

# Promotion Analytics with Commercial Insight



# Advanced analytics and simple business rules estimated 5% conversion rate increase across the whole e-commerce marketplace

## Context

Commercial & Marketing dept. were looking for ways to **optimize marketing operation strategy**

Goal was to find ways to leverage the past marketing data to decide on actions to drive GMV growth

## Approach

I have **unified comprehensive sets of data** related to consumer behavior, including promotion data sets

**Applied logic, machine learning and statistics** to create targets that approximate underlying **shopper demographics**

## Impact

**+5%**

Estimated increase in purchasing conversion rate of category after a year



Model output is parsed into excel list for different actors and would be integrated into the **business intelligence** operation system

## Integrated business analysis and understanding to the needs of different stakeholders, developed voucher sensitive model solutions



Develop models Independently  
and organize data for  
precise marketing



Exploit cost reduction  
opportunities with huge value



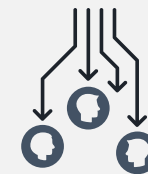
Understand business people  
existing practices and needs  
by cross-team meeting



Identify three categories  
to develop PoC solutions



Create an innovative business  
intelligence operation model



Solve problems across different  
departments  
(marketing and commercial)

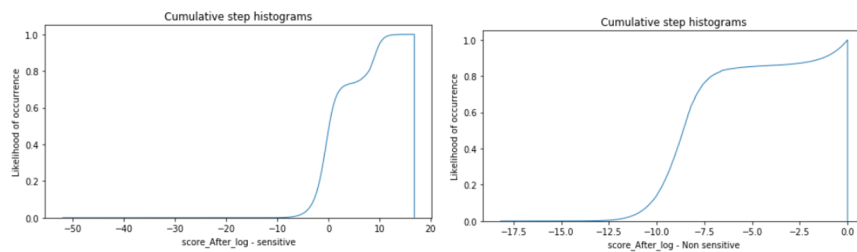
# Developed precise marketing model to identify target consumers, generated business insights and provide commercial operation actions

Model split customers successfully based on their preference, history purchasing data, marketing response...

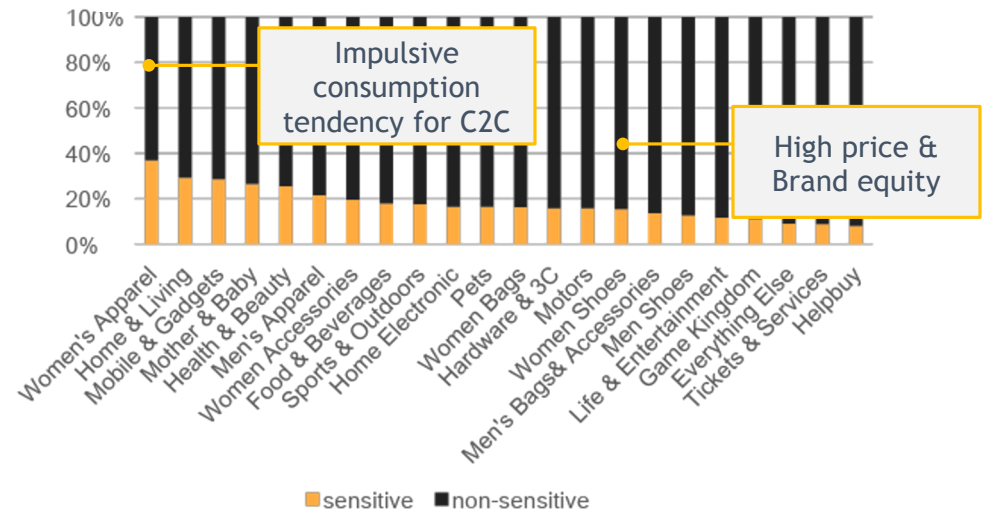
... But also provided Taiwan e-commerce consumer insight for commercial operation actions

Target

Non-Target



Sensitivity analysis across marketplace



Precise marketing



Saving unnecessary promotion cost