mindfire

Overview:

The client operates in the retail industry. It offers its customers marketing and media solutions. Through a software platform our client enables its customers to identify and choose the right media companies for their marketing initiatives in print and pick the optimum deals to further their chances of success. The client offers valuable insights, through analytics, for efficient media planning and buying strategies. Solutions offered are based by digging into and analyzing years of data pertaining to sales and customer behavior trends, and results achieved by various strategies deployed by media agencies. The client has significant amount of experience working with three key stakeholders in the field of marketing in retail industry – advertisers, media agencies and media companies.

Client details:

Name: Confidential | **Type:** Retail | **Location:** USA

Technologies:

Python 2.7, Django 1.6, MySQL, RabbitMQ, Celery, Web scraping, Beautiful Soup, Selenium, Mechanize, Paramiko, Git, jQuery, Twitter-Bootstrap, Google Maps, HTML5, CSS, r360 API for drive time mapping, etc.

Project Description:

The project involved developing a solution to enable retailers to efficiently manage their media planning and buying activities. Optimized decisions are aided through insights provided by analytics reports.

The customers of our client are retail players who have stores spread across various locations in the US. Initially, our client used to have its employees mapped to these customers and they were given the responsibility of planning their media campaigns across newspapers and magazines. Subsequently a transition was made to a SaaS based model, by developing this product, which opened up the provision for the customers to buy licenses and avail the required services.

With their login ids, the customers now have complete control in planning their media strategy. After identifying the media entities they want to engage with, they plan their schedule and send emails across to the media companies, expressing their intent to engage. On reaching an agreement to proceed forward, insertion orders are raised. At the end of every month, the media companies send verification links, capturing details of their engagements and the resulting invoices, to the customers. After the required verification is done, customers make the payments to the corresponding media companies. The contract negotiation and payment process is seamless and our client earns a certain percentage, as commission, for facilitating the transactions.

Important elements comprising the software product are explained below:

Media: database of all media companies registered with the Client under a contract. All relevant information related to a media company is made available i.e. their specifications, circulation, coverage etc.

Client: The client section consists of relevant data related to the customers of our client. It includes information of their store locations and sales.

Store and Sales: This application collects store sales and media circulation data and analyzes it using internal business logic

Client – Media: This section includes all key elements that define the contracts that exist between a certain client and various media companies it has dealings with. It imports various parameters like circulation info, store versions, insert and ROP rates and many other client and media related information in csv and xls formats and saves them into the databases tables after parsing through the python code.
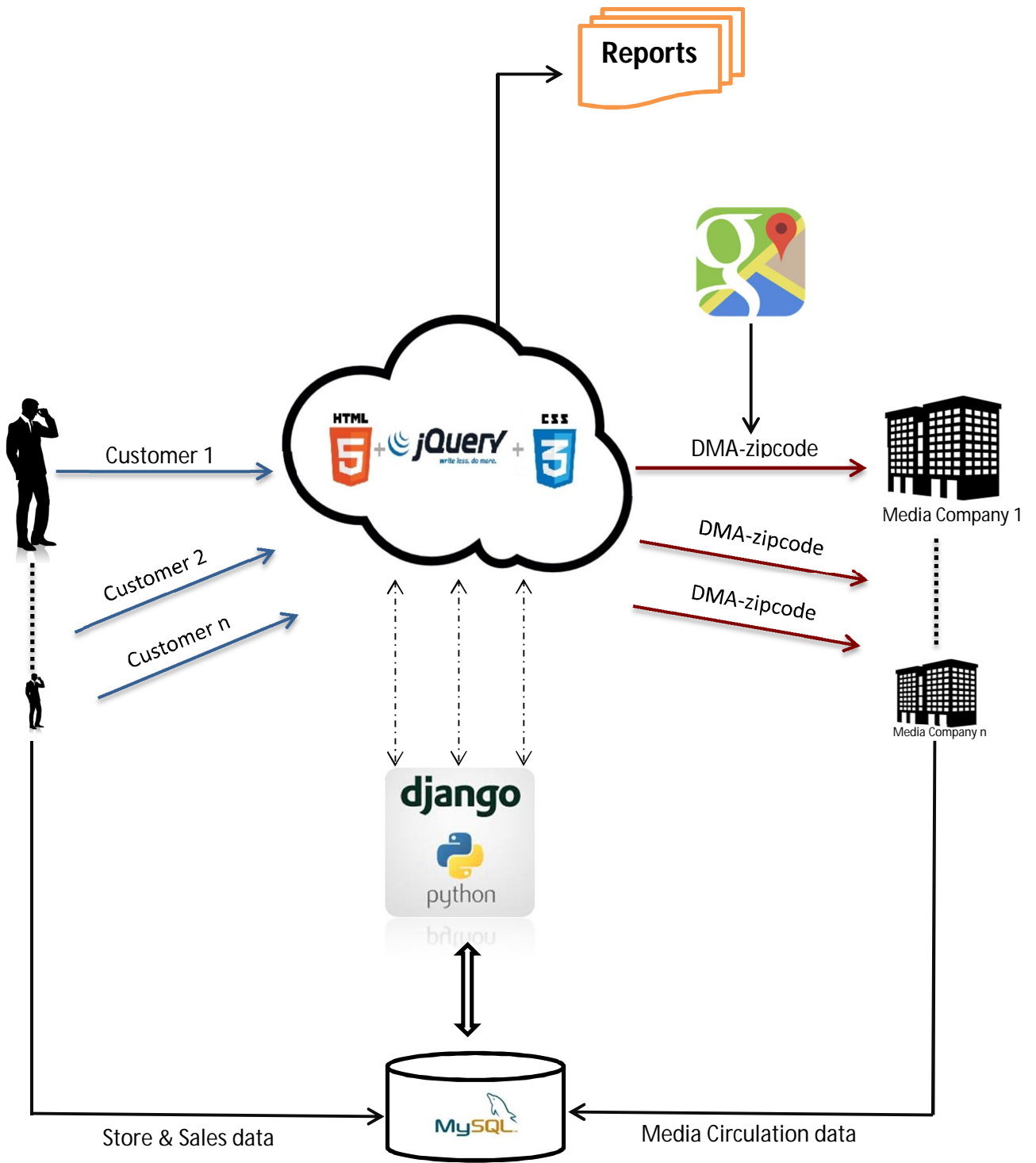
Analysis: A customer gets to define his trade area based on the locations of his stores. After having done that, the customer can perform various types of analysis to shortlist the best media companies to engage with viz-a-viz to the Designated Market Areas targeted.

Placement: This section has a number features related to ad placement for e.g. media planning, scheduling, summary generation, email notification, and many more.

For billing purpose, a rate calculation logic is applied by which the rate for an ad gets determined. Once it is done, a record is added to the billing table for generating summary and preparing the overall budget.

Tools: Tools are mostly used for the administrative users, for importing system data, like zip, dma, designations, client ads, maps, etc.

Architecture:

Reports

Customer 1

Customer 2

Customer n

DMA-zipcode

DMA-zipcode

DMA-zipcode

Media Company 1

Media Company n

django

python

Store & Sales data

MySQL

Media Circulation data

Screenshots:

Screen 1: Media
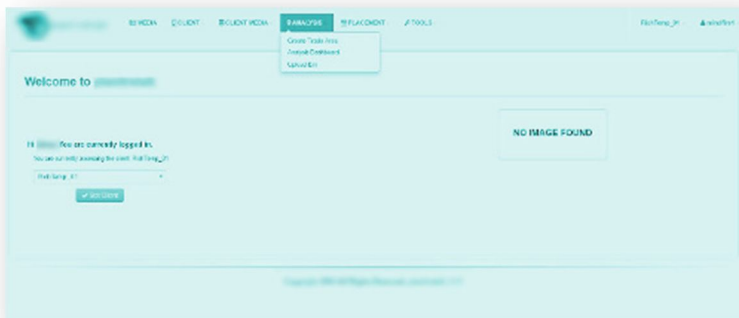

Screen 2: Store

Screen 3: Sales

Screen 4: Analysis Chart
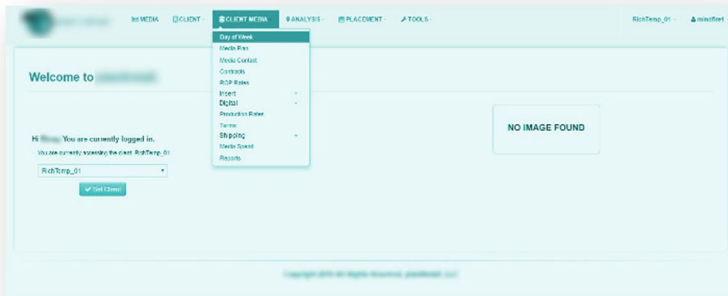
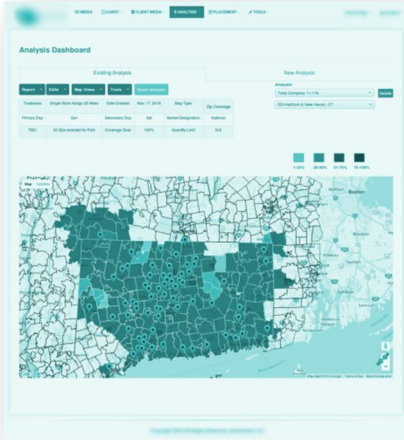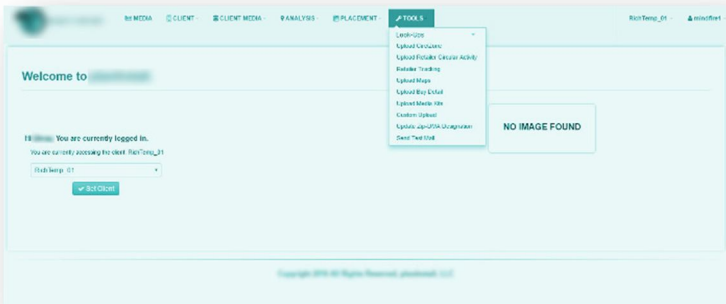## Screen 5: Client – Media

Screen 6: Analysis

Screen 7: Analysis Map

Screen 8: Placement

Screen 9: Tools