

WEEK 3

NOTES BY
PROF. VISHAL CHUGH

Marketing Analytics Concepts

1. What is Omni Channel ?

It helps businesses understand which marketing channels influenced the customer journey and how much each contributed.

2. Key processes of omni channel

1. Assign Credit
2. Handling Budget
3. Channel Performance

3. What are 4 types of Attribution in Omni Channel?

1. First Touch Attribution
2. Last Touch Attribution
3. Linear Attribution
4. Time Decay Attribution

WEEK 3

NOTES BY
PROF. VISHAL CHUGH

4. When to recommend First Touch Attribution ?

It is ideal for a campaign focused on brand awareness and initial customer engagement. Especially Start-Ups focus on First Touch Attribution.

5. When to recommend Last Touch Attribution ?

It is ideal for a shorter sales cycle in any business. It focuses on final interaction before conversion.

6. When to recommend Linear Attribution ?

For Businesses that consider all touchpoints as equally important. It provides a balanced view.

7. When to recommend Time Decay Attribution ?

It is ideal for a longer Sales cycle. Especially, B2B businesses use this attribution. It emphasizes the importance of recent touchpoints in the conversion process.

WEEK 3

NOTES BY
PROF. VISHAL CHUGH

8. What is a List ?

List is a collection of elements that can store multiple values in a single variable

9. Are Lists Mutable ?

Yes, Lists are mutable

10. Can list contain elements of different datatypes ?

Yes, it can contain elements of different datatypes. Example: - integer, string, float, boolean

11. What is the indication of list ?

List is always inside the square brackets []

WEEK 3

NOTES BY
PROF. VISHAL CHUGH

12. What is Tuple ?

A Tuple is also a collection of elements that cannot be changed once created

13. Is Tuple Mutable ?

No, Tuple is not mutable. Once created, it cannot be changed

14. What is indication of Tuple ?

Tuple is always inside the round brackets ()

15. What is a Dictionary ?

A Dictionary in python is like a semi-structured data (Like JSON Format) that is stored in a key-value pairs

WEEK 3

NOTES BY
PROF. VISHAL CHUGH

16. What is keys in Dictionary ?

Keys are the unique identifiers or labels just like column names

17. What are values in Dictionary ?

Values are the data associated with the key.

18. What is indication of a Dictionary ?

Dictionary Key and Value pairs are always inside the curly brackets {key 1 : value 1 , key 2 : value 2 }

19. Which function is used in python to convert wide data into long form ?

The melt() function is used to convert data from wide into long form

WEEK 3

NOTES BY
PROF. VISHAL CHUGH

20. How to Calculate Linear Share ?

Linear Share = Revenue / Touch point Count

21. How to calculate denominator in Time-Decay Attribution ?

$$n(n+1) / 2$$

where n stands for touch point count

22. Which two parameters are important to calculate in Time-Decay Attribution ?

1. Weights → To Give weightage to recent touchpoints
2. Shares → To get the share of touchpoints

WEEK 3

NOTES BY
PROF. VISHAL CHUGH

23. Which indexing step is important in Time-Decay Attribution ?

We need to start indexing from 1 instead of 0 by creating a new column named positions

24. How to calculate Weights in Time-Decay Attribution ?

$\text{positions} / \text{denominator}$

25. How to calculate shares in Time-Decay Attribution ?

$\text{revenue} \times \text{weights}$