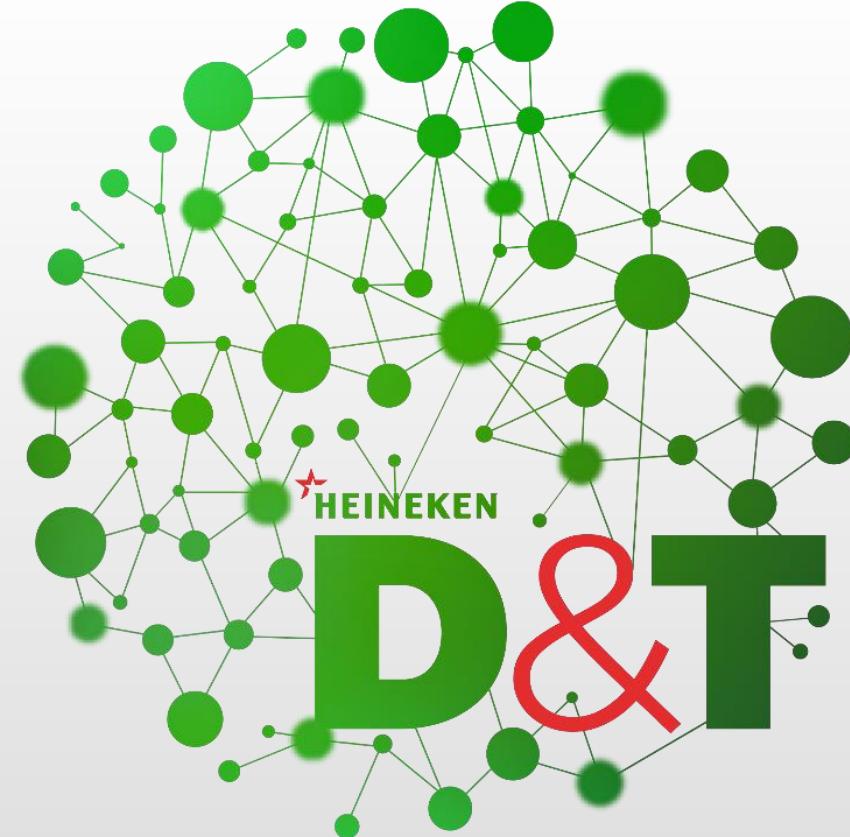




TPO & Customer Targeting Recommendation

Data & Analytic, D&T

Votana SREY, Data Steward



CONTENT OF TODAY

1 PROJECT INTRODUCTION & OBJECTIVE

2 HYPOTHESIS & RESEARCH QUESTIONS

3 METHODOLOGY

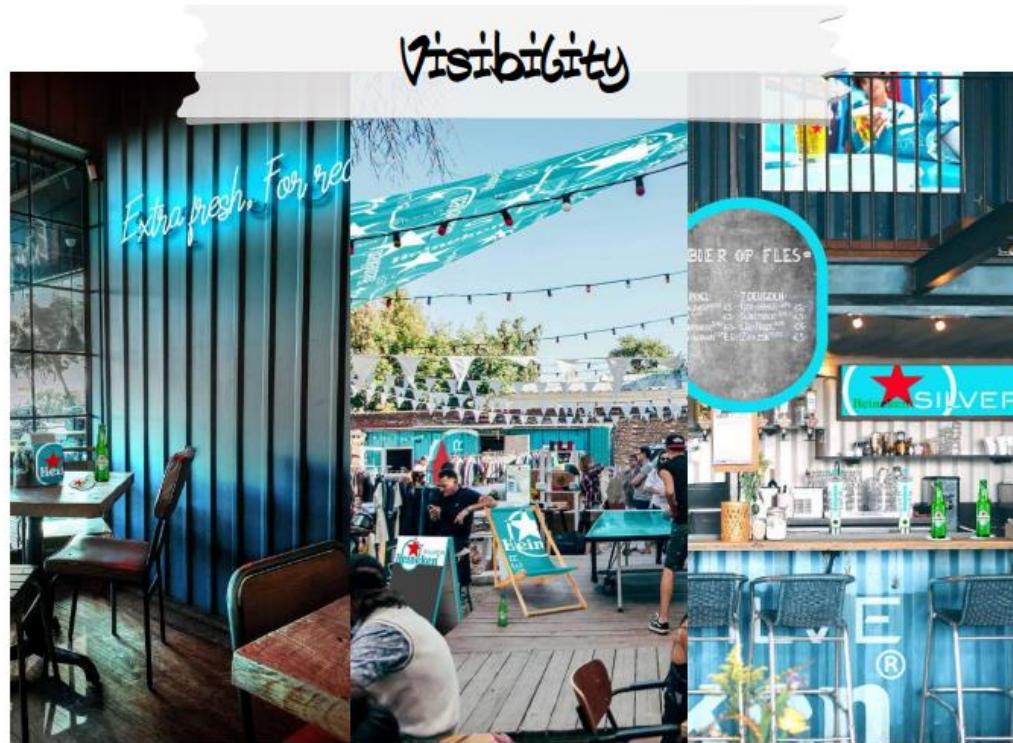
4 PROJECT PLANNING

5 TECHNOLOGY



PROJECT INTRODUCTION

Trade Program Optimization & Customer Targeting
Recommendation



Under visibility we've added all basic on-trade elements. We'll be providing inspiration and ideas on how Silver can help you refresh your premise and attract a new audience or support existing ones.



Interactive concerns all unique features you can add to your premise to stand out. This playbook provides ideas and inspiration on how to use these in the Heineken Silver way.

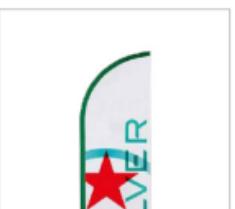
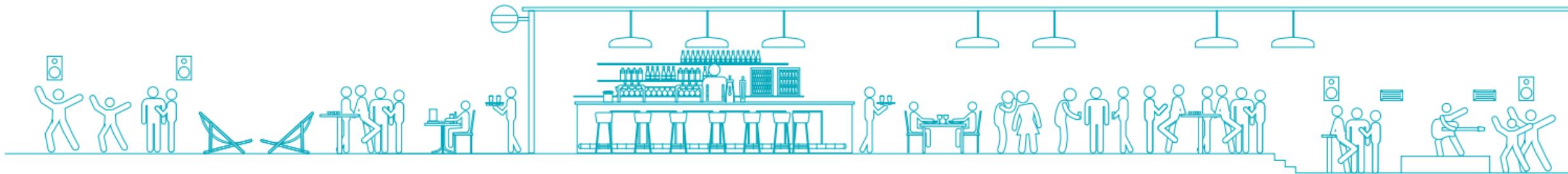


Outdoor

Behind Bar

Seating

Standing / Dancing



Merchandise Shop

HEINEKEN Trade Program Marketing Running



Long Process & Alignment to Proceed the Trade Marketing Plan

Problem & Issue



OBJECTIVES

To finetune customer targeting in order to leverage the effectiveness of the trade term program. To apply analytics model in order to uncover any hidden gaps in master data and trade term is the selected case for this study. Thus Data & Analytic Team has come up an idea to assist TM to solve this out to increase the sell volume and company KPI as well. The objectives would be:

- Improve the trade program targeting effectively
- Increase the sell volume and profit generate by trade program optimization model
- Understand the customer's performance & behaviors
- Improve the master data and data model & what the need to push master data help the trade program targeting.



HYPOTHESIS AND RESEARCH QUESTIONS

HYPOTHESIS & RQ

To apply analytics model in order to uncover any hidden gaps in master data and trade term is the selected case for this study. We are currently having the hypothesis to test it out:

- Null Hypothesis (H0): Improving the trade program and customer targeting will NOT increase the sale volume and profit of revenue company KPI.
- Alternative Hypothesis (H1/HA): Improving the trade program and customer targeting will increase the sale volume and profit of revenue company KPI.

Research Questions

- What's the current process of doing trade program targeting?
- What are the metrics to analyze on trade program performance and correlation between customer targeting?
- How can master data maintain to support the trade program targeting?
- Which is the best model to implement with customer targeting recommendation for trade marketing?



METHODOLOGY

METHODOLOGY

In this part, we are going to extract the data from the data warehouse of outlet transaction data to see the performance and we are going to explore the data in order to gain more insights from the data and also the trade marketing insight analysis as well.



**Trade Program
Performance Analysis**
Trade Marketing



**Customer
Performance Analysis**
Sale Operation



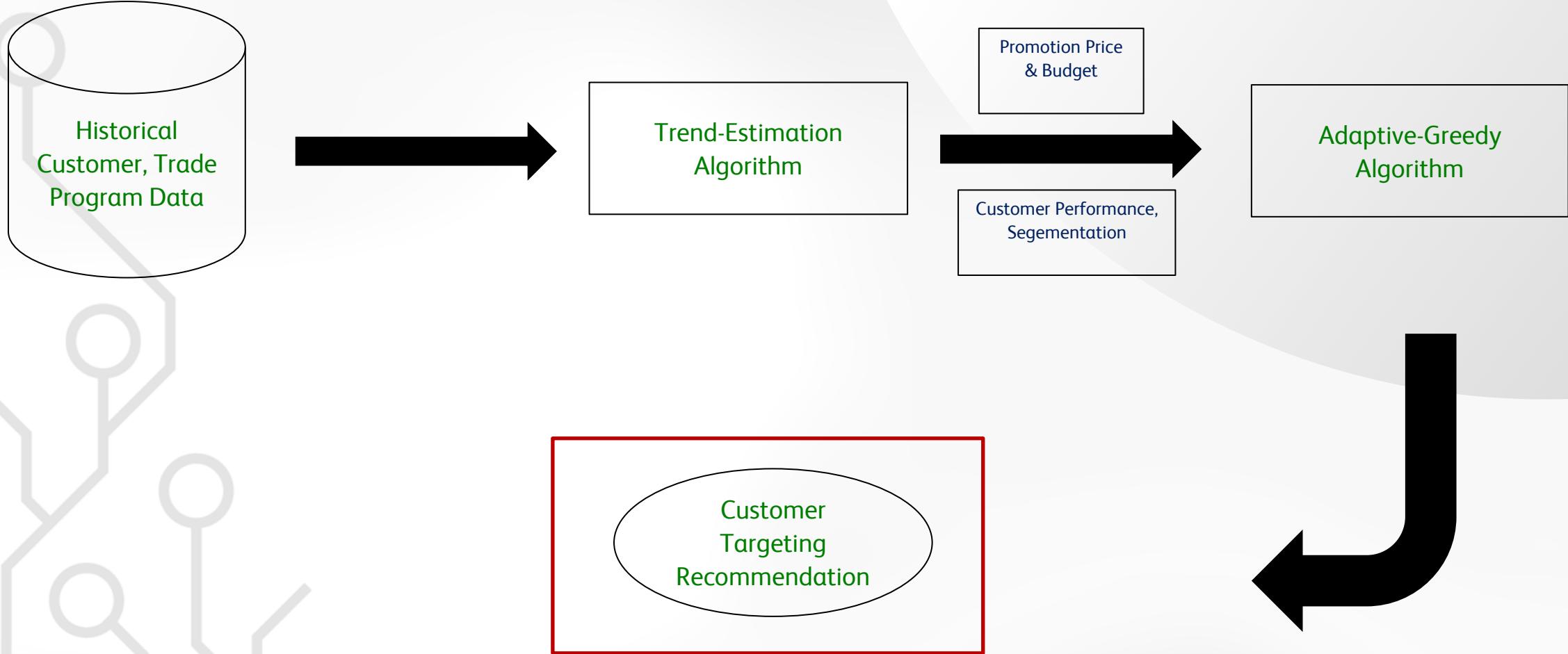
**Customer Behavior
Analysis**
Route to Consumer



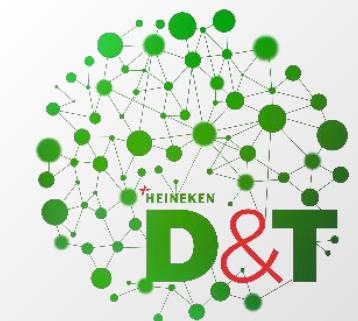
**Customer
Segmentation**
Route to Consumer

METHODOLOGY

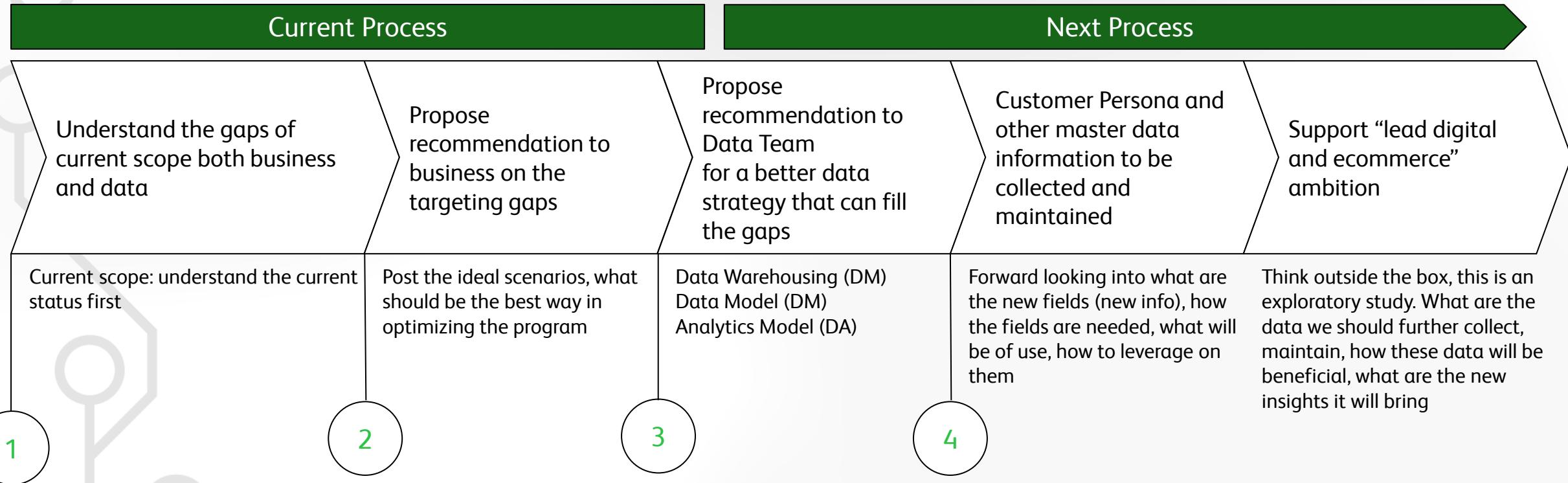
Advance Analytic on the model to recommend the customer targeting effectively



PROJECT ROADMAP & PLANNING



PROJECT ROADMAP



PROJECT PLANNING

The project has 4 months in duration. That's starting from 15 January 2023 to 15 May 2023. This table below illustrate the project planning and listing the tasks from A to Z.

Task	Week															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Understand Business Pain Point	●															
Align with the Stakeholders		●														
Install an Environment			●													
Data Collection				●												
Data Cleansing					●											
Exploratory Data Analysis						●										
Machine Learning Training							●									
Machine Learning Evaluation								●								
Result Validation									●							
Prepare Slide & Report Thesis										●						

TECHNOLOGY



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01100010
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110100110
0011010

TECHNOLOGY

LANGAUGES



Python

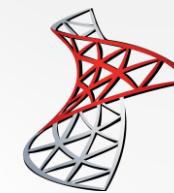


SQL



DAX

TOOLS



MS SQL Server



Anaconda



VS Code



MS PowerBI

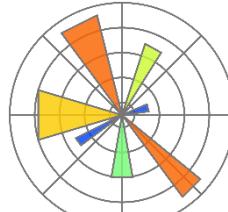


MS 365

LIBRARIES



SKLearn



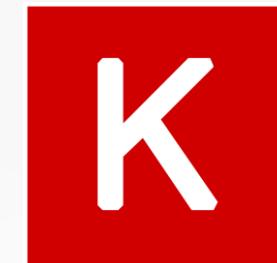
Matplotlib



Seaborn



FRAMEWORKS



This is the title for the cover

Name presenter

