Udacity
Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Christopher W. Hong

Business Story: Udacity School of Business

What relevant actionable segments exists?

- ○ College students or Udacity Alumni.

- ○ Job seekers getting started in business intelligence.

- ○ Incumbent business analysts/marketers or freelancers advancing their careers.

Which ones should we pursue and why?
All of the above. Prospects from these segments are particularly attracted to programs that offer flexible learning schedule and real-world projects, are taught by industry experts at competitive prices. Udacity School of Business perfectly caters their needs.

Customer Story (1/3)

Where is our target audience?

Our target audiences frequently visit job search websites such as Indeed, LinkedIn, CareerBuilder, etc. and social media apps such as Facebook, YouTube, Twitter, etc.

Where is our effort?

Currently, Udacity School of Business is advertising on a combination of :

- Owned media – Udacity website, social medias, blogs, and email subscriptions.

- Paid media – online ads

- Earned media – advocates, mentions on digital medias, affiliate partners

Customer Story (2/3)

How effective is our effort?
So far our efforts have yielded a small increase in enrollment rate 5% compared to last year at the same time.

Where should we focus changes?
In order to push increase in enrollment rate to 10% compared to last year at the same time, we should offer a tailored discount rather than a uniformed one towards different segments. A special discount towards Udacity alumni can increase customer loyalty so does enrollment rate . Besides, those who are interested or are intended to pursue a career or want to advance skills in business intelligence have influence in enrollment rate.

Customer Story (3/3)

What should we do, now or later?

- Continue promoting impressions of programs of Udacity School of Business on current owned and paid media.

- Promote tailored discounts including 30% for Udacity alumni, 20% for college students and 10% for others.

Testing and Learning Plan

What should we study further?
We should dig into user satisfaction and experience to see upon which program(s) should be refined. Besides, we should review recent performance of our ads to see on which source(s) we need to adjust ad spend.

What should we try?
We should adjust ad spend on paid media based on their performance and promote tailored discounts towards different segments to drive up enrollment rate.
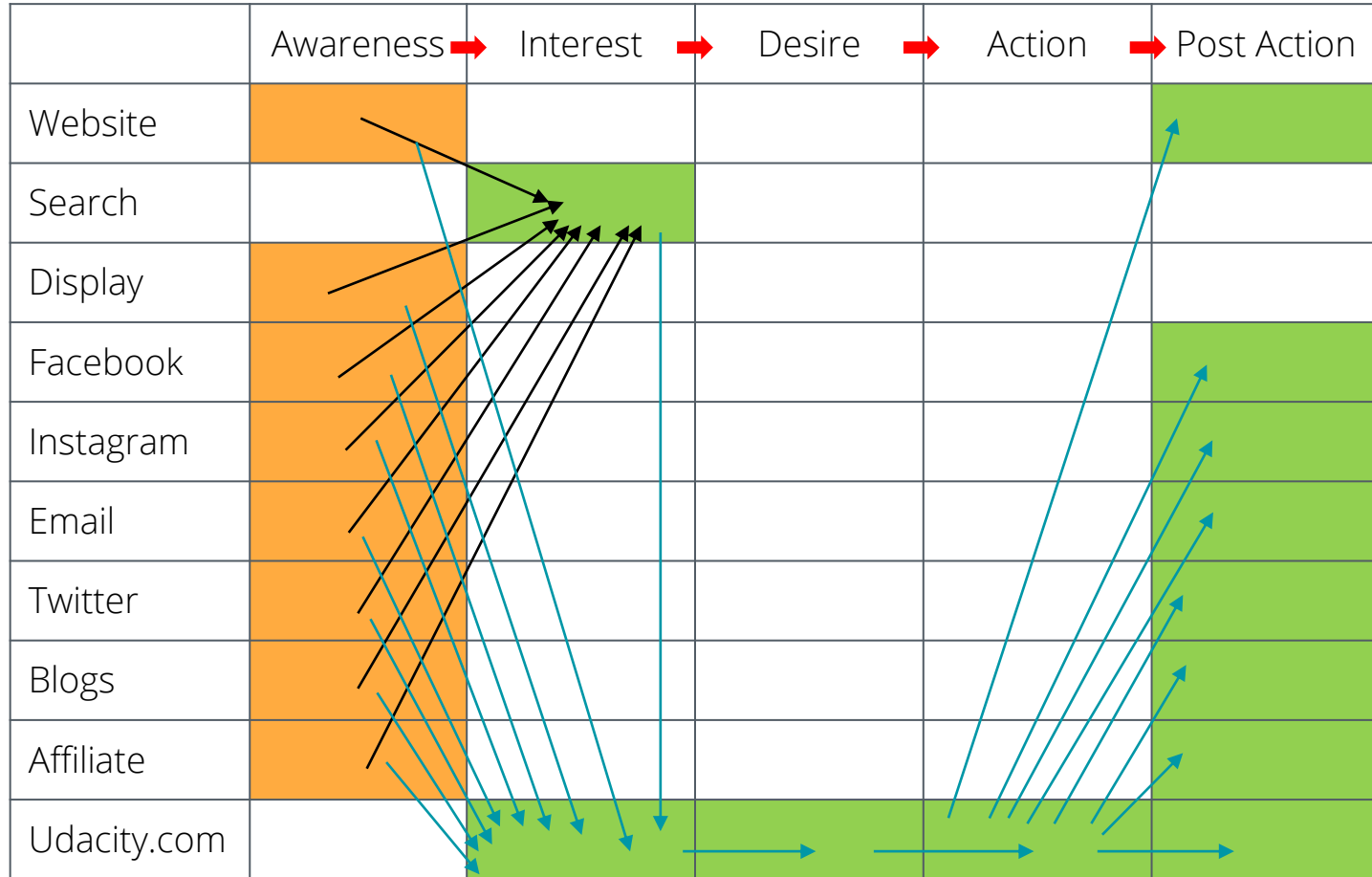
Testing and Learning Plan

What analysis and data do we need?

- Analyze user feedback data on Udacity School of Business programs to increase user satisfaction and experience. Thus, we need user feedback data.

- Analyze performance metrics on purchase process over time. Thus, we need performance data on each stage of the purchase process.