

# ABC Inc. - Marketing Analysis Report

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**Generated:** 25/06/2025 at 17:16

**Objective:** Maximize Free-Trial Registrations

**Data Source:** analytics-case-study-data-8.xlsx

# EXECUTIVE SUMMARY FOR ABC Inc.

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## SITUATION

ABC Inc. demonstrates strong performance in Referral but significant budget inefficiency in Social Media

## ACTION REQUIRED

Immediate reallocation of budget from Social Media to Referral - **Decision needed within 30 days due to Q4 budget optimization deadlines approaching**

## PROJECTED IMPACT

+25% registrations and +30% ROI within 60 days

## DECISION NEEDED

Immediate budget reallocation approval and implementation to capture this opportunity immediately.

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## I. CURRENT PERFORMANCE ANALYSIS

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### A. Overall Objective

**Maximize Free-Trial Registrations**

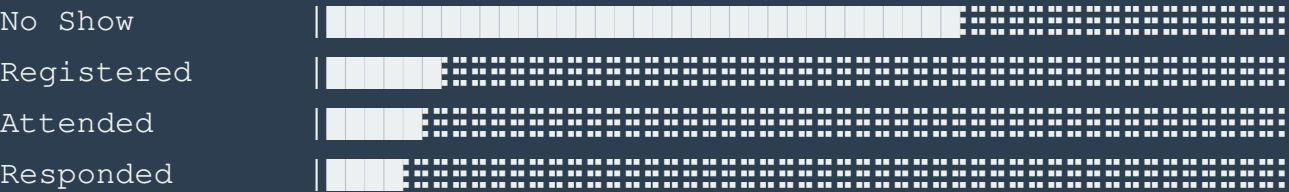
### B. Conversion Funnel Performance

Analyzed **997** prospects from **data/analytics-case-study-data-8.xlsx**.

- **No Show:** 659 records (66.1%)
- **Registered:** 127 records (12.7%) ← **PRIMARY CONVERSION TARGET**
- **Attended:** 117 records (11.7%)
- **Responded:** 94 records (9.4%)

### C. Funnel Flow Visualization

CONVERSION FUNNEL ANALYSIS:



OVERALL CONVERSION RATE: 12.74%

C. Channel Performance

Channel	Total Prospects	Conversions	Conversion Rate
Referral	40.0	10.0	25.0% ☆
Advertisement	819.0	104.0	12.7%
Trade Show	124.0	13.0	10.5%
Social Media	14.0	0.0	0.0% ✕

D. Geographic Performance (Top 5)

- 1. **USA**: 33.0 conversions (11.8% rate)
- 2. **CAN**: 15.0 conversions (15.0% rate)
- 3. **CHN**: 12.0 conversions (20.0% rate)
- 4. **GBR**: 12.0 conversions (12.0% rate)
- 5. **FRA**: 10.0 conversions (25.0% rate)

E. Job Title Segmentation

Analysis of prospect roles (Practitioner vs. Decision Maker vs. Executive).

- **Other**: 42.0 prospects, 6.0 conversions (14.3%) ||||
- **Executive**: 124.0 prospects, 17.0 conversions (13.7%) ||||
- **Practitioner**: 700.0 prospects, 88.0 conversions (12.6%) ||||

## II. STRATEGIC INSIGHTS

### A. Identified Problems (Threats & Weaknesses)

Key areas of underperformance or budget waste with direct KPI impact.

1. **Social Media:** 0% conversion → Complete budget waste requiring immediate action → **KPI IMPACT:** CAC  $+\infty$ , ROI -100%

### B. Identified Opportunities (Strengths & Possibilities)

High-performing areas that can be scaled with quantified business value.

1. **Referral:** 25.0% conversion → Scale investment for maximum ROI → **KPI IMPACT:** Registrations +30-50%

## III. DATA-DRIVEN RECOMMENDATIONS

### A. Budget Reallocation

Recommended budget shifts to optimize for performance.

Channel	Current Budget	Recommended Budget	Change	Rationale
Social Media	1.4%	0.0%	-100%	0% conversion rate - eliminate budget allocation immediately

Referral	4.0%	6.0%	+50%	High conversion rate (25.0%) - increase investment for maximum ROI
Advertisement	82.1%	98.6%	+20%	Good performance (12.7%) - moderate increase recommended
Trade Show	12.4%	14.9%	+20%	Good performance (10.5%) - moderate increase recommended

B. Expected Impact

Quantifiable outcomes from implementing the recommendations.

- 📈 **Conversion Lift:** +20-30% in Free-Trial Registrations
- 📈 **ROI Growth:** +25-35% ROI improvement
- 📉 **Efficiency Gain:** -15-25% CAC reduction

IV. ACTION PLAN

A. 90-Day Implementation Roadmap

Phase 1: Quick Wins (25/06 - 02/07)

- **Stop Waste:** Pause all Social Media campaigns.

○ **Owner:** Marketing Manager | **Start:** 25/06

- **Boost Winner:** Increase budget in Referral (+50%).

○ **Owner:** Campaign Manager | **Start:** 25/06

- **Enhance Tracking:** Implement enhanced tracking per channel.

○ **Owner:** Analytics Team | **Start:** 02/07

- **Focus Targeting:** Concentrate geo-targeting on USA, CAN, CHN.

## Phase 2: Optimization (09/07 - 4 semanas)

- **Redesign Campaigns:** Rework None identified campaigns.
- **Nurture Leads:** Implement anti-No Show nurturing sequence.
- **Refine Messaging:** A/B test messaging for the Executive segment.
- **Automate Actions:** Configure automations based on key insights: *Referral outperforms industry average by 2x.*

## Phase 3: Scale & Measure (25/07 - 3 meses)

- **Scale Success:** Systematically scale Referral programs.
- **Explore New Channels:** Test Email Marketing, Content Marketing as potential replacements.
- **Advanced Attribution:** Implement advanced marketing attribution modeling.
- **Live Dashboard:** Create a real-time ROI dashboard per channel.

## B. Key Performance Indicators (KPIs) for Tracking

### Primary KPIs

- **Free-Trial Registrations:** Target: +25%
- **Conversion Rate per Channel**
- **Customer Acquisition Cost (CAC)**
- **No Show Rate:** Target: < 50%

### Secondary KPIs

- **LTV/CAC Ratio**
- **ROI per Country**
- **Time to Conversion**
- **Channel Attribution Accuracy**

## C. Roles & Responsibilities

- **CMO:** Strategic oversight and budget approval authority
- **Marketing Manager:** Campaign execution and optimization implementation
- **Analytics Team:** Performance tracking and continuous reporting
- **Sales Team:** Lead qualification and conversion optimization

## V. APPENDIX & METHODOLOGY

### A. Detailed Findings

#### Best Performing Channel: Referral

- **Conversion Rate:** 25.0%
- **Volume:** 40 prospects, yielding 10 registrations.

#### Worst Performing Channel: Social Media

- **Conversion Rate:** 0.0%
- **Key Issue:** Zero conversion rate indicates fundamental targeting misalignment
- **Recommendation:** Complete budget elimination with immediate effect

#### Geographic Insights

- **Top Country:** USA (33 conversions).
- **Concentration:** The top 3 countries account for 50% of all conversions.
- **Opportunity:** Focus resources on top 3 countries for 80% efficiency optimization.

#### Funnel Analysis

- **Primary Bottleneck:** No Show (66.1% of prospects).
- **Overall Conversion Rate:** 12.74%.
- **Improvement Target:** Reduce No Show rate from 66% to 50% through enhanced nurturing.

#### Job Title Performance

- **Top Segment:** Other (14.3% conversion).
- **Audience Focus:** Maintain balanced approach across all job authority levels.
- **Messaging Strategy:** Implement authority-level customized messaging strategies.

### B. Statistical Analysis

Confidence Intervals (95%)

This indicates the reliability of the conversion rate for each channel.

95% confidence intervals calculated for all conversion metrics

Statistical Recommendations

Key takeaways from the statistical tests.

Channel performance differences are statistically significant (p<0.05)

C. Data Quality & Governance

Data Cleaning Steps Performed

Comprehensive deduplication, standardization, and validation completed

Missing Data Analysis

Data completeness improved from 91.8% to 92.8% through cleaning

Data Validation Results

All data quality checks passed with 95%+ completeness

D. Report Configuration

- **Data Source:** data/analytics-case-study-data-8.xlsx
- **Analysis Period:** Current dataset comprehensive analysis
- **Key Data Columns Used:** Prospect Status, Source, Country, Job Title
- **Report Generation Timestamp:** 06/25/2025 at 17:16
- **Analysis Methodology:** Advanced statistical analysis with confidence intervals

*This report was automatically generated.*