



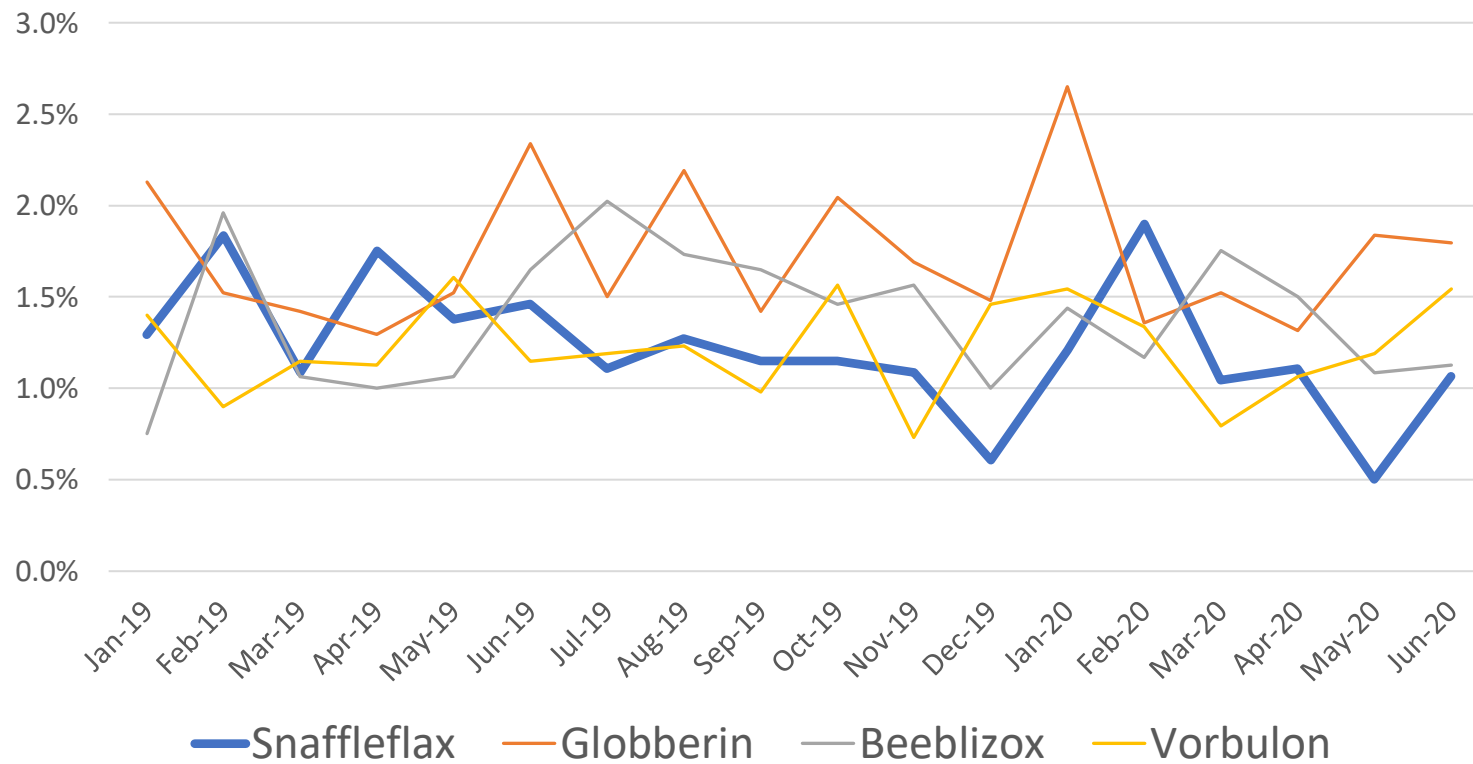
Data Steward Case Study

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JULY 2021

Historical Market Share

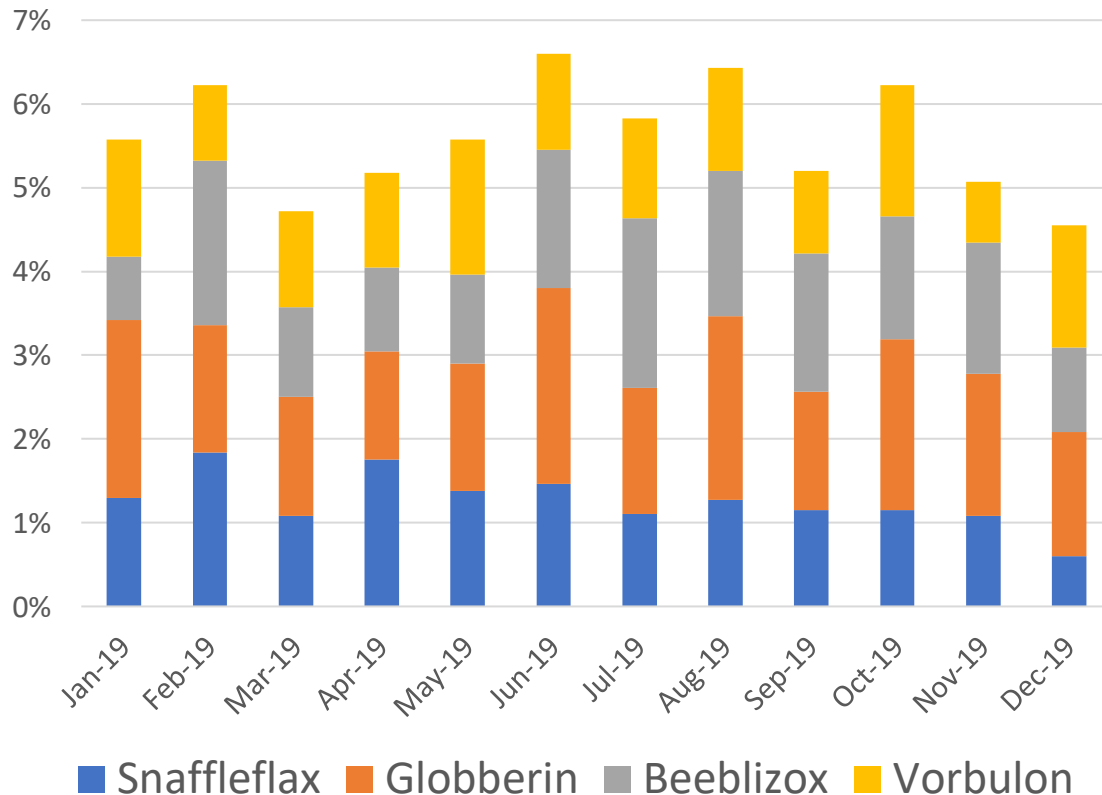
18-month overview



Product	Market Share 18 - month
Snaffleflax	22.0%
Globberin	31.0%
Beeblizox	25.0%
Vorbulon	21.9%

Market Share Drill Down - 2019

Market Share During 2019

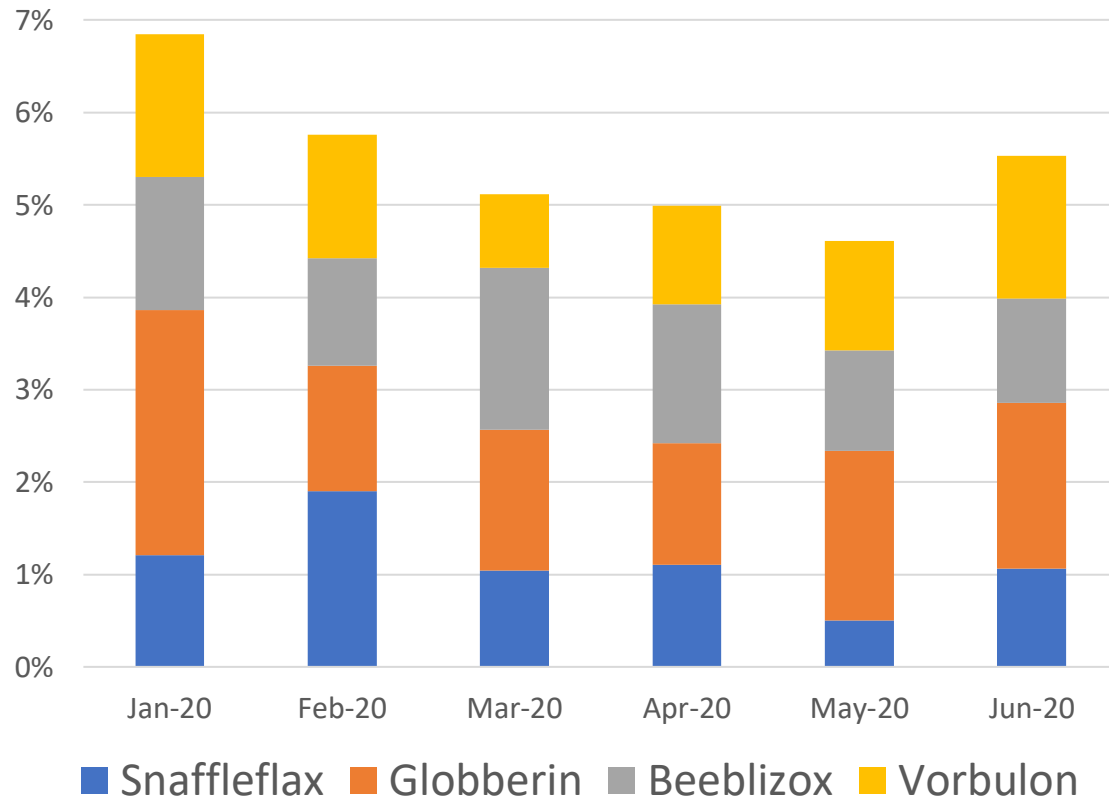


Market Share Comparison

Product	Market Share 2019	Market Share 18 - month
Snaffleflax	22.6%	22.0%
Globberin	30.6%	31.0%
Beeblizox	25.2%	25.0%
Vorbulon	21.6%	21.9%

Market Share Drill Down - 2020

Market Share 2020

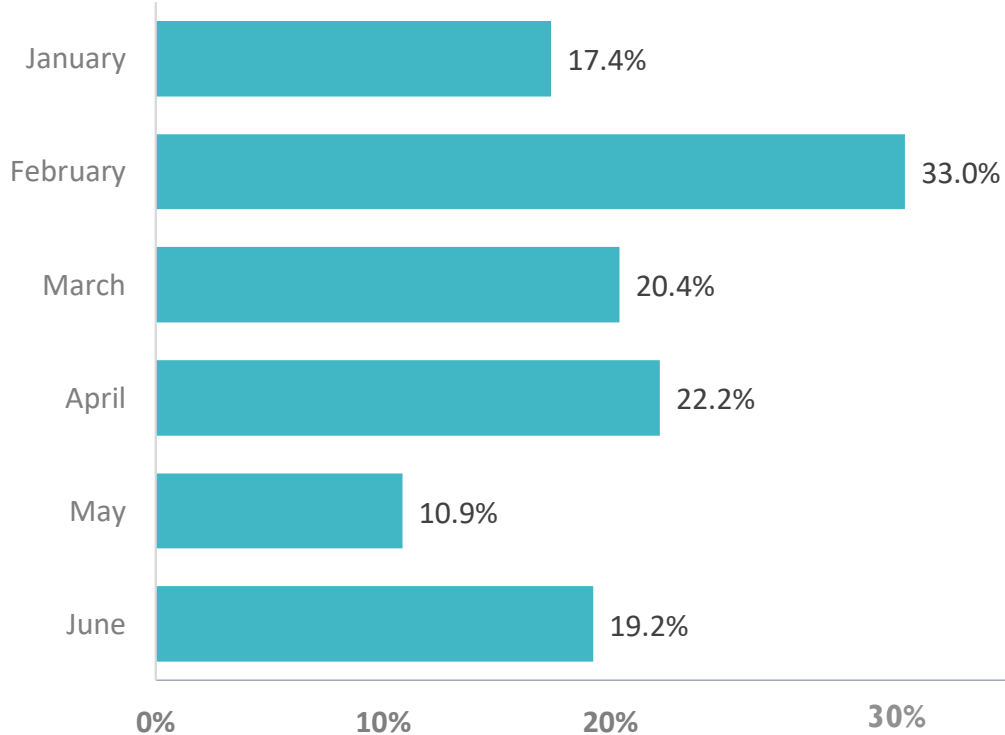


Market Share Comparison

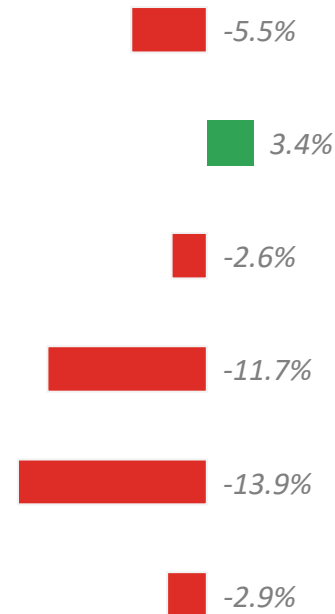
Product	Market Share 2020	Market Share 18 - month
Snaffleflax	20.8%	22.0%
Globberin	31.9%	31.0%
Beeblizox	24.6%	25.0%
Vorbulon	22.7%	21.9%

First Half-Year Report: Snaffleflax Monthly Market Share

2020 Monthly Market Share



Change vs Prev Year

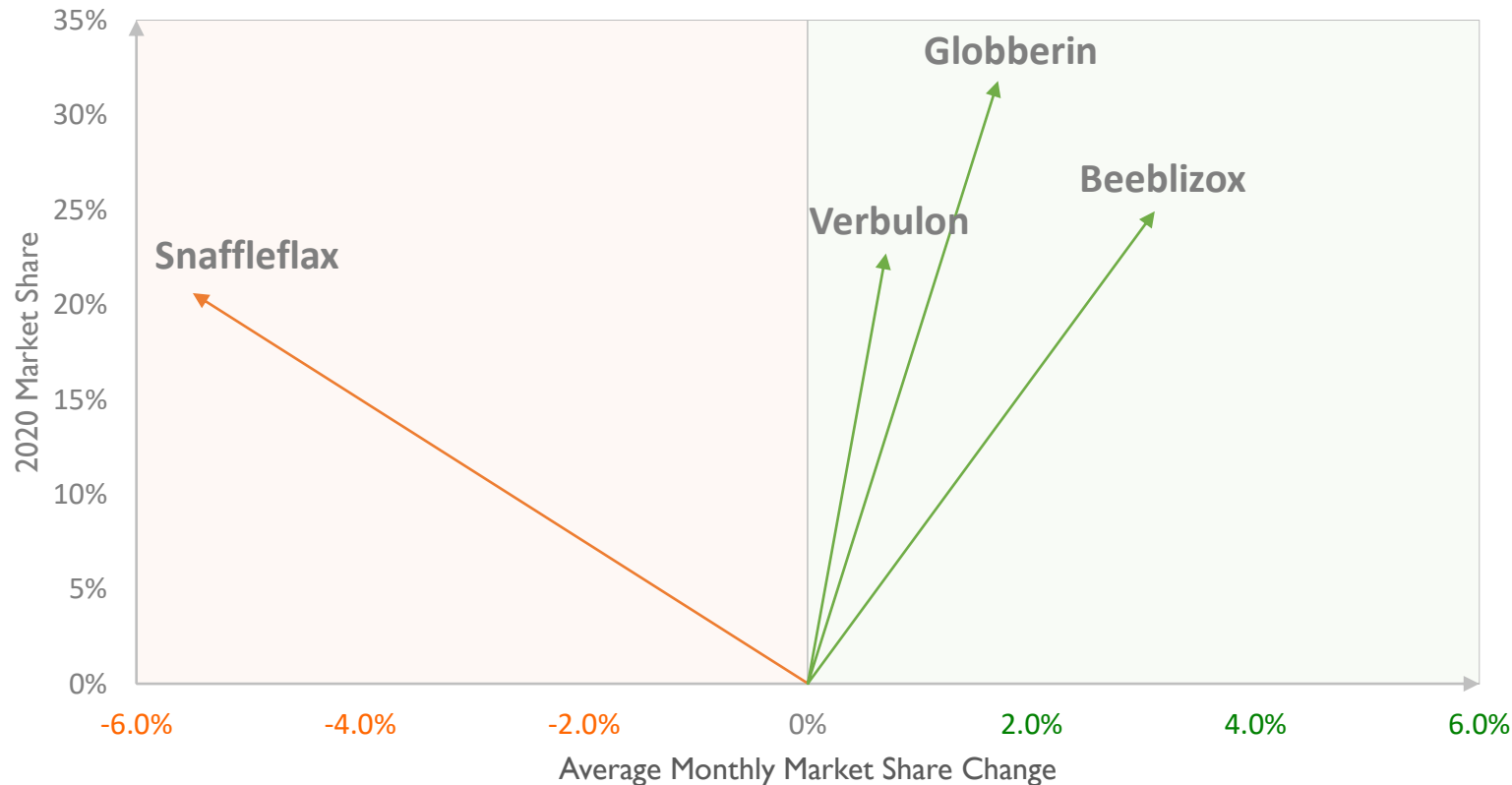


Question: Is seasonality the reason behind the ~2% market share decrease between 2019 and 2020?

Product	2019	2020
Snaffleflax	22.6%	20.8%

Answer: To compare 2 similar timeframes, we can compare the first 6 months of both 2019 and 2020. Result is that the average monthly market share for the first half of 2020 is ~**5.5% lower** than 2019

First Half-Year Report: 2019 vs 2020 Monthly Market Share of all products

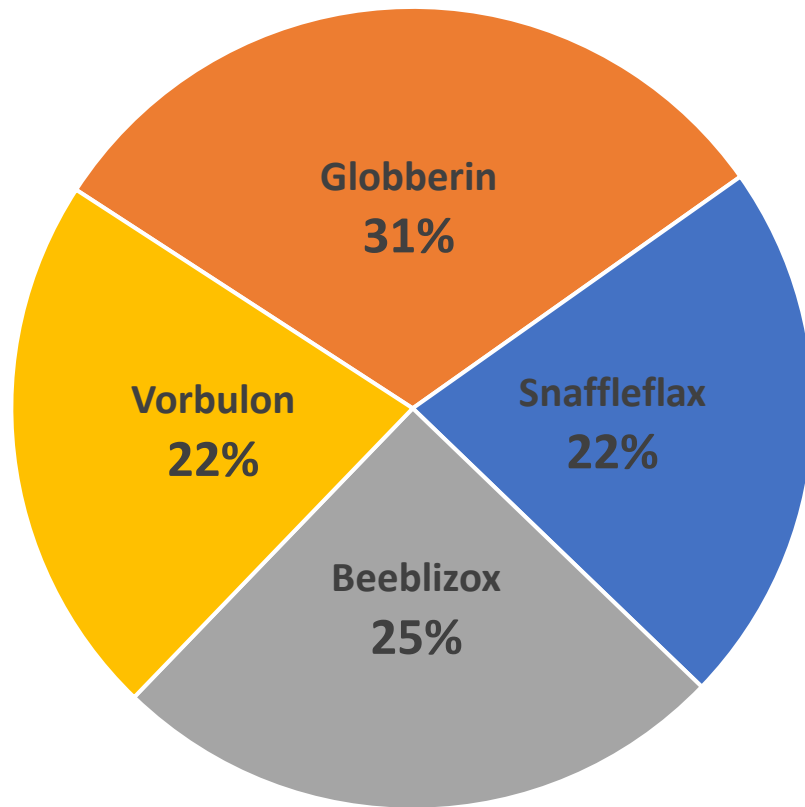


Question: Since Snaffleflax lost market share in 2020 vs 2019, which products increased their market share and by how much?

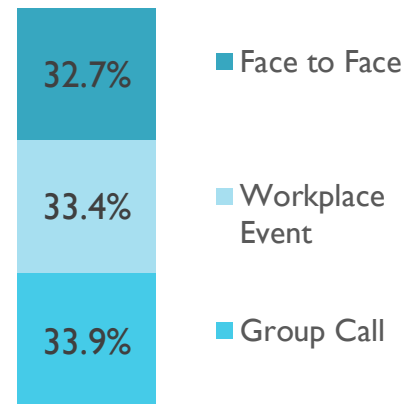
Snaffleflax	Beeblizox	Globberin	Verbulon
- 5.5%	3.1%	1.7%	0.7%

Answer: All the other 3 competitors increased their market share, with Beeblizox increasing the most and Globberin retaining the largest portion of the market share

Market Share and Event Type report



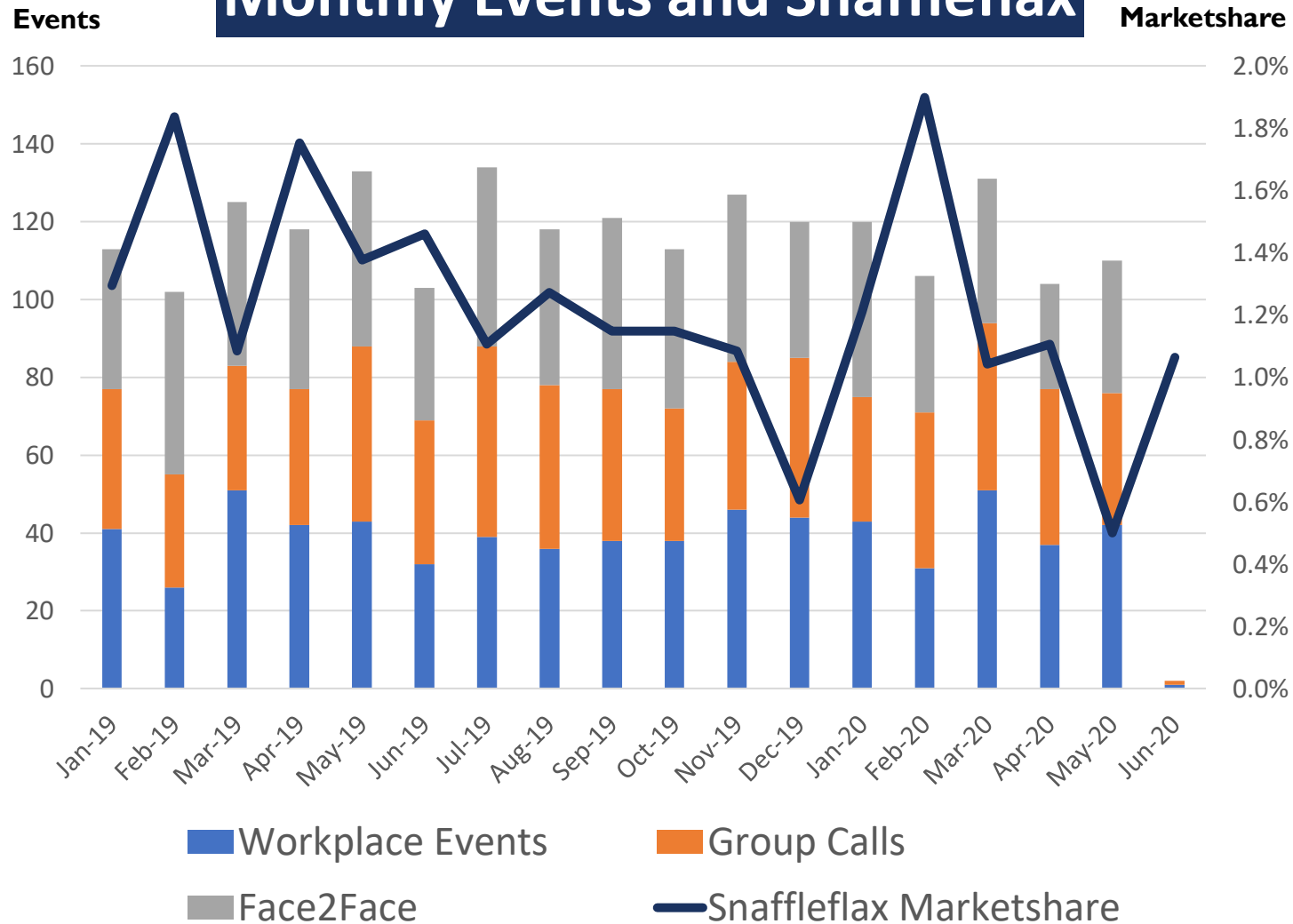
Snaffleflax Event Types



Question: Of the customers whose primary purchase was Snaffleflax, what types of events did they attend?

Answer: Customers whose primary purchase was Snaffleflax had an even distribution of event types. Additionally, there was less than 1.5% difference in the 3 other groups.

Monthly Events and Snaffleflax



Snaffleflax Events over Time

Question: Is there a trend in the activities that influence Snaffleflax market share?

Answer: The distribution of events per month are displayed with Snaffleflax market share overlayed. A more detailed analysis is required to conclude on correlation

Enhance the Dataset

- **How could you enhance the dataset with publicly available data?**
- The demographics for locations where Bayer sales are high and low. Metrics such as average age, income, gender etc. can be collected and suggestions made to Sales team in what regions to focus their efforts.
 - Google Mobility Data, Twitter
- Location of the purchases and compare with the location of the competitor's sales. In the US the Securities and Exchange Commission hosts this data publicly.



Thank You!

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