



Profit from marketing effectiveness

Marketing Scenario Builder





Home

Scenario Builder

Validation

Reports

Welcome To Marketing Scenario Builder

Category

Select

Brand

Select

Market

- Soap
- Shampoo
- Hair oil
- Body Lotion
- Hand Lotion

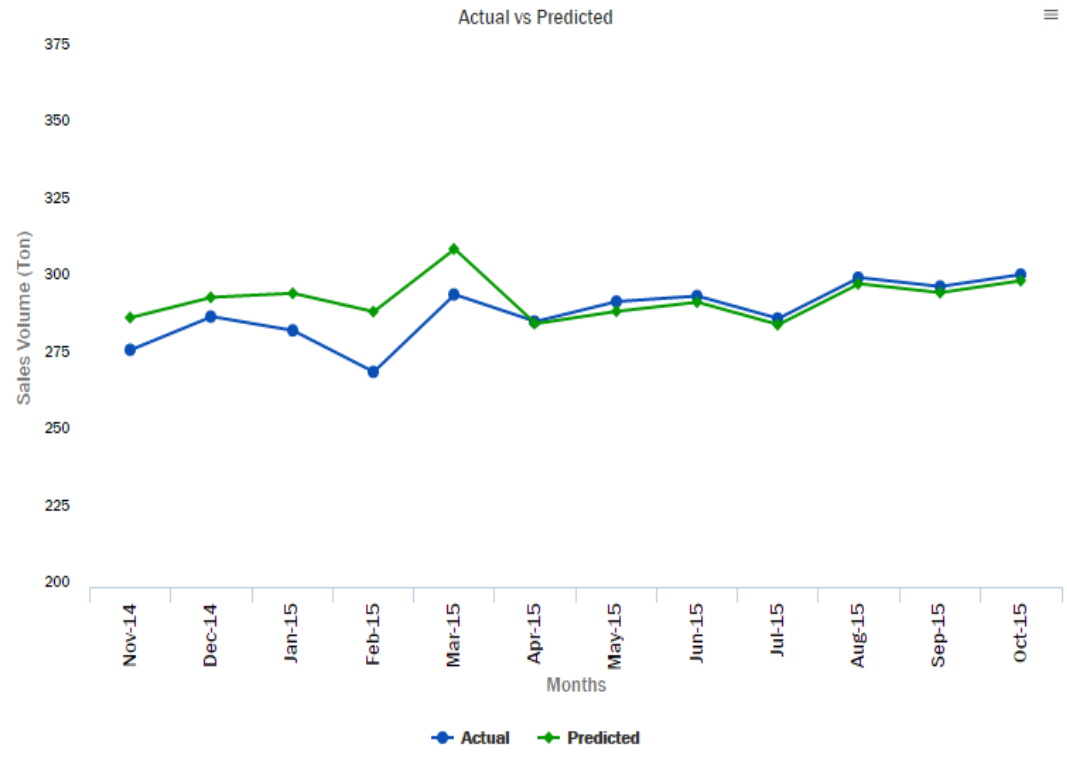
Submit



Brand : Lavender Market : Andhra Pradesh(Nielsen)

- Actual vs Predicted**
- Contribution
- Elasticity (%)*
- Response Curve
- ROI

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Month	PE (%)
Oct-15	-0.66
Sep-15	-0.67
Aug-15	-0.67
Jul-15	-0.7
Jun-15	-0.68
May-15	-1.08
Apr-15	-0.23
Mar-15	5.03
Feb-15	7.26
Jan-15	4.27
Dec-14	2.19
Nov-14	3.8

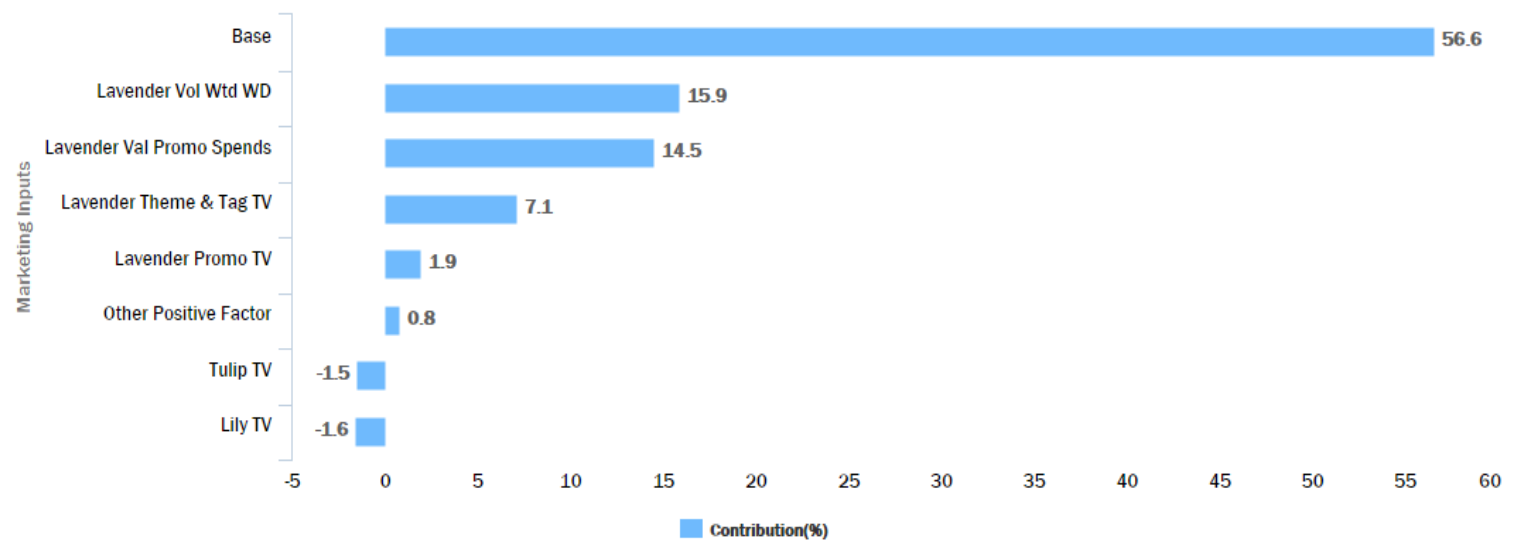


Brand : Lavender Market : Andhra Pradesh(Nielsen)

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Contribution





Brand : Lavender Market : Andhra Pradesh(Nielsen)

Actual vs Predicted

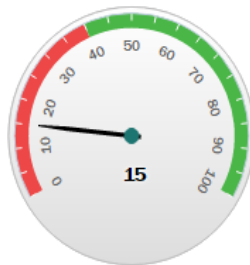
Contribution

Elasticity (%)*

Response Curve

ROI

Lavender Promo TV




Lavender Theme & Tag TV



Lavender Val Promo Spends



Lavender Vol Wtd WD



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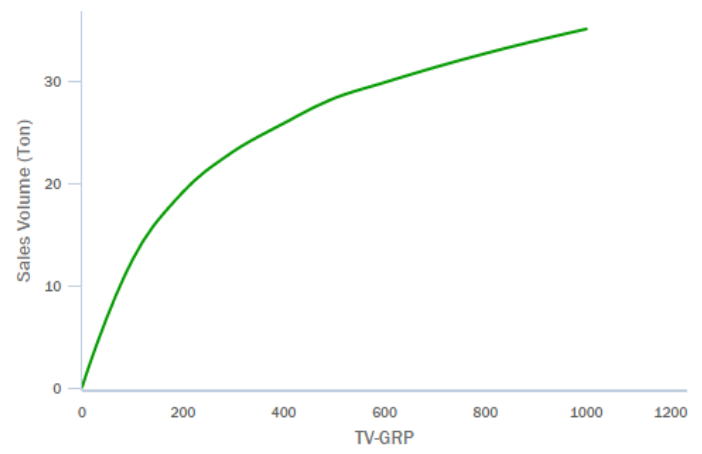


Brand : Lavender Market : Andhra Pradesh(Nielsen)

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Lavender Theme & Tag TV





Brand : Lavender Market : Andhra Pradesh(Nielsen)

Actual vs Predicted

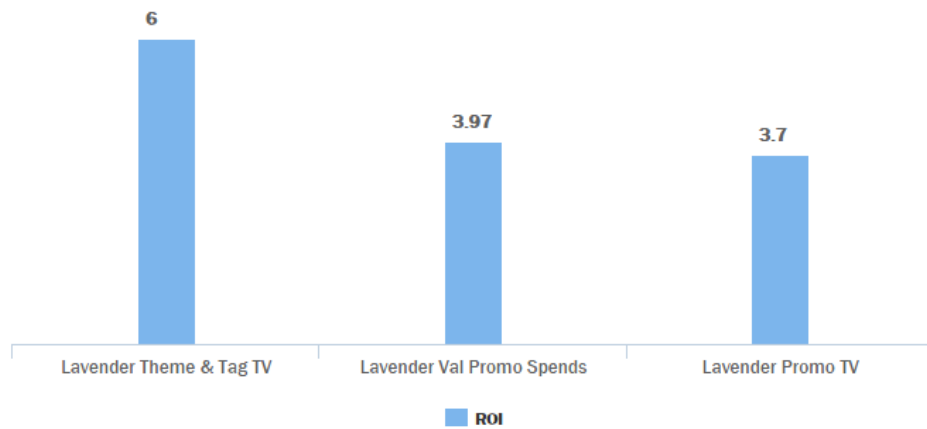
Contribution

Elasticity (%)*

Response Curve

ROI

ROI



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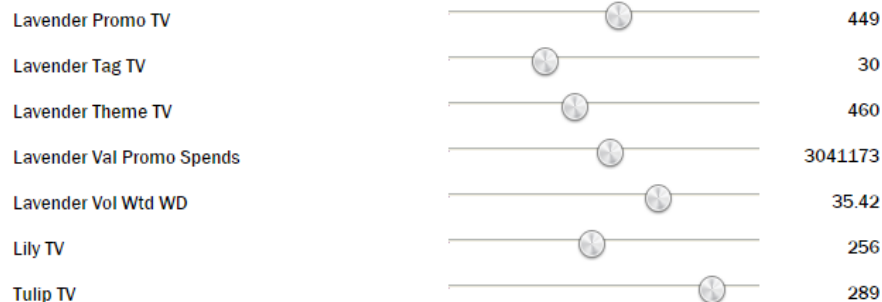
Reports



Brand : Lavender Market : Andhra Pradesh(Nielsen) Version :

Lavender/6th-Jul-16/V1 [Edit](#)

Build A Scenario [Jan-2016](#)



Save

Forecast [Scenario Preview](#) [Model Forecast\(12 Months\)](#)

Month	Predicted
Nov-2015	318.34
Dec-2015	297.05

Past Inputs

Variable	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15
Lavender Promo TV	0.25	0.31	0.02	1.15	0.50	0	0	493	390	343	600	262
Lavender Tag TV	37.81	88.67	65.18	46.87	48.29	41.32	34.05	57	78	70	70	53
Lavender Theme TV	587	190	210	489	981	750	615	635	690	503	1,022	789
Lavender Val Promo Spends	1,326,478	1,632,496	1,784,777	1,923,221	2,632,306	2,481,035	2,315,463	3,174,456	3,413,588	4,676,203	4,044,895	4,077,233
Lavender Vol Wtd WD	36.22	35.62	34.20	29.79	26.65	26.65	30.18	31	30	30	29	32
Lily TV	158	51.94	0.59	89.56	0.55	382	314	286	250	307	325	220
Tulip TV	11.34	9.85	21.38	21.91	3.13	8.67	21.12	173	212	296	217	170



- Home
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Brand : Lavender Market : Andhra Pradesh(Nielsen) Version :

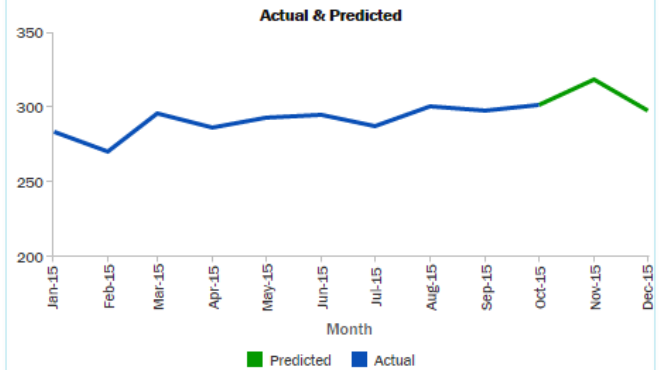
Lavender/6th-Jul-16/V1 [Edit](#)

Build A Scenario [Jan-2016](#)

Lavender Promo TV		449
Lavender Tag TV		30
Lavender Theme TV		460
Lavender Val Promo Spends		3041173
Lavender Vol Wtd WD		35.42
Lily TV		256
Tulip TV		289

Save

Forecast [Scenario Preview](#) [Model Forecast\(12 Months\)](#)



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Category Soap

Brand Lavender

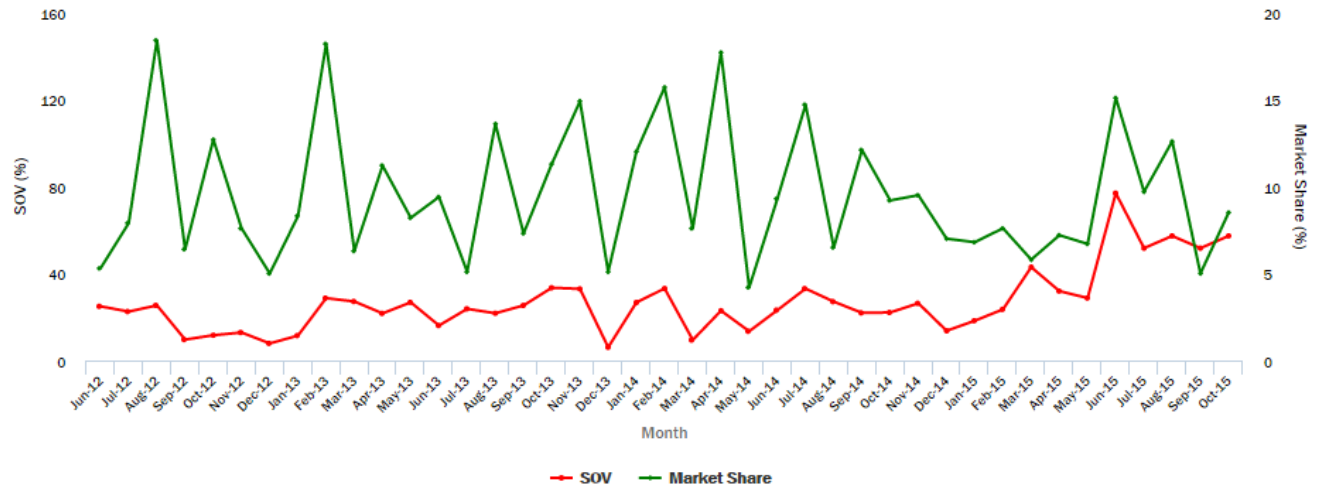
Market Andhra Pradesh



Correlation

- Sales vs SOV
- SOV vs Market Share
- Sales vs Market Share Volume
- Sales vs Secondary Sales
- Sales vs Weighted Distribution
- Sales vs Numeric Distribution
- Sales vs Volume Weighted WD
- Sales vs Volume Weighted ND
- Media
- Nielsen
- Secondary Sales

SOV vs Market Share(Jun-12 to Oct-15)



Minimum	Maximum	Average	Sum	Count	Correlation
4.2	18.4	9.58	392.7	41	0.27



Category Soap

Brand Lavender

Market Andhra Pradesh



Correlation

Media

- CS GRP Own
- CS GRP Other
- GRP Deployment
- SOV
- All GRP
- NCS GRP
- Theme, Promo & Tag
- Theme TV
- Promo TV
- Print Spends
- Facebook Fans
- Facebook Likes
- Tweets
- Re Tweets
- Nielsen
- Secondary Sales

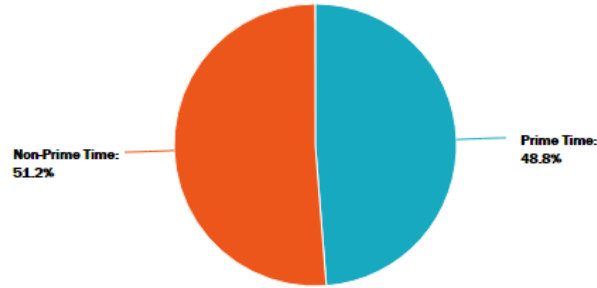
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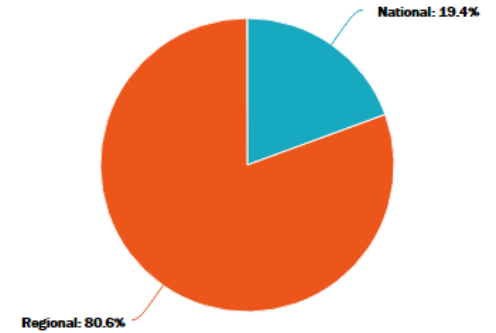
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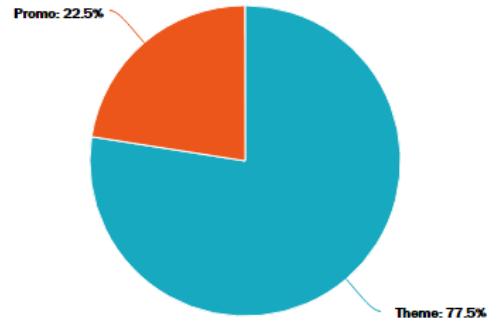
Lavender Prime Time vs Non Prime Time



Lavender National vs Regional



Lavender Theme vs Promo





Category Soap

Brand Lavender

Market Andhra Pradesh

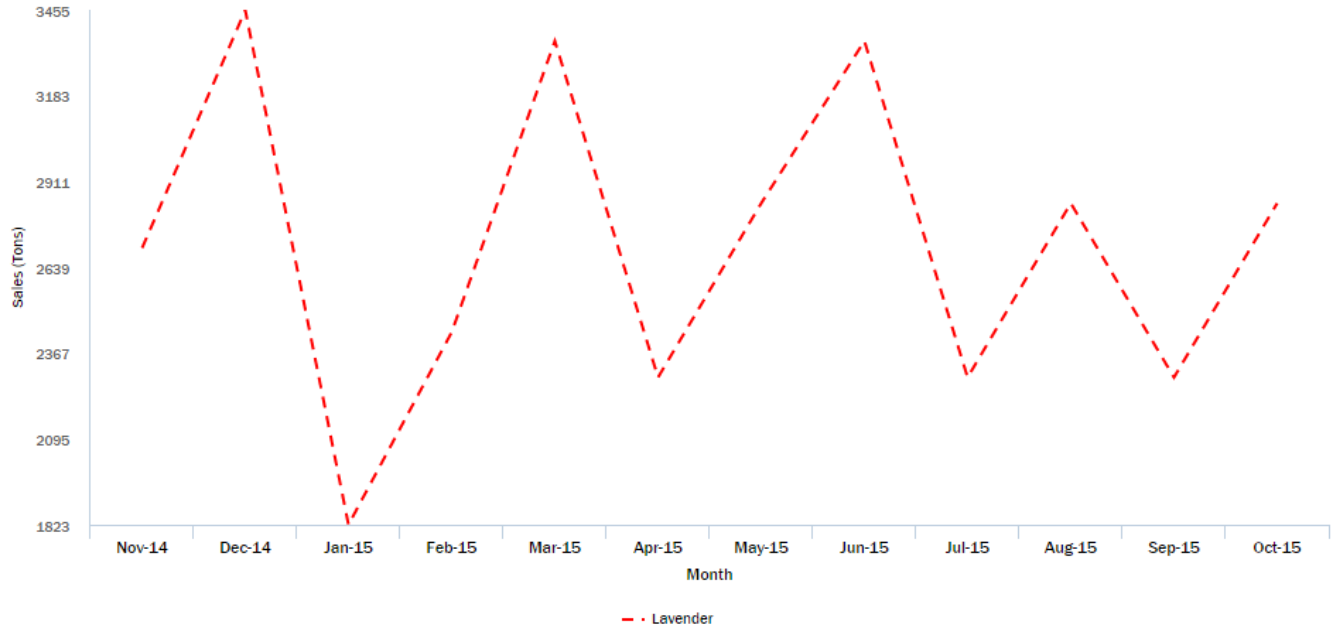


Months 12

Secondary Sales Volume



- ▶ Correlation
- ▶ Media
- ▶ Nielsen
- ▼ Secondary Sales
 - ▶ Sales Volume
 - ▶ Sales Value
 - ▶ Eco Values
 - ▶ Sales Volume (tons)



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