

GREEN ENERGY MARKET INTELLIGENCE DASHBOARD

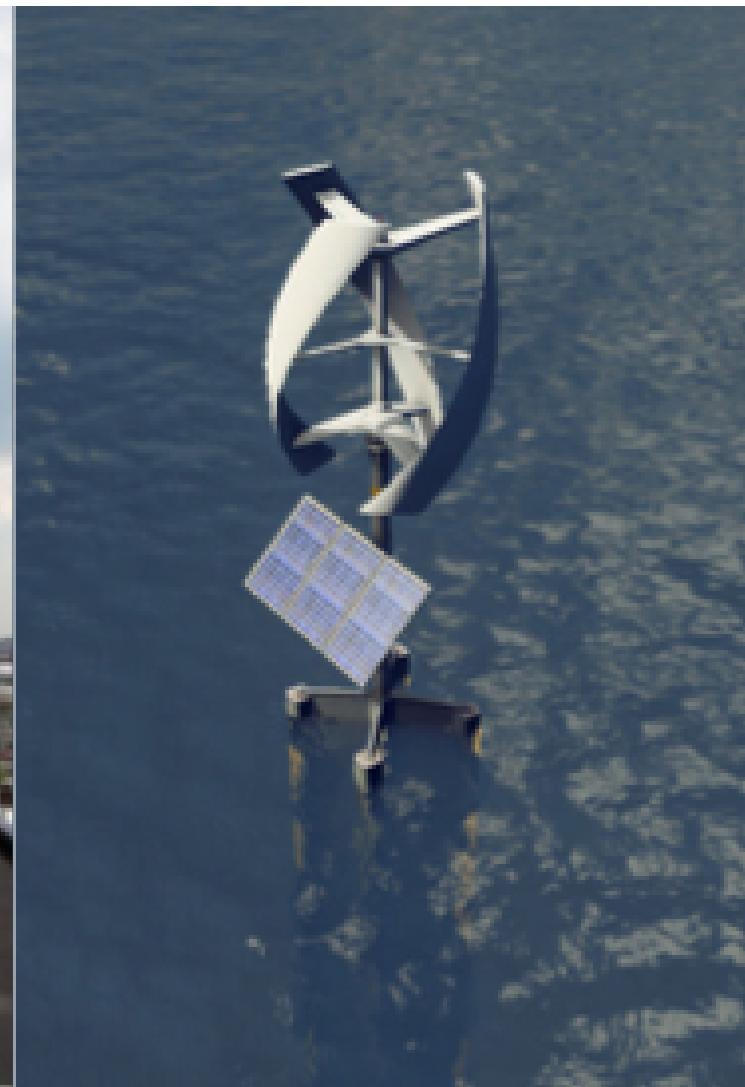
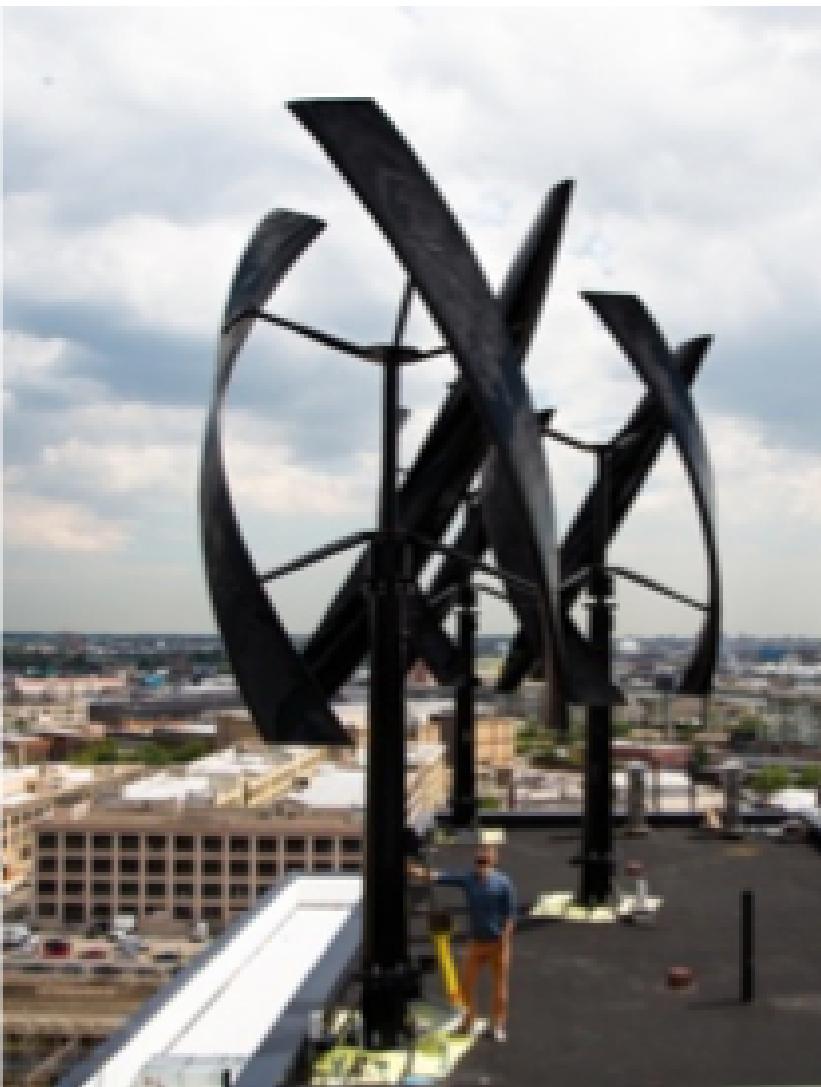
FROM NATURE, FOR THE FUTURE

BY SHREYA MISHRA

01



PRODUCTS



DualForce
Wind and Solar Hybrid
Turbine
• Dual Charging System
• Smart Energy Management
• Modular Design

AeroSpin
Advanced Wind Turbine
• Enhanced Durability
• Bird-Safe Technology, Noise reduction technology

GuardianWind
Military-Grade Turbine with Ammunition
• Non-lethal ammunition capabilities
• Remote Operation
• Energy Self-Sufficiency

SecureSpin
Security-Enhanced
Turbine
• Surveillance Integration
• Data Encryption

WeatherWise
Integrated Weather
Station Turbine
• Comprehensive Weather Sensing
• Real-time data analysis

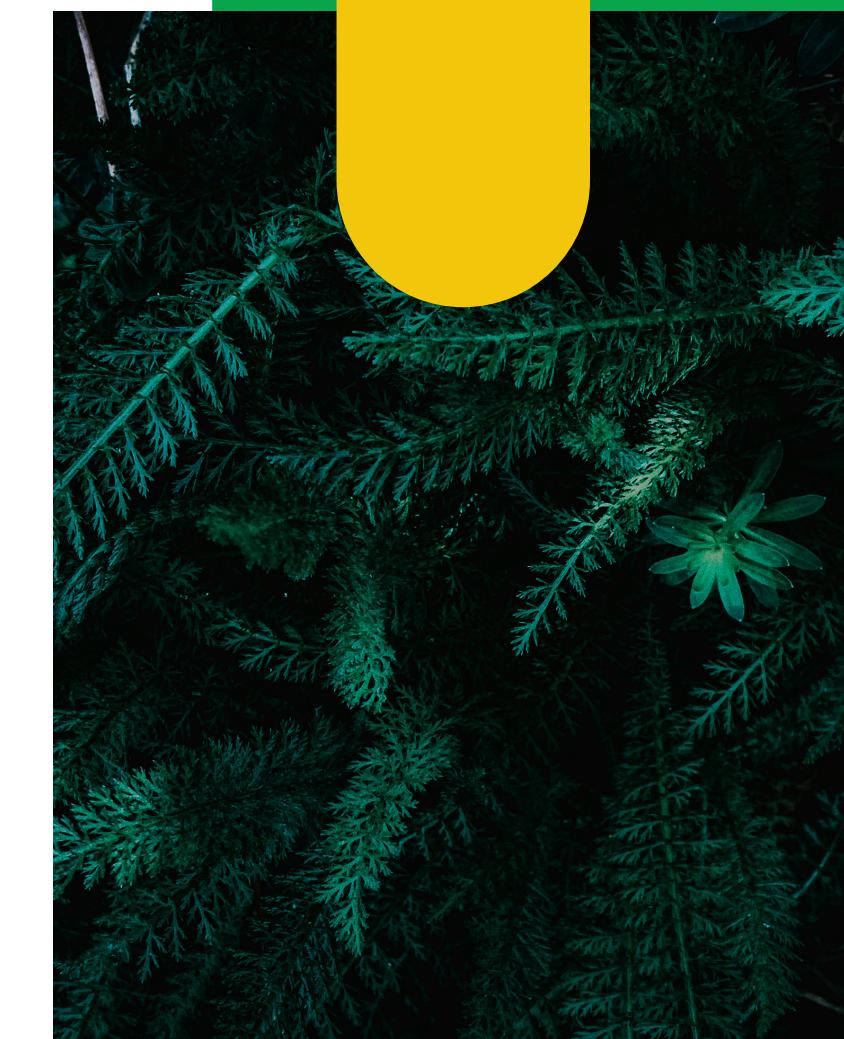
CREATIVES

C1: Mixed Reality
Experience: "Renewable Defender"

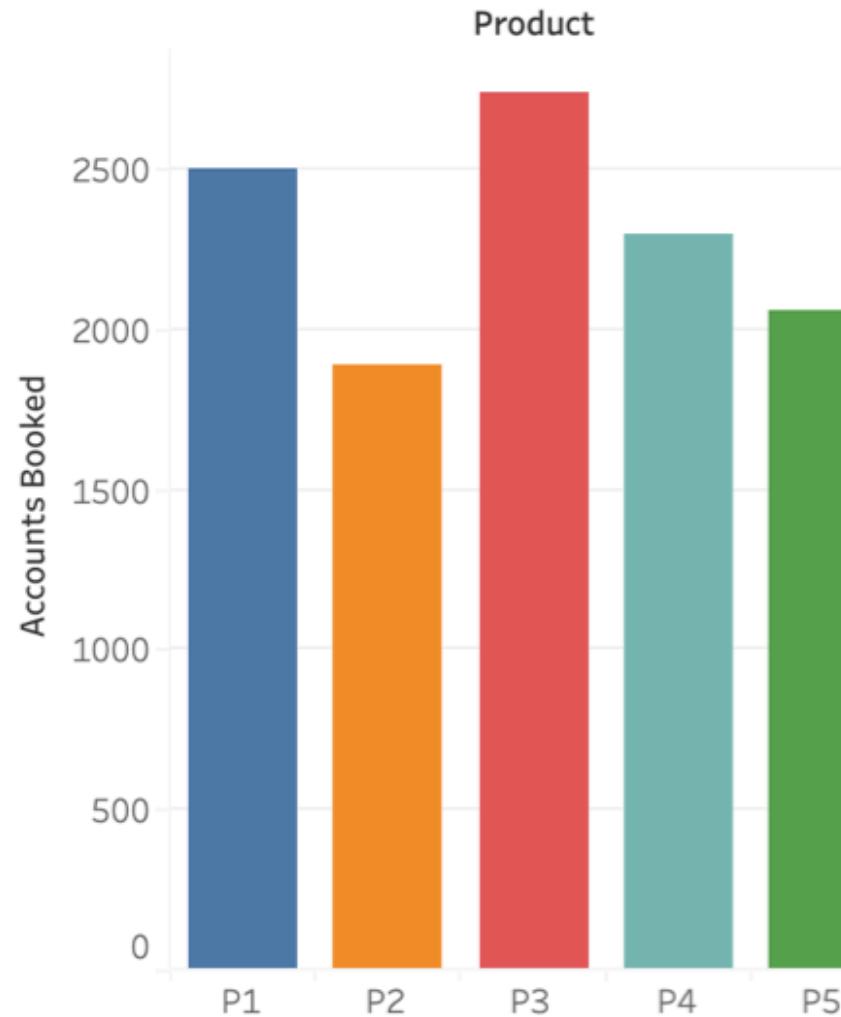
C2: Global Challenge:
"Eco-Hackathon"

C3: Strategic Partnership and Collaboration with Organizations

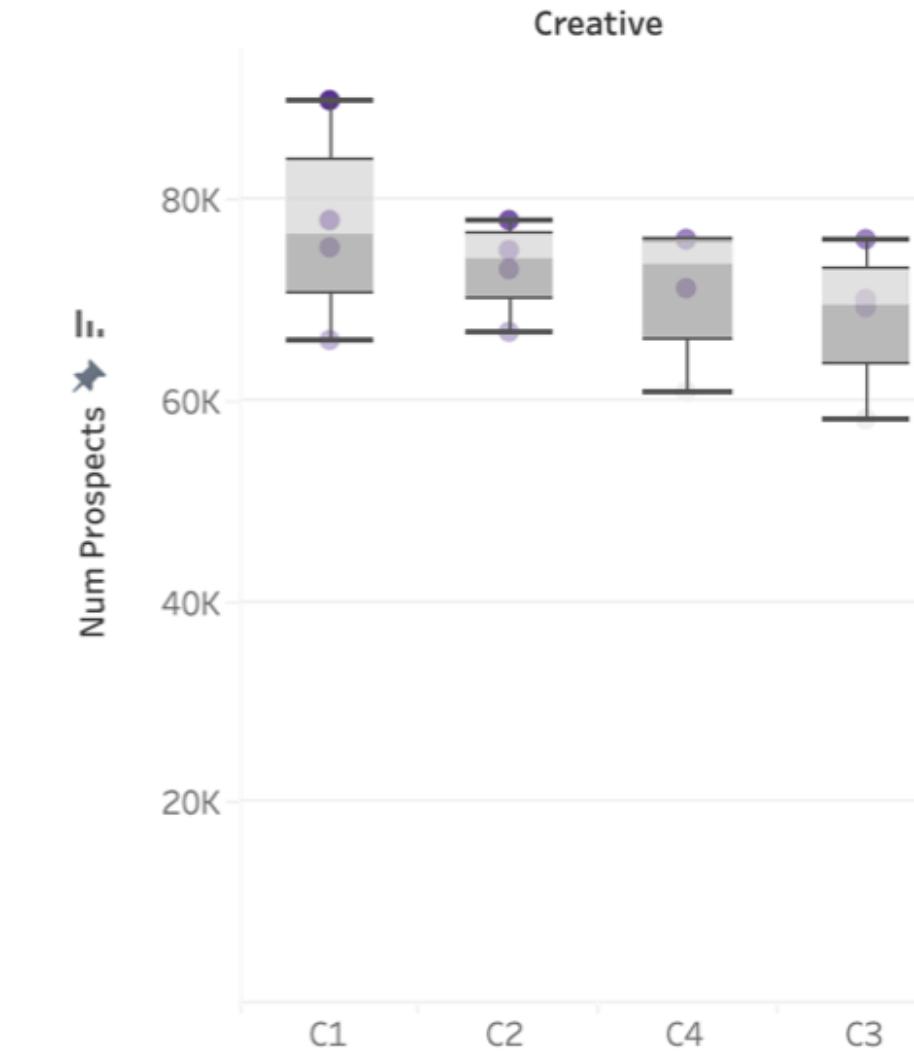
C4: Sponsoring Events and Engaging in Digital Content



PRODUCT ACCOUNTS BOOKED



DISTRIBUTION TO CREATIVES

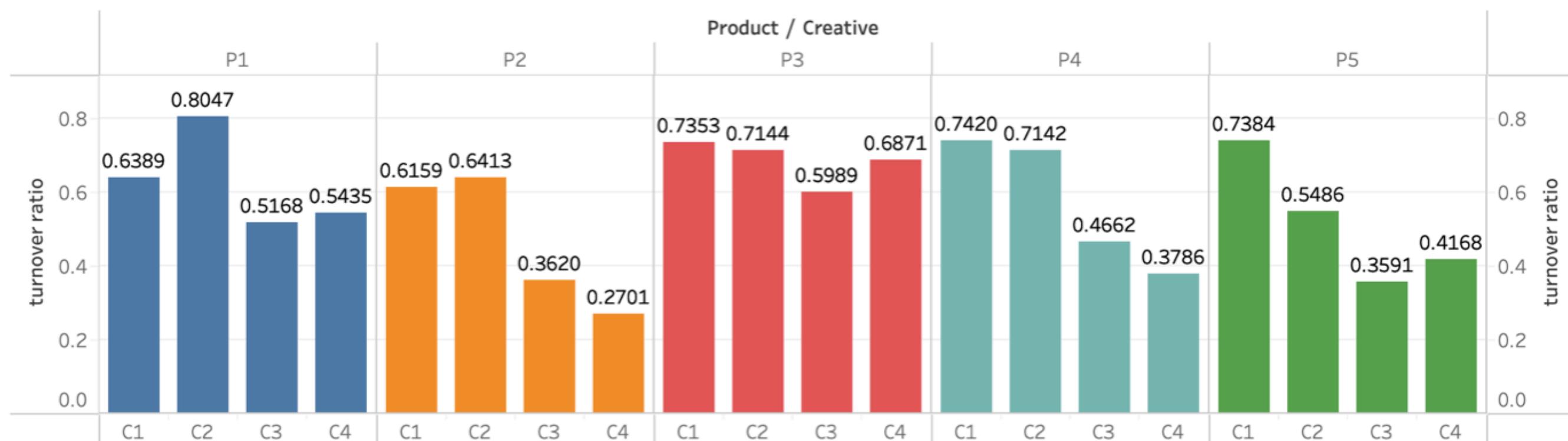


Num Prospects
From 58,010

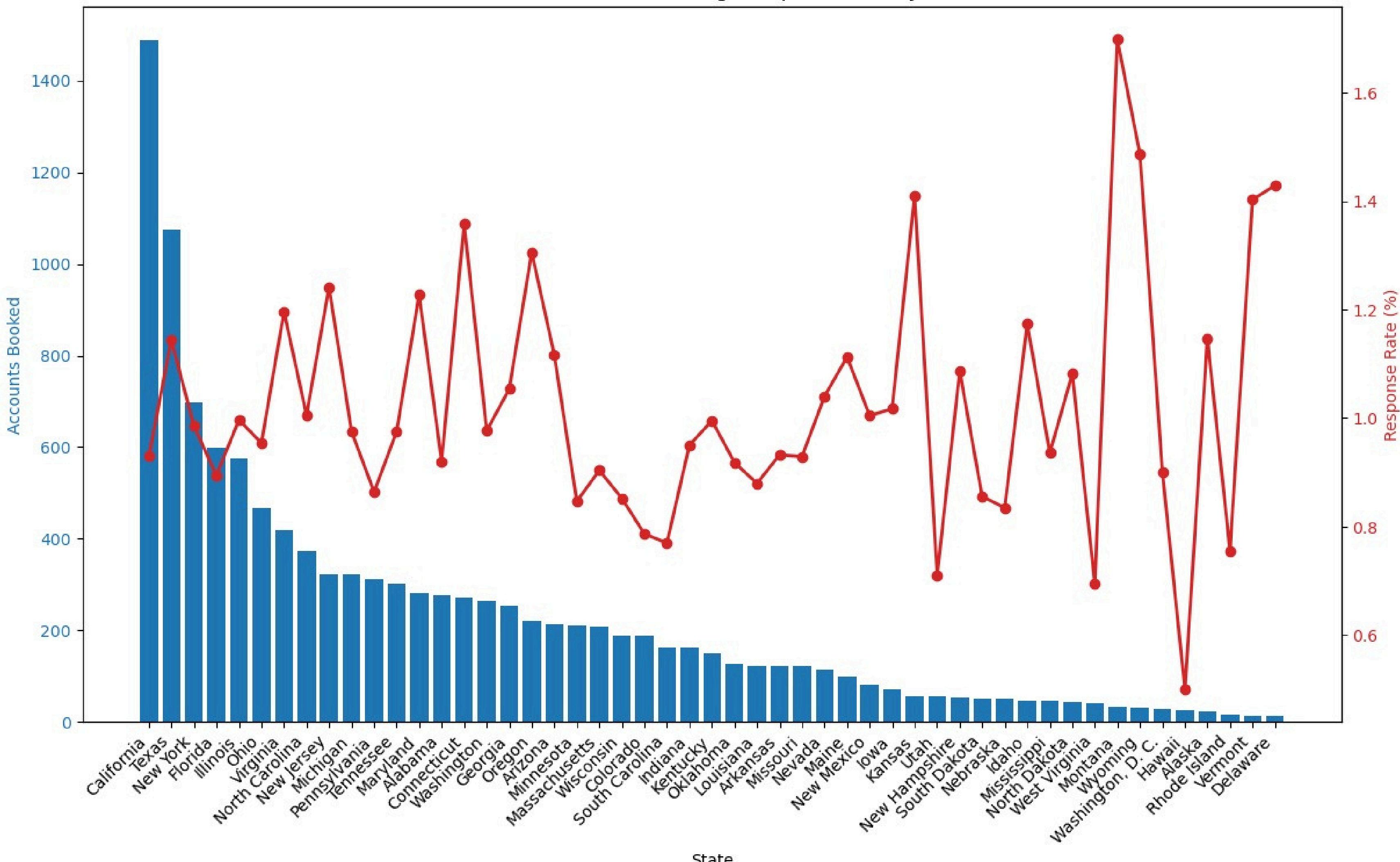
Num Prospects
58,010 [Color Scale] 89,892

Product
P1
P2
P3
P4
P5

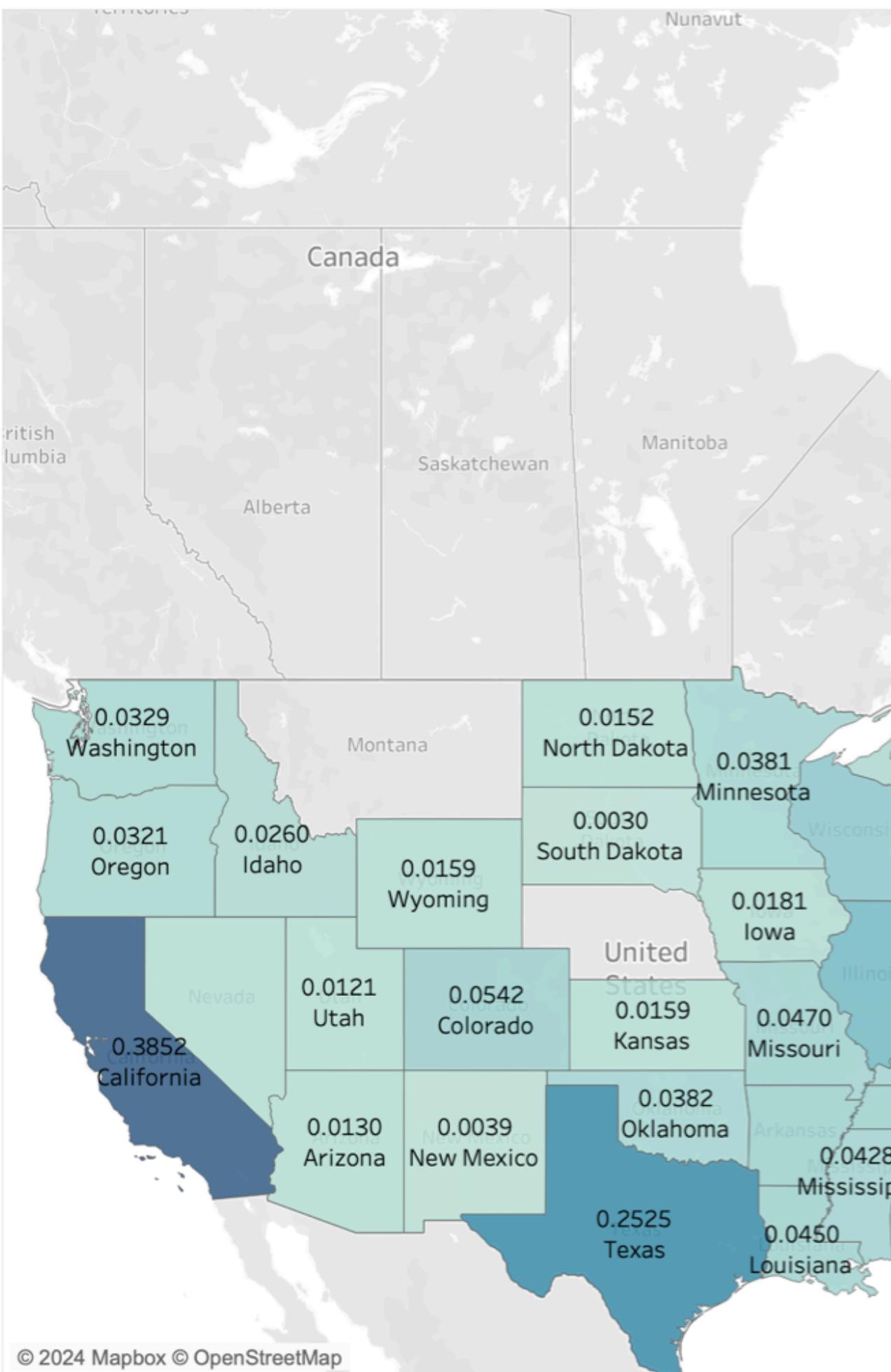
TURNOVER RATIO ACROSS PRODUCTS AND CREATIVES



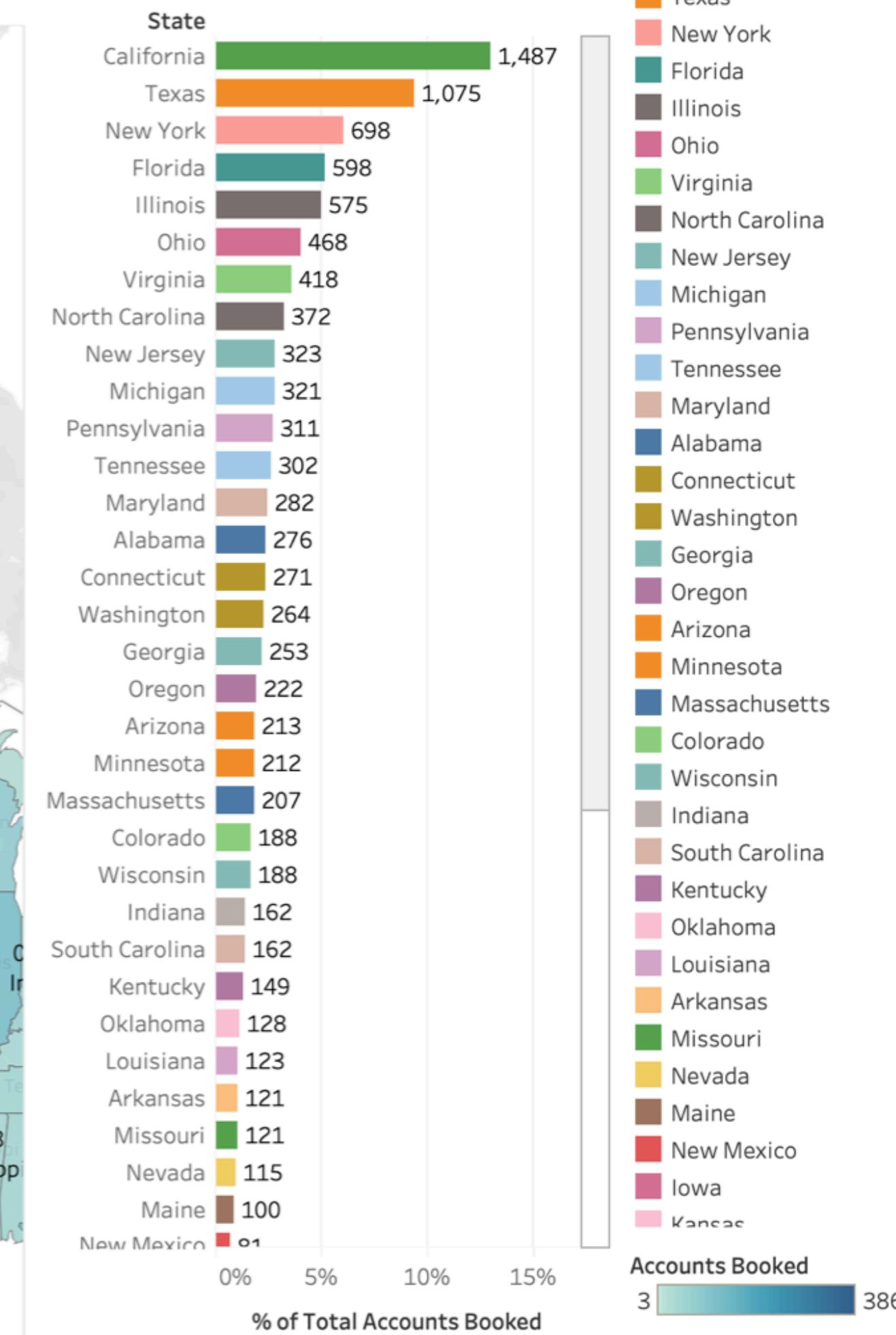
Accounts Booked and Average Response Rate by State



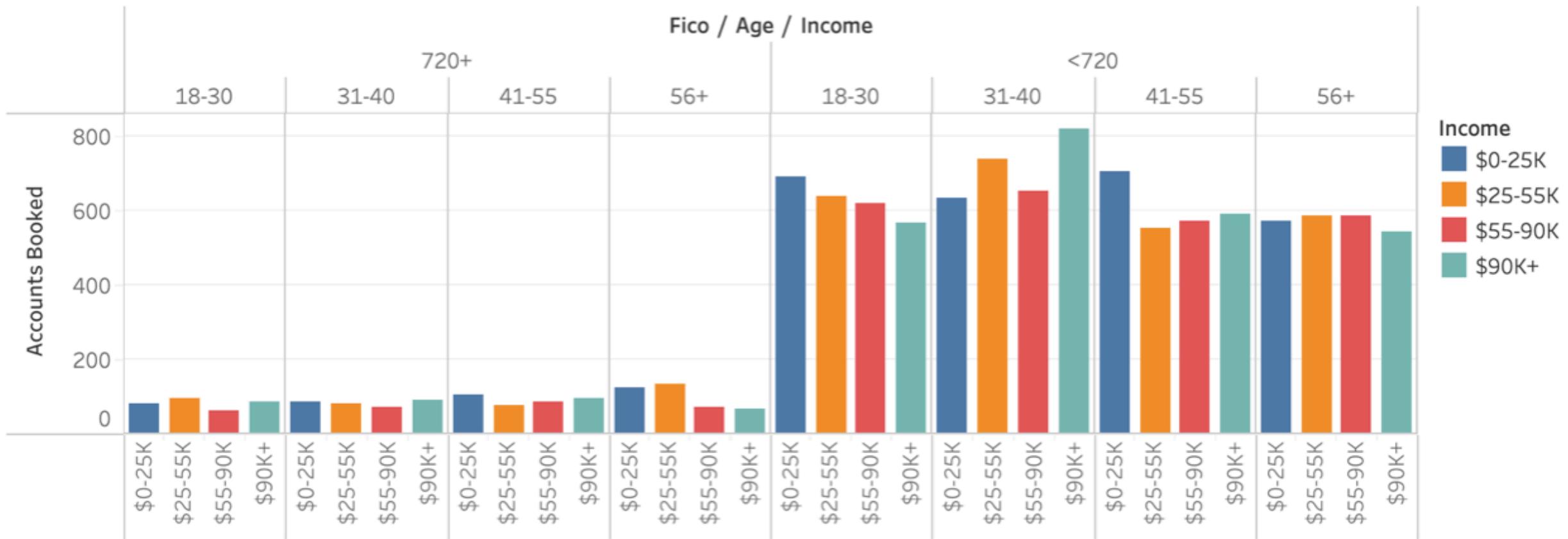
geographical spread



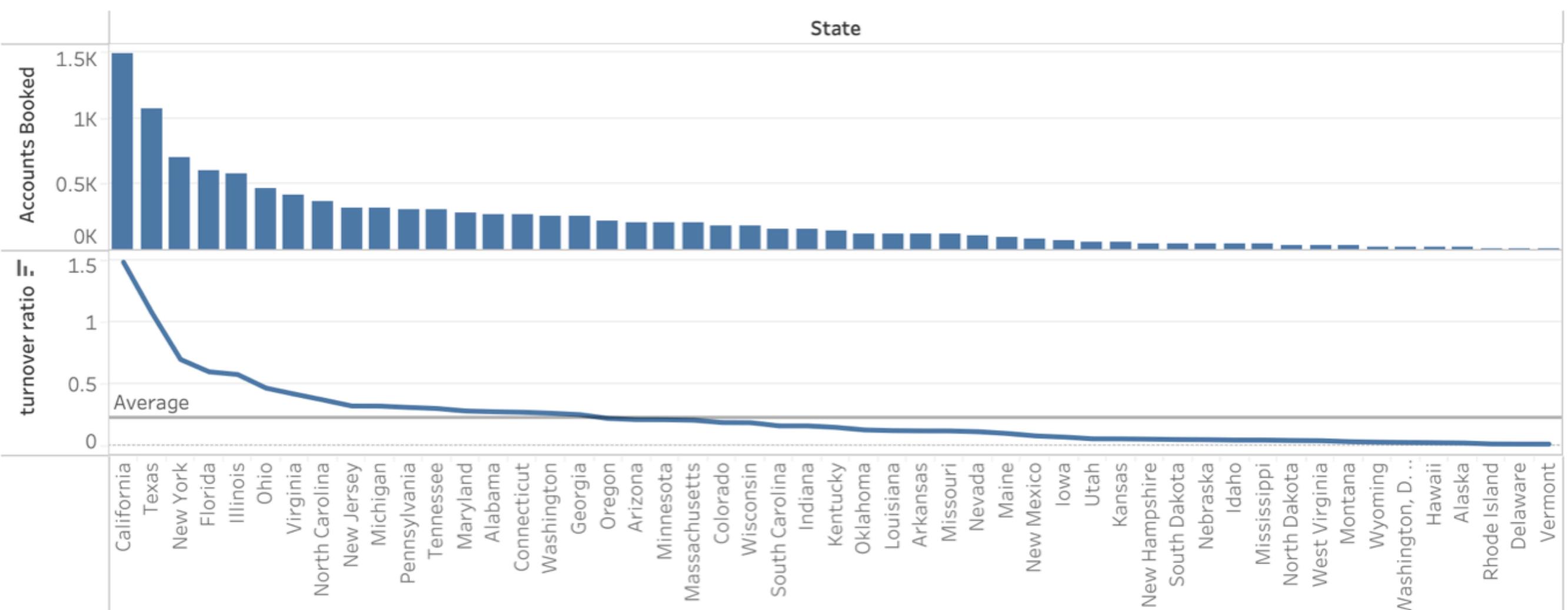
geographic distribution



DEMOGRAPHIC ANALYSIS OF ACCOUNTS BOOKED BY FICO, INCOME AND AGE



ACCOUNT BOOKED AND TURNOVER RATIO BY STATE



SUMMARY OF ANALYSIS

Product Accounts Booked:

- Product P5 shows the highest number of accounts booked, followed by P4 and P3. Products P1 and P2 have lower bookings.

Distribution to Creatives:

- Creatives C3 and C4 are utilized less in terms of the number of prospects, despite the high total number of prospects available (over 58,000).

Turnover Ratio:

- High turnover ratios indicate better retention or repeat business. Product P5 paired with C4 shows a high turnover ratio, while P2 paired with C1 has the lowest, indicating potential issues in product-market fit or creative execution.

Geographic Distribution:

- California, Texas, and New York show high accounts booked, suggesting a stronger market presence or acceptance. Other states show a lower engagement that could be explored further.

RECOMMENDATIONS

Optimize Creative Allocation:

- Action: Better Creatives, especially for Products P1 and P2 viz. DualForce and AeroSpin
- Reasoning: Creative C1 is over-utilized across all products despite lower turnover ratios (e.g., P2 and C1 at 0.3620). Creatives C3 and C4 show potential under-utilization but maintain a moderate performance metric that could be capitalized upon to boost P1 and P2 performance.

Product Positioning and Targeting:

- Action: Increase marketing and promotional activities for P1 and P2 in states with low engagement but high overall accounts booked like Illinois and Florida.
- Reasoning: Despite lower overall bookings for P1 and P2, focusing marketing efforts in high-volume states could increase market share. The demographic analysis suggests that different states may respond differently to marketing strategies or product offerings.

Tailored Marketing Campaigns:

- Action: Campaigns for P4 (SecureSpin) and P5 (WeatherWise) leveraging their existing strong performance to boost turnover rates in underperforming regions - make use of testimonials and public forums.
- Reasoning: P4 and P5 show strong booking numbers but varied performance across states and creatives. Use high-performing combinations (like P5 with C4 (Sponsoring events and content)) be adapted to similar markets with less penetration.



THANK YOU