

< Return to Classroom

Creating an Analytic Brief

REVIEW

HISTORY

Meets Specifications

Dear Student,

Congratulations on finishing the project 🎉

This was a brilliant submission. The work was exceptional! You did a great job and should be proud of yourself. After reviewing this submission, I am impressed and satisfied with the effort and understanding put in to make this project a success. All the requirements have been met successfully 100 %

Keep doing the great work and all the best for future project.

Rate this project

START

Business Story

✓

Students has provided answers to the following questions:

• What relevant actionable segments exists?

• Which ones should we pursue and why?

Nice, you have correctly answered relevant actionable segments that exists.

Customer Story

✓

Students has provided answers to the following questions:

• Where is our target audience?

• Where is our effort?

• How effective is our effort?

• Where should we focus changes?

• What should we do, now or later?

Nice, you have correctly answered relevant actionable segments that exists.

Customer Story

Where is our target audience?

• We can find them on academic communities, own enterprises websites and their on-land locations, job sites and entities, and respective online platforms of governmental bodies, and like social media pages.

Where is our effort?

• Own website, our social media accounts, TV, displays, paid search and ads on well known platforms for them like Google, YouTube and different social media.

How effective is our effort?

• In general, there is increasing demands on our paid business programs in comparing to last 2 years, indicating that our efforts are making a change.

Where should we focus changes?

• We should focus changes on our website, social media pages, and paid search media.

What should we do, now or later?

• We should spend more for ads and search terms on paid channels that can reach out to interests of our pursued audience.

Testing and Learning Plan

✓

Students has provided answers to the following questions:

• What should we study further?

• What should we try?

• What analysis and data do we need?

Great work providing excellent detailed answers to all the questions.

Purchase Process

✓

Students has provided a purchase process flow and identified two/three avenues for the funnel

You have nicely provided a purchase process flow and identified the avenues for the funnel. Great work!!

Purchase Process

Channels

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

 DOWNLOAD PROJECT

RETURN TO PATH