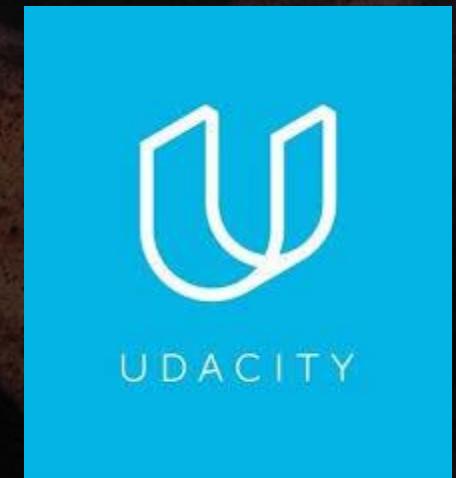


Crafting An Analytics Brief

Udacity School of Business
Submitted By: Frederick Zoreta



UDACITY SCHOOL of BUSINESS

01

FUNDAMENTAL
ANALYSIS OF
BUSINESS
NANOODEGREES

02

ANALYSIS AND
SUGGESTIONS
FOR OPTIMAL
GROWTH
PERFORMANCE

03

BONUS:
MONETIZATION
STRATEGY



Business Story : Udacity School of Business

- ❖ What specific relevant actionable segments exists?
 - a. Udacity graduates who have upskilled and further enhanced their knowledge, also enhancing competencies in the fields of Marketing Analytics, Digital Marketing, Business Analytics, Product Management or UX Design/Research
 - b. Those who were awarded scholarships either from Udacity or externally , and are wanting to enter the fields of: Marketing Analytics, Digital Marketing, Business Analytics, Product Management or UX Design/Research
 - c. Those who were financially / career-wise affected by COVID-19 (lay offs/ contract ending) and have become eager to upskill. This audience also aims to enter the fields of: Marketing Analytics, Digital Marketing, Business Analytics , Product Management or UX Design/ Research.
 - d. Careers persons who are seeking a new job, specifically from the same fields mentioned above.

Which segment/audience to pursue?

- ❖ I would highly suggest to pursue all the above mentioned segments. There is definitely a great opportunity for all the above mentioned groups.
- ❖ From personal experience (6 Nanodegrees as of this writing), Udacity has tremendous edge over the main competitors in other platforms. As a student I got attracted to the interactive nature of the mentorship, the very lively videos, the quizzes and THE MOST VITAL aspect of all, the REAL WORLD PROJECTS. This is the MAIN selling point of Udacity, having real world projects at almost every end of a subject matter.

Customer Story

1. Where is our target audience?

They usually spend a lot of time on LinkedIn (personal experience), YouTube, Facebook, Twitter , maybe InstaGram (small possibility) some job sites, and also the Udacity Slack channel.

2. Where is our effort?

The Udacity School of Business could likely be a mix of the following:

- On line paid media such as on line ads, -> Google Adwords, Bing Ads, YouTube Ads , Facebook Ads
- Udacity Website
- Udacity Slack Channel
- Udacity's own social media accounts : LinkedIn, Facebook, Twitter, YouTube

Customer Story : Continued

❖ How Effective is our effort?

From my perspective, I do not have the exact access to Udacity's revenue and earnings. If I was (maybe someday) become an employee and have access to such, I would be glad to make a report on this.

I would however comment based on personal experience and the experience of several Udacity graduates on my LinkedIn and personal contacts. There has to be more consistency in the discounts/promo codes, sudden price changes , customer service and also a more pro-active customer support. These are factors that would greatly affect the over-all growth of Udacity.

Customer Story: Excerpts of Udacity's Revenue Growth (Images Only)

 **Udacity**
255,017 followers
2w • 

After examining our Nanodegree programs and student feedback, we compiled a list of our top-rated Nanodegree programs for #2020, according to our global community of students. Check out the list here - <http://bit.ly/3nUMzkB>. 



Top 10 Highest-Rated Nanodegree Programs for 2020
blog.udacity.com • 1 min read


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255,017 followers
1w • 

#NewYearNewYou! Make #2021 your year by learning the right soft skills & tech skills - <http://bit.ly/38Wdruc>. 



New Year, New You! 7 Soft & 7 Hard Skills You Need to Learn in 2021
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 76 • 4 comments

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According to a recent PwC report, 79% of CEOs surveyed reported that a lack of skilled workers is threatening the growth of their businesses. The good news? Upskilling is the answer. Learn more about the benefits of upskilling you ...see more



Why Upskilling Your Workforce is Your Best Option | Udacity
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 40 • 1 comment

Customer Story->Continuation

- ❖ Where should we focus our changes?
 - a. The entire marketing and business development should be solid and focused on a few things: the sudden fluctuation of course prices is a red flag. Also, if ever there is a sale or promo, sometimes the code is not announced asap on a social media platform.
 - b. It is very vital to eliminate the price difference among certain geographies and demographics. We are now living in a globally, wired, highly inter connected world. It would be easy for several groups of students to complain or eventually complain ‘ discrimination’.
 - c. Who ever is handling all the social media platforms NEEDS TO ENGAGE! It is somewhat disheartening for such a huge education/ enterprise that operates globally, and when students /users / prospects comment on any of the social media platforms, the social media admin does not engage at all. The overall image of our school could definitely increase if there is CONSTANT ENGAGEMENT. This is Marketing & Business 101.

Customer Story -> Continuation

1. What should we do, now or later?
 - a. Keep the promotions/ discounts uniform globally.
 - b. Whenever there is a promo, MAKE SURE to give the specific code at the same time the post was created. I personally experienced having to email Udacity support just to get the promo code.
 - c. It is highly imperative to announce the exact START and END Dates of the actual promos. Once again, I personally experienced having to email Udacity support staff just to ask this.
 - d. Set up specific cooperative marketing efforts with market affiliates
 - e. For Udacity graduates (yours truly has 6 as of this writing), it is highly advisable to give constant promos. This would further boost sales / growth. This also makes graduates feel valued, thus having a greater % of returning customers.
 - f. It is highly recommended to have as much social media exposures for Udacity School of Business Graduates. What job have they landed? What new skill have they applied? Are they further planning on up skilling ? What were the most helpful experience both within the School of Business and Career Counselling?

Testing & Learning Plan

- ❖ What should we study further?
 - a. A thorough review of all the student comments should be of high focus. This is very similar to a UX/CX research that would eventually improve the platform
 - b. A LOT of comments have been made about the ‘5 stars’ on all the comments made by students per nanodegree. Sometimes we should think, “will potential customers really believe that they ALL gave 5 stars?”
 - c. Specific metrics from previous quarters and previous years are vital for further improvement.
 - d. Create a proper User Experience Survey for students. Something that is actually analyzed and would give insights into how to maintain and further improve the student experience
 - e. Review the history of all discounts & pricing history. We can then determine optimal pricing from this.

Testing and Learning Plan - Continuation

- ❖ What should we try?
 - a. A very PRO-ACTIVE , HIGHLY ENGAGING Social Media presence. Just ‘posting and posting’ would not be that optimal. Udacity is already an established on lie platform, can we imagine the further growth if all social media admins would be HIGHLY ENGAGING?
 - b. There should be strict measures regarding the very sudden/drastic price changes, and pricing /promos should be uniform across any region. There was a time when I was able to view the ‘90% discount’ which was only given to Indian students. I noticed the price was in ‘RS’. As expected I wasn’t able to enroll due to my geographic setting.
 - c. If Udacity wants to have ‘geographic’ specific promos, it should be done in a very professional and strictly monitored manner. As mentioned above, a promo/discount for India or nearby regions should NOT be visible my someone like me who’s Canada based. A Discount only for US-based students should ONLY appear to those geographically located in US. The list goes on and on.
 - d. Give ‘rewards programs’ to repeat student. This has been proven effective across all businesses.
 - e. Upon opening a certain ‘Beta Testing’ Program for alumni, be constant and have follow ups whether or not the beta testing would still move on or not.
 - f. It is highly imperative to ramp up marketing efforts with affiliates.

Purchase Process

Purchase Process

Channels	Awareness →	Interest →	Desire →	Action →	Post Action
Website	✓	✓	✓	✓	✓
Search	✓				
Display	✓				
Facebook	✓				
Instagram					
Email	✓	✓			
Twitter	✓	✓			
Blogs	✓	✓	✓		
Affiliate	✓	✓			

Testing and Learning Plan -> Continued

- ❖ What analysis and data do we need?

On top of the above-mentioned comments and suggestions, it would be highly imperative to analyze all the data that would eventually drive growth. These would have tremendous impact on the path to purchase process.

Focus on Pricing & Discount Model

It is important to compare the past performance VERSUS the current growth performance of Udacity's School of Business. Comparing metrics and performance would give deeper and meaningful insights.

Sentiment Analysis / Text Analysis

Apply Sentiment Analysis / Text Analytics on ALL comments made by students. This should also include those who dropped out of a certain course and/or nanodegree. This would surely open up a deeper insight.

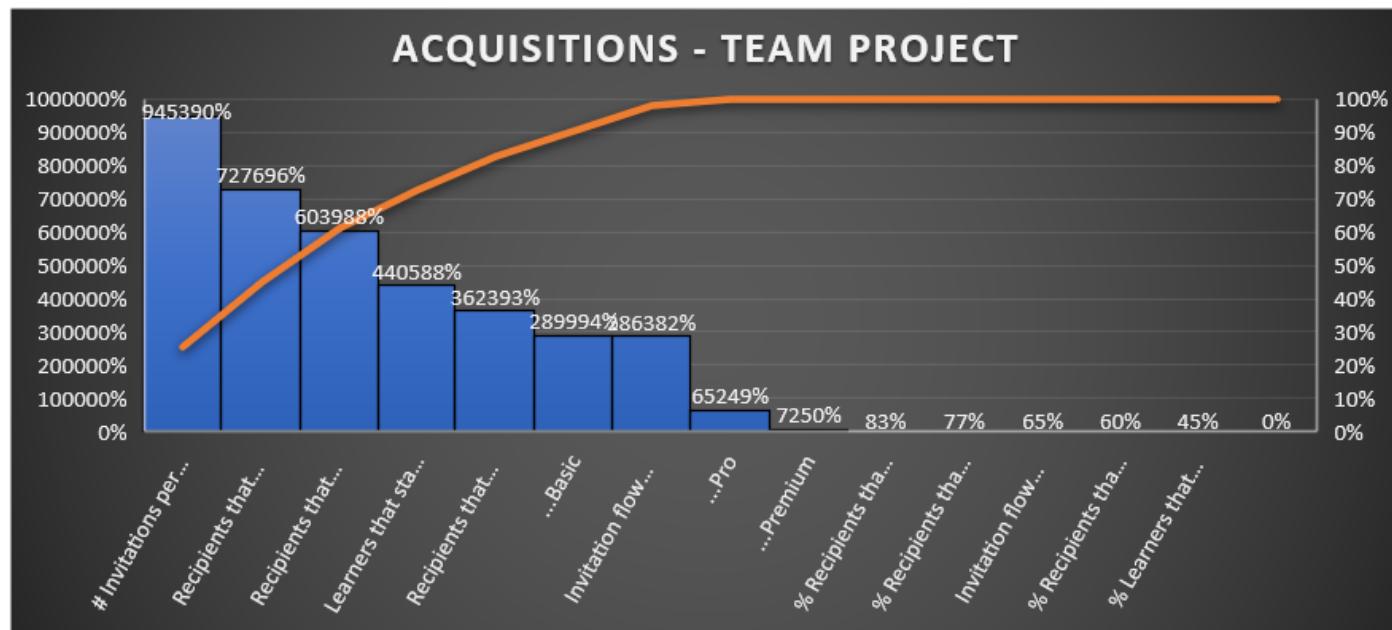
UX Research

Apply a consistent and properly planned UX research for all students, past and current. It is also highly vital to have follow up questioning or video calls if applicable. Give as much importance to qualitative as to quantitative data.

BONUS: MONETIZATION STRATEGY

ORIGINAL PRICING INPUTS

Team Acquisition Project



Dataviz 1 shows the over-all summary of Acquisitions – Team Project for the entire year 2019/

Computations / Derivations

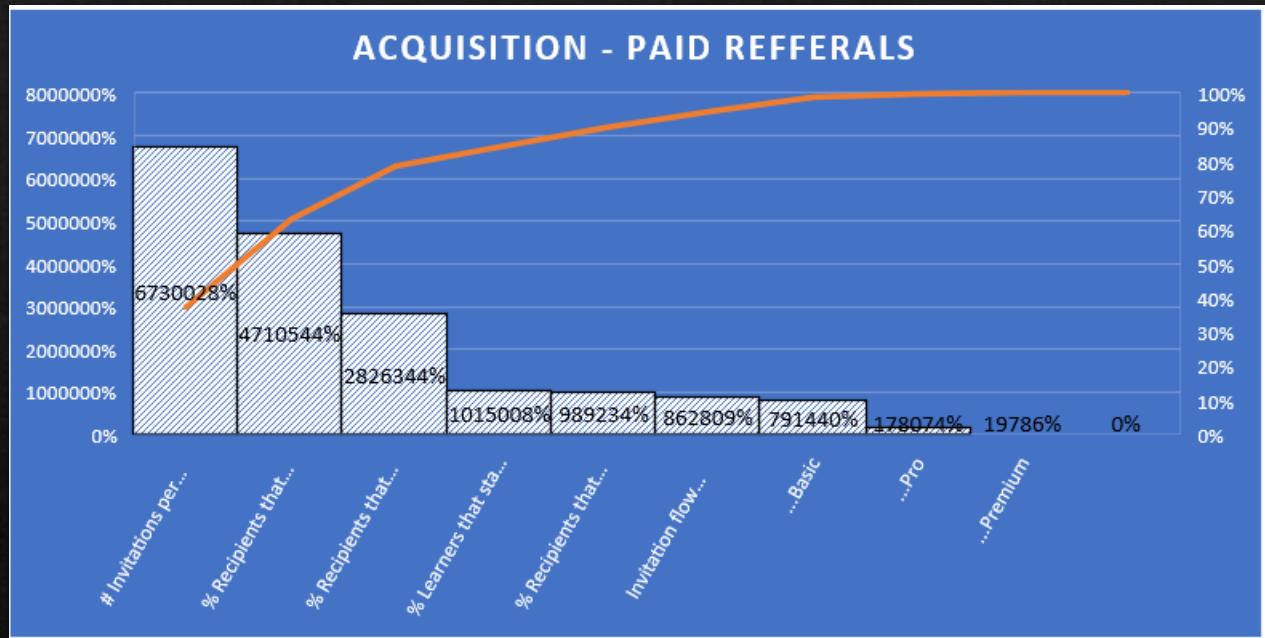
Invitation Flow completed = (Invitation Flow Completion Rate) x (Learners that starts invitation Flow)

Invitations per inviter = (Invitation Flow completed) X (# of invitations per inviter)

Recipients that open the invitation = (# Invitations per inviter) X (% Recipients that open the invitation)

Recipients that finish the signup flow = (Recipients that open the invitation) X (% Recipients that finish the signup flow)

BONUS: MONETIZATION STRATEGY



COMPUTATIONS / DERIVATIONS

% learners that starts the invitation flow = (<% learners that starts the invitation flow>) X (Combined Total of Non-Paying + Upgrades)

invitation flow completion rate = (% learners that starts the invitation flow) X (invitation flow completion rates)

Invitation per inviter = (invitation flow completion rate) X (# of invitations per inviter)

% Recipients that open the invitation = (# Invitation per inviter) X (% of recipients that open the invitation)

% Recipients that click the invitation = (% Recipients that open the invitation) X (% recipients that click the invitation)

% Recipients that finish the signup flow = (% Recipients that click the invitation) X (% Recipients that finish the signup flow)