

Udacity

Marketing Analytics

Nanodegree Program

Project: Crafting an Analytic Brief

Udacity's School of Business

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Business Story

What relevant actionable segments exists?

- New graduates wishing to join the labor market
- junior graduates who want to develop their skills to get a promotion or a better job
- Companies wishing to develop their employees to develop their businesses
- Government ministries and organizations that finance educational activities

Which ones should we pursue and why?

- All of them are looking for a program with trusted experts and accompanied by training on real projects that qualify them for the labor market

Customer Story

Where is our target audience?

- In universities, educational institutions, Social media pages.
private companies, government ministries and donors websites
private companies, government ministries and donors offices and their
sites

Where is our effort?

- Udacity website and social media, Email, Blogs, paid ads

Customer Story

How effective is our effort?

- Registration rate and special revenue information can be observed in the past and after marketing campaigns
- Customer knowledge and interest in the brand.

Where should we focus changes?

- Our website, social media pages and paid searches.
- Establishing partnerships with donors to provide financially supported courses for financially unable groups and poor areas in Africa, and benefiting from the development programs of large companies that aim to assist these
- Improve the student experience

Customer Story

What should we do, now or later?

- Continuous improvement of the student experience
- Review marketing campaigns to increase referral volume.
- Identifying the training courses that are most in demand for graduates and making discount offers
- consider and improving all reviews with the aim of enhancing brand awareness in social networks

Testing and Learning Plan

What should we study further?

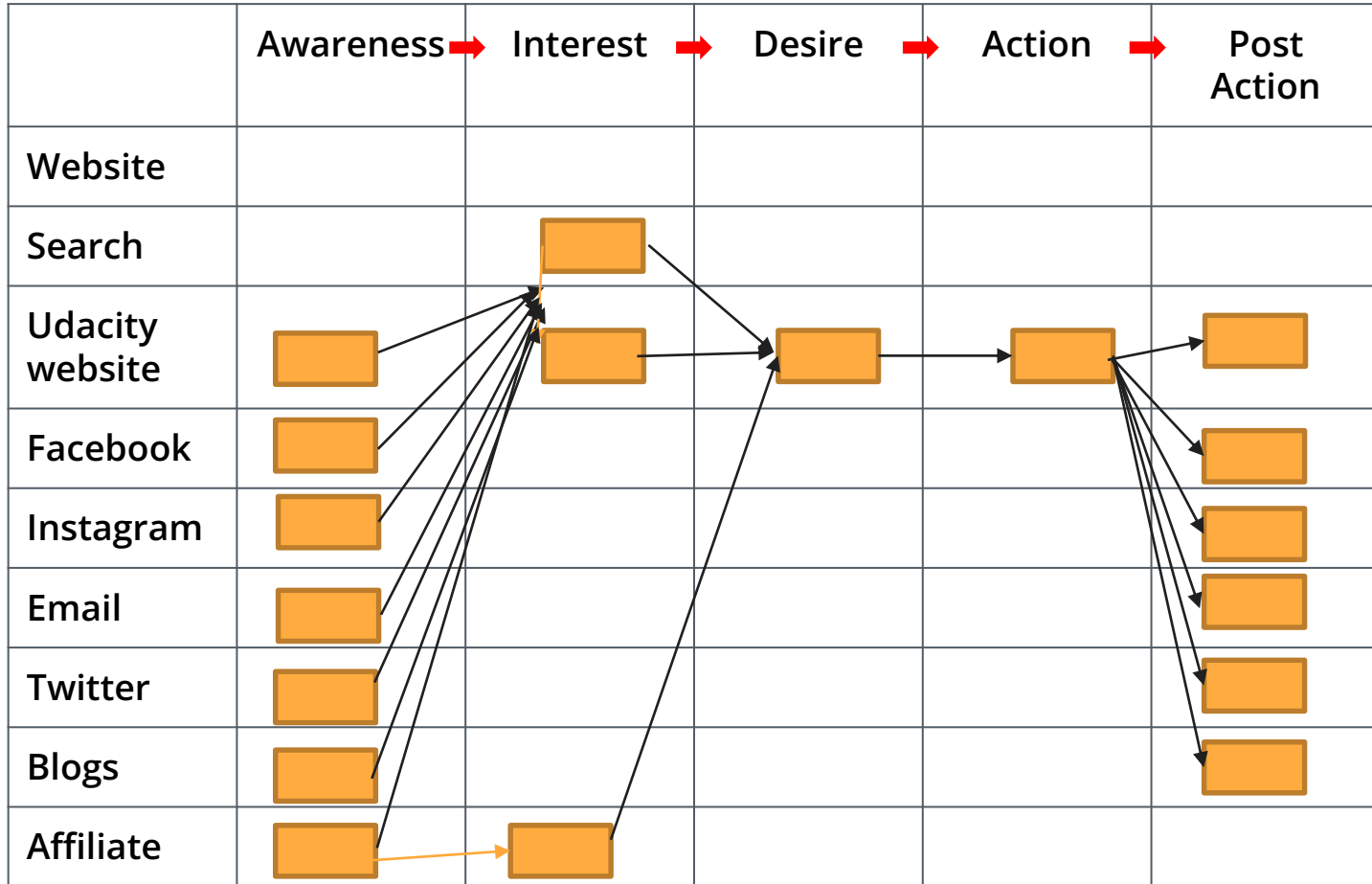
- Studying the market and competing companies in the market, their prices, offers, discounts, marketing methods and the extent of their success
- Review the target segments and focus on the most effective and the highest referral rates

What should we try?

- Establishing partnerships with donors to provide financially supported courses for financially unable groups and poor areas in Africa, and benefiting from the development programs of large companies that aim to assist these more well reputation within wider area of market.

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

- We must analyze traffic, sessions and duration of clients on our private and paid channels. also ,

We are supposed to analyze metrics to consider like referral rate