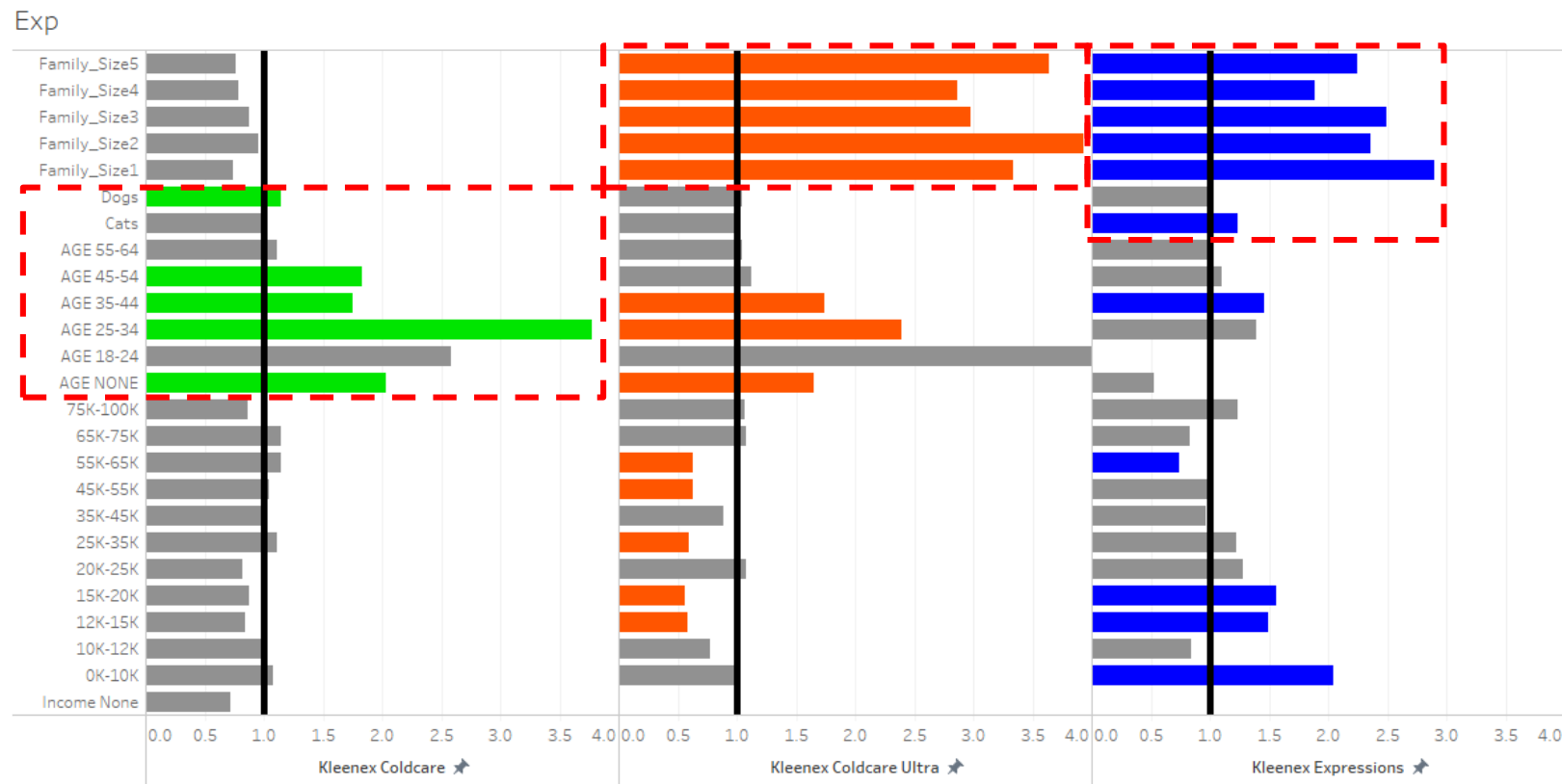


Reference Brand:

- Kleenex

Reference group:

- Family_size:6+
- AGE: 65+
- Income:100K+



Insights

- Kleenex Coldcare: Young people, Dog owner
- Kleenex Coldcare Ultra: Small family, Young people
- Kleenex Expressions: Small family, Cat owner

Grey- insignificant variables
Colored- Significant variables

Thank you!



Any Questions?