

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Story: Lime Scooters

What relevant actionable segments exists?

- People who are looking to rent an Electric scooter.
- New customers who recently moved to the city and started using the Lime in the second quarter.

Which ones should we pursue and why?

We should pursue with both the segments. People who are looking for a ride instead of waiting for a long time for taxis and spending more money on it. Where lime is the perfect fit for those who doesn't like to wait and with many different location to park scooter around the city with lowest price to start.

Customer Story

Where is our target audience?

The whole city is our target audience.

Where is our effort?

We are currently focusses on online marketing, such as advertising on Instagram, Facebook, blogs for company sales promotions.

How effective is our effort?

New customer sign up in the app, daily E-scooter riders, busiest time during the day and profit made by the lime is not publicly available. But by looking at the marketing campaign runs by the company which leads to customer satisfaction and positive sentiment towards the brand. Some negative reviews need to be converted to positive for increase in growth and satisfaction.

Customer Story

Where Should We Focus Changes?

We should narrow our approach, reversing the negative feedback given by the customer by running a campaign which gives discount to the current customer and need to come up with another campaign to bring new customer onboard with special offers.

What should we do, now and later?

- We should increase in ad spend online and print banners of E-Scooter offered by company and showcase on a bus or public place to tell people what they can offer.
- For building the brand loyalty, need to start the loyalty program.
- New campaign (discount) by referral, for bringing new customer which will increase in loyalty.

Testing and Learning Plan

What should we study further?

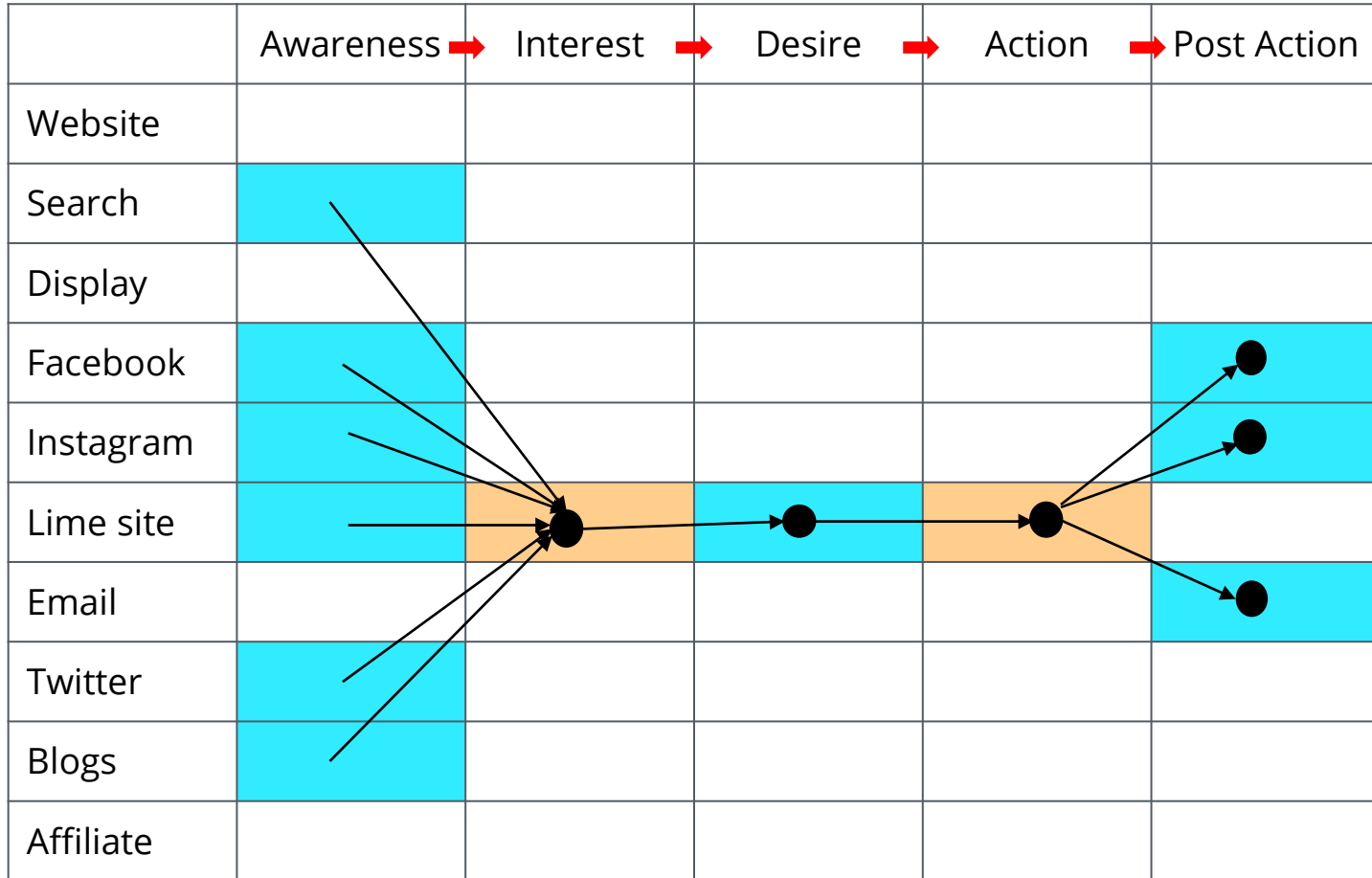
Firstly, we need to look at the data of first quarter and evaluate what changes can be made for increase in revenue for the second quarter. Increase in ad spend during online marketing and evaluate the performance of it and adjust accordingly.

What should we try?

A company banner showcasing their E-Scooter with offers for their customer on public place. And increase in ad spend online on different platform.

Purchase Process

Channels



Most Important Metrics: Purchase Process

Awareness:

product impression view on lime site, Facebook post, Instagram ad, Blog, twitter and search.

Interests:

lime site: click through rate, engage on site, inbound traffic, unique visitors, bounce rate.

Desire:

lime site: new and returning user, session, average session, bounce rate, view of introduction to lime access, download of lime app.

Action:

use of coupon code, Traffic to site and resulting in transition.

Post Action:

writing a review on Facebook and Instagram, news letter on email, discount code of subscriber on email,