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**Portofolio - Intensive Bootcamp**

# Intro to Data Analytics

**Owner:** Muhammad Ridho Muhajir

# Problem 3

**Konteks**:
- You are one of the Marketing Data Analysts in one of the Tech Companies.
- It was found that there was a decrease in the number of customer acquisitions*, even though the advertising budget issued tended to be stagnant.
- This causes customer acquisition costs (CAC) to become more expensive.
- The incident occurred throughout the 3rd and 4th weeks of the end of 2023 yesterday.

*Customer Acquisition: The number of customers who sign up for the app/platform

*Create an Analytical Thinking Framework for the above cases that include:*
- *Background*
- *Objective*
- *Data Scope*
- *Point to be checked/ Initial Hypotheses*

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# Answer Form

## Background

There was a decrease in the number of customer acquisitions during the 3rd and 4th weeks of the end of 2023, even though the advertising budget issued was stagnant..

## Objective

Identify the causes of declining customer acquisition.

## Data Scope

**What**: Advertising budget data, data on the number of customer acquisitions and customer acquisition cost data.
**Where**: The marketing platforms used by the Tech Company.
**When**: The 3rd and 4th week of the end of 2023.
**Who**: All new customers who sign up.

## Point to be checked/ Initial Hypotheses

1. There is a decrease in conversions on one or more of the marketing platforms used, or
2. Changes in the target audience, affecting the effectiveness of the ad, or
3. There was an increase in advertising from other competitors in the same period.

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# Thank You

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