trendingBot

case study #4 - new product release

trendingIT

problem

Deodorant manufacturer releasing a new product → what features are more relevant to the clients?

1. get some data from your existing clients' moods
2. run trendingBot

1. data

client's data		own product's main features (0-10 scaled)				competitor product's main features (0-10 scaled)				units
sex	age	new	innovative	nice appearance	cheap	new	innovative	nice appearance	cheap	
f	27	8.5	5	10	0	2	8	6	8	65
m	25	8.5	5	10	0	2	8	6	8	23
m	45	9	6.5	9	0	8	4	10	6.5	62
f	50	2	8	3	10	7	8	6	2	85
m	15	1.5	8.5	7	8	10	6	7	8.5	26
f	9	10	2	3	8.5	8.5	8	7	4	100
f	80	10	8	8	0	0	8	8	10	70

solution

2. trendingBot

$$126.29-133.61\cdot sex\cdot comp\_cheap\cdot(own\_new\cdot comp\_nice)^{-0.7}+31.43\cdot(sex\cdot comp\_cheap\cdot(own\_new\cdot comp\_nice)^{-0.7})^2$$

mean error after applying this equation to the original data below 1.5% ✓

sample			
own product	**competitor's product**	**max. units**	**sex**
new (new = 10)	cheap (cheap = 10)	78	f
	expensive (cheap = 2)	116	f
old (new = 1.5)	cheap (cheap = 10)	132	m
	expensive (cheap = 2)	89	f

notes
max/min within the given values (extrapolation not acceptable)
scale for sex: 1 - female 2 - male

- ✓ women are better clients for the most of the conditions, but…
- ✓ the way to sell more units is orienting the product towards
  - men
  - already-established brand vs. cheap products (competitors)