

# ABOUT SMSDOME

Mobile marketing provider aiming to help businesses reach their target audiences in a cost-effective & efficient manner. They provide high-quality marketing & administrative services to clients in the rapidly evolving mobile marketing landscape

# PROBLEM STATEMENT

Use an objective data-driven strategy to analyse historical sales & revenue data to identify sales opportunities, such as bundling of services, promoting specific services for different industries & identifying trending services to be utilised for future sales strategy

# EXPLORATORY DATA ANALYSIS

## Key Findings

## Recommendations

- Usage of tableau can help identify trends and patterns
- The Top 15 industry makes up over 80% of the revenue
- Discounts form a moderate portion of SmsDome's revenue, deeper analysis is essential to identify how to improve discount strategies

- Using tableau to identify the best product for the each industry
- Focusing on the top industry can help increase sale revenue
- Focus more on improving industries over time and identify top services bundled to promote

# REGRESSION & PREDICTIVE MODELLING

## Key Findings

## Recommendations

- Increase in forecasted sales for the Finance Industry, expected to grow at a compound annual rate of 17.2% from 2022 to 2030
- Predicted sales for next 12 months are lower
- Lower months' sales can be seen

- Focus on engaging customers in the Finance Industry
- One-time Discount Coupon to entice new businesses  
Provided to clients who engage SMS Dome's business for the first time  
Unique code, time-limited
- Referral Program to increase engagement with existing businesses  
Word-of-mouth: powerful strategy  
Credible, cost-effective  
Increase brand awareness

# RECOMMENDATIONS

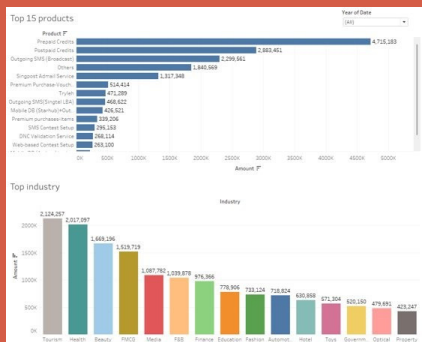


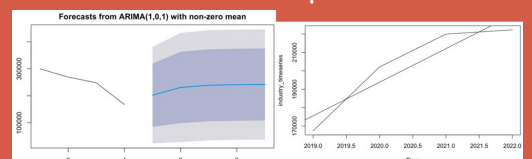
Tableau Dashboard



Referral Programme



## Discount Coupon



Years	Forecasted Sales
2023	\$202,289
2024	\$230,867
2025	\$238,900
2026	\$241,157
2027	\$241,792



Cadence Chew



Celestine Chew



Elysia Shun



Gabriel Goh



Isaac Kwah



Sanjana Vikhe