

# MEDIA MIX USING OPTIMIX FOR A LEADING OIL AND GAS COMPANY

## Client Overview

Customer is a Fortune 100 global oil and gas company.

## Business Value

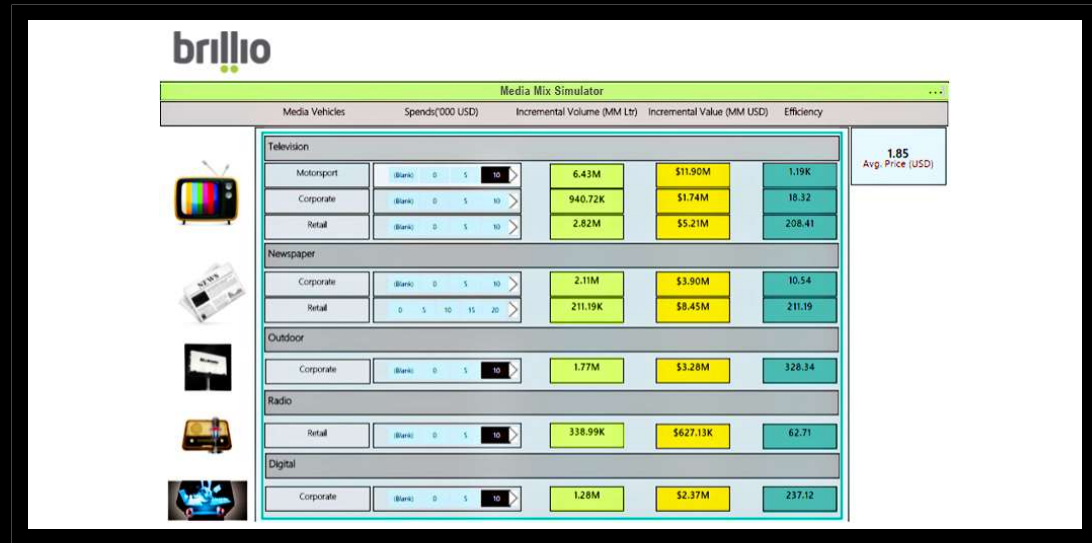
- \$3Mn savings for the client without any impact on sales with a span of few weeks
- Distributed media spend led to optimum budget allocation

## Business Scenario

Client wanted to understand how spends in each media vehicle impacts their sales and thereby help them reallocate media spends to achieve higher efficiencies .

## Solution Approach

- Built a predictive model to decompose volumes into base and incremental from each of the media vehicle.
- Built saturation curves to identify spends cut-off beyond which increase in incremental volume is marginal.
- Created a simulator which the brand manager can use for future allocation of spends to arrive at a given target of volume and efficiency for every month.



## Technology

- Power BI
- Azure ML
- SQL Data Warehouse
- Python