**Online Retail Campaign Data Analysis**

***1.Exploratorty Data Analysis(EDA)***

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| --- | --- | --- | --- |
| All spend data | | Converted users only | |
| without log transform | with log transform | without log transform | with log transform |
| A graph of a number of numbers  Description automatically generated with medium confidence | A graph of a number of columns  Description automatically generated | A graph of a graph  Description automatically generated | A graph of a graph  Description automatically generated |
| Range: 0-499,  Mean 1.05 |  | Range: 30-499  Mean 116.4 |  |

* Spend data has a lot of zeroes in raw (all user) data.
* Converted user data has no zero, but spend is still not normal. Hence, it is perhaps best to try GLM models with non-Gaussian distributions (e.g., Poisson).

***2. Predictor table for our dependent variable(Spend)– Listing all relevant predictors and the sign of their hypothesized effects.***

|  |  |  |
| --- | --- | --- |
| Predictor | Effect | Rationale |
| campaign | + | We want to examine the effect of campaigns on customer spend; customers receiving the promotional campaign are expected to spend more |
| recency | - | Recent customers may be predisposed to spending more |
| history | + | Customers with a history of high prior purchases may be expected to spend more |
| men’s/women’s | +/- | Customers who purchased men’s (women’s) products last year are more likely to respond to men’s (women’s) campaign |
| Zip code | ? | Urban shoppers may have different spending patterns than rural or suburban shoppers |
| New customer | + | New customers may be more excited about online purchases |
| channel | + | Some shoppers may prefer web or online channels; but since we have some shoppers that used both channels, we have to split this data into separate variables for web and online channel shoppers |
| Excluded Factors | | |
| history segment | n/a | Correlated with history. Omit as continuous variable history is more granular than categorical variable history segment |
| visit, conversion | n/a | Spend = 0 (constant) if visit = 0 or conversion = 0 |

***3. Models based on above variables***

m1 = hurdle(spend ~ campaign\*mens + campaign\*womens + campaign\*newcustomer +

campaign\*history + campaign\*channelphone + campaign\*channelweb +

recency + zipcode | visit, data=d, link="logit", dist="negbin")

m2 = zeroinfl(spend ~ campaign\*mens + campaign\*womens + campaign\*newcustomer +

campaign\*history + campaign\*channelphone + campaign\*channelweb +

recency + zipcode | visit, data=d, link="logit", dist="negbin")

m0 = hurdle(spend ~ campaign + mens + womens + newcustomer + history +

channelphone + channelweb + recency + zipcode | visit, data=d,

link="logit", dist="negbin")

**Model justification:**

Why so many interaction terms?

* We need them to answer research questions.

Why negative binomial models?

* We ran an initial Poisson model, and the dispersion test showed overdispersion (lambda=201).

Why hurdle and zero inflated models?

* Because of excess zeroes: ~54,000 out of 64,000 targeted customers did not even visit the website; these non-visitors will have spend = 0.

What is/are good logit predictors for the hurdlemodel?

* Visit seems reasonable because customers who did not visit the website will have spend = 0.

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Dependent variable: spend

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m0 (baseline) m1 (hurdle) m2 (zero inflated)

(no interactions) (with interactions) (with interactions)

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campaignMen 0.003 (0.089) -0.096 (0.374) -0.096 (0.374)

campaignWomen 0.104 (0.096) 0.491 (0.418) 0.491 (0.418)

mens 0.137 (0.102) 0.493\*\* (0.238) 0.493\*\* (0.238)

womens -0.128 (0.101) 0.209 (0.232) 0.209 (0.232)

newcustomer -0.005 (0.074) -0.249 (0.184) -0.250 (0.184)

history 0.00004 (0.0001) -0.00005 (0.0002) -0.00005 (0.0002)

channelphone -0.091 (0.104) -0.326 (0.234) -0.326 (0.234)

channelweb -0.073 (0.105) -0.303 (0.230) -0.303 (0.230)

recency -0.008 (0.010) -0.004 (0.010) -0.004 (0.010)

zipcodeRural -0.090 (0.095) -0.118 (0.096) -0.119 (0.096)

zipcodeSurburban 0.049 (0.076) 0.038 (0.076) 0.038 (0.076)

campaignMen:mens -0.293 (0.279) -0.293 (0.279)

campaignWomen:mens -0.752\*\* (0.311) -0.752\*\* (0.311)

campaignMen:womens -0.168 (0.273) -0.168 (0.273)

campaignWomen:womens -0.845\*\*\* (0.304) -0.845\*\*\* (0.304)

campaignMen:newcustomer 0.322 (0.214) 0.323 (0.214)

campaignWomen:newcustomer 0.289 (0.224) 0.290 (0.224)

campaignMen:history 0.0001 (0.0003) 0.0001 (0.0003)

campaignWomen:history 0.0001 (0.0003) 0.0001 (0.0003)

campaignMen:channelphone 0.188 (0.278) 0.188 (0.278)

campaignWomen:channelphone 0.389 (0.297) 0.389 (0.298)

campaignMen:channelweb 0.228 (0.276) 0.228 (0.276)

campaignWomen:channelweb 0.317 (0.296) 0.317 (0.296)

Constant 4.862\*\*\* (0.178) 4.797\*\*\* (0.324) 4.797\*\*\* (0.324)

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Observations 64,000 64,000 64,000

Log Likelihood -5,464.107 -5,457.133 -5,457.127

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**Model assumptions:** GLM models are robust to **linearity, multivariate normality, and homoscedasticity** violations. But they are subject to multicollinearity and independence violations, in addition to overdispersion and excess zero violations of Poisson models.

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| ***Multicollinearity:*** *Passed*  VIF tests shows GVIF^(1/(2\*Df)) values (equi-  valent to VIF values) of all variables below 5.  vif(m0) | |  |  |  |  | | --- | --- | --- | --- | | Variables | GVIF | Df | GVIF^(1/(2\*Df)) | | campaign | 5.117314 | 2 | 1.504044 | | history | 2.656226 | 1 | 1.629793 | | recency | 7.196 | 1 | 2.682536 | | mens | 5.201364 | 1 | 2.28065 | | womens | 5.646536 | 1 | 2.376244 | | zipcode | 2.674161 | 2 | 1.278783 | | newcustomer | 2.174551 | 1 | 1.474636 | | channelphone | 5.292357 | 1 | 2.300512 | | channelweb | 6.08543 | 1 | 2.466866 | |
| ***Independence****: Passed*  Durbin-Watson test shows DW statistic = 2.006 and p=0.78 | dwtest(m0)  DW = 2.006, p-value = 0.7757 |
| ***Overdisperson:*** Negative binomial models and are robust to overdispersion. | |
| ***Excess zeros:*** Hurdle and zero inflated models are robust to excess zeroes. | |

**Which model is best:** Models m2 is the “best” model since it passes all assumptions and will be used for interpretation below. According to this model:

log(spend) = 4.80 – 0.10\*campaignMen + 0.49\*campaignWomen + 0.49\*mens +0.21\*womens

- 0.25\*newcustomer - ~~0.00\*history~~ - 0.33\*channelphone – 0.30\*channelweb

– ~~0.00\*recency~~ – 0.12\*zipcodeRural + 0.04\*zipcodeSurburban

– 0.29\*campaignMen:mens – 0.75\*campaignWomen:mens

– 0.17\*campaignMen:womens – 0.85\*campaignWomen:womens

+ 0.32\*campaignMen:newcustomer + 0.29\*campaignWomen:newcustomer

+ ~~0.00\*campaignMen:history~~ + ~~0.00\*campaignWomen:history~~

+ 0.19\*campaignMen:channelphone + 0.39\*campaignWomen:channelphone

+ 0.23\*campaignMen:channelweb + 0.32\*campaignWomen:channelweb

***4. Based on the above analysis, the questions below are answered using marginal effects.***

1. ***How did the promotion campaigns work relative to the control group? Did the men's promotions work better than the women's promotion (or vice versa) and by how much?***

From model m5, the marginal effects of mens’ and womens’ campaign relative to no campaign is (we ignore the interaction term of history whose beta is 0.001 and too small to be of significance):

d(%spend)/d(campaignMen) = -0.10 - 0.29\*mens - 0.17\*womens + 0.32\*newcustomer + 0.19\*channelphone + 0.23\*channelweb

d(%spend)/d(campaignWomen) = 0.49 - 0.75\*mens - 0.85\*womens + 0.29\*newcustomer + 0.39\*channelphone + 0.32\*channelweb

The difference in marginal effects between men and women is:

-0.59 + 0.46\*mens + 0.68\*womens + 0.03\*newcustomer – 0.20\*channelphone – 0.09\*channelweb

The overall effect of men’s vs women’s campaign depends on whether recipients purchased men’s or women’s products last year, whether they are a new customer, and their web/phone channel preference. If all those things are constant, then men’ campaign underperformed women’s campaign by 59% and even underperformed no campaign by 10% (spend on log scale).

1. ***Should we target these promotions to new customers (who joined over the last 12 months) rather than to established customers, or vice versa?***

d(%spend)/d(newcustomer) = -0.25 + 0.32\*campaignMen + 0.29\*campaignWomen

New customers have a -25% effect compared to old customers in the no campaign group, but new customers who received the men’s campaign had a 7% net increase in customer spend relative to no campaign, and those who received the women’s campaign had a 4% increase in spend.

1. ***Should we target these promotions to customers who have a higher (or lower) history of spending over the last year?***

d(%spend)/d(history) = -0.00 + 0.00\*campaignMen + 0.00\*campaignWomen

History had zero effect on customer spend for both men’s and women’s campaign.

1. ***Did promotions work better for phone or web channel?***

d(%spend)/d(channelphone) = -0.33 + 0.19\*campaignMen + 0.39\*campaignWomen

d(%spend)/d(channelweb) = -0.30 + 0.23\*campaignMen + 0.32\*campaignWomen

Both phone and web channel worked poorly if customers received no campaign (-33% and -30%). However, the men’s campaign reduced that deficit to -14% on phone channel and -7% on web channel, but still resulted in negative spend. In contrast, women’s campaign increased spend by +6% on phone channel and +2% on web channel relative to no campaign.

1. ***Will promotions work better if the men's promotion is targeted at customers who bought men's merchandise over the last year (compared to those who purchased women's merchandise), and if the women's promotion would work better if targeted at customers who bought women's merchandise over the last year?***

d(%spend)/d(mens) = 0.49 – 0.29\*campaignMen - 0.75\*campaignWomen

d(%spend)/d(womens) = 0.21 – 0.17\*campaignMen – 0.85\*campaignWomen

The men’s campaign directed at customers who bought men’s products last year had 20% less effect on spends relative to no campaign, while men’s campaign directed at customers who bought women’s product last year had a -4% effect. The women’s campaign directed at customers who bought women’s products last year had a -64% effect relative to no campaign, while women’s campaign directed at men’s products had a -26% effect. In particular, the women’s campaign had significantly worse effect on both men and women than men’s campaign, and both men’s and women’s campaign underperformed no campaign.