

## **SDM Analytics**

### **Sales in Zumba foodtech**

Zumba foodtech is a well-established organization in the food product segment. It has over 25000 employees all across the world. Zumba is well known for its world class products. Recently it has started shifting its lens to adoption of digital marketing and analytics. As a pilot practice they have introduced, the use of digital practice on a voluntary basis in the marketing and sales department. However, like any new change digital adoption is being opposed by some employees of the sales team because learning new digital tools and practices require effort and time. However there are few employees who have adopted it. Mr. Felix, the Sales and marketing Head of Zumba, is interested in understanding the demographics and other antecedents that have led to adoption of digital practice in the sales routine.

Mr. Felix got the data collected on (a) age of the employees, (b) incentives earned, (c) revenue earned and (d) adoption status of digital practices. Now you want to analyze the data and convince your sales team about the adoption of digital tools and practices for their personal benefits and organizational benefits at large. Like any boss Mr. Felix has delegated this task (kidding☺) to his subordinate, Mr. Rishi for the analysis and presentation.

Assume yourself as Mr. Rishi, now analyze the data (refer the attached Excel sheet named as **SDM slicer, P7**) and recommend solutions to the head for the below questions.

Q1. How much variation in adoption of digital marketing practices can be explained by?

(a) age,

(b) incentives earned and

(c) Revenue earned by the employees?

Q2. Can you develop a model to predict which employee type (template) will adopt digital practice? So that it can help in future hiring or sales personnel selection. Please write the equation of that prediction model.

Q3. What is the probability of adopting digital practice for an employee whose age is 33 years, incentive earned is \$15,000 and revenue earned is \$39,000?

Q4. What sales and marketing policies you would suggest based on your analysis? Be very specific.

## Appendix

### Digital Marketing Metrics

Digital Marketing Metrics and KPIs are values used by marketing teams to measure and track the performance of their marketing campaigns. Digital marketing teams use a number of tools to promote their services and products, and tracking the results can often be time consuming and difficult. By creating specific digital marketing KPIs and tracking them on a dashboard, it's easy to determine targets and goals and measure performance based on those values. An accurate knowledge of targets and goals help sales personnel in planning and implementing their sales plan effectively. Research shows that sales personnel who have accurate and specific knowledge about their targets and goals outperform their colleagues who do not have specific goals and targets in mind.

Remember the SMART goal concept

S: Specific

M: Measurable

A: Achievable

R: Realistic

T: Time bound

Participants can note down few KPIs that are very critical for modern digital marketers that are data-driven and help in tracking their progress and performance effectively:

- Web traffic sources
- Brand awareness
- Cost per lead
- Website traffic leads

- Returning visitors
- Online conversion rates
- Lead conversion rates
- Click thru rate
- Customer lifetime value

**Reference:** Digital Marketing Metrics and KPIs. Retrieved from  
<https://www.klipfolio.com/resources/kpi-examples/digital-marketing>