Use Case

Multi-Product Modeling



| The Challenge | |
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| | |
| Proposed Approach | |
| | |
| Results & Insights | |
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About Us



The Challenge

A CPG company is interested in measuring the effectiveness of the Marketing activities of 9 of their Stock Keeping Units (SKU) which are under the same Brand Umbrella. The ability to display different model results in one single screen which helps split media impact by Stock Keeping Unit. The need to measure Media effectiveness at the Category level (by group of products).

Read More



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