Marketing Data Science Specialist – Business Case

Help a market understand how the elements of the marketing mix are driving sales performance.

A market wants to know how they can further unlock business growth in the future. What in their Marketing Mix is driving the most sales? How would you go about quantifying the contributions of the elements of the mix? I.e. Distribution, long-term trends/seasonality, Price Promotions, Paid Advertising (which includes TV, Display, Paid social, WEBTV, Search, Ooh, Cinema) and other Media (EMO: Earned, Managed & Owned).

It is up to you what your focus will be, what variables you use and if you transform the data. Use Volume Sales as the Dependent variable.

Key topics you can cover:

1. The process of arriving to your conclusions, with important assumptions considered.
2. What are the additional components you would like to add in the analysis (any data missing that you would ideally add?) and where would you source it?
3. How would you visually present the outcome to convince non-analysts?

Presentation Guidelines
How you prepare and present is entirely up to you. You will have maximum of 30 minutes to present your case and afterwards there will be 15 minutes for feedback/ Q&A.