

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Story – Lime Scooters

What relevant actionable segments exists?

- Improve accessibility of scooters by 15% for newly built apartment complexes near Boston University area within 3 months.
- Increase revenue by 10% through promotions.
- Improve accessibility by 15% to freshmen entering Boston University (BU) housing

Which ones should we pursue and why?

Improving accessibility of scooters for affiliated/owned housing near Boston University (BU) would be the better action. 63% of students live in college-owned or operated housing and 37% affiliated housing students live off campus. Each year new freshmen enter and occupy these various housing types around BU. Lime scooter can target and market to those 3100 freshman aged 20-24 students entering BU and offers exclusive deals and discounts to them. As this is a continues rotation of freshman entering the University this could prove to be a successful long term strategy with new users.

Customer Story

Where is our target audience?

3100 students that enter Boston University each year. Roughly 42% are males and 58% females aged 20-24 years old. Specially students in a 3 mile radius of Bu affiliated (37%) and operated housing (63%).

Where is our effort?

Lime can use a variety of way to target these customers

- Lime's own media: Lime website, app, social media (instagram and Facebook), college BU Blogs, customer email list for BU area.
- Paid Media: Affiliate marketing with BU to freshmen students, co-marketing with students, online ads that target freshmen.
- Seasonal promotions: contents and giveaways at campus for new semesters and start of school year.

How effective is our effort?

With covid effecting campus life and students doing online classes in 2019-2022. Students are return to housing and campus life again as normal. As BU enrolls a certain amount of student each year we can monitor and target these by improving our marketing caters to new students aged 20-24, price strategy that suit students and what promotions have the greatest effect to increase customer loyalty from freshmen.

Customer Story

Where should we focus changes?

- Sales department can focus on creating a partnership with BU to supply students with affordable transportation throughout the campus. This could be through a coupon system or monthly option student can sign on to get higher saving when using Lime services.
- Marketing needs to target freshman and create a loyalty program to ensure customers stay loyal to Lime throughout their first year on campus housing. Start with targeting the 63% that live in housing operated by BU then target affiliated 37% housing within a 3 mile radius.

What should we do, now or later?

- A pricing strategy for freshman needs to be developed.
- Partner with BU in any compacity to help offer freshmen affordable transportation to use within the campus.
- Start a freshmen customer loyalty program to encourage repeat business and demand for rotating freshmen each year.
- Analyze BU marketing channels within the campuses and start marketing Lime services to students.
- Analyze potential routes and path student take each day to class and offer lime services accordingly.

Testing and Learning Plan

What should we study further?

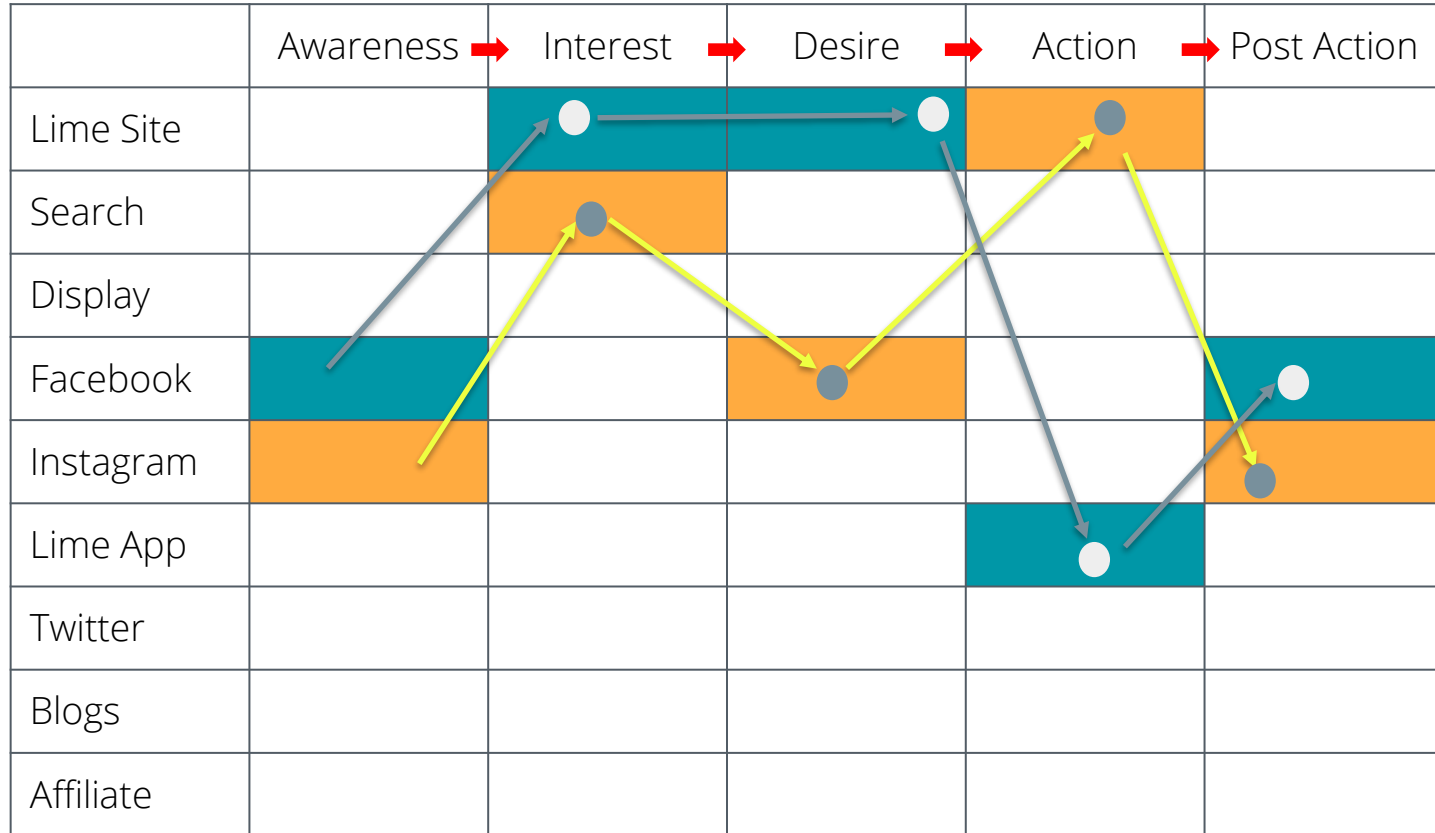
- Map out and analyze all operated and affiliated housing owned by BU. Creating a map zone for high demand areas within a 3 mile radius.
- Analyze how many student use cars, bikes, or walk to campus as freshmen each day. This will give us a better understanding of which student to target.
- Analyze the amount of lime services needed to supply the increase of users. We don't want more demand but less services available to freshmen.

What should we try?

- Personalize marketing to freshmen at BU in all marketing channels and our own website and app to students in BU housing.
- Reward programs for freshmen starting the school year are of high priority
- Offer free rides to students for a limited amount of time as a way to encourage users to try Lime services.

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

Basic Data

- KPIs from previous marketing strategies to compare if marketing trends have changed. Data before covid, during covid for comparison for future strategic plans.

Awareness analysis data needed

- Facebook: number of impressions, CTR, number of clicks
- Instagram

Desire analysis data needed

- Lime website: sessions, pages per session, bounce rate, average session duration and number of users.
- App: downloads per day and location data.

Action analysis data needed

- Number of users, billing, product revenue, average price per user, sessions with product views, product category

Post Actions analysis data needed

- Email: reviews submitted, promotional email open rates
- App: reviews, repeat customers purchases
- Instagram: post, comments,
- Facebook: reviews, posts about lime service, comments, tags of Lime services

Testing and Learning Plan continued

What should we try?

- Free promotions for students only for 1 hour in the morning to encourage users.
- Advertise in University area through bulletin boards and SNS channels to students in that area.
- Reward programs and incentives to those who are loyal to Lime products.
- Offer incentives to people who post them riding lime products on Instagram/Facebook