

# Udacity

# Marketing Analytics

Nanodegree Program  
Project: Crafting an Analytic Brief

# Objective

Our objective is to increase the sign ups for the website by 30 percent in the upcoming quarter than the last quarter.

# Business Story

## What relevant actionable segments exists?

- Higher education students and fresh-graduates
- People who would like to increase their income
- People who would like to shift their careers
- People interested in learning new skills

## Which ones should we pursue and why?

All of the above because all of them will be interested in learning for a new promising career and getting ready to get a job or interested in learning new skills.

# Customer Story

## Where is our target audience?

In universities , in career events, on social media websites

## Where is our effort?

Our effort recently is on social media websites and through collaboration with governments to reach more students

## How effective is our effort?

For the last quarter we achieved 10% increase in signups than the quarter before.

# Customer Story

## Where should we focus changes?

We should focus our effort in universities and career events also focus in social media in career related pages and channels

## What should we do, now or later?

Preparing for the upcoming quarter we should increase marketing campaigns in universities and organise or sponsoring career events.

# Testing and Learning Plan

## **What should we study further?**

We should study more the metrics of the last quarter and the areas we are getting the higher rate of sign ups from

## **What should we try?**

We should focus more on career events especially in universities and sponsoring career related social media pages and channels.

# Purchase Process

Channels

	Awareness →	Interest →	Desire →	Action →	Post Action
Website					
Search					
Display					
Facebook					
Instagram					
Email					
Twitter					
Blogs					
Affiliate					

The diagram illustrates the purchase process across various channels. The process is divided into five stages: Awareness, Interest, Desire, Action, and Post Action. Channels are listed on the left. Arrows indicate the flow of the purchase process across the stages and channels. For example, the path starts at Awareness (Display), moves to Interest (Search), then to Desire (Email), then to Action (Website), and finally to Post Action (Search).

# Testing and Learning Plan

## What analysis and data do we need?

In awareness

- ❑ facebook : impressions
- ❑ Display: impressions

In interest

- ❑ Search: visits from search, time on site
- ❑ Instagram: engagements, visits from instagram, time on site



## What analysis and data do we need?

In desire

- ❑ Search: repeated visits
- ❑ Email: repeated visits

In action

- ❑ website : signup
- ❑ instagram: link to signup with instagram

In post action

- ❑ Website: write review on website
- ❑ email: evaluate the website by email.