



# GRAND THEFT ANALYTICA

# VR HORIZONS

**Maximizing Profitability with Strategic Advertising**

**A Comprehensive Approach to Growth and Innovation**

Presented by: Metric Maestros



# PROBLEM STATEMENT

## OVERVIEW

Small startup specializing in Virtual Reality (VR) headsets

- Popular model: SVR1, priced at \$400/unit
- Challenges:
  - Limited brand recognition
  - Heavy reliance on advertising to drive sales

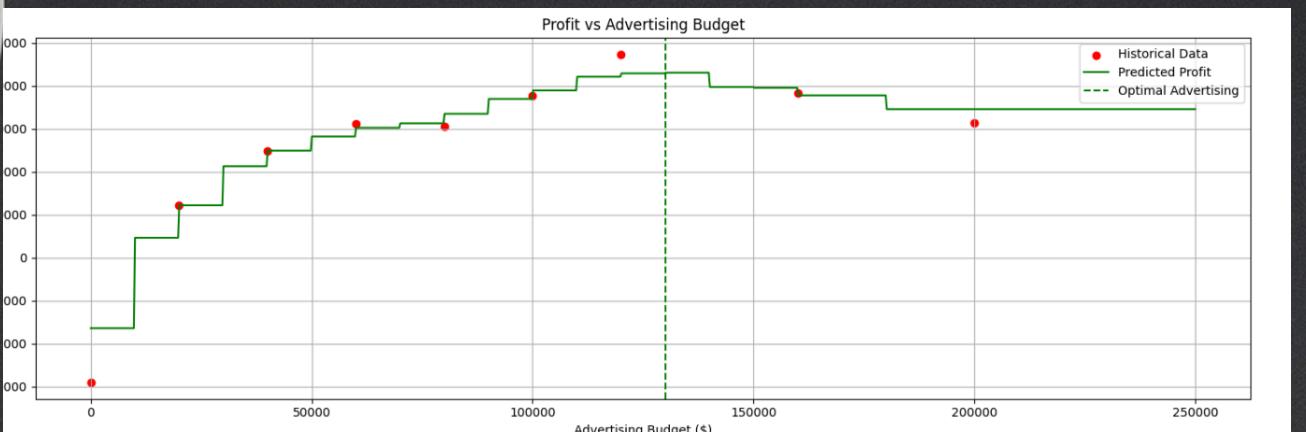
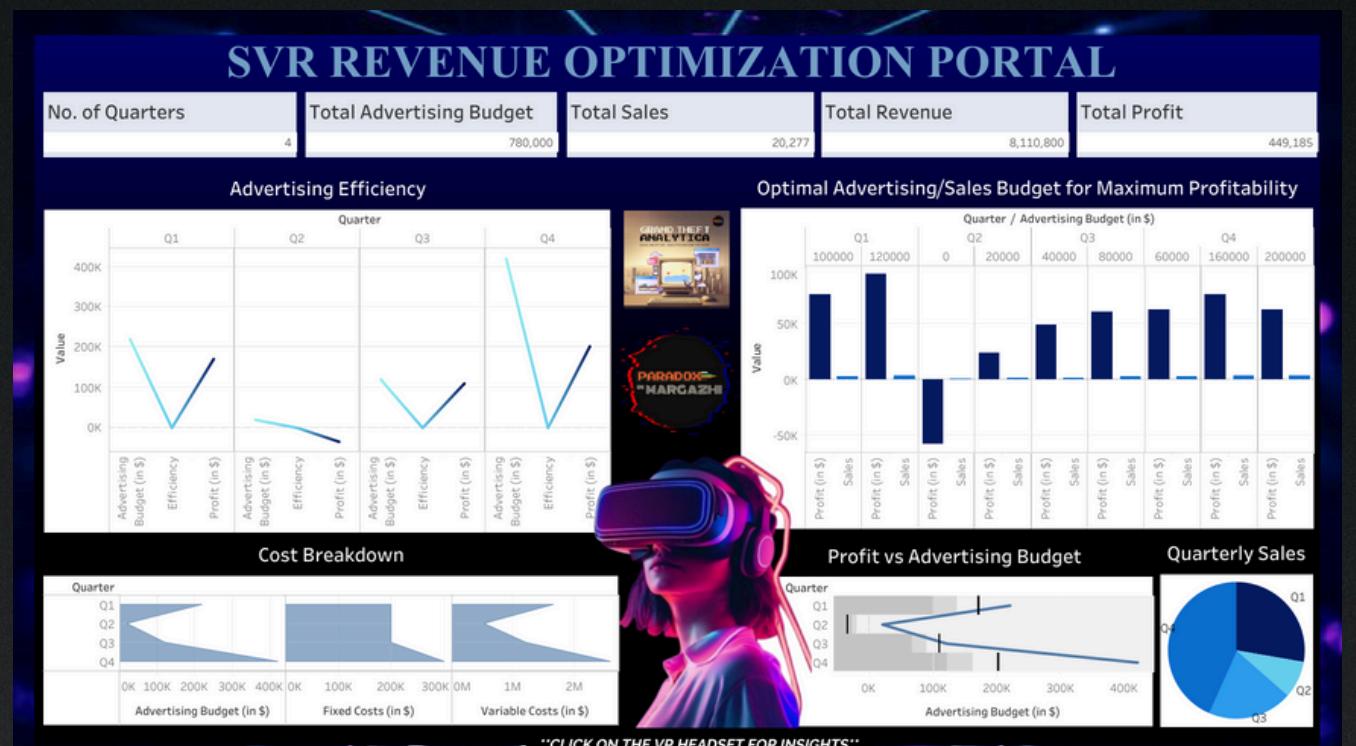
## OBJECTIVE

Determine the optimal advertising budget for the next quarter to maximize profitability.

## KEY METRICS

- Revenue per unit: \$400
- Variable cost per unit: \$295
- Fixed costs: \$100,000/quarter
- Advertising cost: Decision variable

# OPTIMAL ADVERTISING/SALES BUDGET



## DATASET PREDICTIVE MODEL

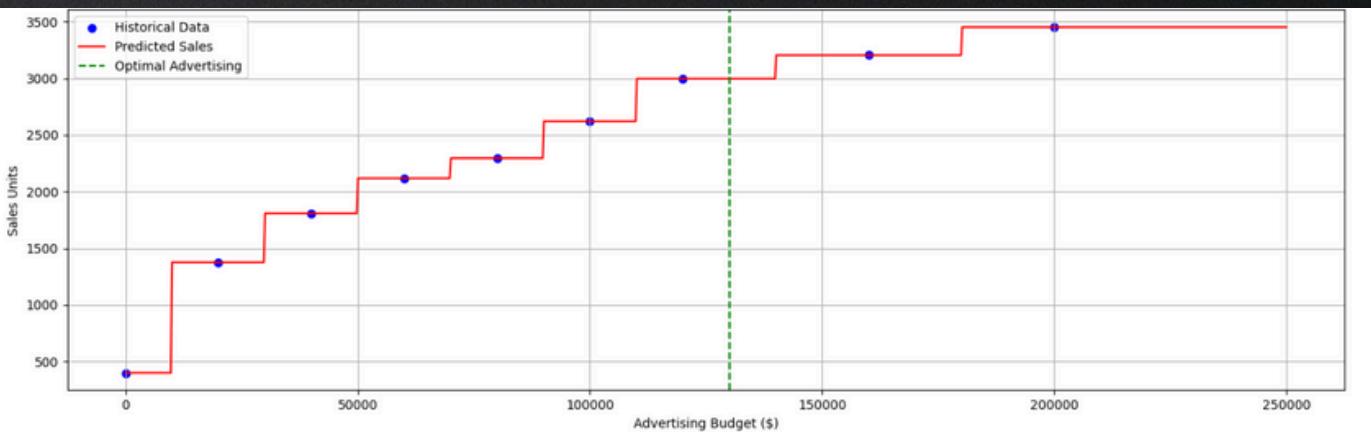
### 1. OPTIMAL ADVERTISING BUDGET FINDINGS

Optimal Advertising Budget: \$130,130.65

Expected Sales Units: 2,998

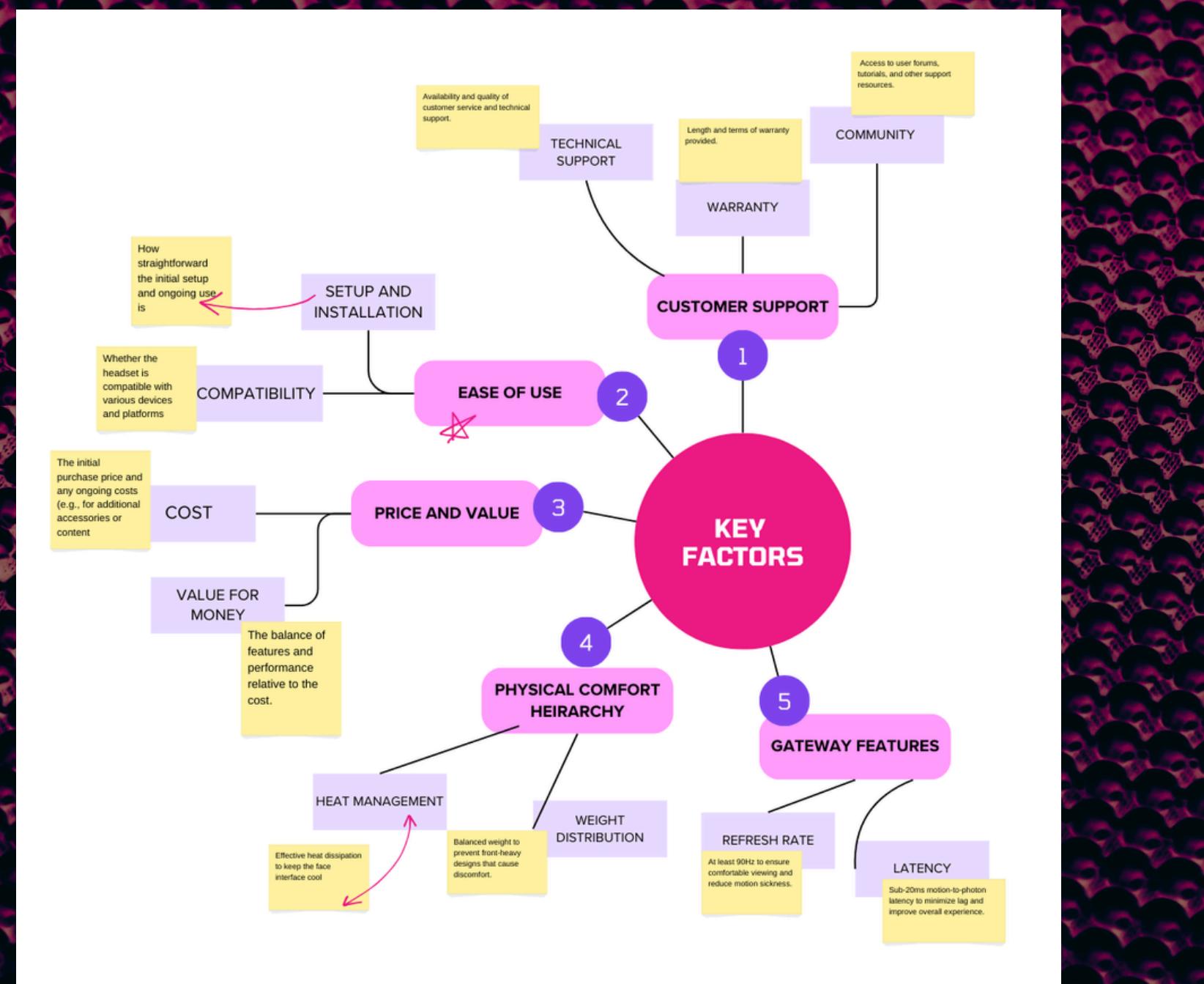
### 4. RECOMMENDATIONS

1. Set quarterly advertising budget to \$130,130.65
2. Expected quarterly sales target: 2,998 units
3. Expected quarterly profit target: \$86,140.70
4. Monitor ROI - should maintain around 66.2%
5. Maintain profit margin above 2.2%



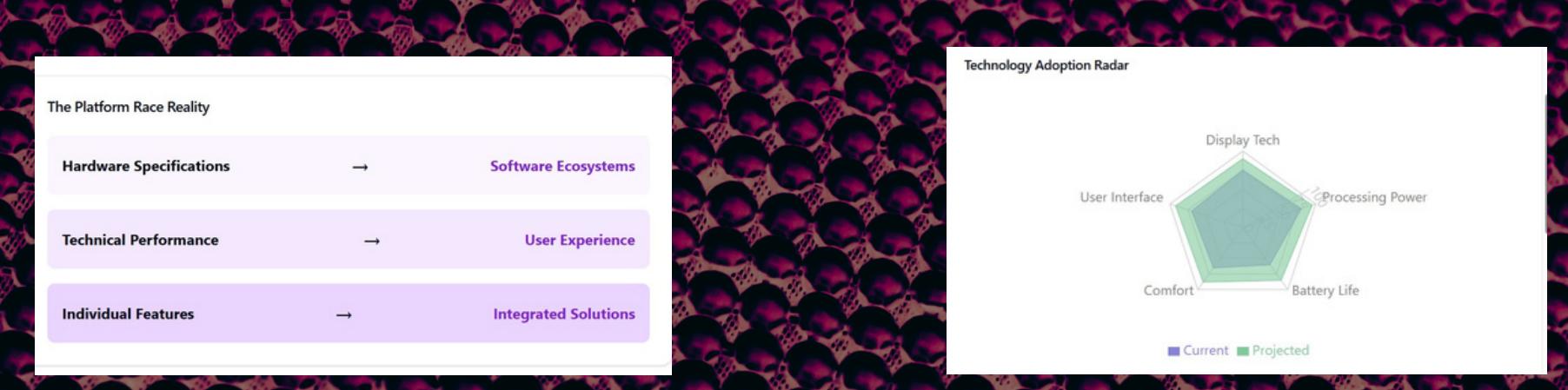
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# KEY FACTOR INFLUENCING CUSTOMER DECISION MAKING



# IMPACT OF MACROECONOMIC TRENDS

## THREE HORIZONS OF VR



# FACTORS INFLUENCING COST AND REVENUE

## COST REDUCTION

- Optimize manufacturing
- Improve efficiency
- Strategic partnerships

1

## COST REDUCTION

- Optimize Manufacturing: Streamline production processes, negotiate better deals with suppliers, and explore manufacturing automation to reduce costs.
- Improve Efficiency: Implement lean manufacturing principles, reduce waste, and optimize resource allocation to lower operational costs.
- Strategic Partnerships: Collaborate with other companies to share R&D costs and leverage economies of scale.

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## REVENUE GROWTH

- Targeted Marketing: Focus marketing efforts on specific customer segments and demographics to maximize impact and return on investment.
- Content Diversification: Expand the VR content library through partnerships with game developers and content creators to attract a wider audience.
- Subscription Models: Introduce VR content subscription services to generate recurring revenue and enhance customer lifetime value.
- Explore New Markets: Expand into new geographic regions or target new customer segments to increase market reach and sales.

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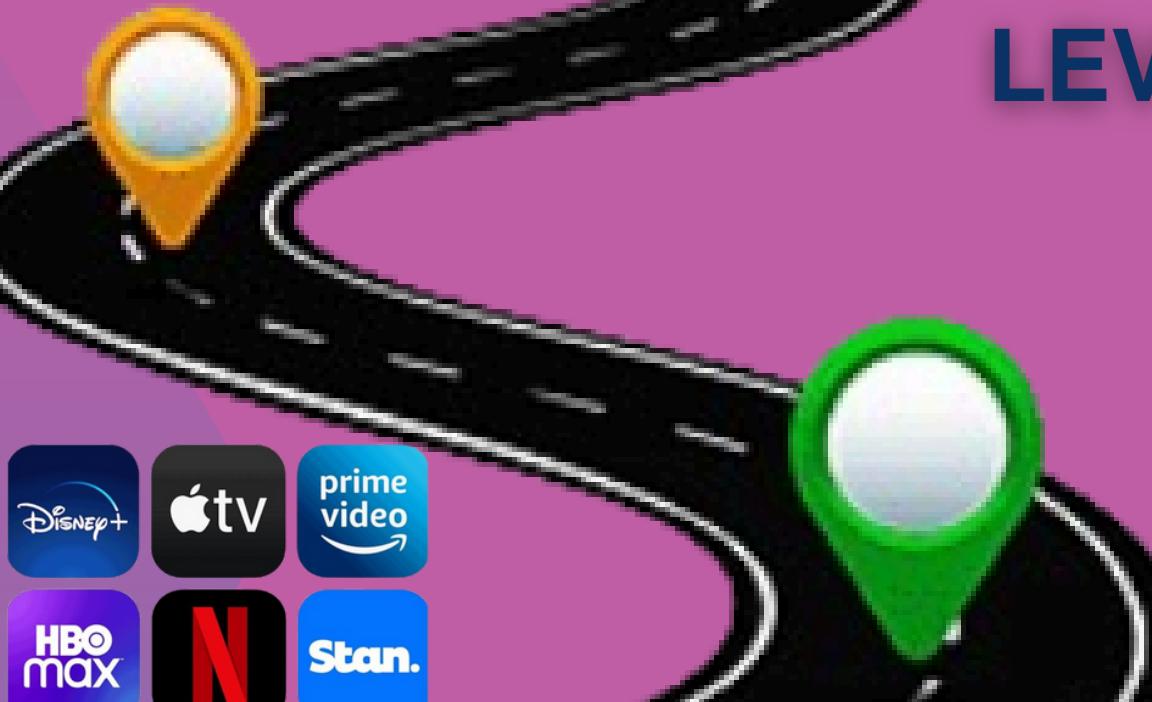
## STAYING COMPETITIVE

- Innovation: Invest in R&D to develop cutting-edge VR technologies and features that differentiate SVR from competitors.
- Customer Focus: Prioritize customer satisfaction by providing excellent customer support, building a strong brand reputation, and fostering a loyal customer base.
- Strategic Acquisitions: Consider acquiring or merging with other companies to gain access to new technologies, talent, or market share.

- Targeted Marketing
- Content Diversification
- Subscription models

## ENTERTAINMENT

- Collaborate with streaming platforms to create VR viewing experiences.
- Virtual Theaters: Watch content in themed VR environments, interact with friends, and enjoy adaptive settings matching the movie/show.
- Interactive Storytelling: Become part of the story, exploring 360° scenes, making choices, and influencing outcomes in immersive VR narratives.



## LEVERAGING PARTNERSHIPS ROADMAP

### AI AND MACHINE LEARNING STARTUPS

- Companies developing AI-powered VR applications, such as virtual assistants or personalized experiences, can enhance user engagement and create new possibilities.
- Examples: Spatial Systems, Talespin, Immersive Wisdom



## VR CONTENT STUDIOS

- Acquiring studios specializing in high-quality VR games, experiences, and educational content can enhance SVR's content library and attract users.

Examples: Vertigo Games, Resolution Games, Schell Games



## GAMING

- Collaborate with game developers to create exclusive VR titles or adapt popular game franchises to VR.
- Partner with gaming hardware manufacturers to bundle VR headsets with gaming consoles or PCs.
- Some famous gaming hardware manufacturers include Logitech, Alienware and Turtle Beach etc.



# THANK YOU

## OUR TEAM



**VINSHI  
JAIN**

Team Leader



**BHABANI  
SHANKAR  
SAMAL**

Aspiring Data  
Scientist



**KRATIKA  
TOMAR**

Data  
Visualisation  
Expert