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# 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 💯 %

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

# **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.

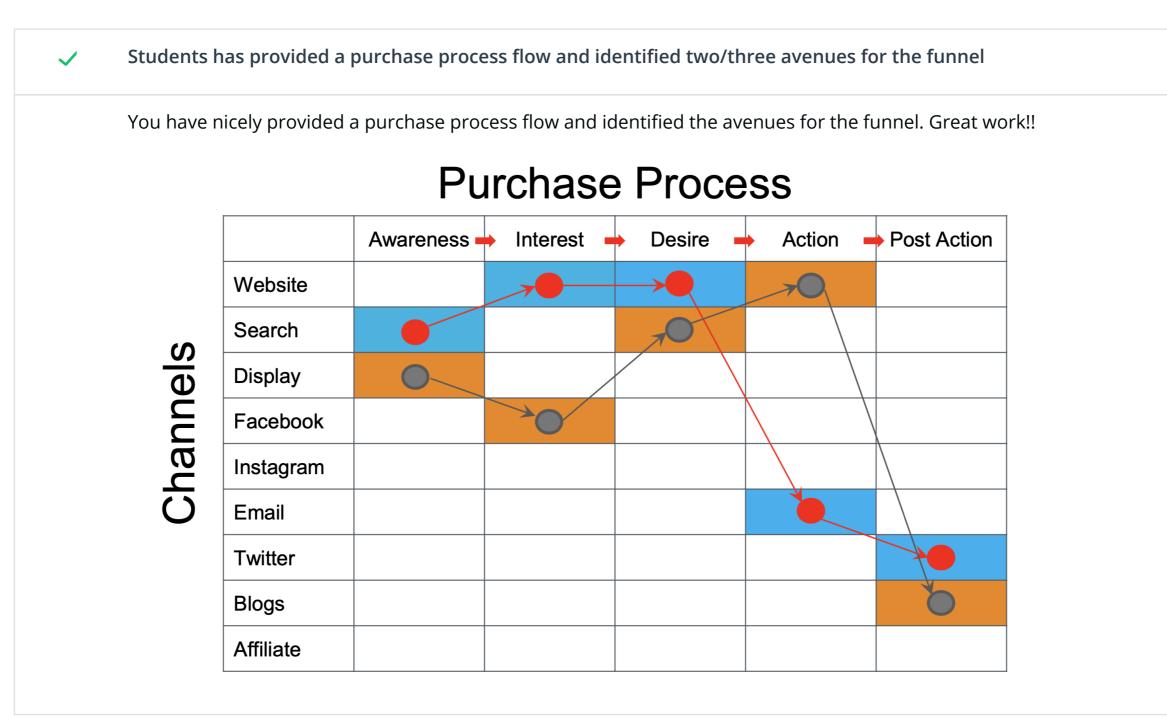
# **Testing and Learning Plan**

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**



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