



UnderArmour

Background:

UnderArmour is a disruptive player in the sports apparel industry. This project will focus on using UA's consumer data to answer two key questions related to their branding and customer experience:

1. Is Under Armour's Purpose, Mission, Vision, and Values resonating with our consumers? Are they using the same words we use here or are they using different words? Which of these are most important or drive the greatest emotion/passion in our consumer?
2. We want to stand for Simplicity and Convenience from a consumer experience perspective across all of our channels. Based on survey and social data --- What does simplicity and convenience mean to our consumers? Where do we have opportunities across our channels to improve and differentiate in these areas?

Data sources available include UA purchase channel surveys, UA product reviews, UA app reviews, UA social media mentions

Goal: Derive key insights from UnderArmour's data sources.

Skills: Data Analytics, Marketing Analytics, light NLP