

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

objective

Increase awareness of available courses and enrollment rate for old and new courses.

Business Story :Udacity school of business

What relevant actionable segments exists?

- Job seekers looking to start a new career.
- Distance online learners seeking s education in Marketing, Business Analytics or UX Design.

Which ones should we pursue and why?

- All of the above

Customer Story

Where is our target audience?

- Online Search sites, LinkedIn, Twitter, Facebook and professional job sites and distance online learners. Professional job seekers, Udacity scholarship recipients and distance online learners

Where is our effort?

- online ads on social media (LinkedIn, Twitter, Facebook,)

Customer story

How effective is our effort?

- Enrollment rate and revenue information on School of Business udacity course offerings is not publicly available.

Where should we focus changes?

- Sales and marketing should focus on increasing customer awareness of the available courses

What should we do, now or later?

- Remarket new courses with discount offers for repeat business and new customer referral

Testing and Learning Plan

What should we study further?

- We should review the performance of ads and what adjustment need to be made
- Previous and current customer demand on course contents

What should we try?

- Personalized email offering to customers based on past purchases.

Purchase Process

Channels

	Awareness →	Interest →	Desire →	Action →	Post Action
Website					
Search					
Display					
Facebook					
Instagram					
Email					
Twitter					
Blogs					
Affiliate					

Testing and Learning Plan

What analysis and data do we need?

Analysis data to make changes needed to influence performance metrics on purchase(enrollment)

Awareness: impressions and views on LinkedIn, Twitter, Facebook, search, and professional job sites.

Desire: Udacity website: number of users (new and returning), sessions, average session duration, pages per session and bounce rate.

Action: Udacity website: all sessions, sessions with product views, sessions with add to cart, sessions with Check-out, Sessions with Purchase.

Post Action :course rating, tags to udacity on Facebook, LinkedIn and Blogs.