

# Udacity

# Marketing Analytics

Nanodegree Program  
Project: Crafting an Analytic Brief

# Objective

*Increase conversion rate by 15% in next three months above last year.*

# Business Story

What relevant actionable segments exists?

- *The people of the age range 18-25 in San Francisco that purchased Nike Hyperadapt(Self Lacing Shoes) last year during this time period.*
- *The percentage of income range 65k to 90k people that purchased this product.*

Which ones should we pursue and why?

*All of the above. From the age we can know how to improve our design, the income can tell if the price is right.*

# Customer Story

**Where is our target audience?** *Sports enthusiasts, fan of new technology in San Francisco, and Facebook, Tiktok, Instagram users.*

**Where is our effort?** *Advertising on Facebook, Tiktok, Instagram and our website.*

**How effective is our effort?** *So far Tiktok output increase conversion rate 8% compare to last year during this period.*

**Where should we focus changes?** *We should focus on people with midium income and like to buy new technology products .*

**What should we do, now or later?** *From the results above we can concluded : having more Tiktok upper with new technology background introduce our product to expand influence .*

# Testing and Learning Plan

What should we study further?

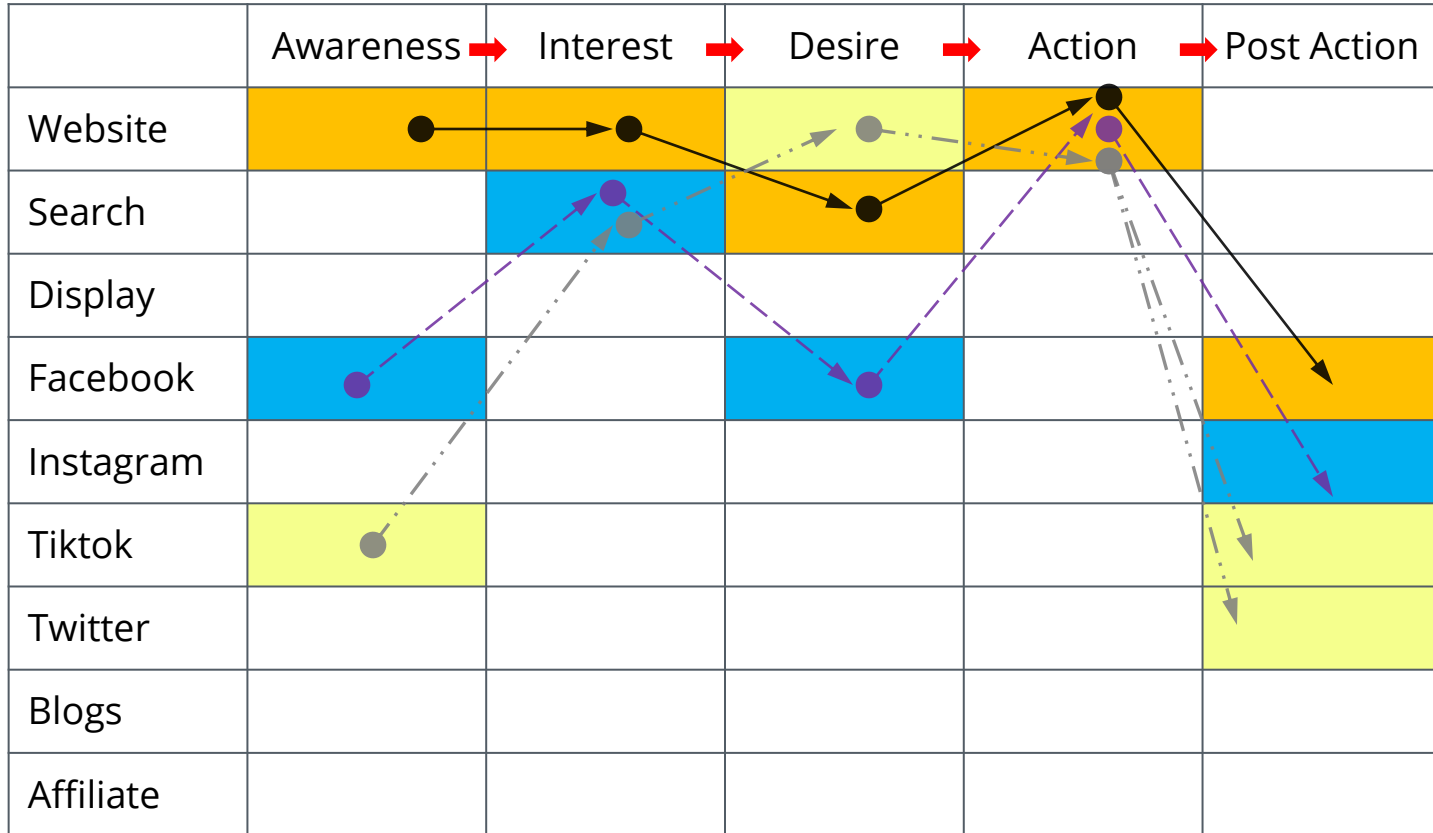
*First we should dig into metrics from last year, see there is something can be improve.  
Second we should review content from medias see there is any imporvment we can make.*

What should we try?

*Increase audience conversion and time spent on product by improve wesite.*

# Purchase Process

Channels



# Testing and Learning Plan

What analysis and data do we need?

*1 Awareness*

*1)Website: Impression; 2)Facebook: visitors; 3)Tiktok: visitors.*

*2 Interest*

*1)Website: Inbound traffic from website, time on site, conversion on site; 2)Search: Inbound traffic via search, time on site; 3) Search: Inbound traffic via search, time on site*

*3 Desire*

*1)Search: Inbound traffic to the site behavior like repeat visits and adding product to cart; 2)Facebook: Follow the Nike page, click on an ad, repeat visit and adding product to cart; 3) website: Inbound traffic to the site behavior like repeat visits and adding product to cart*

*4 Action*

*Website: Traffic to the site and resulting transaction*

*5 Post Action*

*1) Facebook: Engagement, writing a review, posting a picture or post with a tag to us; 2) Instagram: Engagement, posting a picture or post with a tag to us; 3) Tiktok & Twitter: : Inbound traffic to the site behavior like repeat visits and adding product to cart.*