

# Udacity

# Marketing Analytics

Nanodegree Program

Project: Crafting an Analytic Brief

# Business Story: Dropbox Business

## **What relevant actionable segments exists?**

- Enterprises employees.
- Growing teams.
- Professional individuals (freelancers, developers, designers, artists, etc.)

## **Which ones should we pursue and why?**

All of them, these segments represent a geater number as paid users of Dropbox business as they are in the need of dropbox services in a bigger scale.

# Customer Story

## **Where is our target audience?**

Professional individuals such as freelancers, growing teams, remote employees, workers in companies and enterprises.

## **Where is our effort?**

- Dropbox website and cross-platform app on multiple devices.
- Ads through emails, social media and in-product notifications.
- Time limited trials of paid subscription plans.
- Upgrading cloud storage space through referral program and following on social media.
- Integration with different services and tools such as Slack, Zoom, google, Adobe and Microsoft.

# Customer Story

## **How effective is our effort?**

The efforts resulted in the company's Q1 revenue with increase of 108% comparing the Q1 of last year.

## **Where should we focus changes?**

The focus should be on retain the current segment and gain new users. In addition, keep a close look on the market competitors.

## **What should we do, now or later?**

We should review the current paid subscriptions to match the users demands, and study new subscription plans that interest users to be paid users.

# Testing and Learning Plan

## What should we study further?

- Study current users opinions on the current provided subscriptions and services.
- Investigate previous quarters metrics for any adjustments or improvements.
- Study the market competitors services and prices.
- Provide new service by integration with other tools and services providers.

## What should we try?

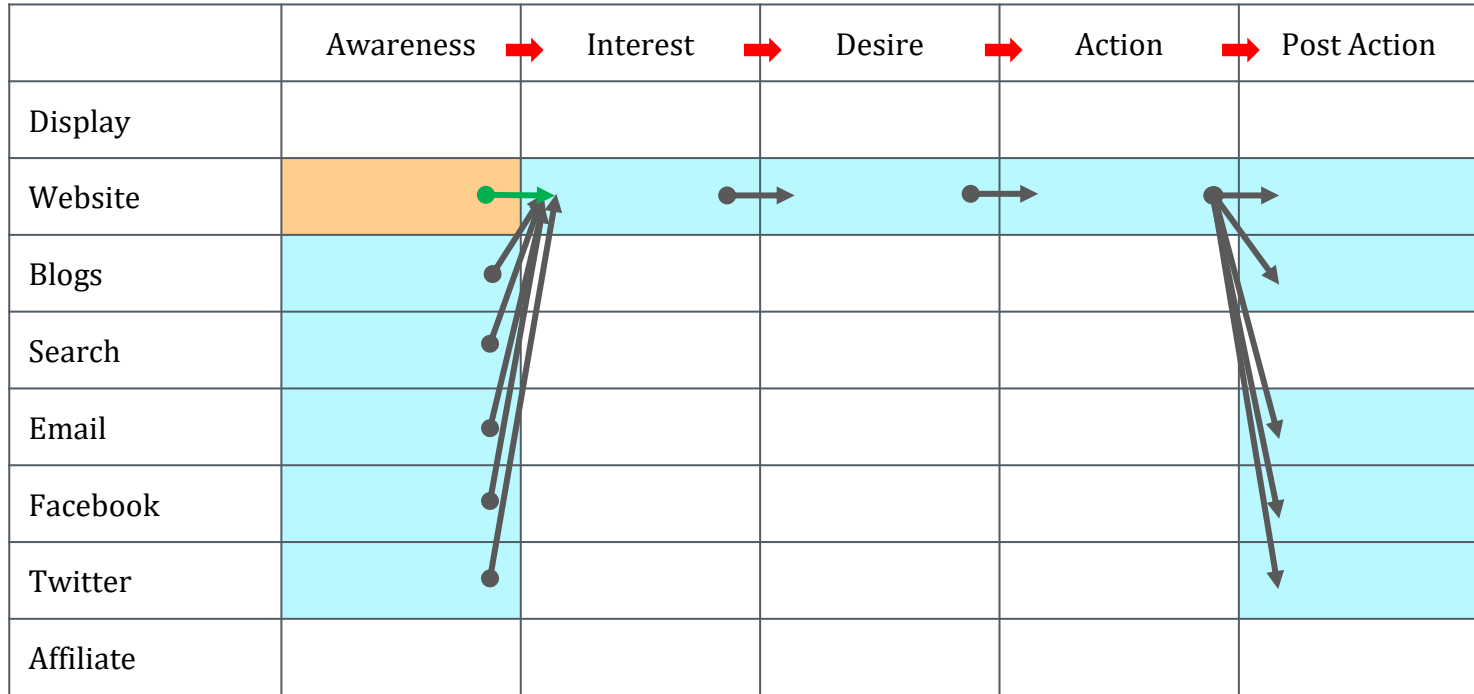
We should offer our services on new growing teams, professionals and enterprises, spend more on ads to gain more possible paid users and increase the business good reputation in the market.

## What analysis and data do we need?

We need to analyse the sales data, the advertisement data to evaluate the business performance in the market.

# Purchase Process

## Channels



# Most Important Metrics – Purchase Process

## 1. **Awareness:**

Email, facebook, twitter, search, blogs: impressions

Website: visits

## 2. **Interest:**

Website: time on site, click-through rate, bounce rate

## 3. **Desire:**

Website: create account, time on site, repeated visits, traffic

## 4. **Action:**

Website: complete subscription, app downloads.

## 5. **Post Action:**

Website: total paid users, writing reviews, invite others

Blog, facebook, twitter: engagement, post with tags about us, rating service/app, writing reviews

Email: refer to others.