

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Nike hyperadapt(self lacing shoes objectives

What is Nike Adapt?

A breakthrough lacing system that electronically adjusts to the shape of your foot.
Get the right fit, every game, every step.

objectives

increasing the earnings per share by 2.7% and improving its stockholder return on equity by 20% This will ensure that the company growth in the company is coupled with gains in terms of shares and revenue.

Business Story

What relevant actionable segments exists?

- Companies marketing medical sports and fitness equipment: that adapts to wearers' feet with Diabetic patients and patients with flat feet, and those with large feet size, blood pressure patients, or any one who's on his feet all day
- Young athletes: gets young athletes to wear its products through sponsorships with local leagues, clubs, and federations.
- Coach or manager of the athletic team : prescribes that shoe the trainees would unquestionably purchase them
- Elderly: that like fitness can help the elderly who have trouble with laces
- weekend runners: who enjoy keeping fit on weekends and even training for a half marathon

Which ones should we pursue and why?

- Medical Supplies Purchasing Manager: The person in charge of purchasing and enjoying good relations with service providers and vendors Also reaches the to nurses, doctors or any health care provider with ease
- professional athletes: partnerships with professional athletes as an important way to draw in young customers.
- Coach or manager of the athletic team : prescribes that shoe the trainees would unquestionably purchase them for target market for Nike shoes includes Millennials (24–39-year-olds) and Gen Z (9–24-year-olds)

Customer Story

Where is our target audience?

- LISTENING TO SPORTS TALK RADIO
- SPENDING TIME WATCHING ESPN
- USING THEIR PHONE OR THE WEB TO LOOK UP SPORTS STATS-facebook - instagram -youtube
- leagues, clubs, and federations

Where is our effort?

- partnerships with scores of famous athletes
- running app. Let's athletes share photos and compare progress with their friends.
- Sending ads to our target
- Ads on social media like facebook and insta

How effective is our effort?

- Nike generates more sales was valued at 4% this year compared to last year and 50,000 new online sports enthusiast customer loyalty

Where should we focus changes?

- attract several specific market segmentations, such as women, young athletes, and runners. By hires a research firm that was familiar with the region To understand the consumer behavior in these new markets
- sponsoring local sports and athletics events,
- running adverts in the media
- offering of rebates and discounts on products and gift card

What should we do, now or later?

- Running a local commercial on t.v and social media to drive awareness to Community Support Programs To help people around the world get active in sports and exercise with our brands to bring inspiration and innovation to every athlete in the world

Testing and Learning Plan

What should we study further?

- We need to study how to maintain a strong social media presence, and we know we need to study how spotlight on favorite athletes makes up majority of our customer not just the product, focusing on sustainability and celebrity collaborations
- We should review recent performance of our ads to see how they are performing and what adjustments need to be made.

What should we try?

- We wanted to try to reduce costs for revenue up and increased spending to open new factories in promising countries
- Modify the product to be waterproof or water-resistant for help the athletes or wearers can use it when it is raining
- Offering a slightly lower price in order to attract the largest possible segment of customers

Testing and Learning Plan

What analysis and data do we need?

- We need to study how to reduce costs by identifying more efficient ways of doing business and by storing large amounts of data that impact to revenue further
- we will make note to go deeper via into the actual metrics by which we think we can improve revenue
- We may also evaluate that we are going to need data on the best time to run TV campaign or information on which TV channels actually serve the customers that we hoping to capture
- make better business decisions and help analyze customer trends and satisfaction before Especially in sporting events, in order to ensure their loyalty
- We need to get 10.000 free online sign-ups from sports enthusiast this quarter to the website to awareness our new unique payment options and sale