Alpha Group

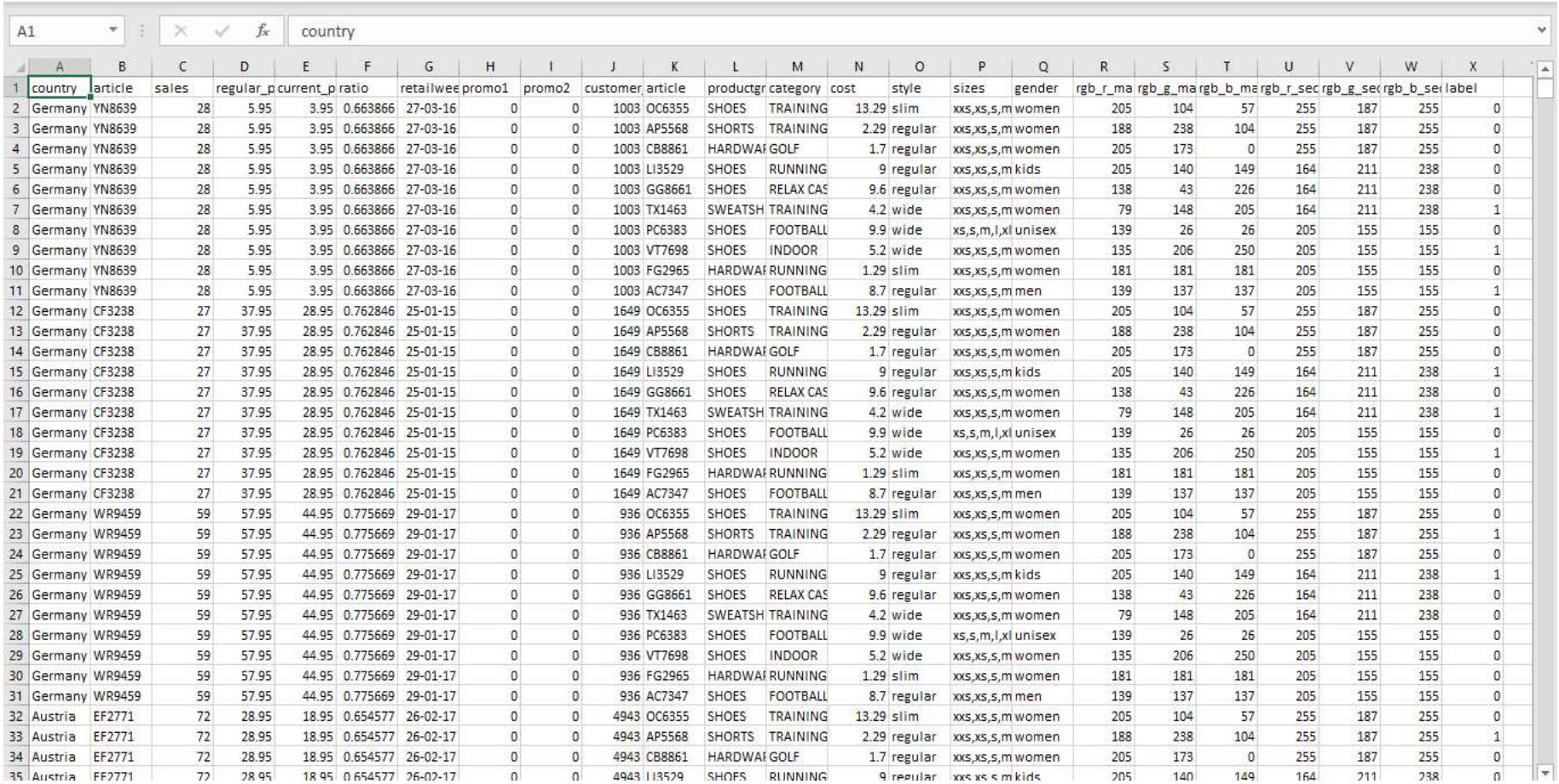
Marketing Campaign

Analytics...

Agenda

- Business Case
- Business Analysis
- Suggestions

Business Case...



A1 country

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
1	country	article	sales	regular_p	current_p	ratio	retailwee	promo1	promo2	customer	article	productgr	category	cost	style	sizes	gender	rgb_r_ma	rgb_g_ma	rgb_b_ma	rgb_r_sec	rgb_g_sec	rgb_b_sec	label
2	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	OC6355	SHOES	TRAINING	13.29	slim	xxs,xs,s,m	women	205	104	57	255	187	255	0
3	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	AP5568	SHORTS	TRAINING	2.29	regular	xxs,xs,s,m	women	188	238	104	255	187	255	0
4	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	CB8861	HARDWAI	GOLF	1.7	regular	xxs,xs,s,m	women	205	173	0	255	187	255	0
5	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	LI3529	SHOES	RUNNING	9	regular	xxs,xs,s,m	kids	205	140	149	164	211	238	0
6	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	GG8661	SHOES	RELAX CAS	9.6	regular	xxs,xs,s,m	women	138	43	226	164	211	238	0
7	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	TX1463	SWEATSH	TRAINING	4.2	wide	xxs,xs,s,m	women	79	148	205	164	211	238	1
8	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	PC6383	SHOES	FOOTBALL	9.9	wide	xs,s,m,l,xl	unisex	139	26	26	205	155	155	0
9	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	VT7698	SHOES	INDOOR	5.2	wide	xxs,xs,s,m	women	135	206	250	205	155	155	1
10	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	FG2965	HARDWAI	RUNNING	1.29	slim	xxs,xs,s,m	women	181	181	181	205	155	155	0
11	Germany	YN8639	28	5.95	3.95	0.663866	27-03-16	0	0	1003	AC7347	SHOES	FOOTBALL	8.7	regular	xxs,xs,s,m	men	139	137	137	205	155	155	1
12	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	OC6355	SHOES	TRAINING	13.29	slim	xxs,xs,s,m	women	205	104	57	255	187	255	0
13	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	AP5568	SHORTS	TRAINING	2.29	regular	xxs,xs,s,m	women	188	238	104	255	187	255	0
14	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	CB8861	HARDWAI	GOLF	1.7	regular	xxs,xs,s,m	women	205	173	0	255	187	255	0
15	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	LI3529	SHOES	RUNNING	9	regular	xxs,xs,s,m	kids	205	140	149	164	211	238	1
16	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	GG8661	SHOES	RELAX CAS	9.6	regular	xxs,xs,s,m	women	138	43	226	164	211	238	0
17	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	TX1463	SWEATSH	TRAINING	4.2	wide	xxs,xs,s,m	women	79	148	205	164	211	238	1
18	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	PC6383	SHOES	FOOTBALL	9.9	wide	xs,s,m,l,xl	unisex	139	26	26	205	155	155	0
19	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	VT7698	SHOES	INDOOR	5.2	wide	xxs,xs,s,m	women	135	206	250	205	155	155	1
20	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	FG2965	HARDWAI	RUNNING	1.29	slim	xxs,xs,s,m	women	181	181	181	205	155	155	0
21	Germany	CF3238	27	37.95	28.95	0.762846	25-01-15	0	0	1649	AC7347	SHOES	FOOTBALL	8.7	regular	xxs,xs,s,m	men	139	137	137	205	155	155	0
22	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	OC6355	SHOES	TRAINING	13.29	slim	xxs,xs,s,m	women	205	104	57	255	187	255	0
23	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	AP5568	SHORTS	TRAINING	2.29	regular	xxs,xs,s,m	women	188	238	104	255	187	255	1
24	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	CB8861	HARDWAI	GOLF	1.7	regular	xxs,xs,s,m	women	205	173	0	255	187	255	0
25	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	LI3529	SHOES	RUNNING	9	regular	xxs,xs,s,m	kids	205	140	149	164	211	238	1
26	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	GG8661	SHOES	RELAX CAS	9.6	regular	xxs,xs,s,m	women	138	43	226	164	211	238	0
27	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	TX1463	SWEATSH	TRAINING	4.2	wide	xxs,xs,s,m	women	79	148	205	164	211	238	0
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29	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	VT7698	SHOES	INDOOR	5.2	wide	xxs,xs,s,m	women	135	206	250	205	155	155	0
30	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	FG2965	HARDWAI	RUNNING	1.29	slim	xxs,xs,s,m	women	181	181	181	205	155	155	0
31	Germany	WR9459	59	57.95	44.95	0.775669	29-01-17	0	0	936	AC7347	SHOES	FOOTBALL	8.7	regular	xxs,xs,s,m	men	139	137	137	205	155	155	0
32	Austria	EF2771	72	28.95	18.95	0.654577	26-02-17	0	0	4943	OC6355	SHOES	TRAINING	13.29	slim	xxs,xs,s,m	women	205	104	57	255	187	255	0
33	Austria	EF2771	72	28.95	18.95	0.654577	26-02-17	0	0	4943	AP5568	SHORTS	TRAINING	2.29	regular	xxs,xs,s,m	women	188	238	104	255	187	255	1
34	Austria	EF2771	72	28.95	18.95	0.654577	26-02-17	0	0	4943	CB8861	HARDWAI	GOLF	1.7	regular	xxs,xs,s,m	women	205	173	0	255	187	255	0
35	Austria	EF2771	72	28.95	18.95	0.654577	26-02-17	0	0	4943	LI3529	SHOES	RUNNING	9	regular	xxs,xs,s,m	kids	205	140	149	164	211	238	0

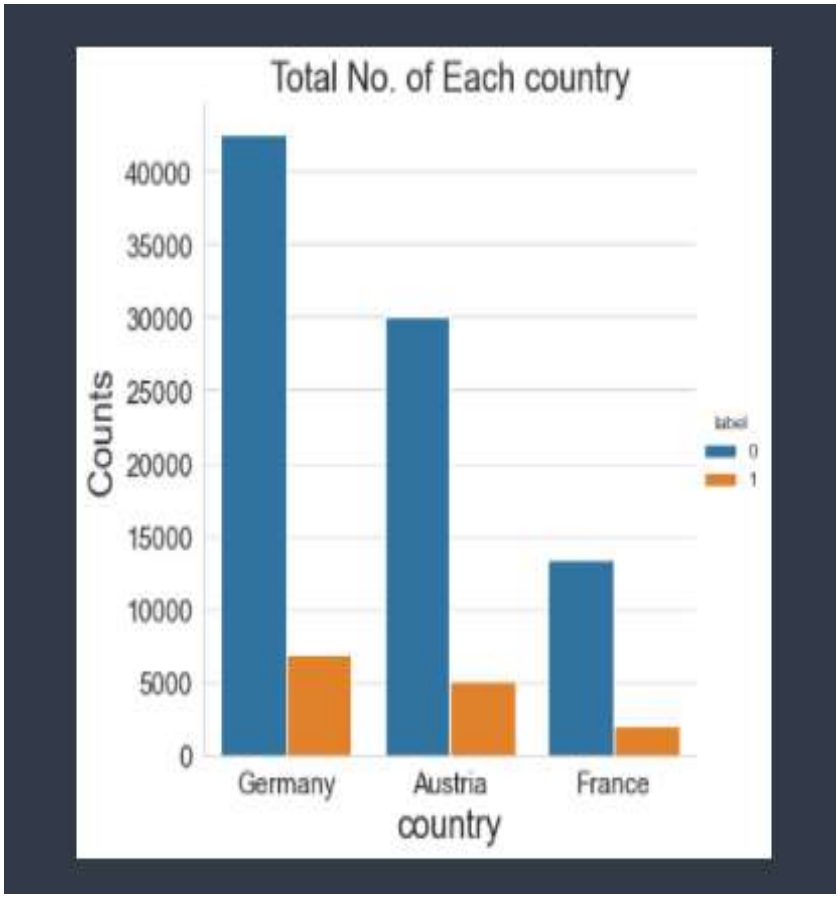
Case..

Alpha Group wants to leverage advanced analytics for boosting marketing campaign.

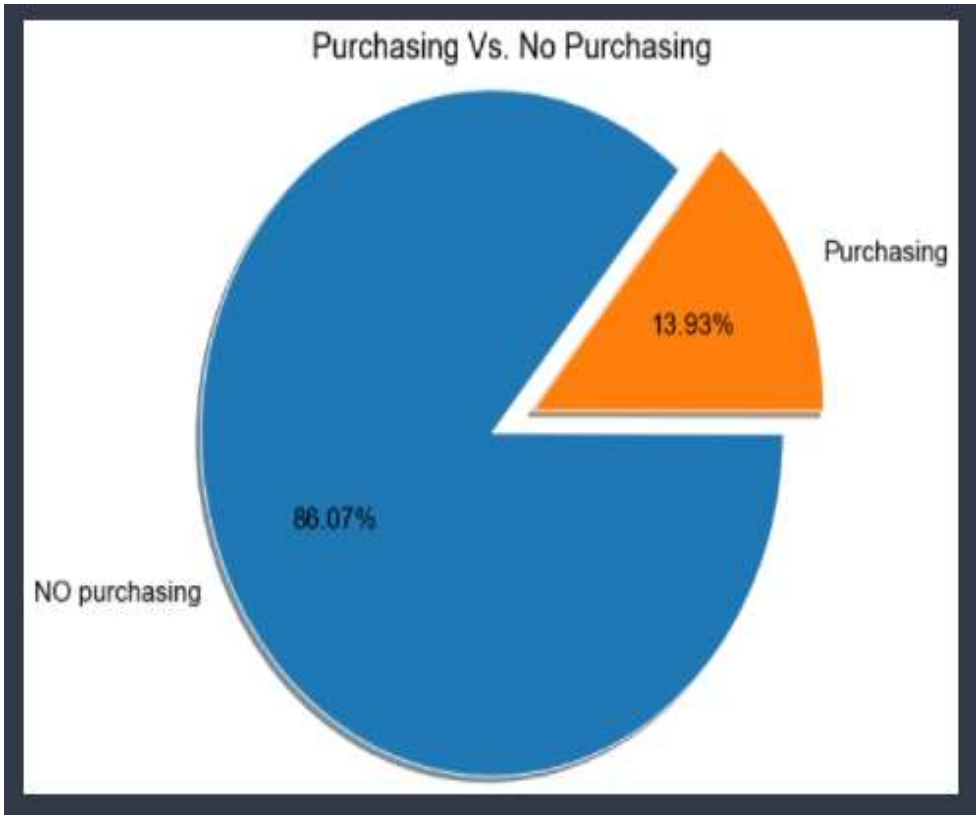
Business Analysis...

Total no. of purchasing according to each country

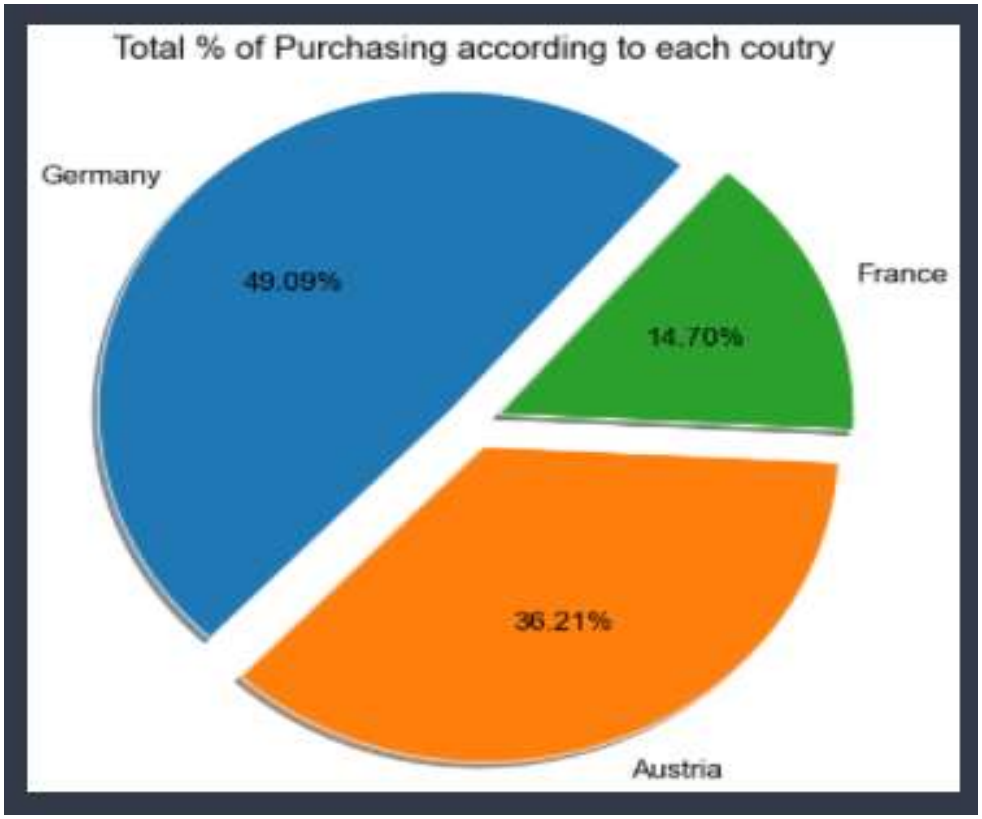
	country	count	purchasing	No purchasing
2	Germany	[49400]	[6837]	[42563]
0	Austria	[35140]	[5044]	[30096]
1	France	[15460]	[2047]	[13413]



Purchasing details



Purchasing details



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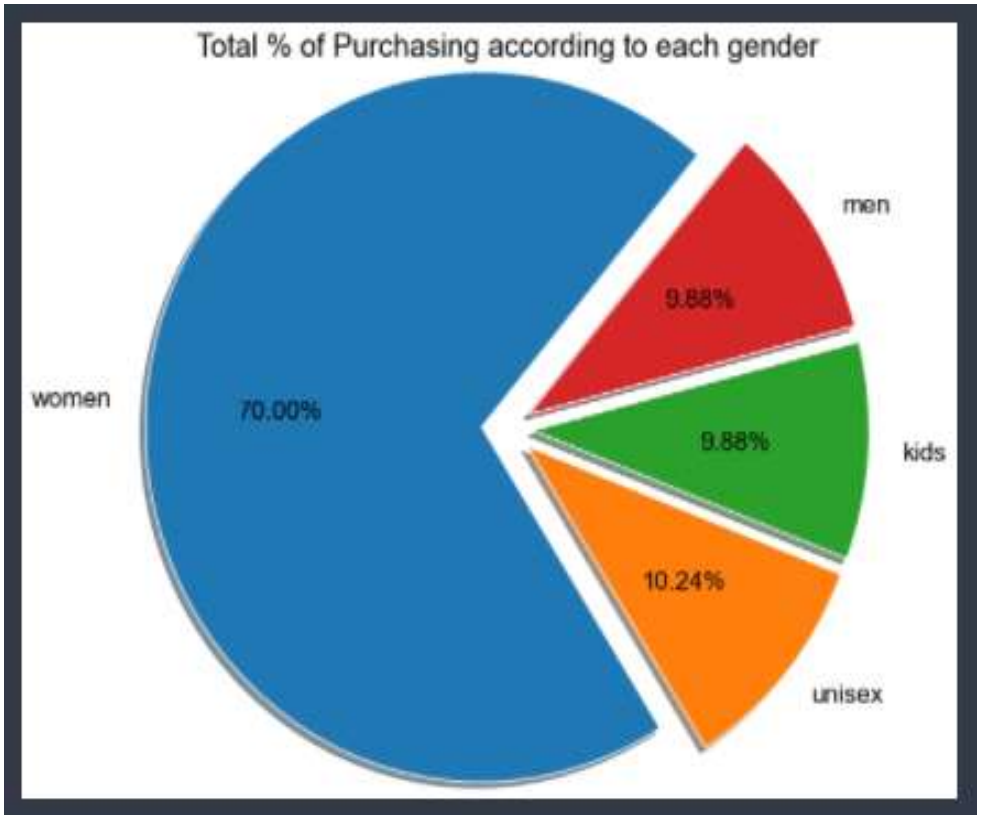

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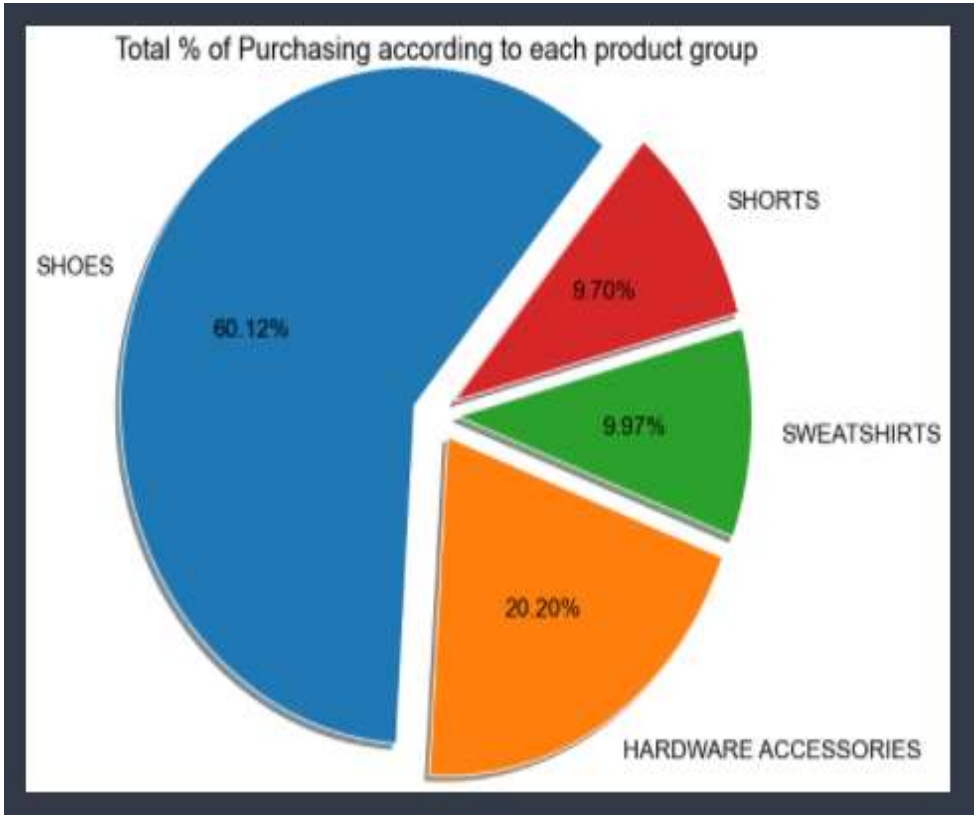

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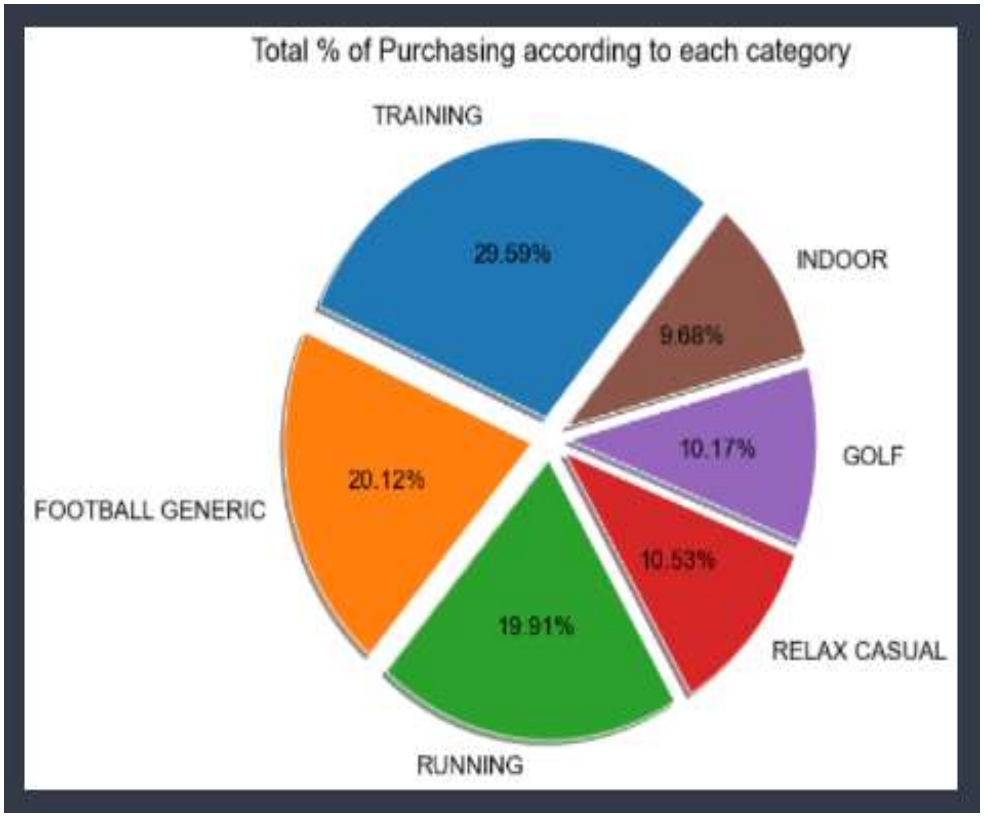

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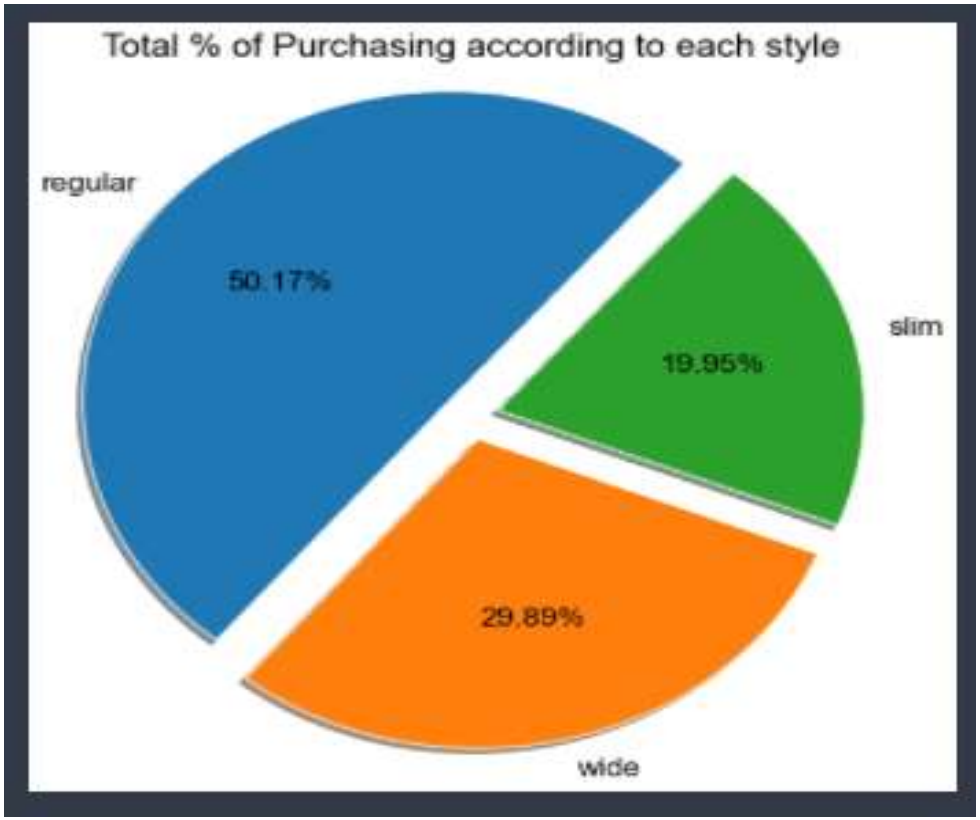
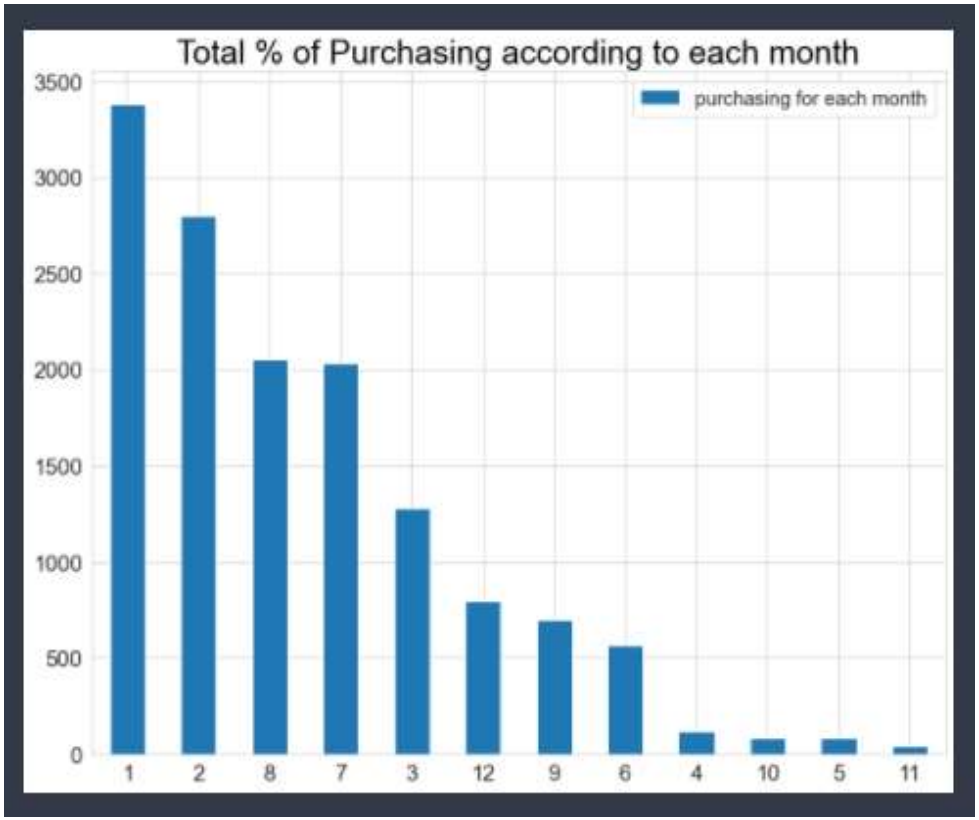


Purchasing details



Conclusion...

The following are the best-selling contributors:

- **Germany**. (Country)
- **Women**. (Gender)
- **Shoes**. (Product group)
- **Training, football, and running**. (Category)
- **Regular**. (Style)
- **1, 2, 7, 8**. (Month)

For higher selling rates, our marketing campaign should take into consideration the above conclusion.

Total no. of purchasing according to **promo 1**

lab:1 - pro:1

	count
Germany	672
Austria	519
France	206

lab:1 - pro:0

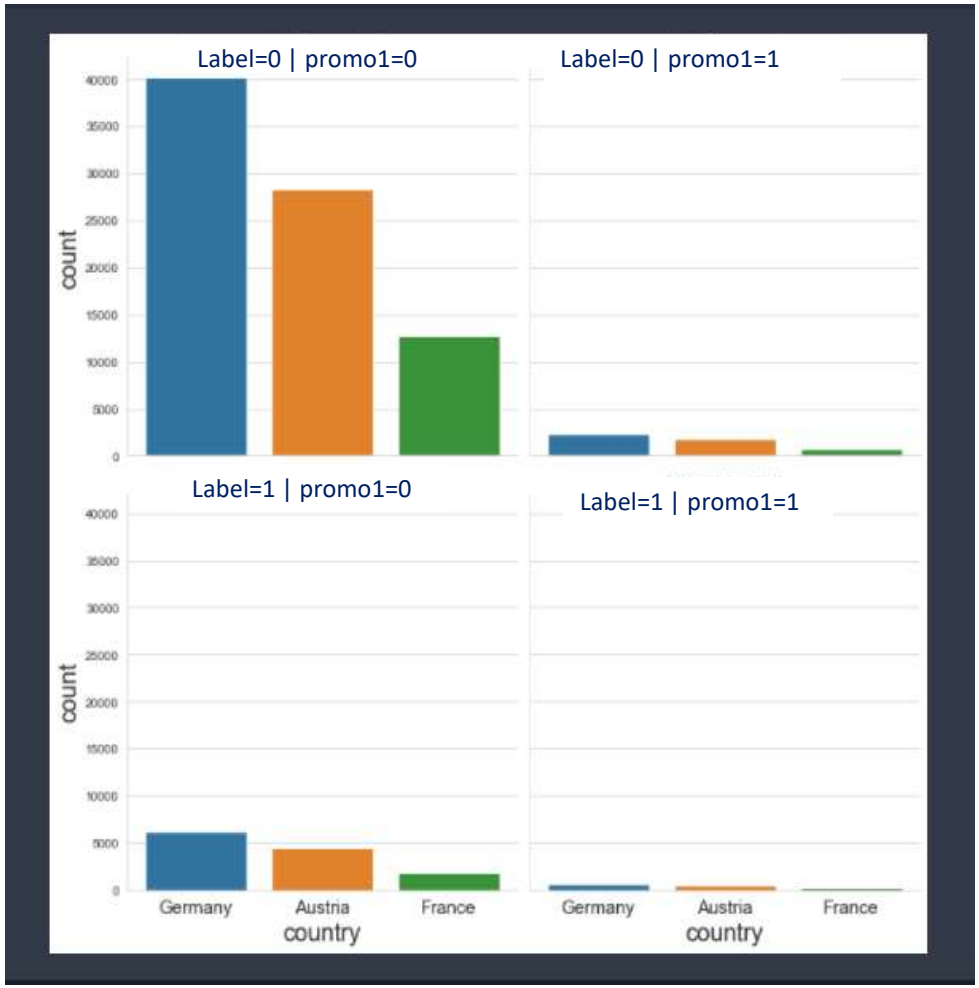
	count
Germany	6165
Austria	4525
France	1841

lab:0 - pro:0

	count
Germany	40215
Austria	28345
France	12719

lab:0 - pro:1

	count
Germany	2348
Austria	1751
France	694



Total no. of purchasing according to **promo 2**

lab:1 - pro:1

	count
Germany	0
Austria	0
France	117

lab:1 - pro:0

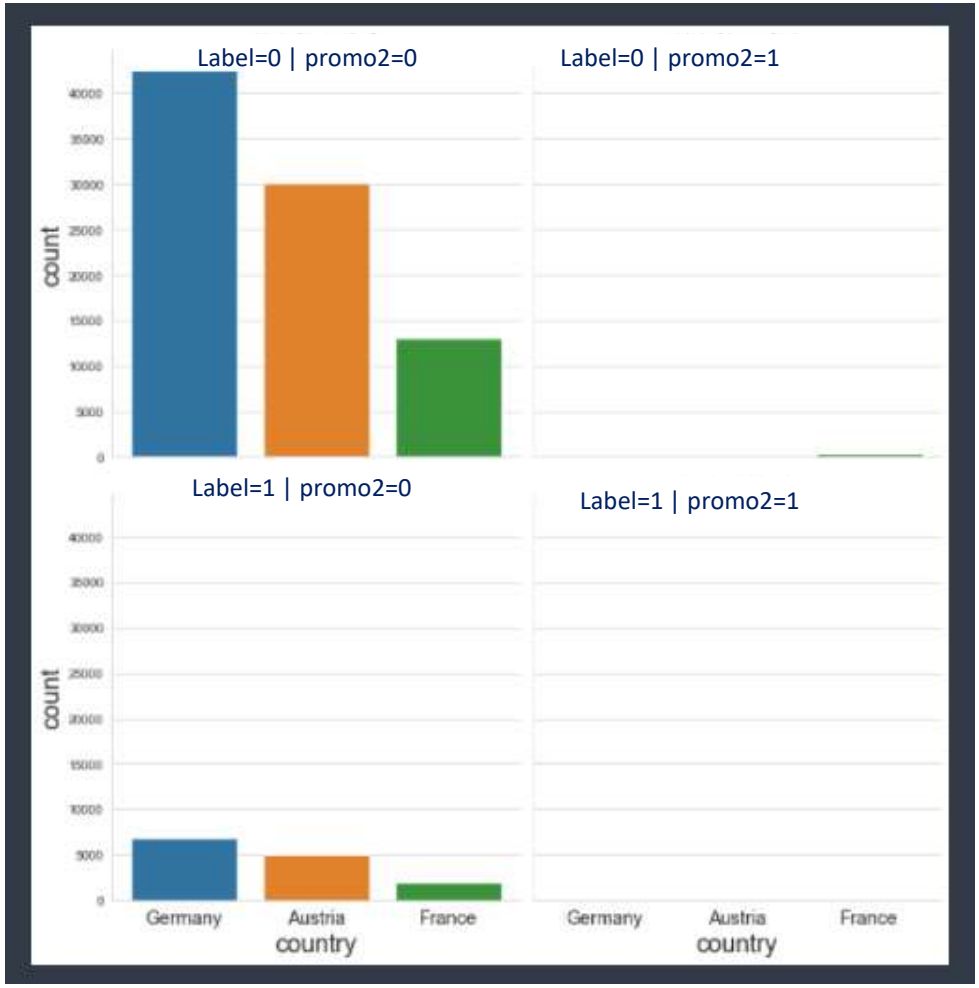
	count
Germany	8837
Austria	5044
France	1930

lab:0 - pro:0

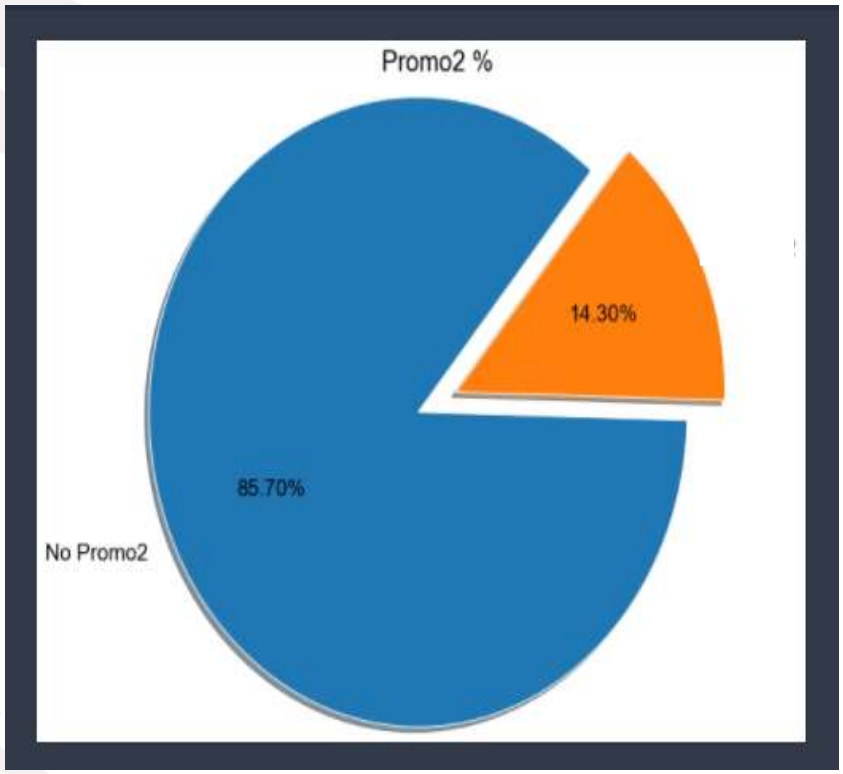
	count
Germany	42563
Austria	30096
France	13040

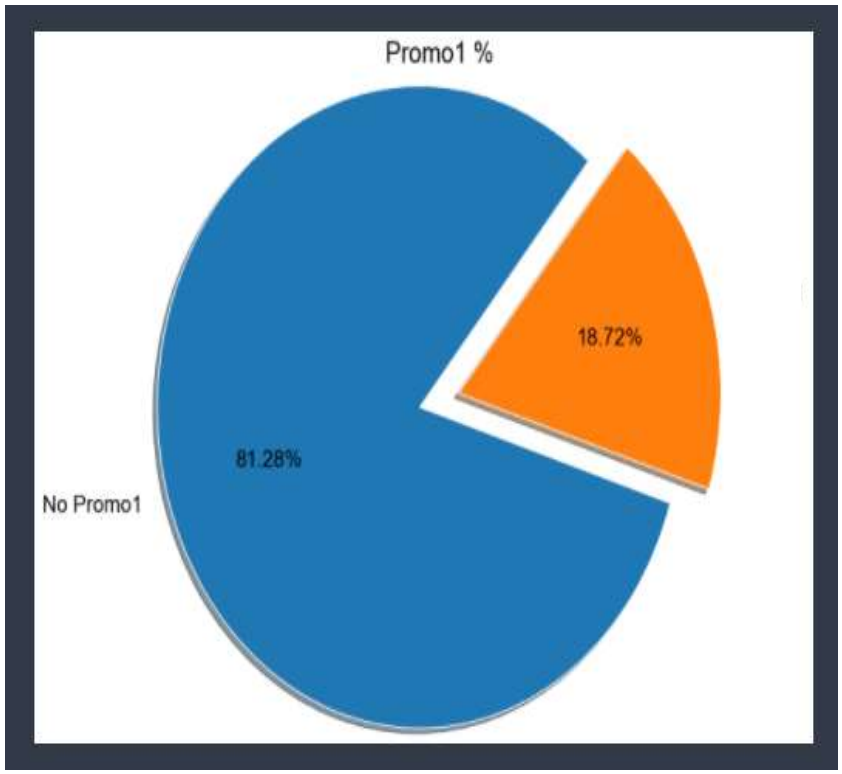
lab:0 - pro:1

	count
Germany	0
Austria	0
France	373



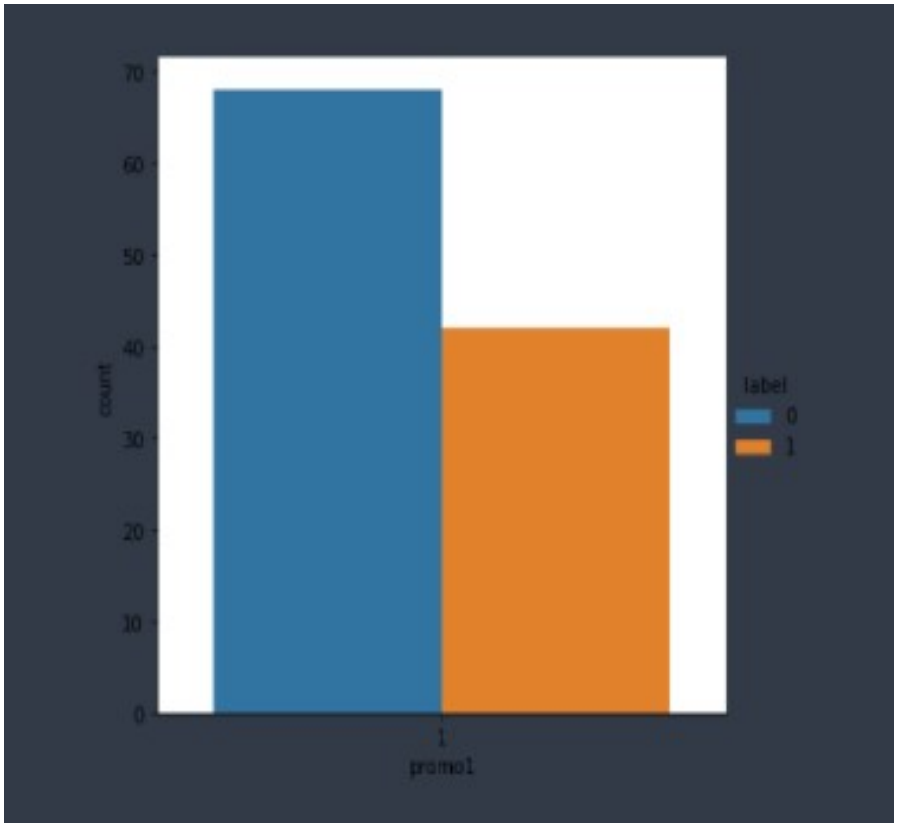
No Purchasing according to
Promo1 & Promo2





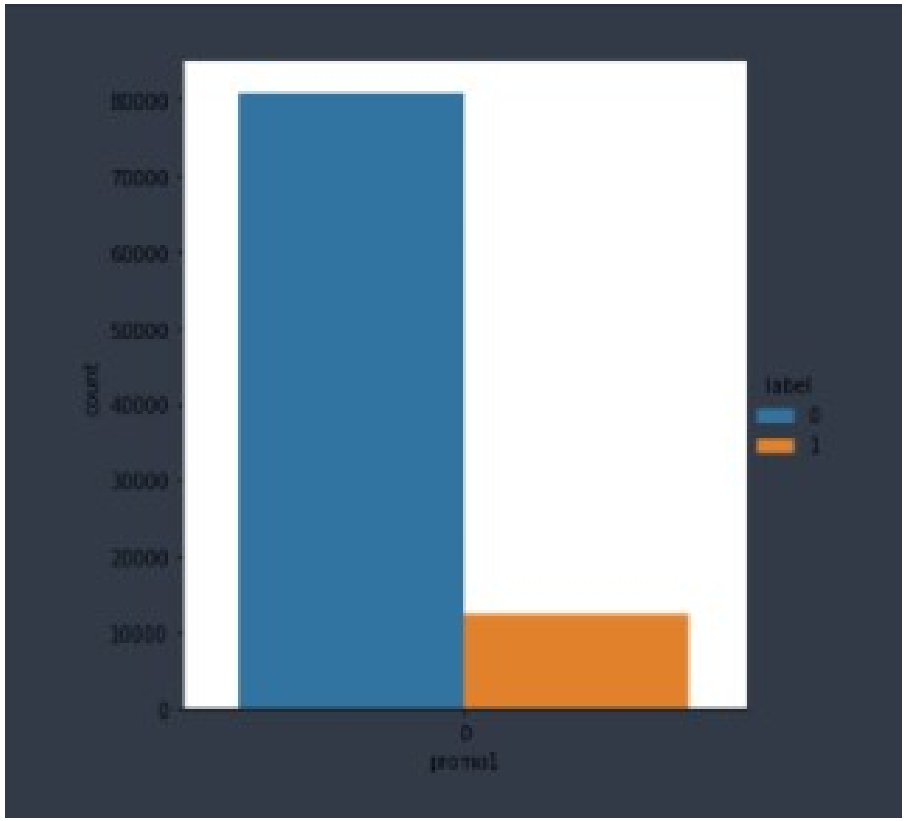
Purchasing according to
Promo1 & Promo2

promo1	promo2	label	0
1	1	0	68
		1	42

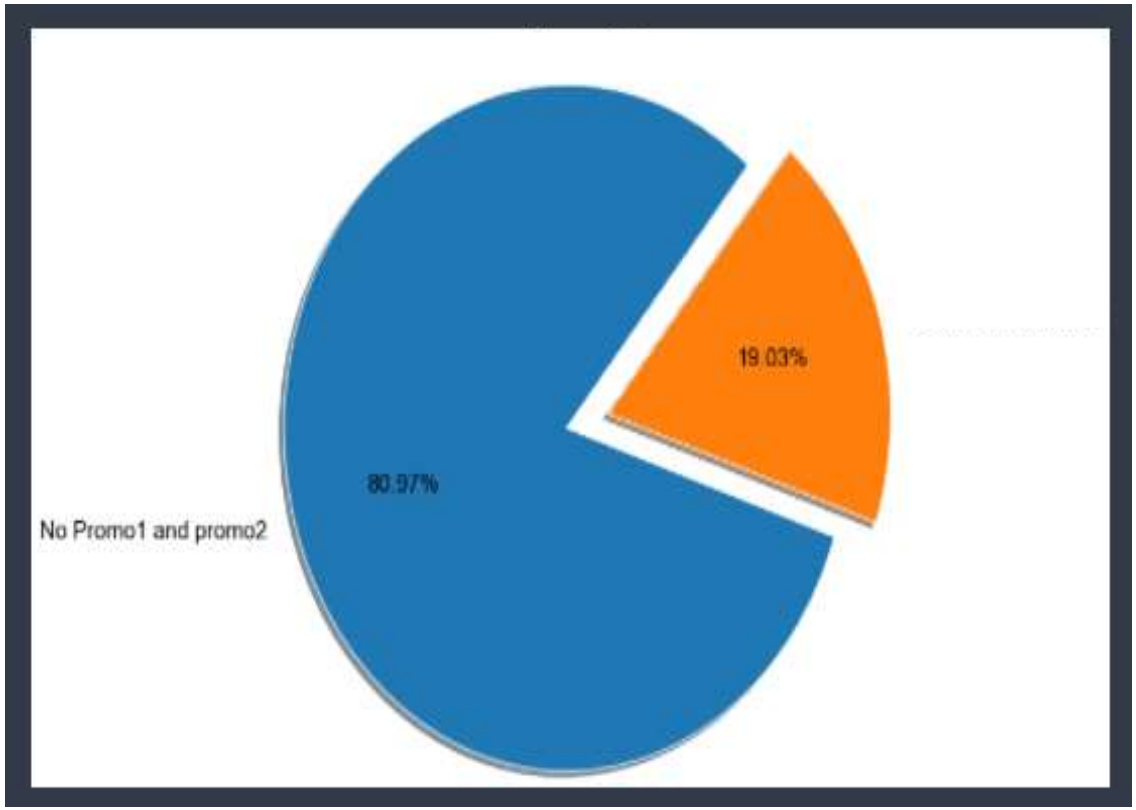


Purchasing according to
Promo1 & Promo2

			0
promo1	promo2	label	
0	0	0	80974
		1	12456



No Purchasing according to
Promo1 & Promo2



Conclusion...

From the previous statistics we can say that:

- We have **low purchasing rate**.
- A **massive** number of **customers did not hear** about our products (**about 86%**).

- **Promo 1** has **no effect** on sales.
- **Promo 2** has **no effect** on sales.

We have a problem with the marketing campaign.

Business Metrics KPIs...

Business metrics…

Digital Marketing Funnel

AWARENESS

The consumer has come into contact with your brand.
SEO, Social Media, PPC, Display, UX, CRO, Content Strategy

RESEARCH

The consumer has identified their pain point/need and is actively searching for answers. SEO, CRO, Content Strategy/Marketing, PPC, Email

CONSIDERATION

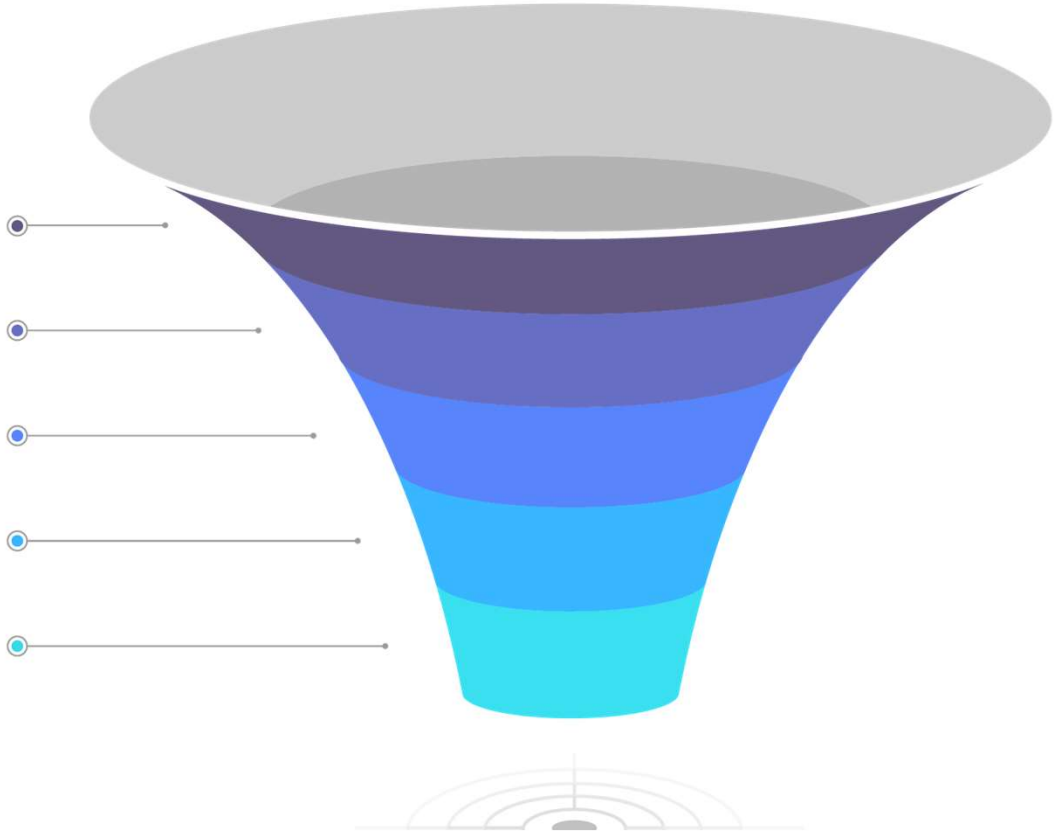
They've done their research and are seriously qualifying the available solutions. SEO, CRO, Content Strategy, UX, Email

PURCHASE

The consumer is ready to buy! The process should be seamless.
SEO, CRO, UX, Content Strategy

POST-PURCHASE

You've made a new customer! Convert them to a returning customer
SEO, CRO, Email, Content Strategy, UX



LOW KPIs...

CPC

Cost per click

CAC

Customer acquisition cost

CPL

Cost per lead

CPA

Cost per acquisition

HIGH KPIs...

CTR

Click through rate

LTV

Life time value

UCTR

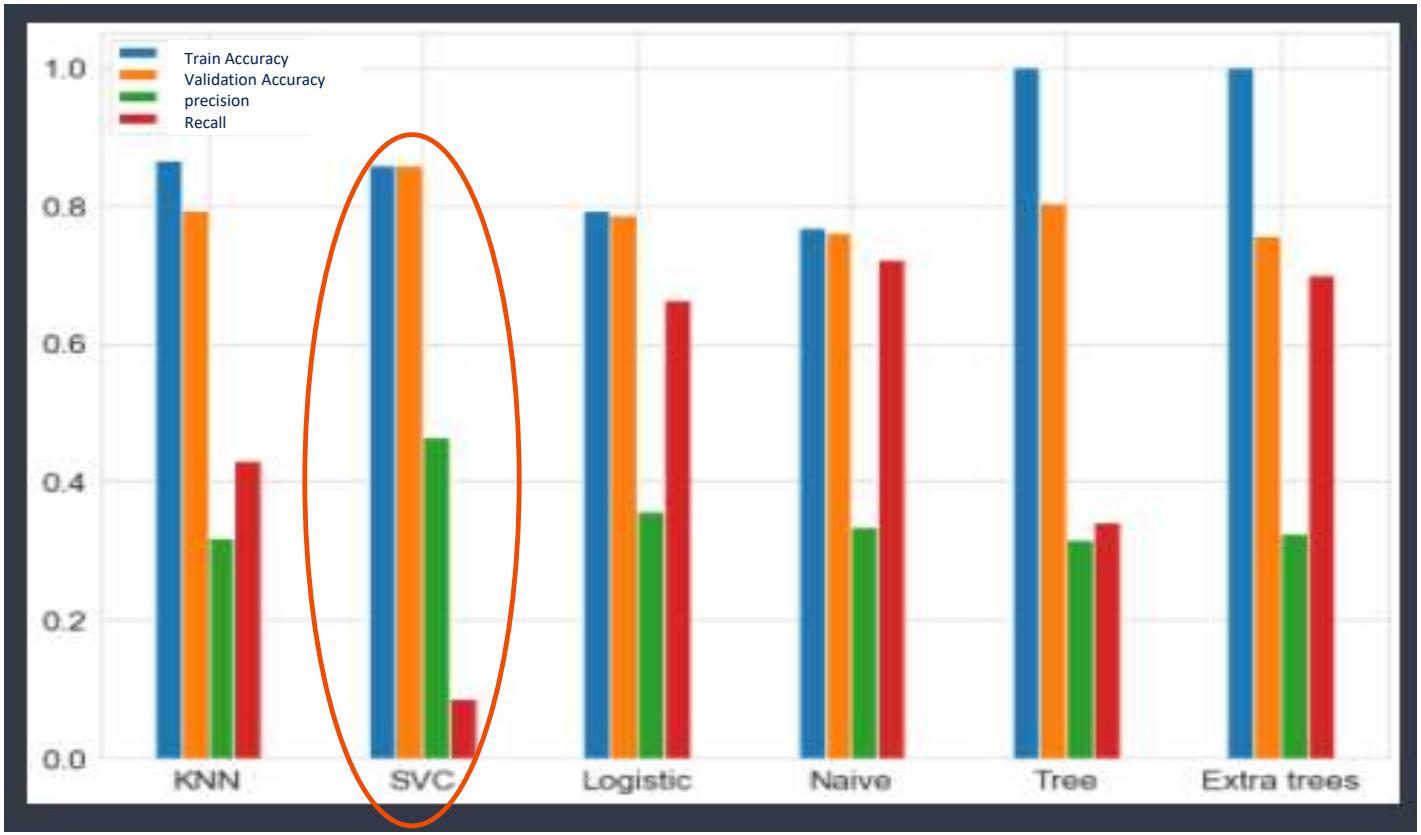
Unique Click Through Rate

Booking

ML Models

	Model	Train Accuracy	Valid Accuracy	Precesion	Recall
KNN	KNN	0.86575714	0.79226667	0.31829441	0.43058880
SVC	SVC	0.85858571	0.85866667	0.46302429	0.08592820
Logistic	Logistic	0.79270000	0.78850000	0.35863705	0.68299865
Naive	Naive	0.76715714	0.78030000	0.33366457	0.72331269
Tree	Tree	0.99990000	0.80506667	0.31567329	0.34226903

ML Models


Train Accuracy
Validation Accuracy
precision
Recall
1.0
0.8
0.6
0.4
0.2
0.0
KNN
SVC
Logistic
Naive
Tree
Extra trees

Thanks!

Eng. Sara Hesham

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Any questions ?!