

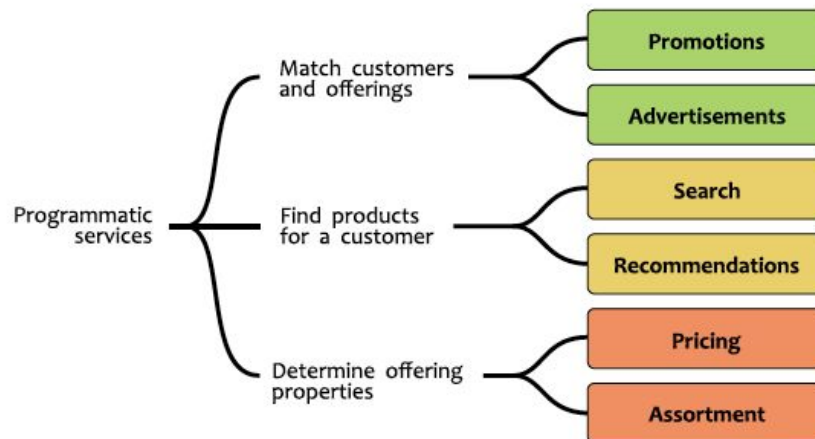
Algorithmic Marketing

Spring Semester 2020

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Mini-Assignment 1

In this assignment, you are given a company to evaluate and understand how programmatic services are integrated into applications.. As we discussed, there are multiple elements to be considered when you evaluate various algorithmic marketing concepts. We looked at various programmatic services incorporated into a company's website in the Wayfair discussion in class. This is a mini-assignment to help you understand how different companies are leveraging marketing services. This isn't one of the case studies that will be graded but will count towards class participation



The goal of this assignment is to evaluate a company (see below for allocations and answer the following questions:

1. What is the product?
2. How are they selling it?
3. How is it priced?

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4. What promotions are they using?
 5. What algorithmic marketing services are they using? (See above picture)
 6. What datasets do you think you will need to build these algorithmic services?
 - a. How frequently will data change?
 - b. How would you store these datasets?
 7. Review the jobs/career site and search for Data/ Data science positions (<https://www.stitchfix.com/careers/jobs#below-the-fold>). After review of the site, what technologies and programmatic services is the company using?
 8. How is the company tracking visitors? (Review the site's webpage to check for google analytics etc.)

Team	Name
1	Handy
2	Vistaprint
3	Amazon prime video
4	Alyce
5	GoDaddy
6	Caterpillar
7	Goop
8	Homedepot
9	Spotify
10	Stitchfix
11	Rakuten
12	Domino pizza

Deliverables (Due Jan 24th 6.00pm):

1. A 2-5 page report in <https://github.com/googlecode/abstools> format to illustrate your understanding of how various algorithms are integrated in websites.
2. Be as technical as possible and discuss what algorithms and frameworks have facilitated the development of the site.
3. You will be given 5-10 minutes to present your company analysis in class on Jan 24th.