

Business Requirement Document (BRD)

Unlocking Success with Data-Driven Marketing: Strategic Optimization for High-Impact Campaigns

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Project Details

Executive Summary

Objectives:

The primary objective of this project is to develop a comprehensive analysis dashboard for our marketing campaigns. This dashboard will utilize key performance metrics to optimize marketing strategies, improve ROI, and drive revenue growth.

Key Metrics and Analysis:

- Return on Marketing Investment (ROMI)
- Return on Advertising Spend (ROAS)
- Gross Profit
- Average Order Value (AOV)
- Funnel Analysis
- Time Series Analysis (Marketing Spent & Revenue)
- Campaign Effectiveness by Cost (CPC, CPL, CAC)
- Campaign Effectiveness by Conversion (CTR, Conversion Rate Leads, Conversion Rate Orders)

Project Objectives

- Develop a data-driven marketing dashboard to monitor and optimize campaign performance.
- Provide actionable insights to improve marketing efficiency and revenue generation.
- Enhance decision-making processes with interactive data visualization.

Project Scope

- Integrate data from multiple marketing channels into a unified dashboard.
- Implement visualizations for key performance metrics.
- Enable drill-down analysis for detailed performance insights.
- Ensure the dashboard is user-friendly and accessible to key stakeholders.

Business Requirements

Analysis	Priority Level	Critical Level	Description
ROMI	High	Critical	Measure and display the return on marketing investment for all campaigns.
ROAS	High	Critical	Calculate and visualize the return on advertising spend for each campaign.
Gross Profit	High	Critical	Track and display gross profit generated by campaigns.
AOV	High	Critical	Measure and visualize the average order value to understand customer purchasing behavior.
Funnel	Medium	Critical	Visualize the customer journey from impressions to orders to identify conversion bottlenecks.
Time Series	Medium	Important	Track and analyze trends in marketing spend and revenue by over time.
Cost	Low	Important	Display metrics like CPC, CPL, and CAC to evaluate campaign cost efficiency.
Conversion	Low	Important	Measure and visualize conversion rates (CTR, Conversion Rate Leads, Conversion Rate Orders) to assess campaign effectiveness.

Key Stakeholders

Name	Job Role	Duties
John Doe	Chief Marketing Officer	Overseeing marketing strategies, making high-level decisions.
Jane Smith	Campaign Manager	Managing marketing campaigns, ensuring alignment with strategy.
Emily John.	Marketing Data Analyst	Analyzing marketing data, providing insights, and making recommendations.

Project Constraints

Constraints	Description
Budget	The project must be completed within the allocated budget of \$50,000, covering development, integration, and training costs.
Time	The dashboard must be fully operational within 6 months to align with the upcoming marketing campaign cycle.
Technical	The solution must integrate with existing data infrastructure and tools, including our CRM and marketing automation platforms.

Cost-Benefit Analysis

Cost	Benefit
<ul style="list-style-type: none">● Development Costs: \$30,000● Integration Costs: \$10,000● Training Costs: \$5,000● Maintenance Costs: \$5,000 per year● Total Initial Cost: \$50,000	<ul style="list-style-type: none">● Expected ROI: 150%● Increased Revenue: \$75,000 (from optimized campaigns)● Cost Savings: \$20,000 (through improved efficiency)● Total Benefit: \$95,000

Conclusion

Implementing this marketing analysis dashboard will enable data-driven decision-making, enhance the effectiveness of marketing campaigns, and ultimately drive significant revenue growth. The detailed insights provided by the dashboard will ensure that marketing resources are allocated efficiently, leading to improved ROI and sustained business success.