

## Faculty of Business and Law

### Assignment Brief Mode E and R Regulations

<b>Module Title:</b>	Applied Marketing Analytics
<b>Module Code:</b>	7031SSL
<b>Module Leader:</b>	Dr Abdulrahman Al-Surmi

<b>Assignment Number</b>	Coursework 2
<b>Assignment Title</b>	Phase Test
<b>Assignment Credits</b>	5 Credits

<b>Release Date:</b>	<b>17/01/2022</b>
<b>Submission Date/Time:</b>	<b>05/04/2022 14:00:00</b>
<b>Submission Time and Place:</b>	<b>Submission through Handin ONLY</b>

#### Assessment Information

This coursework is designed to assess learning outcomes:

1. Understand and utilise major quantitative analytical tools that are used to gather and analyse marketing related research data.
2. To interpret the results of marketing data analysis.
3. Critically evaluates findings, derive the implications of such findings and have an understanding of how these would be applied in a commercial environment.
4. Be critical consumers of existing and commissioned marketing research.

This coursework is a **phase test**.

## Phase Test Case Study

A local hardware store manager in Coventry is looking to estimate the probability whether retaining existing customers by offering them regular discounts will increase profitability. The store manager has provided you with the following information based on data obtained past year 2021. The store manager believes that the annual revenue generated by a single customer is between £150-£270 and the annual customer costs is £110. The store manager would like to compare gross lifetime value over four-year period with the cost of acquiring new customers which is £145. This way the store manager would learn whether it is a worthwhile to acquire new customers or retain existing customers. In Addition, the store manager assumes that the initial number of customers at the beginning of this year period will be 250 aiming to keep the retention rate between 30%-45% by offering them a discount rate between 35%-40%.

1. Calculate the **Multiplier** based on 1-year period in weeks (i.e. 52 weeks).
2. Calculate the **Gross Lifetime Value**.
3. Calculate the **Customer Lifetime Value**.
4. Calculate the average probability estimate using **Monte Carlo Simulation** (use 2,500 iterations).
5. Create a **Histogram Chart** to summarise simulation results.
6. **Evaluate** and interpret the results. (up to 500 Words)

### Criteria for Assessment

This table details the weightings of the six criteria by which your work will be assessed.

Criteria	Marks
1. Calculating the Multiplier	25%
2. Calculating the Gross Lifetime Value	15%
3. Calculating Customer Lifetime Value	7.5%
4. Calculating Average Probability of Estimates	25%
5. Constructing Histogram Chart	17.5%
6. Evaluating Results	10%
<b>Total</b>	<b>100%</b>

## How to submit your assessment

The assessment must be saved and submitted by **14:00:00 on 05/04/2022**. No paper copies are required. You can access the submission link through the module web.

- Your coursework will be given a zero mark if you do not submit a copy through Turnitin. Please take care to ensure that you have fully submitted your work.
- Please ensure that you have submitted your work using the correct file format, unreadable files will receive a mark of zero. The Faculty accepts Microsoft Office and PDF documents, unless otherwise advised by the module leader.
- All work submitted after the submission deadline without a valid and approved reason (see below) will be given a mark of zero.
- The University wants you to do your best. However we know that sometimes events happen which mean that you can't submit your coursework by the deadline – these events should be beyond your control and not easy to predict. If this happens, you can apply for an extension to your deadline for up to two weeks, or if you need longer, you can apply for a deferral, which takes you to the next assessment period (for example, to the resit period following the main Assessment Boards). You must apply before the deadline. You will find information about the process and what is or is not considered to be an event beyond your control at <https://share.coventry.ac.uk/students/Registry/Pages/Deferrals-and-Extension.aspx>
- Students MUST keep a copy and/or an electronic file of their assignment.
- Checks will be made on your work using anti-plagiarism software and approved plagiarism checking websites.

## GUIDELINES AND BACKGROUND TO THIS ASSIGNMENT

### Plagiarism

As part of your study you will be involved in carrying out research and using this when writing up your coursework. It is important that you correctly acknowledge someone else's writing, thoughts or ideas and that you do not attempt to pass this off as your own work. Doing so is known as plagiarism. It is not acceptable to copy from another source without acknowledging that it is someone else's writing or thinking. This includes using paraphrasing as well as direct quotations. You are expected to correctly cite and reference the works of others. The Centre for Academic Writing provides documents to help you get this right. If you are unsure, please visit [www.coventry.ac.uk/caw](http://www.coventry.ac.uk/caw). You can also check your understanding of academic conduct by completing the Good Academic Practice quiz available.

### Self-plagiarism or reuse of work previously submitted

You must not submit work for assessment that you have already submitted (partially or in full), either for your current course or for another qualification of this and any other university, unless this is specifically provided for in your assignment brief or specific course or module information. Where earlier work by you is citable, ie. it has already been published/submitted, you must reference it clearly. Identical pieces of work submitted concurrently will also be considered to be self-plagiarism. Self-plagiarism is unacceptable because you cannot gain credit for the same work twice.

The University VLE includes a plagiarism detection system and assessors are experienced enough to recognise plagiarism when it occurs. Copying another student's work, using previous work of your own or copying large sections from a book or the internet are examples of plagiarism and carry serious consequences. If you are a business student and joined Coventry University in September 2020 or later please use APA 7th edition referencing, if you joined prior to this date you may use APA or the existing Harvard Reference Style (Coventry version) that you are familiar with. Law students should use OSCOLA. Please be consistent in the referencing style that you use and use it correctly to avoid a case of plagiarism or cheating being brought. If you are unsure, please contact the Centre for Academic Writing, your Progress Coach or a member of the course team.

### Return of Marked Work

You can expect to have marked work returned to you **within 10 working days**. If for any reason there is a delay you will be kept informed. Marks and feedback will be provided **online**. As always, marks will have been internally moderated only, and will therefore be provisional; your mark will be formally agreed later in the year once the external examiner has completed his / her review.