SenseBox

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Analytics report for suppliers (1/3) - Overview

Clusterization of demographic and psychographic data enables SenseBox to improve their understanding of their client base

Current presentation

- Hard-to-interpret information
- Highly correlated data presented separately

Data clustering

Two ways to group the data

Subjective criteria
management defines how to cluster the data (e.g., urban heavy users of make-up)

Objective criteria
Statistical tools define how to cluster the data (e.g., urban heavy users of make-up)

- Intuitive vs. data-driven approach

Output

Top clusters (example)

1. Urban heavy users of make-up (35%)
2. Low/medium users with formal/classic style (30%)
3. Young, party/sexy style users (20%)
4. Others (15%)

- Smaller number of groups will provider better understanding of Sensebox's customer base

Findings

Performance within group

	Awareness	Intent
1	80%	30%
2	20%	90%
3	60%	50%
4	60%	60%

- Group 1: Low return on marketing investment
- Group 2: High return on marketing investment

Analytics report for suppliers (2/3) - Personas

SenseBox has 3 types of customers with varying ages, make-up expertise, styles and hobbies

Young & party

~23 yrs.

- *55% of customers*
- *High like / expertise*
- *Sexy style*
- *low income*

- Young women who enjoy using beauty & cosmetics products.
- They are very knowledge about the products and like to look sexy.
- They may not have much money laying around, but are willing to spend on products that meet their needs

Looking for a style

~28 yrs.

- *20% of customers*
- *Medium like / low exp.*
- *Natural style*
- *low income*

- Young professionals who are redefining their identity through their looks
- They are not very knowledgeable with beauty & cosmetics products that fit their
- They have significant money to spend on products and are looking to find a balance between sexy and formal.

Mature professionals

~32 yrs.

- *25% of customers*
- *High like / medium exp.*
- *Formal style*
- *High income*

- Older women who enjoy using beauty & cosmetics products.
- They are somewhat knowledgeable about the products and prefer a more professional look
- They have plenty of money to spend on products that match their taste.

Analytics report for suppliers (3/3) - Metrics

Evaluating the product metrics for each persona/cluster improves SenseBox's value proposition to its suppliers

3-cluster analysis

3 clusters	Brand Awareness Before	After	Increase	Brand Trial Before	After	Increase
Young - high like - high expert	29%	100%	3.4x	3%	100%	36.2x
Middle - low like - low expert	18%	100%	5.5x	2%	100%	43.7x
Old - high like - middle expert	23%	100%	4.3x	0%	100%	

3 clusters	Product Awareness Before	After	Increase	Product Trial Before	After	Increase
Young - high like - high expert	46%	100%	2.2x	6%	100%	16.1x
Middle - low like - low expert	40%	100%	2.5x	2%	100%	40.3x
Old - high like - middle expert	37%	100%	2.7x	2%	100%	41.0x

3 clusters	Satisfaction Promotors	Detractors	NPS
Young - high like - high expert	43%	22%	21
Middle - low like - low expert	48%	20%	27
Old - high like - middle expert	38%	34%	4

Findings

a) Low general brand awareness and middle/high product awareness
May indicate that products do not value the brand and buy the product for its price

b) Middle cluster has the least awareness but the highest ratio of promotors and NPS
Target advertisement strategies should be more profitable if focused on this persona/cluster

c) Old cluster has the highest number of detractors and lowest NPS
Target advertisement strategies should avoid this persona/cluster

Financials - Customer lifetime value

Calculating the Customer LTV will help SenseBox optimize its marketing and investment strategies

General assumptions

- A — Gross margin: x% — Data provided by Fernando
- B — Cost of capital: y%
- C — Cost of customer acquisition: ~zk COP — Average value from the data provided by Fernando
- D — Revenue per box: 24k COP

Case-specific assumptions

- E — Customer churn (after adjustments, before % of paying users) — Data from last section
- F — Cost sharing case — Decrease gross margin to S % in the consolidated case
- G — % if paying users — Data from last section

Results

- **Cash flow per period:** Amount of cash expected per consumer in a given period
- **NPV:** Profit per customer after adjusting for the cost of capital
- **Money-over-money:** expected profit per customer (as a multiple of COCA investment)
- **Internal return rate (IRR):** expected return of marketing investment

Math

$$Cash\ flow\ per\ period\ \boldsymbol{i} = \boldsymbol{D} * \boldsymbol{A} * \boldsymbol{G} * \boldsymbol{E}^{\boldsymbol{i-1}} = \boldsymbol{H}$$

$$NPV = -\boldsymbol{C} + Net\ present\ value\ of\ \boldsymbol{H}$$

$$Money_over_Money = Sum(\boldsymbol{H})/\boldsymbol{C}$$

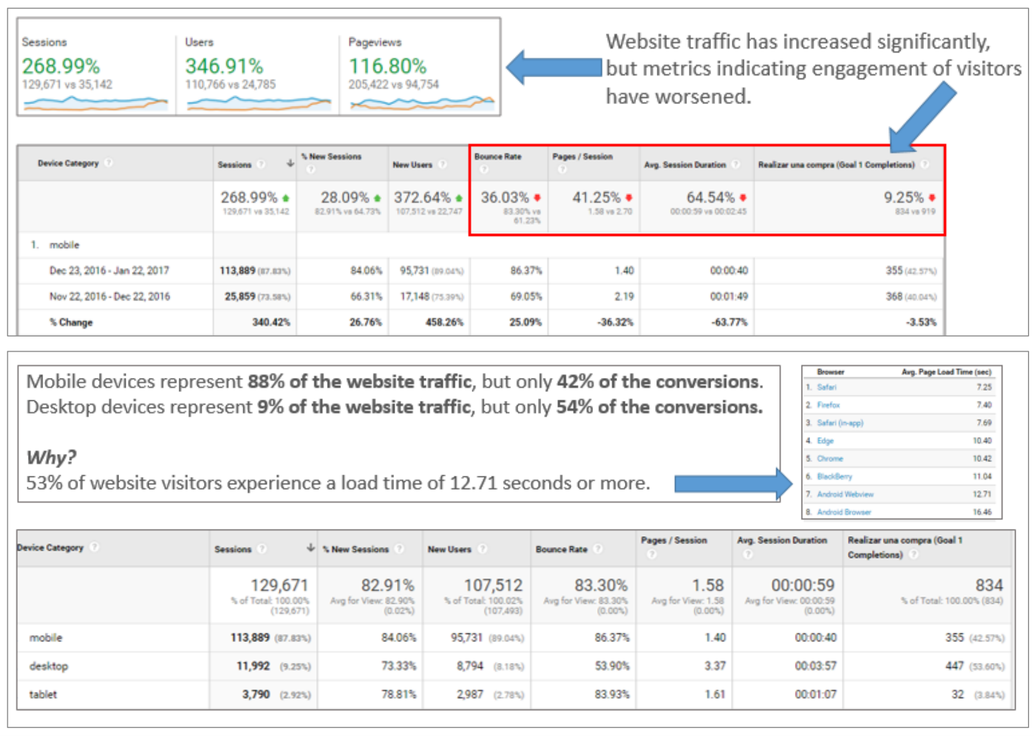
$$IRR = Internal\ return\ rate\ of\ (-\boldsymbol{C} + \boldsymbol{H}\ per\ period)$$

IT systems

IT systems applicable to SenseBox's business model were recommended; a CRM and ERP platform were set up.

CRM	ERP	Customer support	Billing & Payment support
A CRM platform is the number one priority. Insightly was chosen due to its easiness to set-up and pricing options. Updating all information to Insightly (customers, employees, partners, organizations, products, past boxes) is critical and needs to be done ASAP.	Using an ERP system is the second priority. It will be very helpful in organizing logistics and prove integral once SenseBox increases its customer base and/or launches additional initiatives. ERP can integrate with Insightly through Zapier or direct integration.	SupportBee is a customer service platform that integrates well with Insightly. It is recommended at a later stage when SenseBox has acquired a larger customer base. At the moment, Insightly notes will be able to accommodate customer service possibly. If this proves too much of a hustle, SupportBee might be worth the investment.	The billing & payment platform might be able to facilitate the billing process and possibly reduce rejected payments associated with insufficient funds. Not all platforms support PayU as a payment gateway and is unclear if they are worth the investment. Further analysis is recommended to evaluate ROI.

Insights with Google Analytics



Device Category	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Realizar una compra (Goal 1 Completions)
	268.99% 129,671 vs 35,142	28.09% 82.91% vs 64.73%	372.64% 107,512 vs 22,747	36.03% 83.30% vs 61.23%	41.25% 1.58 vs 2.70	64.54% 00:00:59 vs 00:02:45	9.25% 834 vs 919
1. mobile							
Dec 23, 2016 - Jan 22, 2017	113,889 (87.83%)	84.06%	95,731 (89.04%)	86.37%	1.40	00:00:40	355 (42.57%)
Nov 22, 2016 - Dec 22, 2016	25,859 (73.58%)	66.31%	17,148 (75.39%)	69.05%	2.19	00:01:49	368 (40.04%)
% Change	340.42%	26.76%	458.26%	25.09%	-36.32%	-63.77%	-3.53%

Browser	Avg. Page Load Time (sec)
1. Safari	7.25
2. Firefox	7.40
3. Safari (in-app)	7.69
4. Edge	10.40
5. Chrome	10.42
6. BlackBerry	11.04
7. Android Webview	12.71
8. Android Browser	16.46

Device Category	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Realizar una compra (Goal 1 Completions)
	129,671 % of Total: 100.00% (129,671)	82.91% Avg for View: 82.90% (0.02%)	107,512 % of Total: 100.02% (107,493)	83.30% Avg for View: 83.30% (0.00%)	1.58 Avg for View: 1.58 (0.00%)	00:00:59 Avg for View: 00:00:59 (0.00%)	834 % of Total: 100.00% (834)
mobile	113,889 (87.83%)	84.06%	95,731 (89.04%)	86.37%	1.40	00:00:40	355 (42.57%)
desktop	11,992 (9.25%)	73.33%	8,794 (8.18%)	53.90%	3.37	00:03:57	447 (53.60%)
tablet	3,790 (2.92%)	78.81%	2,987 (2.78%)	83.93%	1.61	00:01:07	32 (3.84%)

Photos:

SenseBox Office

Cartagena

Bogota Golf Club

Chia