SYSTEM AND METHOD FOR GENERATING A MARKETING-MIX SOLUTION

ABSTRACT

A method for generating a marketing-mix solution is provided. The method includes pre-modeling marketing data having a plurality of marketing-mix variables. Each of the plurality of marketing-mix variables is associated with marketing strategies for one or more products. The method also includes generating a sales and/or revenue based response model to identify contributory marketing-mix variables that affect the sales and/or revenue of the one or more products and analyzing the response model to determine individual contribution of each of the contributory marketing-mix variables towards the sales an/or revenue of the one or more products.

Figure 1