

# Business Analytics Capstone Framework for Strategy

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# Problem Statement

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Describe the Problem Adblockers present to GYF

- *Customer Analytics:*

The absence of advertisements in the search engine entails the impossibility of customers to research the market. The inability to evaluate the effectiveness of an advertising campaign without knowing how many users have watched it, how loyal they are to the brand, how recognizable and relevant it is. In addition, it is impossible to estimate the cumulative effect of an advertising campaign, which also plays a role in sales. Ad blockers also limit the ability of small local companies to reach users by analyzing their individual needs.

A critical decline in advertisements on websites and mobile applications may lead to a review of contracts for the provision of advertisements. There are options for the complete termination of the contract, or reduction of rates, or revision of the advertising policy - the search for alternative options.

- *Operations Analytics:*

We can build a multiple regression model for predicting the effects of blockers by introducing a set of parameters:

- values of the increase in downloads of applications in the browser for a certain period of time;
- the ability to add sites (search engine, news sites - digital media) to the white lists of blocker applications;
- purchases of Apple phones with a built-in ad blocking system / installation of corresponding applications on mobile phones of other brands.

- *Accounting Analytics:*

A decrease in the percentage of users who see ads is likely to lead to a decrease in the number of contracts for showing ads in the form of banners. Which can lead to a decrease in financial flow from customers if an equivalent alternative solution is not offered

- *People Analytics:*

It is necessary to keep customers by offering them equally productive solutions for advertising their business. Thus GYF needs people who will negotiate with customers for their retention, people who will look for alternative ways to provide advertising and / or search for ways to bypass blockers, as well as people who will negotiate with adblocker companies. Either train the company's staff or consider hiring employees.

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## *Application Exercise 1 – Research Methods and Tools (Optional)*

First of all we need to explore an ambiguous problem. It is necessary to determine what goals users are pursuing by connecting ad blockers in their browser or on a mobile device. We can hire companies that deal with the internet communities (MROCs).

Here are a few areas to explore: ads that are too annoying, traffic slows down due to app downloads, ads that are simply too big,

Then we need to be aware of the problem. Here we can use one or more of the following tools:

- Focus groups to see how users react on different kinds of ads
- Surveys (mobile) to ask users which type of ads they don't mind, with which they are satisfied
- Customer self-reporting to see what impact of adblocks they really have and what issues they have

At the end we need to clearly define the problem. Here we can hire companies that deal with AB testing to understand which solution with the ads we can find and then offer to the customers.