

Udacity

Marketing Analytics

By Chamok Biswas

Project: Crafting an Analytic Brief

Objectives

Increase sales for the current year by 40% from the last year.

Business Story : To Upgrade Computer Shop

What relevant actionable segments exists?

- People who purchased computers , ram, motherboards, keyboards and all other products related to computer or pc accessories.
- People who are interested in new technology related to computers
- People who are passing near the shop between 10 to 20 km range.

Which ones should we pursue and why?

- All of the above as each and every point are important

Customer Story

Where is our target audience?

- People are in between 10 to 15 Km near the shop are the targeted audience.

Where is our effort?

- At present we are advertising on Google ads, Facebook ads, blogs and affiliates primarily to increase the number of sales through these channels.

How effective is our effort?

- Our effort increase the sales by 40% compared to the last year as we are upgrading our whole new system.

Where should we focus changes?

- We should focus our changes on all present segments of our product and also trying to increase purchase rate of the customers by make special offer on computers and accessories

What should we do, now or later?

- We should improve our ads campaign quality and slightly increase the budget for each ads campaign and as well as to target people in between 10 to 15km from our shop location.

Testing and Learning Plan

What should we study further?

- At first we should find out our total metrics of all year and analyze those data if there something we can improve of fix.
- Secondly, we should aslo look at our ad performance where we put ads and what we have earned from google ads , facebook ads , blogs and affiliate sites and what adjustments should be made to increase our sales.

What should we try?

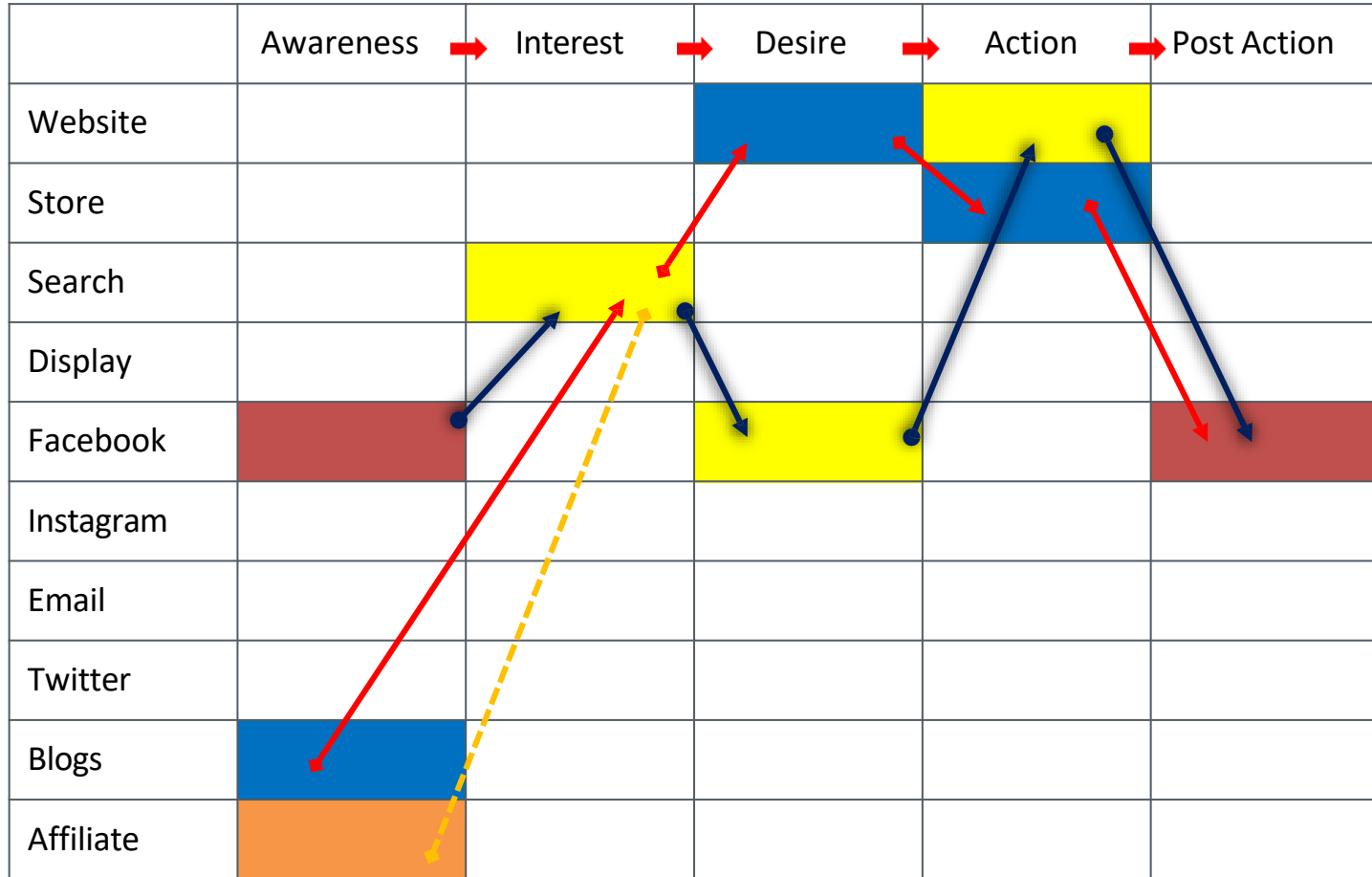
- We should make our ads more user friendly to gain trust of our audience and customers
- We should also try to make more attractive post for our campaign.

What analysis and data do we need?

- We should analyze our sales data, most purchased item and our geography data

Purchase Process

Channels



Most Important Metrics : Buying Method

Awareness

- To Increase Facebook impressions
- Increase the number of Blogs Visitors
- To post frequently on Affiliate websites

Interest

- Search : To look at inbound search result and average session per user.

Desire

- Facebook : To follow the brand pages , click on ads , retargeting , sign up on site and follow up through email for any abandoned cart.
- Website : Inbound search result , click on ads , retargeting , sign up on site and keep email keep up and add products to cart

Most Important Metrics : Buying Method

Action

- Website : To drive both paid and organic traffic to the site to complete transactions
- Store : To make users visit to our store and make them purchase a product.

Post action

- Facebook : To make user engagement on popular post and review post with pictures and make customers stories for better result.