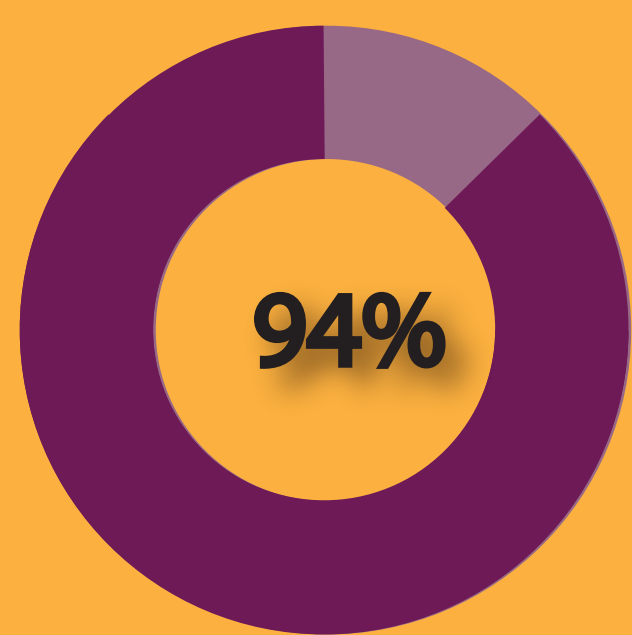
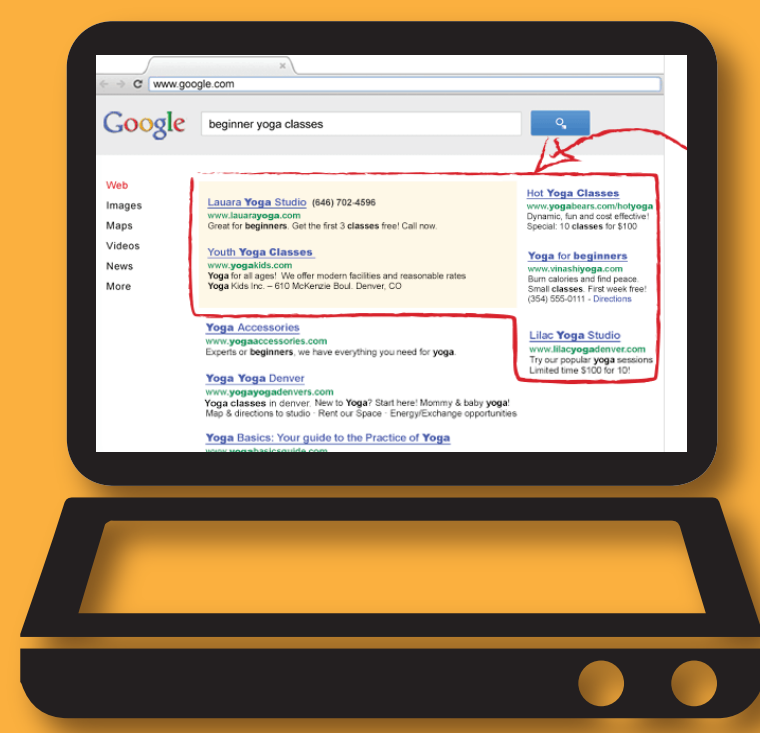


# ADVERTISING BUDGET RECOMMENDATION MODEL



94% of customers research cars online before purchasing



Car dealers engage in paid ad search for their digital online marketing strategy

CDK

CDK Global helps car dealers manage their online marketing



Car dealers are interested to know the budget amount to allocate for online advertisement

W

We designed a model to predict advertising budget for dealer's top selling car models

## Solution

Developed a working tool which recommends advertising budget for upto 100 dealers



Performed thorough analysis and created a formula for calculating model specific budget recommendation using predictive analysis



Created working model which calculates online marketing budget for top selling cars of specified car dealer

## Process



Data Collection

- Key metrics from Google Adwords
- Car sales data specific to location and model



Data Analysis

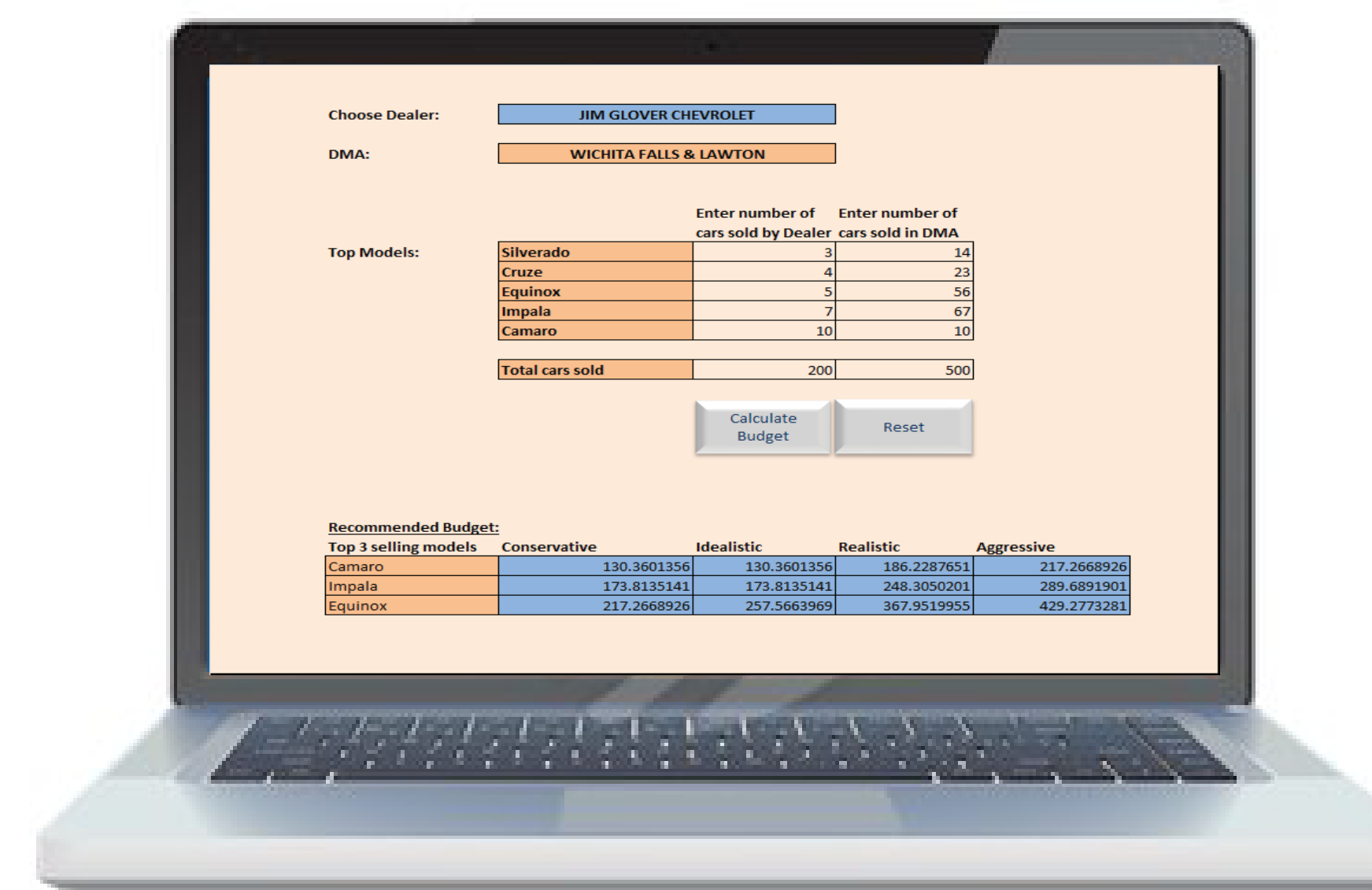
- Analysis of data for last 6 months
- Competitor analysis, key metric analysis and market demand analysis
- Use of statistical analysis , excel functions and pivot tables



Data Transformation

- Transform data into a formula to calculate advertising budget for each car dealer
- Conservative, Idealistic, Realistic, Aggressive budget recommendation

## Features



- Dynamically populates DMA on selecting a dealer
- Calculates the top selling cars in a DMA
- Calculates top selling cars of the dealer
- Calculates total cars sold
- Calculates Conservative, Idealistic, Realistic and Aggressive budget for the selected dealer

## Impact

This sophisticated tool leaves a positive impact



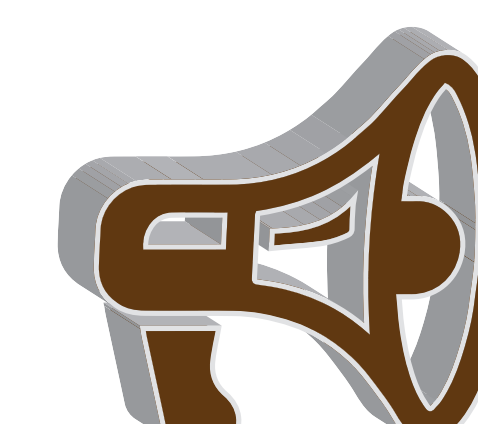
**Improves customer and client satisfaction**

- by calculating accurate budget
- by showing targeted ads



**Increased Car Sales**

- Accuracy of budget improves advertising through Google Adwords



**Targeted Advertising**

- Clients will have targeted advertising for each model
- Improved brand with effective digital advertising