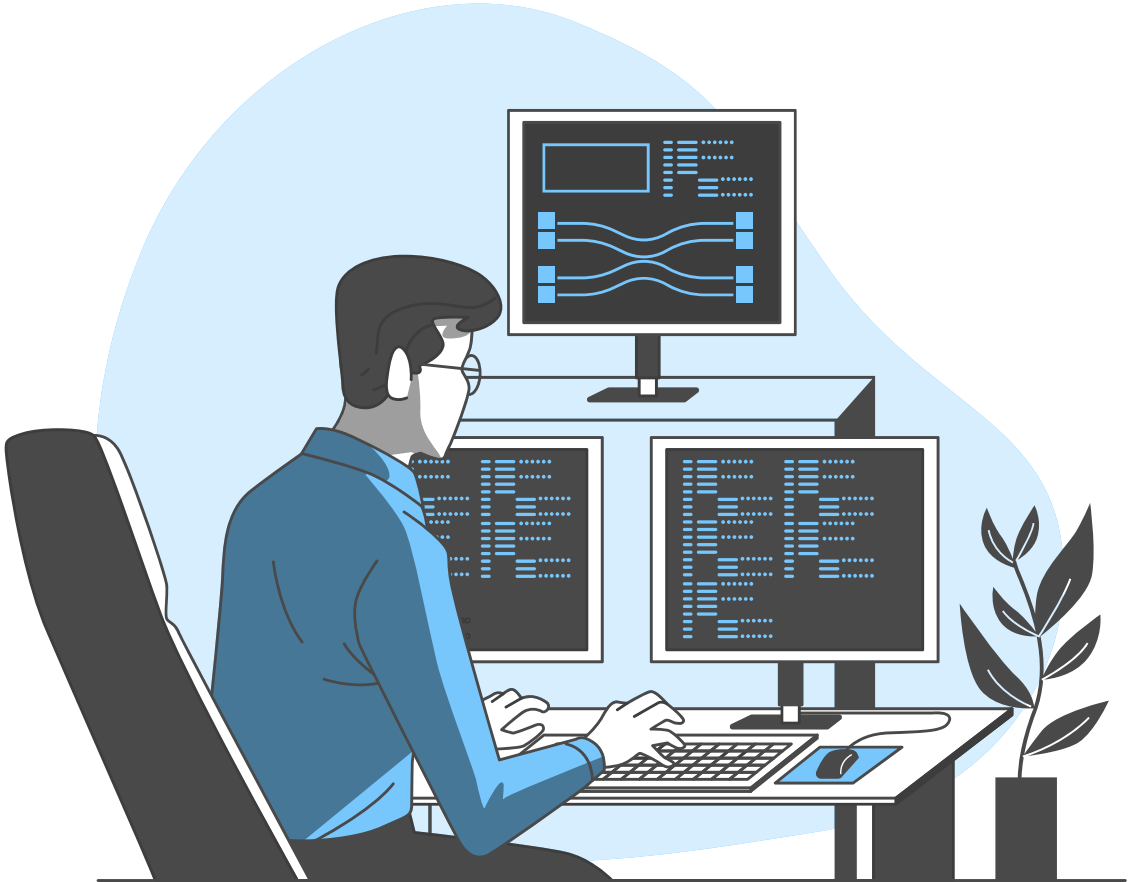

Apogee Consulting Group

Nishant Dash

Choose 2022

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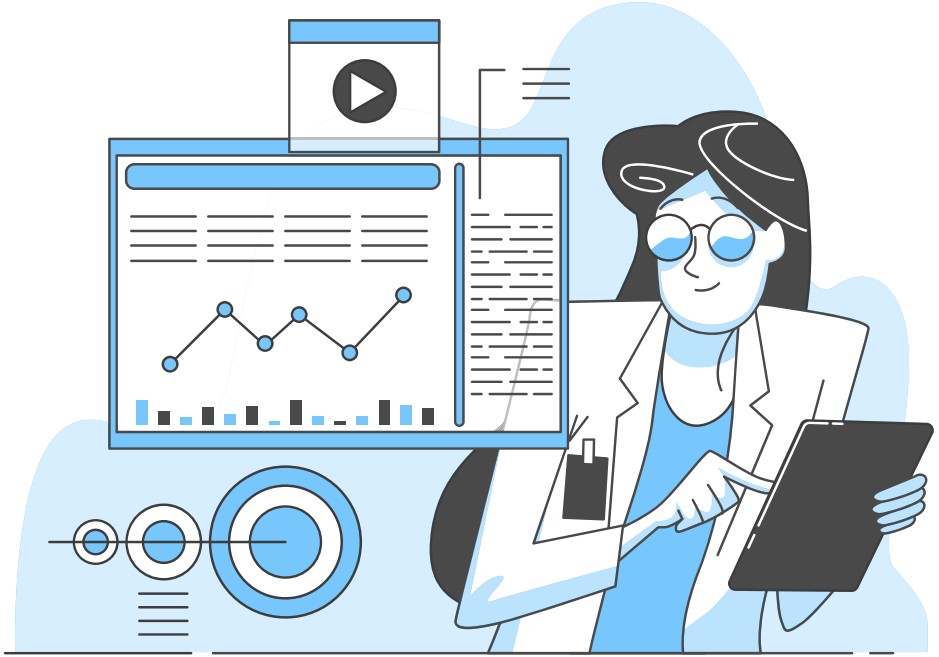


01

What is Apogee Consulting Group?

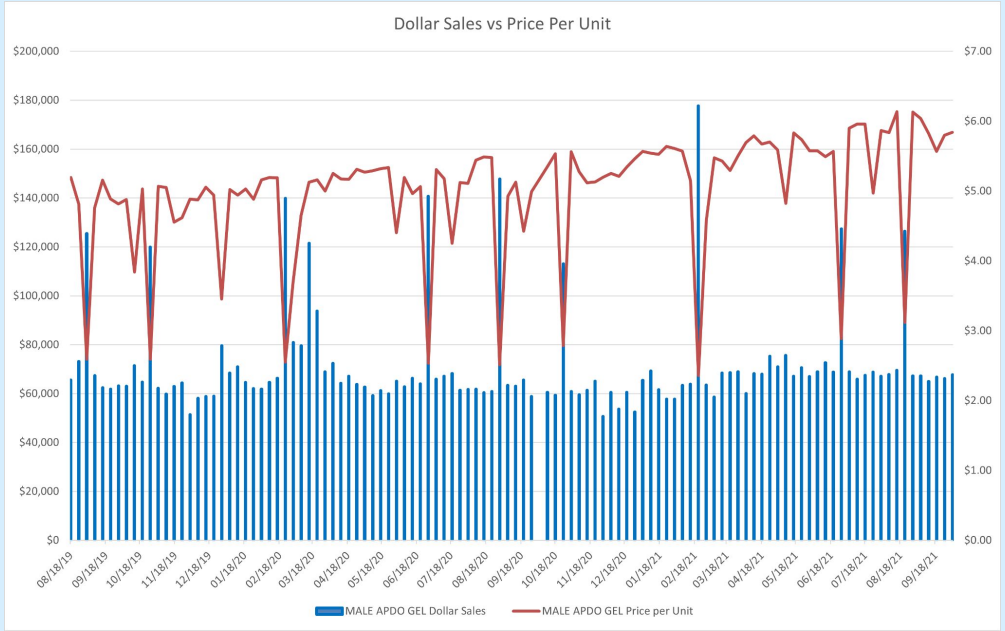
Apogee Consulting Group

- Apogee Consulting Group is a local business that specializes in revenue and category management
- Helps brands and retailers increase revenue through targeted promotions and “strategic storytelling”

(Isleib)

What is “Strategic Storytelling?”

- “Aligning an organization on a path forward based upon data and insights”
- Chart shows revenue vs product price that week
- Notice: lower price correlates with a jump in revenue



(Isleib)

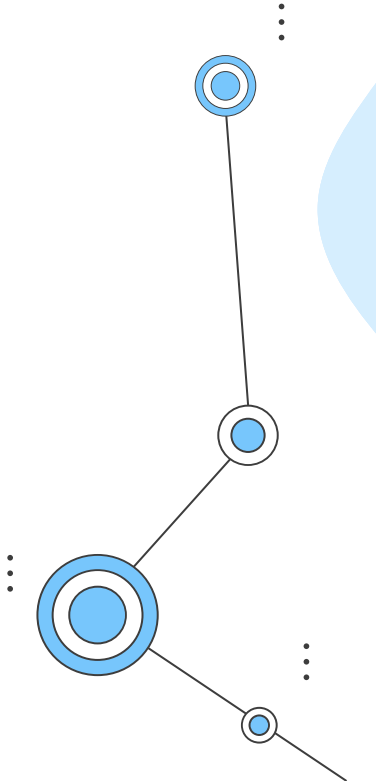
Example

Deal:
Buy 3 bottles for $9

Deal:
Buy 2 bottles for $9 get one **free**

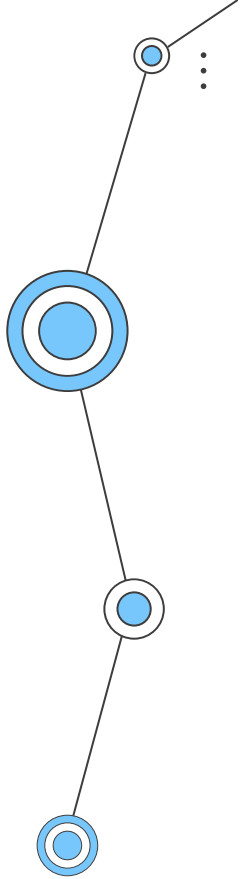
Notice the price for one bottle does not change

(Isleib)



+74%

Increase in profits



(Isleib)

What Do They Look At?

Elasticity

A products responsiveness to a change in its price

Volume Price Mix

How much of a brand's revenue is created through a change in volume (number of products sold), change in price, or change in the ratio of products sold

Velocity

Revenue per store vs items sold per store

(Investment Guide)
(Isleib)
(Kulutbanis)

Why Apogee Consulting Group?

01 Experience and Applied Knowledge

- Existing knowledge in CS
- Pursuing career in CS

02 Learn about Data and Predictions

- Types of data
- Using data for predictions

03 Existing Connection

- Sponsor was my neighbor
- Offered internship position

04 Flexibility

- Ability to work from home
- Flexible schedule

02

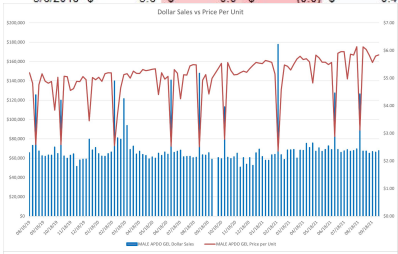
What Did I Do?

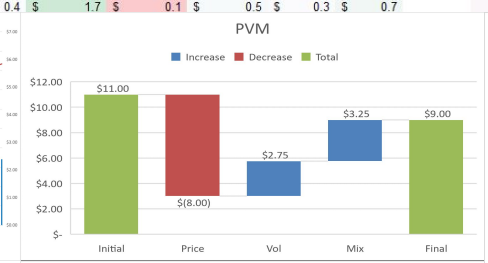
Incrementality

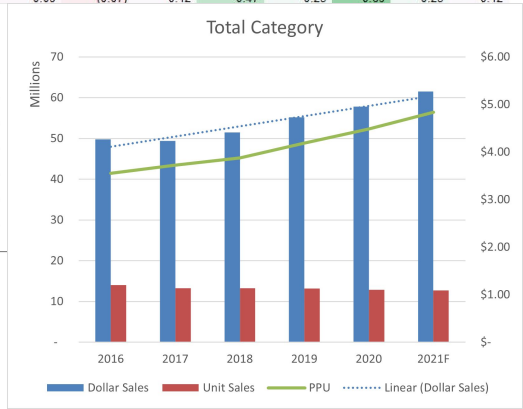
Date	Total	CAFE	CHIA	JUICE	KOMBUCHA	OTHER	PROBIOTIC	PROTEIN	SMOOTHIE
3/15/2020	$ 12.1	$ 0.2	$ (0.1)	$ 2.2	$ 4.8	$ 0.7	$ 0.6	$ 0.2	$ 3.6
3/22/2020	$ 7.1	$ 0.1	$ (0.1)	$ 1.4	$ 3.5	$ 0.5	$ 0.3	$ (0.3)	$ 1.7
4/15/2018	$ 4.6	$ 0.0	$ (0.0)	$ 0.7	$ 1.7	$ (0.0)	$ 0.4	$ 0.4	$ 1.4
3/8/2020	$ 4.4	$ 0.0	$ (0.1)	$ 0.5	$ 2.8	$ 0.4	$ 0.3	$ (0.0)	$ 0.5
7/19/2020	$ 4.4	$ 0.2	$ (0.1)	$ 0.4	$ 2.8	$ 0.3	$ 0.2	$ (0.1)	$ 0.8
3/11/2018	$ 4.2	$ 0.0	$ (0.0)	$ 0.7	$ 1.4	$ (0.0)	$ 0.5	$ 0.2	$ 1.4
1/14/2018	$ 4.1	$ 0.0	$ (0.0)	$ 1.3	$ 1.0	$ (0.0)	$ 0.4	$ 0.1	$ 1.4
5/13/2018	$ 3.9	$ 0.1	$ (0.0)	$ 0.3	$ 1.8	$ 0.1	$ 0.4	$ 0.3	$ 0.9
3/4/2018	$ 3.7	$ 0.1	$ (0.0)	$ 0.6	$ 1.4	$ (0.0)	$ 0.5	$ 0.1	$ 1.1
3/18/2018	$ 3.7	$ 0.0	$ (0.0)	$ 0.6	$ 1.2	$ (0.0)	$ 0.5	$ 0.2	$ 1.1
3/19/2017	$ 3.6	$ 0.1	$ 0.1	$ 1.0	$ (0.5)	$ (0.1)	$ 0.2	$ 0.4	$ 2.4
4/14/2019	$ 3.6	$ 0.1	$ (0.1)	$ 0.1	$ 2.3	$ 0.0	$ 0.3	$ 0.3	$ 0.6
5/6/2018	$ 3.6	$ 0.0	$ (0.0)	$ 0.4	$ 1.7	$ 0.1	$ 0.5	$ 0.3	$ 0.7

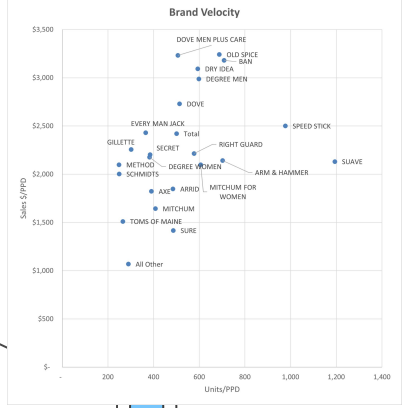
Ratio of Incremental dollar share to dollar share

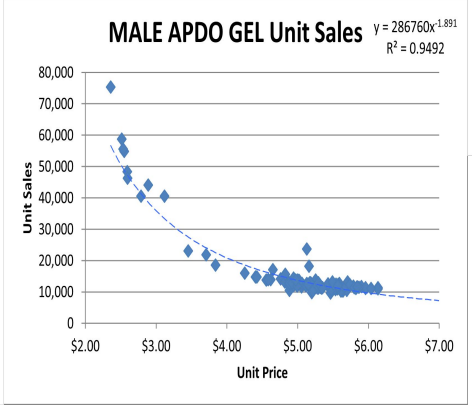
CAFE	CHIA	JUICE	KOMBUCHA	OTHER	PROBIOTI	PROTEIN	SMOOTHIE
0.16	(0.35)	0.23	0.40	0.54	0.32	0.08	0.21
0.11	(0.94)	0.25	0.50	0.71	0.32	(0.16)	0.17
0.04	(0.11)	0.17	0.37	(0.06)	0.51	0.23	0.18
0.03	(1.10)	0.16	0.63	0.93	0.45	(0.00)	0.08
0.28	(2.12)	0.12	0.64	0.84	0.37	(0.11)	0.13
0.06	(0.05)	0.18	0.34	(0.15)	0.59	0.13	0.19
0.06	(0.15)	0.29	0.25	(0.18)	0.47	0.07	0.18
0.21	(0.11)	0.09	0.47	0.31	0.54	0.23	0.15
0.13	(0.18)	0.17	0.38	(0.19)	0.65	0.08	0.18
0.08	(0.06)	0.18	0.33	(0.03)	0.63	0.15	0.17
0.09	0.38	0.22	(0.13)	(0.20)	0.26	0.20	0.26
0.15	(0.72)	0.03	0.65	0.06	0.58	0.21	0.11
0.09	(0.07)	0.12	0.47	0.23	0.69	0.23	0.12







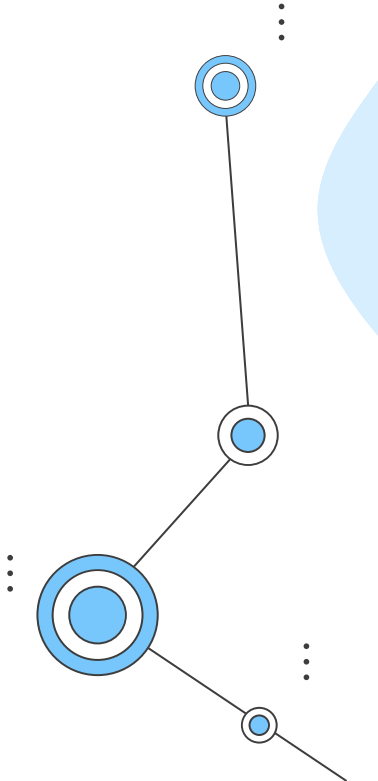


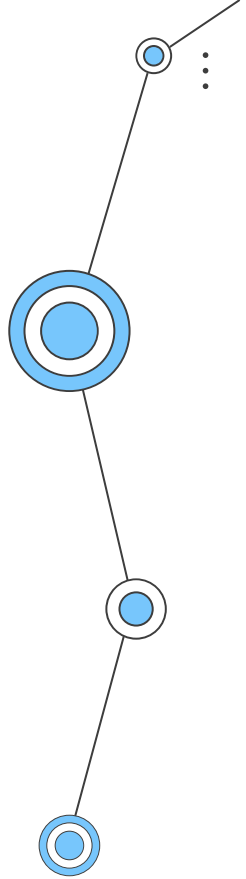


I wrote

1,700+

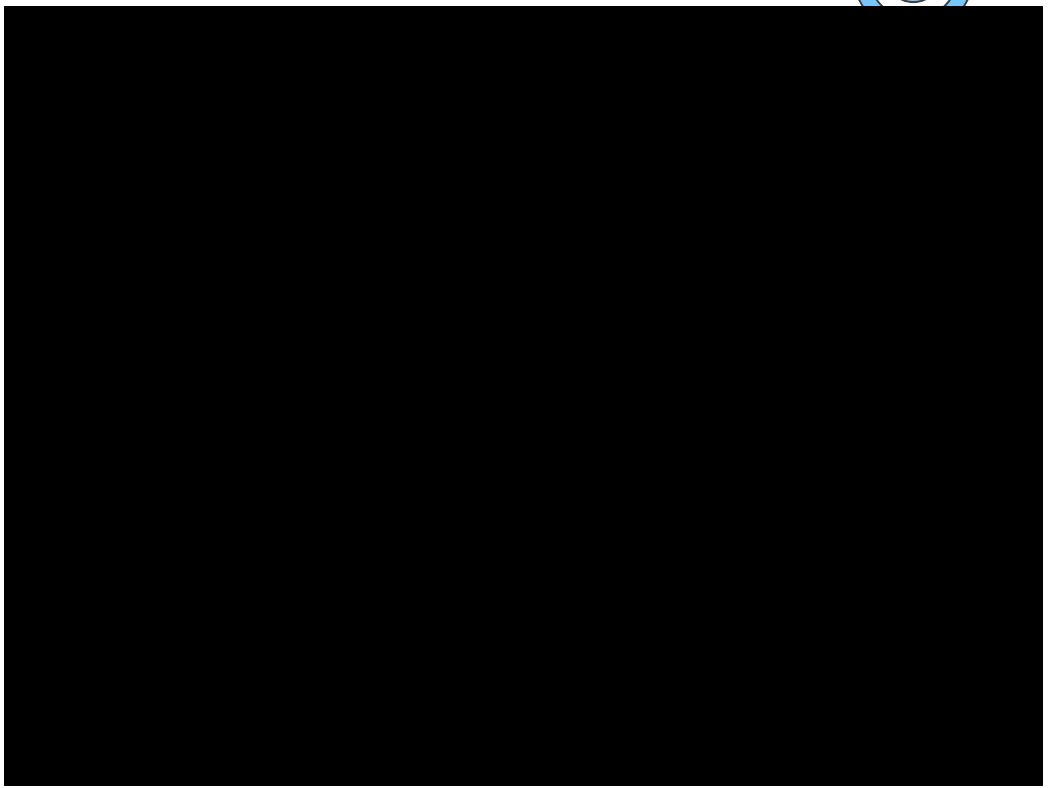
Lines of VBA Code





What Did I Do?

- Visual Basic for Applications (VBA)
  - The programming languages used in Microsoft Office Products
- Created “Macros” to automatically manipulate data and create tables and graphs



(Microsoft)

What Did I Do?

```
481  Private Sub InsertIntoElasticitySheet(ByVal title, ByVal elasticity, elasticitySheet, currentSheet)
482  '   Inserts {title} and {elasticity} into {elasticitySheet}
483
484  '   Go down the column until there is a free space
485  '   Insert {title} and {elasticity} into free space
486      elasticitySheet.Activate
487      Dim cell As Range
488      For Each cell In Range("A:A")
489          If IsEmpty(cell) Then
490              cell.Value = title
491              cell.Offset(0, 1).Range("A1").Value = elasticity
492              cell.Offset(0, 1).Range("A1").Style = "Comma"
493              Columns("A:A").EntireColumn.AutoFit
494              Exit For
495          End If
496      Next cell
497
498  '   Go back to current sheet
499      currentSheet.Activate
500  End Sub
```

03

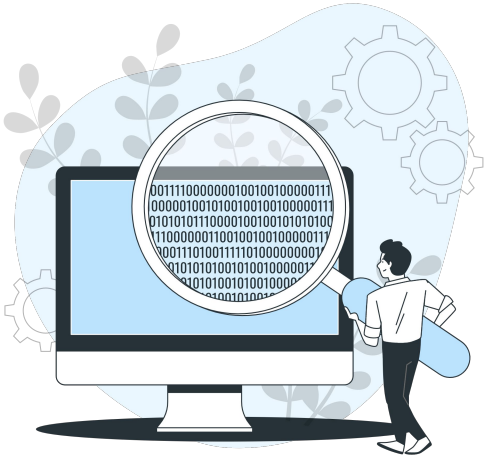
Types of Data

Business Data

Business Data

Data from Business

- Revenue
- Operational Costs
- Prices
- Product Volume



Syndicated Data

- From companies like Nielsen or IRI
- Standardized and structured
- Contains data for category

(Barkho)
(Cote)
(Guennewig)
(Isleib)
(Neilsen)
("What Is Business Data And Why Is It Important For Companies?")

Consumer Data

Consumer Data

Personal Data

Any identifying data: SSN, Name, Gender, Device IDs

Engagement Data

How consumers interact with business presence: Websites, Social Media, Apps

Behavioral Data

Details about consumer behavior: Transaction History, Mouse movement, CTR (Click Through Rate)

(Barkho)
(Cote)
(Freedman)
("Overview")

04

Making Predictions

Target

- A father came into Target asking why his teenage daughter was receiving maternity advertisements
- The manager did not know why and apologized to the man
- Later the manager called to apologize again but the man said that his daughter was actually pregnant

(Hill)

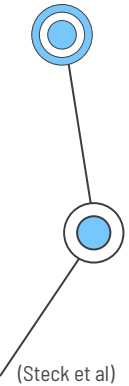
Target

- Target assigns every guest an ID tied to their credit card, name, or email
- They track every purchase you make as well as buy information from other sources
- They use historical data to predict what you want to buy

(Hill)

Recommendation Systems

- Used by Netflix, Amazon, Youtube, etc.
- Machine Learning algorithms designed to take customer interests and recommend products



(Steck et al)

05
Takeaways

What did I learn?

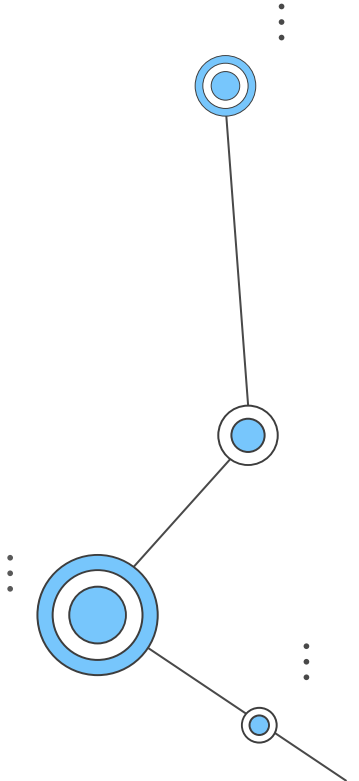
- Visual Basic for Applications
- Marketing terms and uses
  - Velocity, PVM, Elasticity, etc.
- Types of data
- Data collection methods
- Making predictions with data

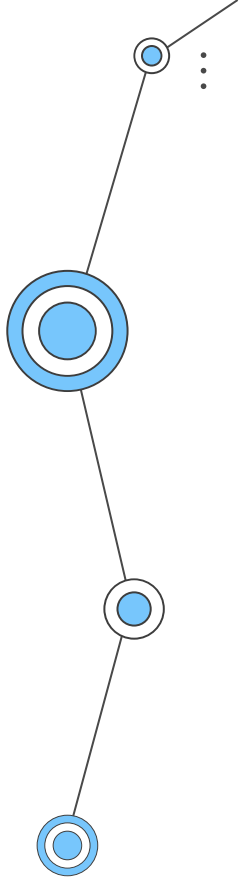
Thanks

Dan Isleib
My Sponsor

Mr. Maxam
My Mentor

Ms. Ardolino
My Coordinator





Thanks

Do you have any questions?

Let me know at:
www.nishantdash.com/contact

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