

Arooba

Agenda

- Being analyst to analyzes data to support a company's marketing efforts.
- The analyst might use the insights they find to help a company make better business decisions—like increasing revenue or optimizing marketing campaigns.

Topics

Top 10 user

Customer Satisfaction by country

Customer Satisfaction by language

Language-specific Conversion Rates KPI

Conversion status

Average Resolution Time

Agenda

A large part of being a marketing analyst includes collecting ,cleaning, sorting, and interpreting data. More specifically this can mean:

- Gathering, cleaning, and sorting data through methods like surveys or website analysis
- Reviewing marketing campaign results (like revenue increase, reach, or engagement) to improve campaigns
- Using tools to understand current customers and find new ones
- Researching competitors

What is a product feed and why do I need one?

A product feed provides publishers with details of the products you sell, how much they cost and various other product details that are relevant to your business (for example a fashion advertiser may include colours and sizes).

Product feeds allow publishers to quickly find and share links with their users without having to manually create their own deeplinks each time they'd like to share one of your products. It also gives publishers direct access to your product details and prices, allowing them to search, filter and share different products in a variety of ways.

Data Feed

Creating a CSV from scratch

For CSV feeds, the following fields are required:

1. Product ID
2. Product Name
3. Price
4. langugae
5. Merchant category
6. Description
7. Ticket created time
8. Resolved time
9. customer

Problem Statement

How do you propose we measure and track the success of this project?

1. Use your knowledge in terms of customer supporting metrics and google analytics to propose a dashboard. You can use fake data to build a dashboard mock-up with charts
2. Propose at least 5 primary KPIs for this project.

Introduction

I will present a comprehensive approach to measure and track the success of the recently completed localization project for our help centers.

The objective of this project was to provide self-service support content to our advertisers in multiple languages, thereby improving their overall experience and satisfaction.

Introduction

To evaluate the effectiveness of this initiative, we will explore a dashboard concept and identify key performance indicators (KPIs) that will help us gauge the success of the project. Let's dive in.

Dataset

^ Pages

^ Filters

^ Marks

Automatic

Color

Size

Text

Detail

Tooltip

Price

Columns

Measure Names

Rows

Product Id

Language

DAY(Ticket...

DAY(Ticket...

MAX(Custo...

Conversion S...

Sheet 7

Product Id	Language	Day of Ticket Creat..	Day of Ticket Resol..	Max. Custo..	Conversion Sta..	No Mea..
5666749	swedish	January 1, 2019	February 1, 2019	3	Converted	105008€
5694628	DUTCH(NL)	February 2, 2019	June 2, 2019	1	Converted	185001€
5706778	Italian	January 1, 2019	June 2, 2019	2	Not Converted	185001€
5742926	polish	March 1, 2019	February 1, 2019	1	Converted	655007€
5755170	DUTCH(NL)	January 1, 2019	September 1, 2019	5	Not Converted	385000€
5761411	English(uk)	October 10, 2019	September 1, 2019	5	Converted	346623€
	French	February 2, 2019	June 2, 2019	3	Not Converted	185001€
5764655	German	March 1, 2019	June 2, 2019	4	Converted	385000€
	English(uk)	January 1, 2019	February 1, 2019	1	Converted	385000€
	English(us)	January 1, 2019	September 1, 2019	1	Not Converted	385000€
5773361	English(uk)	May 5, 2019	June 1, 2019	5	Converted	125004€
5807805	English(uk)	July 7, 2019	September 1, 2019	2	Not Converted	125006€
5817779	German	December 1, 2019	June 2, 2019	5	Not Converted	185001€
5824148	English(uk)	April 4, 2019	May 1, 2019	4	Not Converted	345003€
	English(us)	April 4, 2019	September 1, 2019	4	Not Converted	345003€
5832416	German	December 1, 2019	June 2, 2019	1	Not Converted	385000€

Activate Windows

Dataset

Pages

Filters

Marks

Automatic

Color

Size

Text

Detail

Tooltip

Columns

Measure Names

Rows

Language

Product Name

Price

Sheet 1

Language	Product Na..	Price	No Mea..
	fan	235002€	Abc
	laptop	455005€	Abc
	monitor	125006€	Abc
	oven	655007€	Abc
	printer	105008€	Abc
	properties	385000€	Abc
	table	345003€	Abc
	tv	346623€	Abc
English(us)	air condition	185001€	Abc
	fan	235002€	Abc
	properties	385000€	Abc
	table	345003€	Abc
French	air condition	185001€	Abc
	properties	385000€	Abc
German	air condition	185001€	Abc
	properties	385000€	Abc
Italian	air condition	185001€	Abc

Find the revenue generated due to lanaguge, merchant, product name

^ Pages

^ Filters

Product Name1

^ Marks

Automatic

Color Size Text

Detail Tooltip

T SUM(Sales)

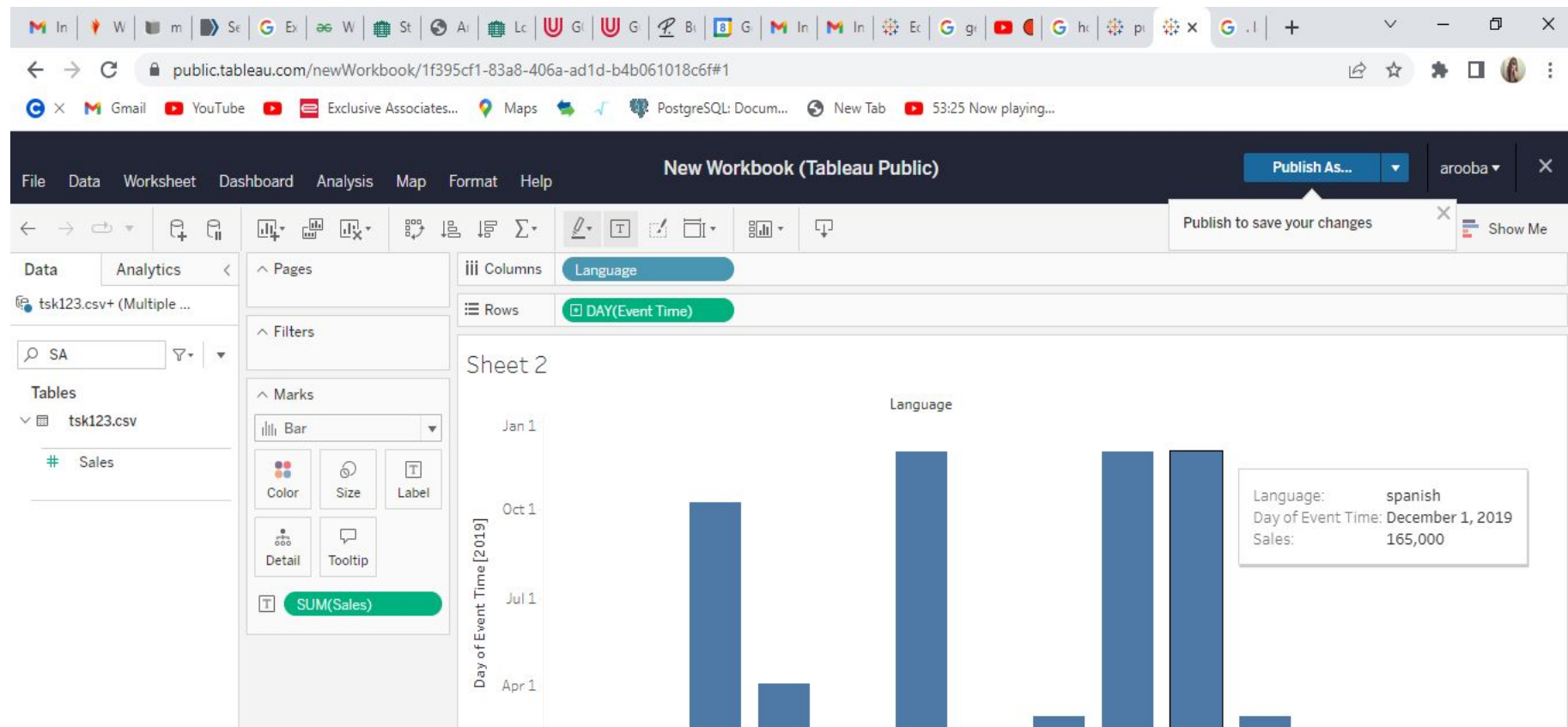
Columns: Measure Names

Rows: Product Name1, SUM(Merchant categ..., Language, Description

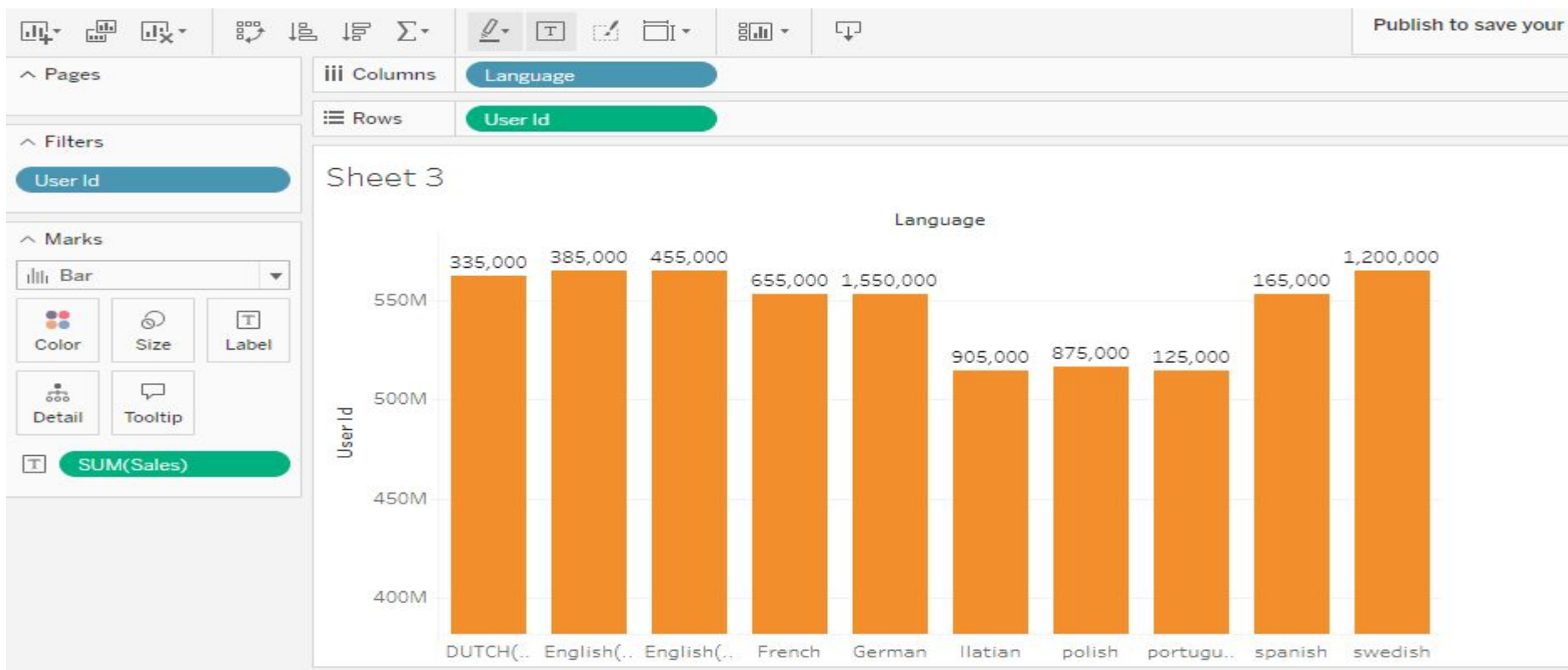
Sheet 1

Product Na..	Merchant c..	Language	Descprition	No ..
air condition	1,711	Ilatian	Air Conditioning, Heating ..	995,000
		German	Air Conditioning, Heating ..	655,000
		French	Air Conditioning, Heating ..	655,000
		English(us)	Air Conditioning, Heating ..	435,000
		English(uk)	Air Conditioning, Heating ..	383,200
		DUTCH(NL)	Air Conditioning, Heating ..	335,000
books	1,750	English(uk)	Setting Contractors	115,000
fan	1,731	English(us)	Electrical Contractors	435,000
		English(uk)	Electrical Contractors	381,100
laptop	1,761	polish	Roofing and Siding, Sheet..	975,000
		English(uk)	Roofing and Siding, Sheet..	125,000
monitor	1,771	polish	Concrete Work Contractors	765,000
		English(uk)	Concrete Work Contractors	135,000
oven	1,799	spanish	Contractors, Special Trad..	165,000
		polish	Contractors, Special Trad..	875,000
		English(uk)	Contractors, Special Trad..	145,000
printer	2,741	swedish	Miscellaneous Publishing	845,000

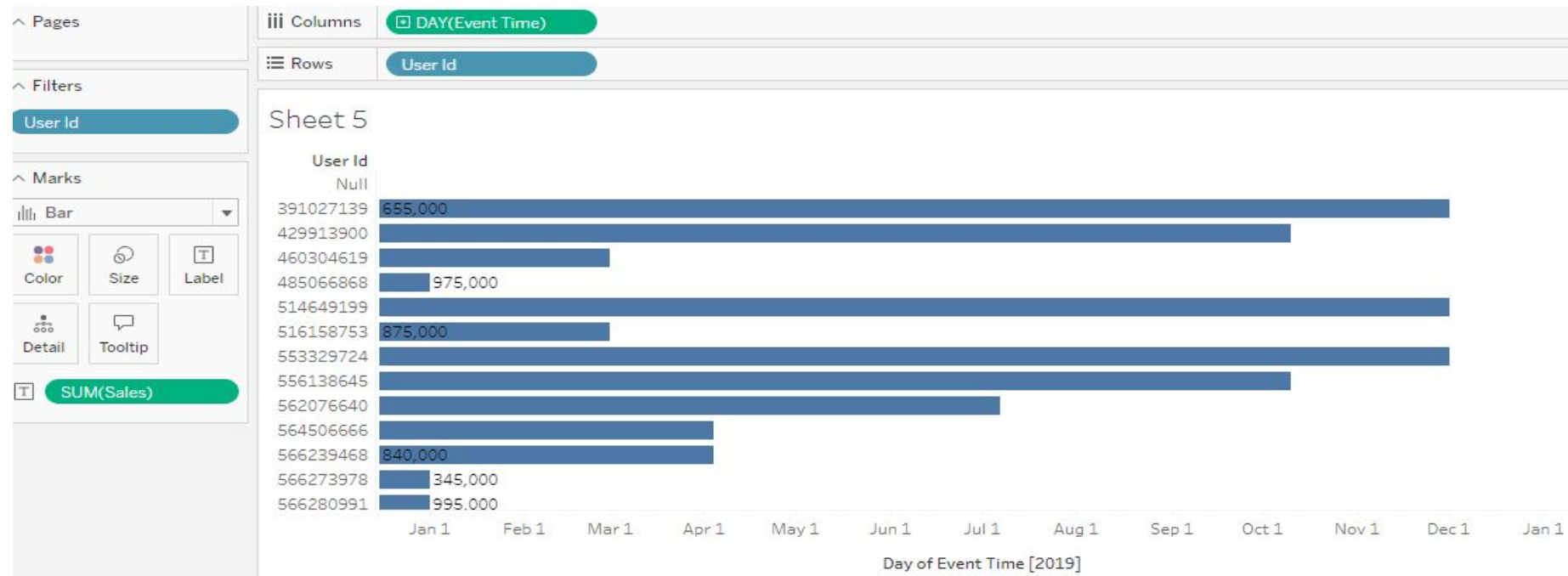
Find the total revenue generated due to languages conversion made in 2019.



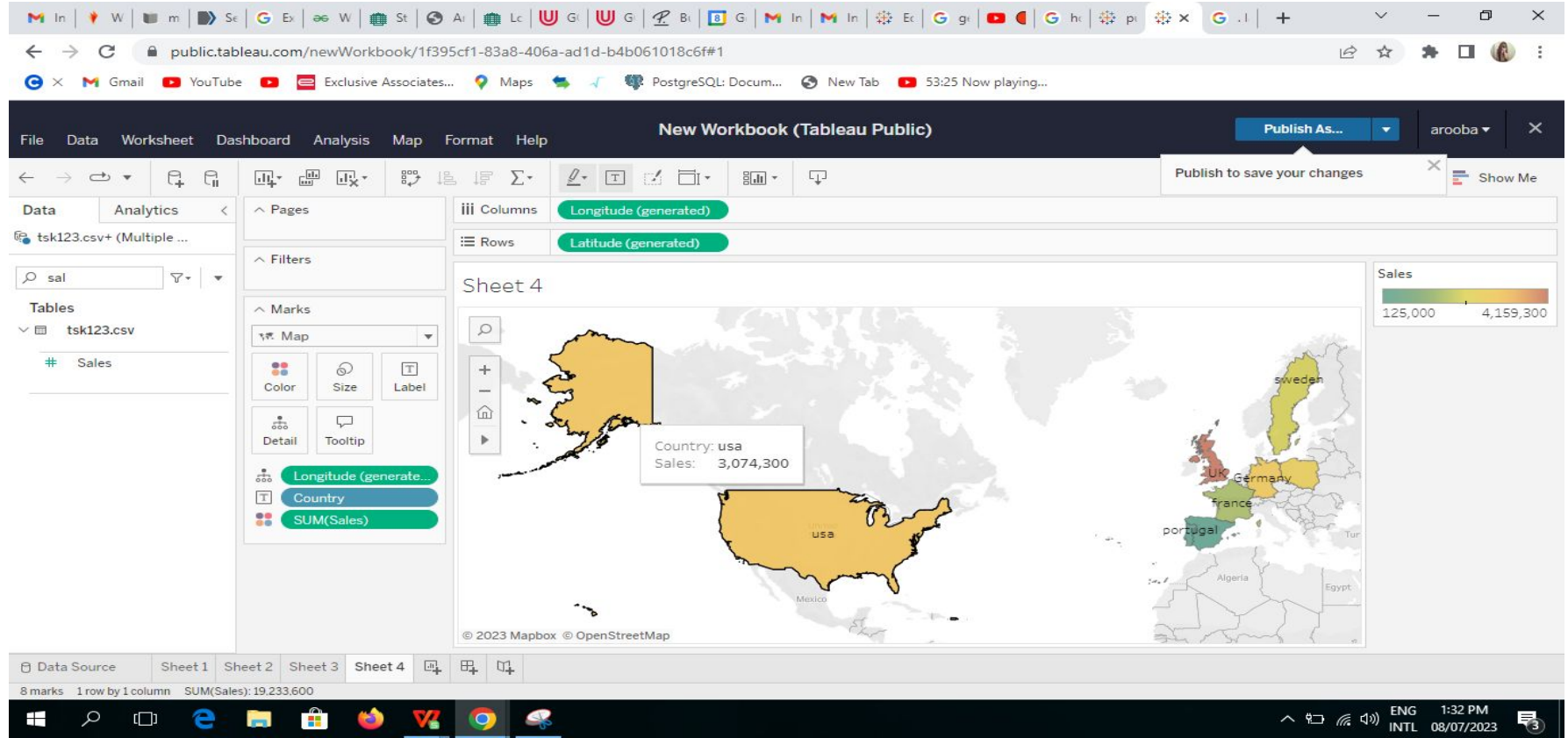
Top 10 user by 10 languages



Top 10 users in 2019



Find the total revenue generated due to country



User engagement

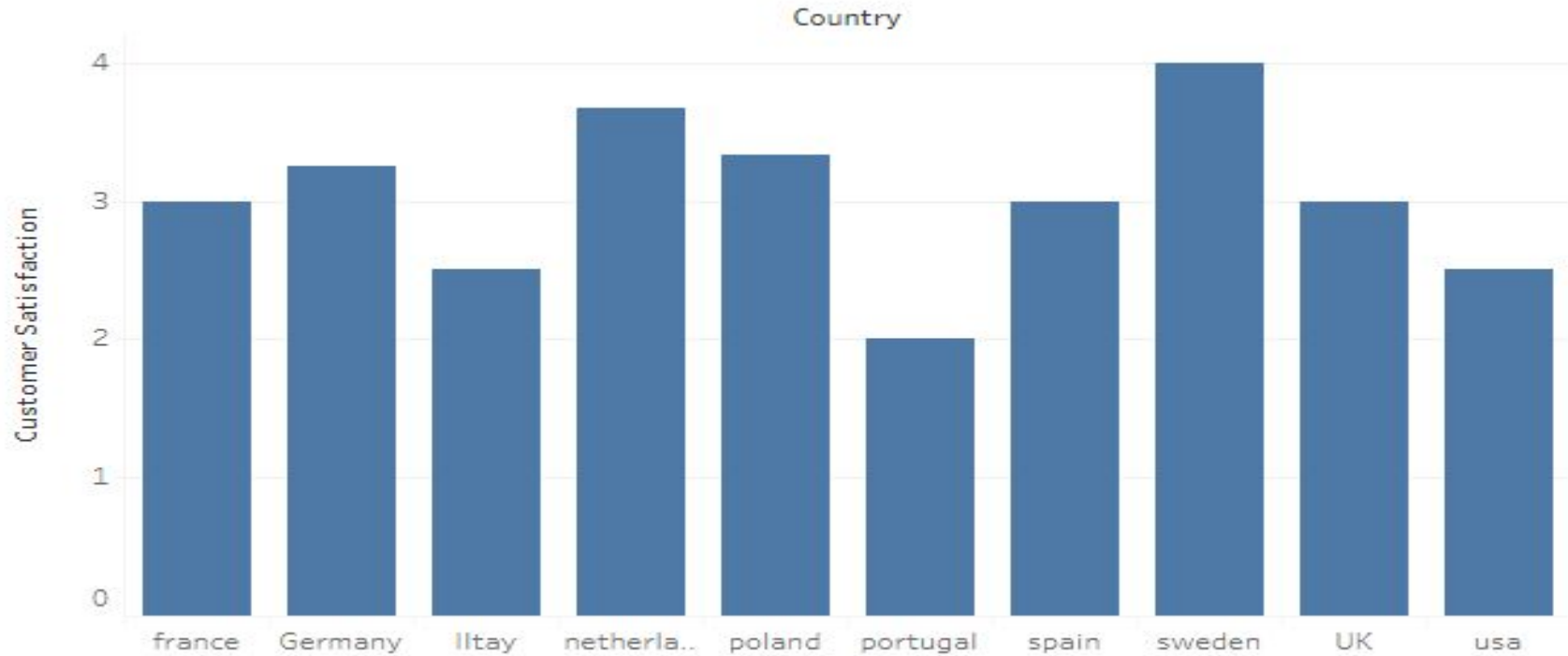
This KPI measures the overall engagement of users with the localized help centers, indicating the level of interest and utilization across different languages.

Customer Satisfaction Score (CSAT):

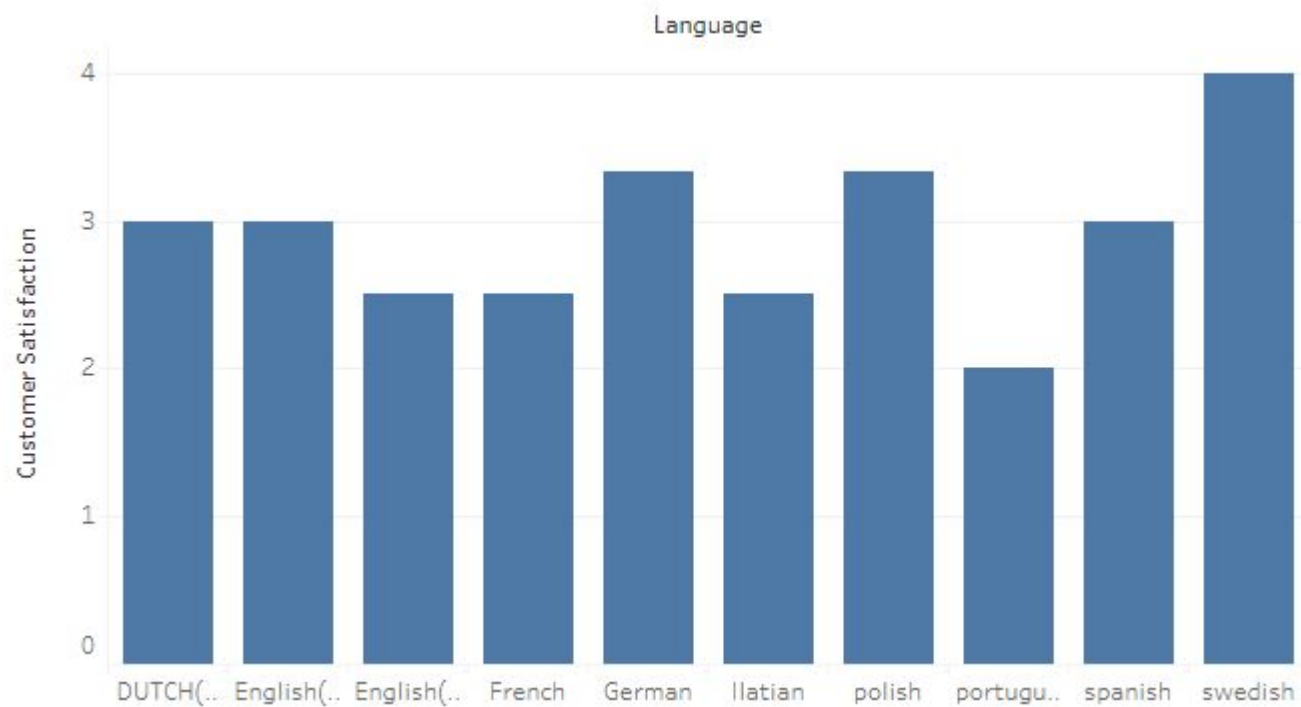
Use a gauge or scorecard to display the overall customer satisfaction rating based on surveys or feedback.

This metric reflects the effectiveness of support in meeting customer expectations.

Customer Satisfaction by country



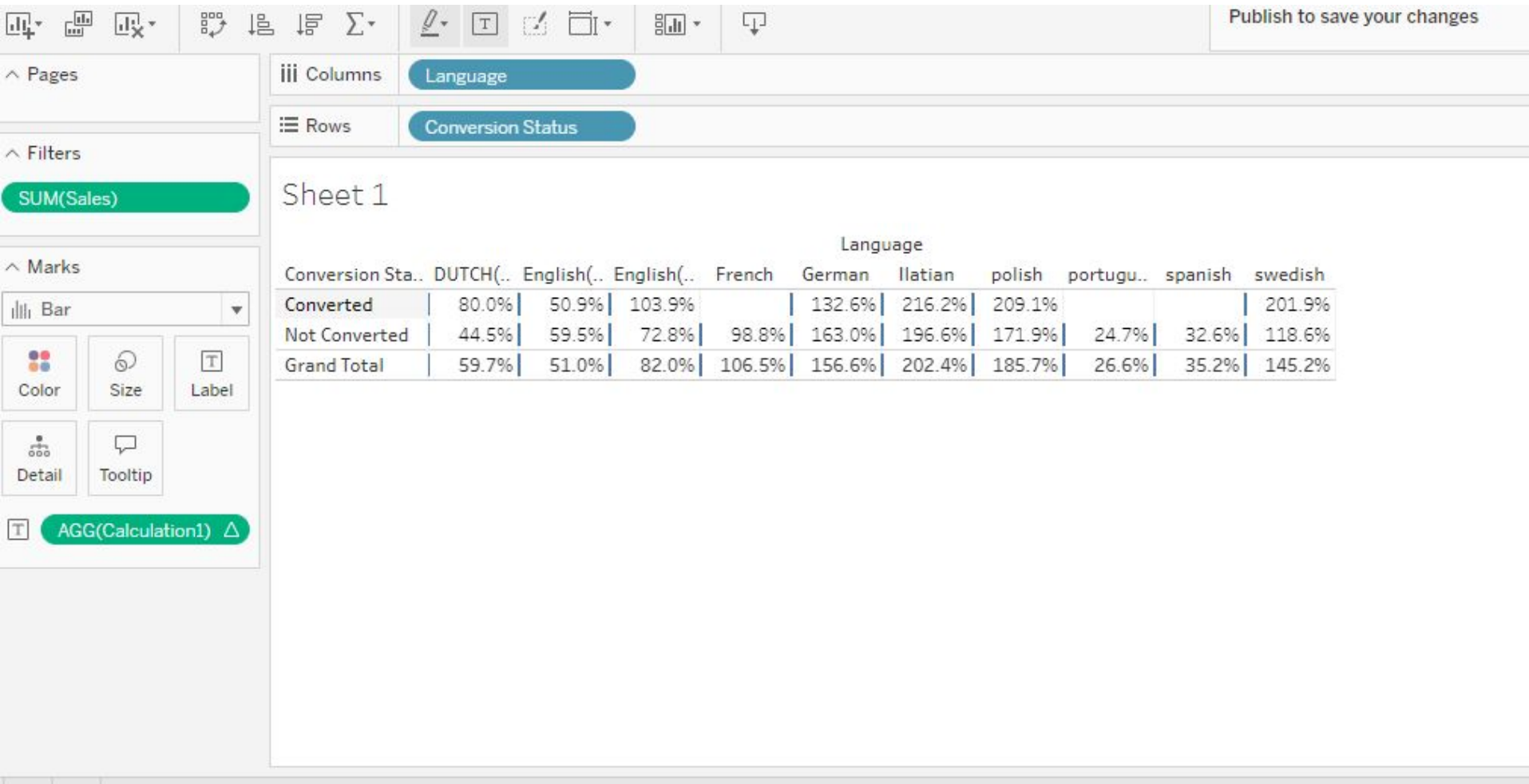
Customer Satisfaction by language



Language-specific Conversion Rates:

This chart shows the conversion rates for different languages.

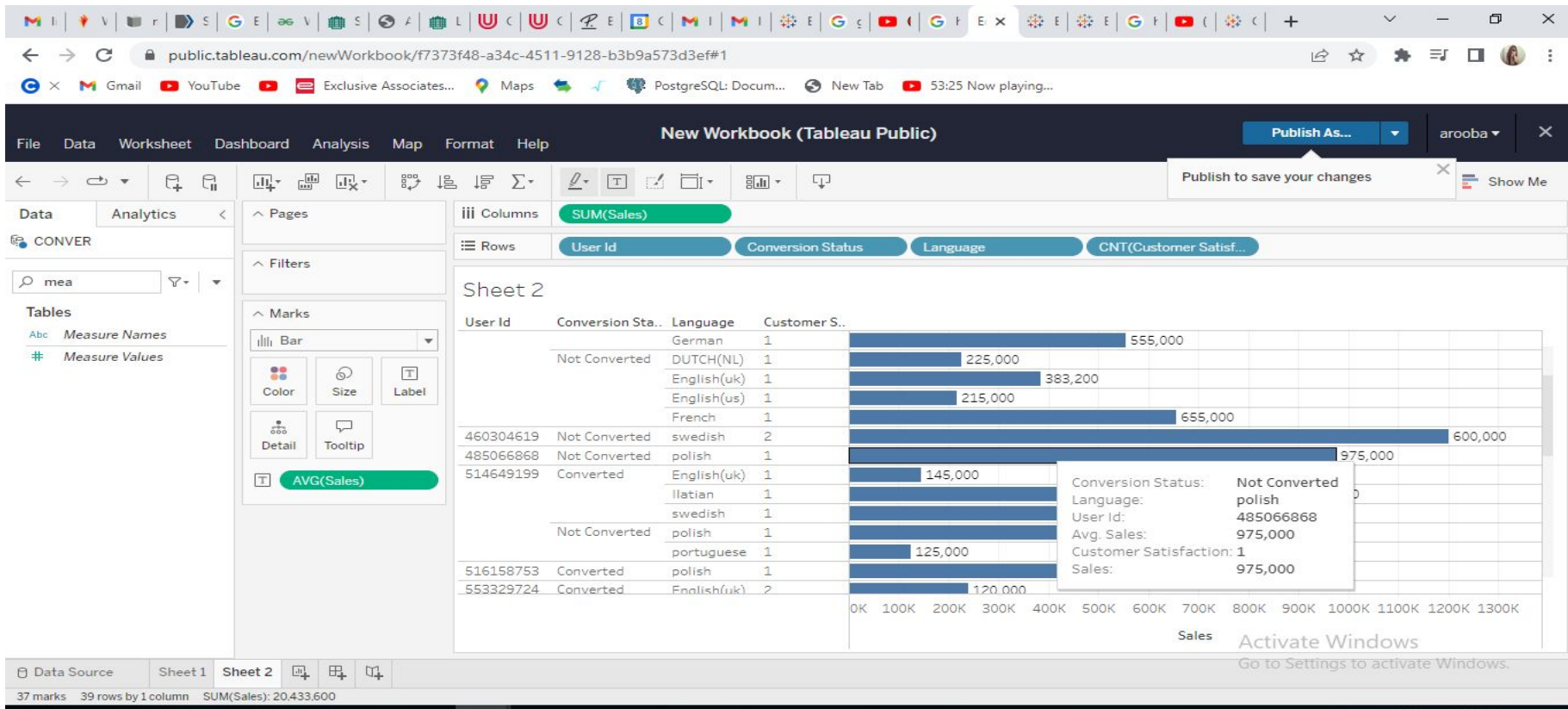
It helps us understand how well the localized content is assisting advertisers in resolving their issues and achieving their goals



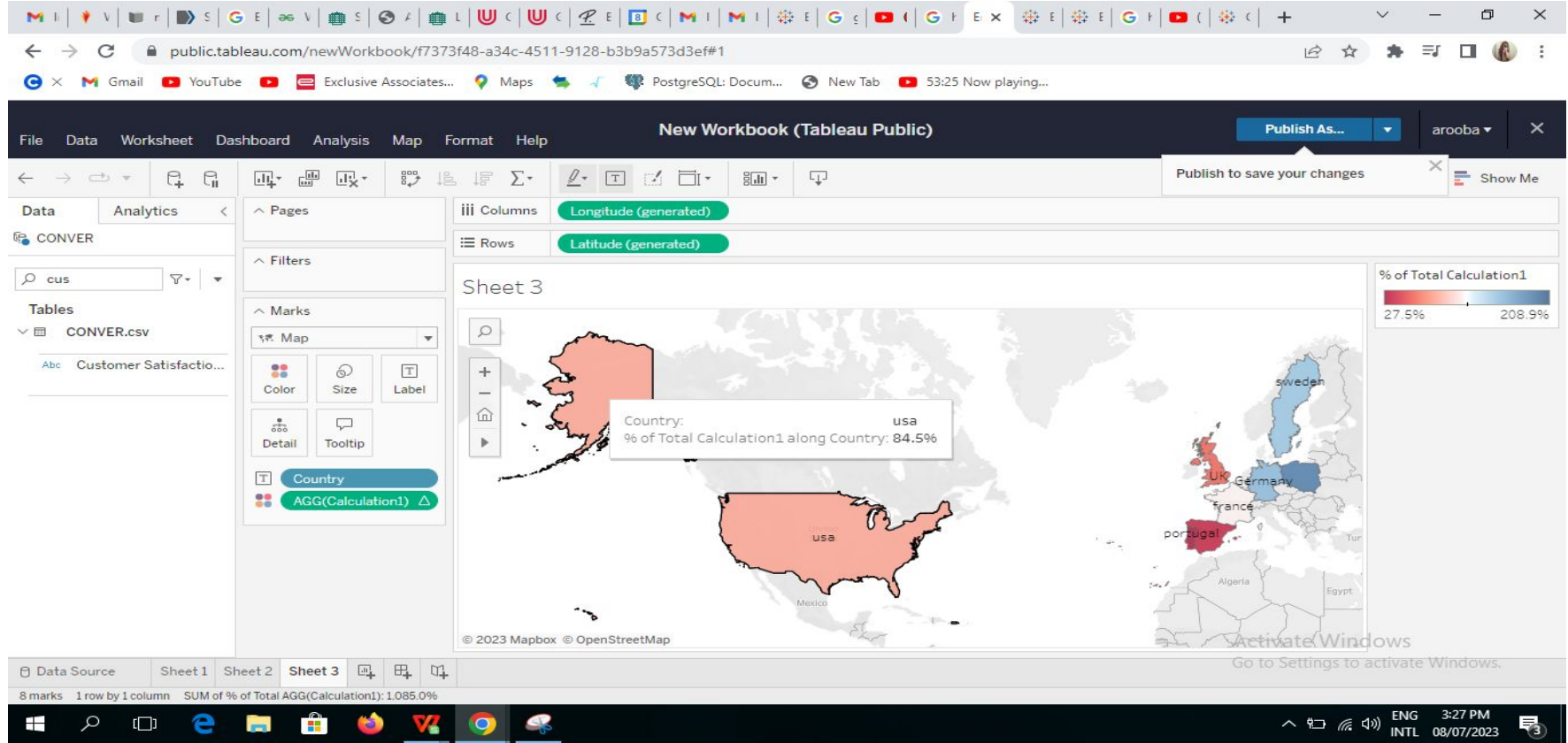
Language-specific Conversion Rates KPI



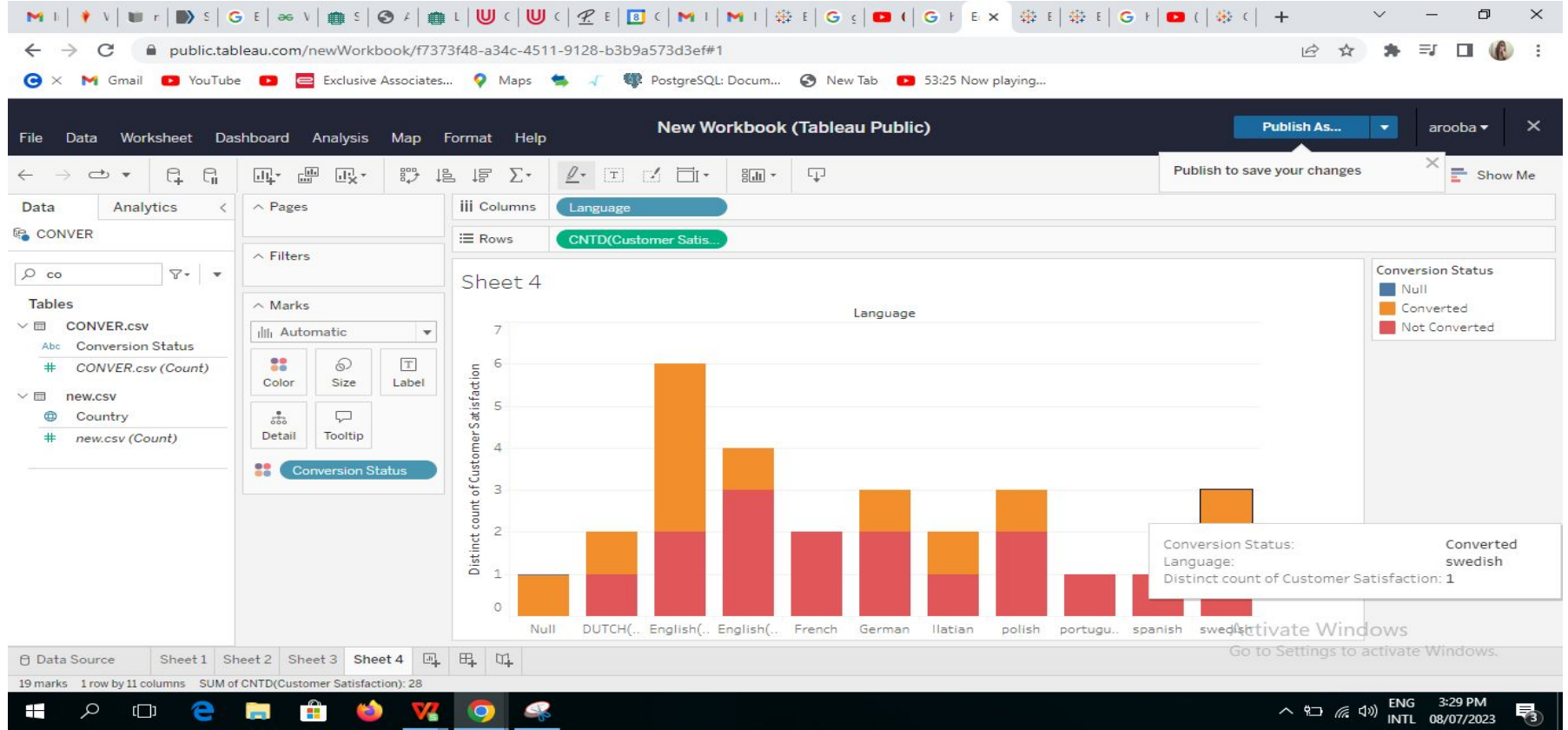
Find the conversion status and customer satisfaction score



Find the conversion rate by country



Conversion status KPI

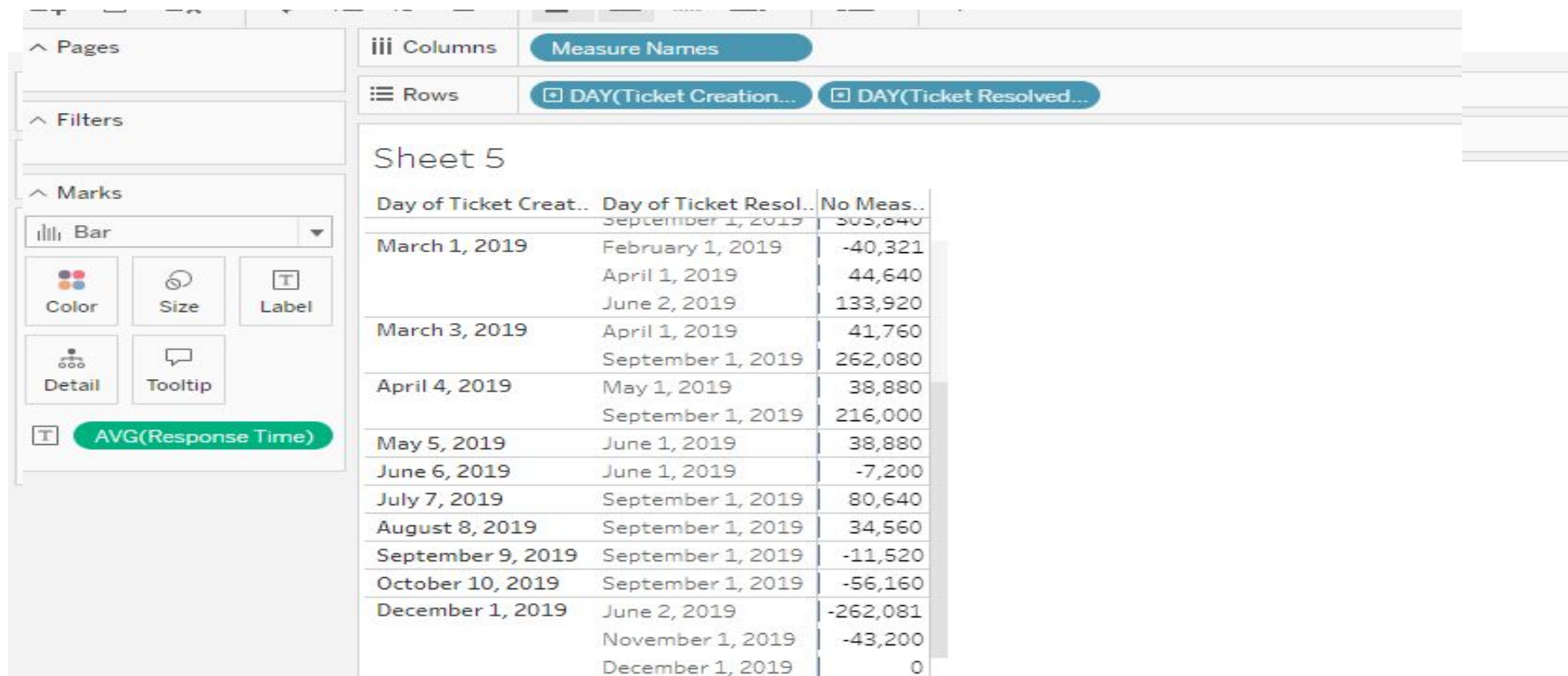


Average Resolution Time:

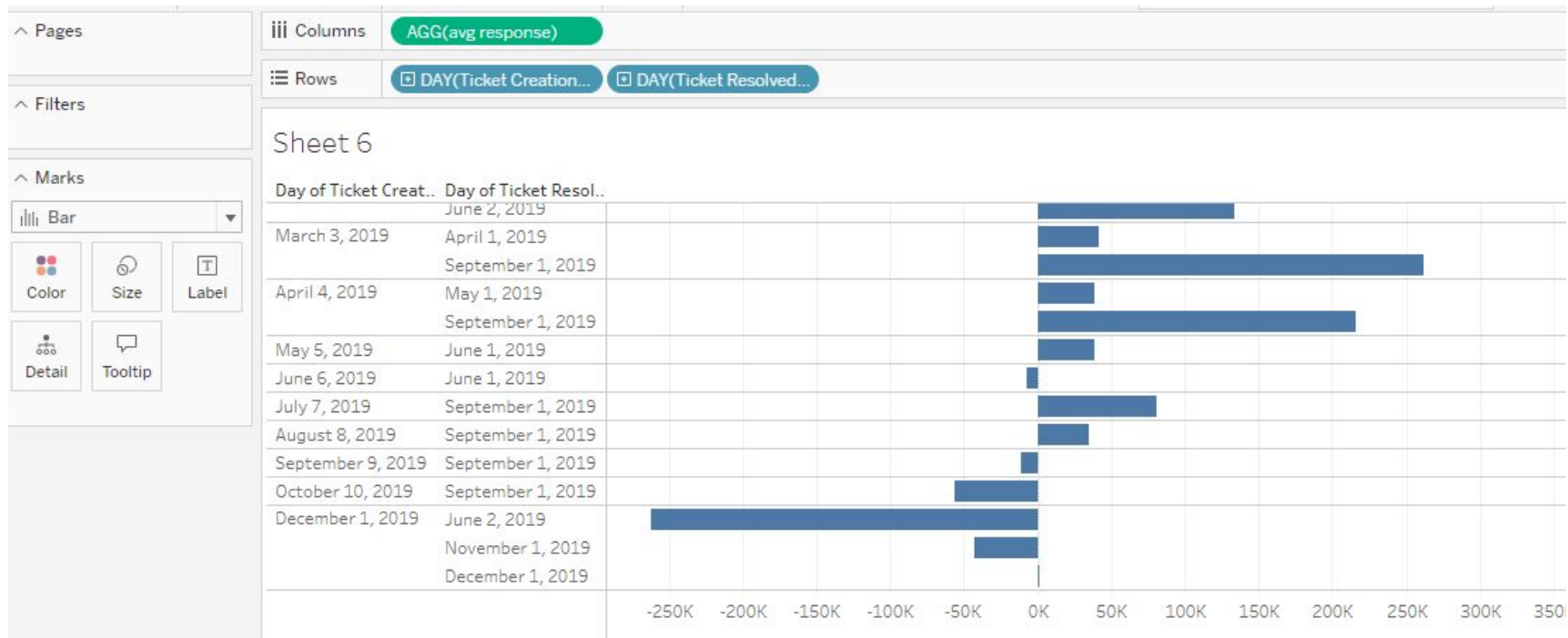
This KPI tracks the average time taken to resolve advertiser queries through the help centers.

A lower resolution time indicates efficient self-service support.

Average Resolution Time



Avg response time



Conclusion

In conclusion, measuring and tracking the success of the help center localization project is crucial for understanding its impact on user experience and customer satisfaction.

The proposed dashboard, along with the primary KPIs, will provide actionable insights to optimize the localized help centers further. By monitoring website traffic, user engagement, self-service success rate, customer satisfaction, and conversion rates,

we can identify areas for improvement and ensure the ongoing success of our localized support content.

Thank you for your attention. I'm now open to questions and discussion