

ANALYSIS OF DESCRIPTIVE ANALYTICS

This requires understanding the behaviour of product sales relative to sales promotion. To begin to learn about the behavior of product sales to promotion efforts, we begin with the first step in BA process: descriptive analytics

SPSS can be used to compute these basic descriptive statistics (means, ranges, standard deviation, and so on) and several charts.

Descriptive statistics for Marketing /
Planning case study

a). Data exploration

This is the beginning of an

exploration that seeks to describe the data and get a handle on what it may reveal.

This effort may take some exploration to figure out the best way to express data from a file or database, particularly as the size of the data file increases.

(b). Chart representation

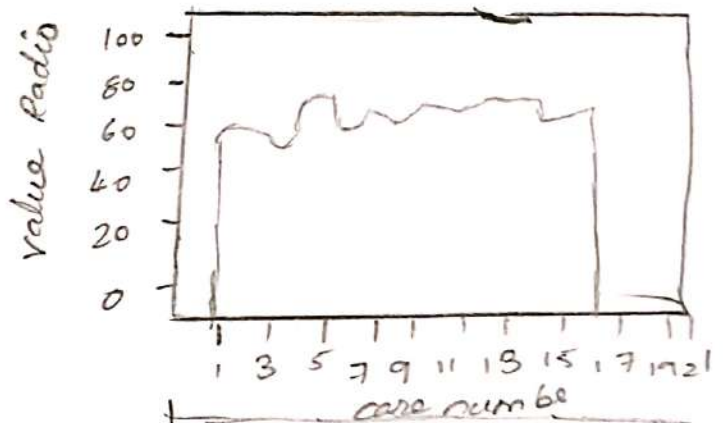
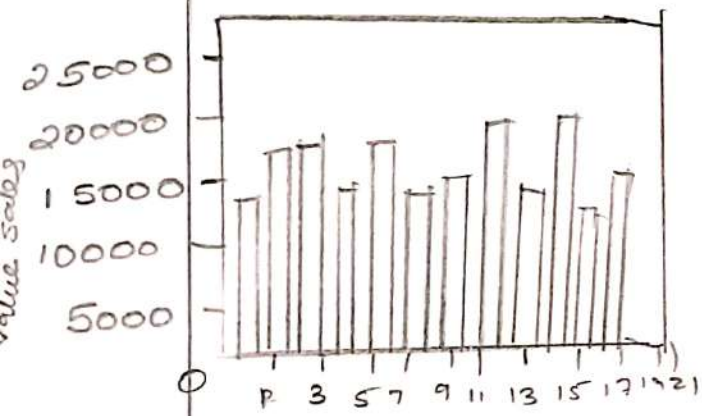
SPSS charts

Five typical spss charts are presented.

These charts include bar chart (sales), area chart (radio), line chart (paper)

pie chart (TV), and a dot chart (pos).

These charts are interesting, but they are not very revealing of behavior that will help in understanding future sales trends that may be hiding in this same data

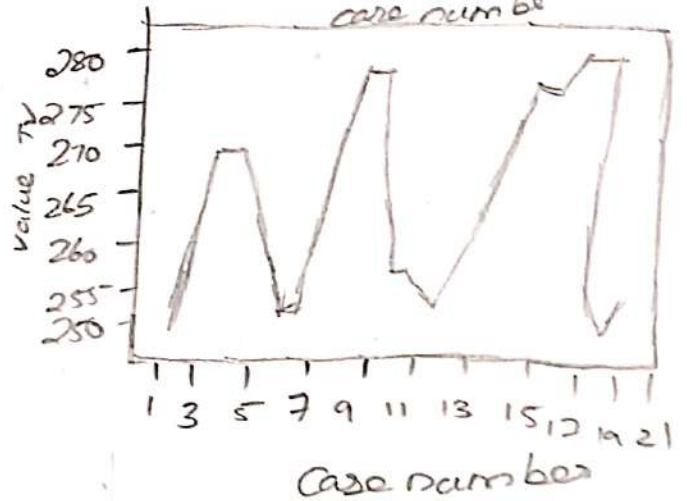


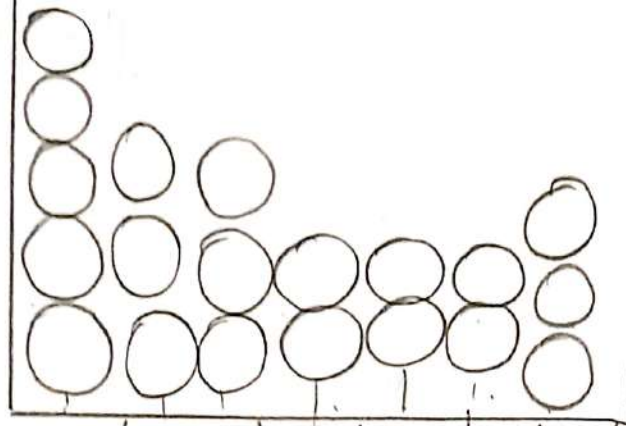
papers



case numbers

1	9	16
2	10	17
3	11	18
4	12	
5	13	
6	14	
7	15	
8	15	





1.30 | 1.70 | 2.10 | 3.00 | 2.0 | 1.00 | 2.50 |

1.60 | 1.50 | 1.20 | .00 | .90 | 2.60 | .40

pos

(C). Trend line or Line charts

To expedite the process of revealing potential relational information

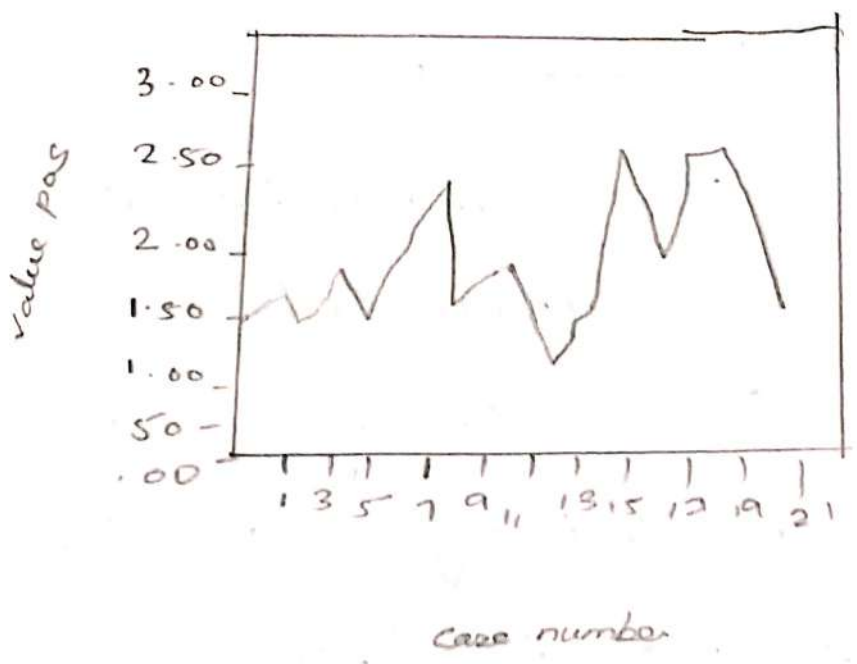
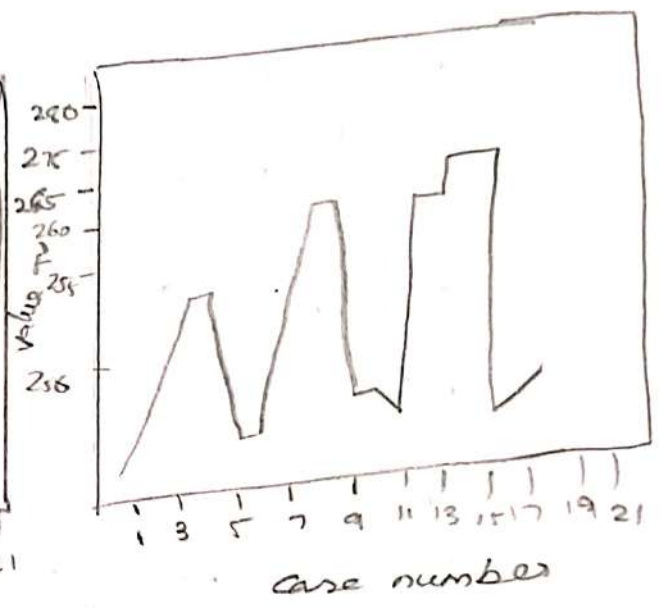
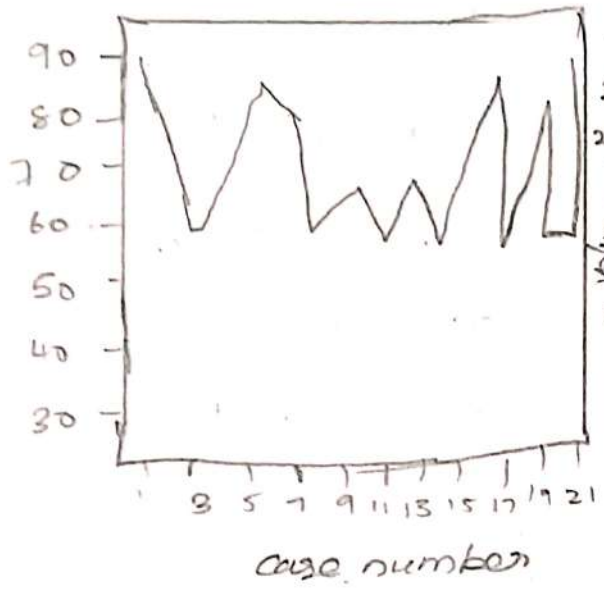
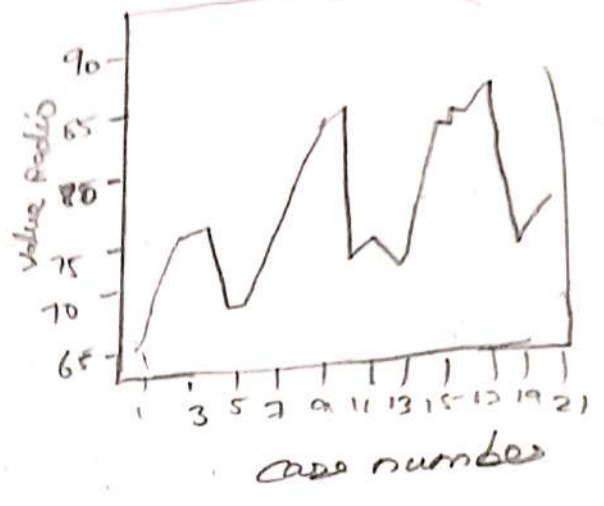
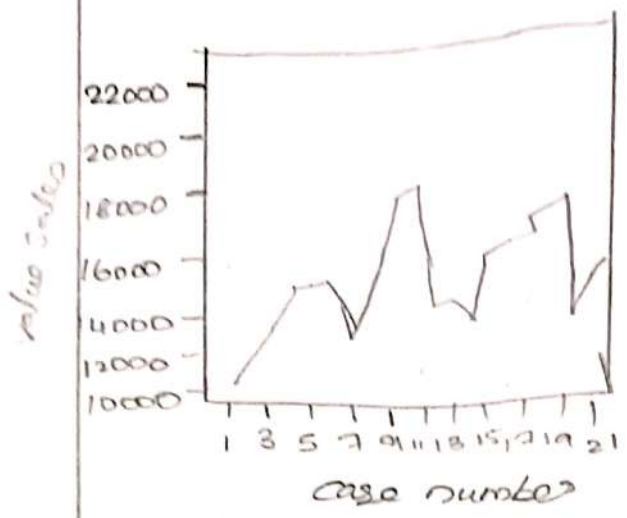
In this instance, it is to predict the future sales of the service product

That means looking for a graph to show a trend line. One type of simple graph that is related to trend analysis is line charts.

Using SPSS again, line charts can be computed for each of the five data sets. The vertical axis consists of the amount values and horizontal axis is the number ordering of observations are listed in the data sets.

The comparable excel charts are also presented.

These charts represents the preliminary SPSS line charts for the marketing/planning case study.



	Sales	Radio	Paper	TV	POS
1	11125	65	89	250	1.30
2	12369	65	37	250	2.50
3	13222	68	80	252	1.40
4	13965	69	75	255	1.50
5	14999	70	71	255	2.10
6	15234	70	66	255	1.50
7	15789	72	82	260	1.60
8	15991	73	56	260	1.60
9	16121	73	55	260	1.60
10	16440	74	58	270	1.70
11	17522	75	82	270	1.30
12	16276	78	50	270	.00
13	17522	79	47	275	.20
14	17733	81	78	275	.90
15	18723	84	41	280	1.00
16	19328	84	63	280	2.60
17	19328	84	77	280	1.30
18	19641	85	35	280	2.50
19	20167	87	59	280	1.30
20	20450	89	65	280	3.00

Sales	Radio	Paper	TV	POS	Sales	TV
11125	65	89	250	1.3		
112369	65	37	250	2.5		
13222	68	80	257	1.4		
13965	69	75	255	1.3		
14999	70	71	255	2.1		
15234	70	66	255	1.5		
15789	73	62	266	1.1		
15991	73	56	260	1.6		
16121	74	53	270	1.7		
16440	75	82	270	1.3		
16876	78	50	275	0		
17522	79	47	275	2.1		
17933	81	78	275	0.9		
18350	81	41	280	1		
19328	84	63	280	2.5		
19328	84	77	280	1.2		
19641	85	35	280	2.5		
20167	87	59	280	1.2		
20450	89	65	280	3		

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Discussion of the case

Given the low to high recording of the product sales as a guide, some of the other four line charts suggest a relationship with product sales.

Both radio and TV commercials appear to have a similar low to high trending relationship that matches with product sales.

This suggests these two will be good predictive variables for product sales, whereas newspaper and POS ads are still considerably volatile in their charted relationships with product sales.

Conclusion

For this case study, the descriptive analysis has revealed a potential relationship between radio and TV commercials and future product sales, and it questions the relationship of newspaper and pos ads to sales.

The managerial ramifications of these results might suggest discontinuing investing in newspaper and pos ads and more productively allocate funds to radio and TV commercials. Before such a reallocation can be justified, more analysis is needed.

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STEPS TO BE FOLLOWED IN DESCRIPTIVE ANALYTICS.

- 1) State the Business Metrics
- 2) Identify the Data Required
- 3) Extract and prepare the data
- 4) Analyze the data
- 5) Present the data