

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Company

Tesla: New York Branch

Objective

Increase annual sales of Tesla Model 3 at New York Branch by 75% in FY 2022 compared to FY 2021.

Business Story

What relevant actionable segments exists?

- Eco-conscious: Upper-middle and upper-class males aged 35+, whose interests include ecology and environment.
- Cost-conscious: Middle class males aged 35-64, who are not only concerned about the environment but also concerned about the long-term cost of owning a car.

Based on research of (Dudovskiy 2021) & (Young 2016).

Which ones should we pursue and why?

- Both as these two are not necessarily mutually exclusive.

Customer Story

- Where is our target audience?

65-mile radius of our branch (Edmunds 2021)

- Where is our effort?

Tesla Instagram, Twitter together with Elon Musk's social media; Tesla website (online order); Word-of-mouth marketing/referrals.

- How effective is our effort?

Globally, Tesla experienced a 71% compound annual growth rate (CAGR) since 4Q 2016 (Pressman 2021).

- Where should we focus changes?

As one of our target segment is price-conscious, the recent increase in Tesla Model 3 Standard Range Plus and Tesla Model 3 Performance's prices (Lambert 2021) may discourage them to buy Tesla Model 3. We should focus on justifying the price increase for the cheapest line (Tesla Model 3 Standard Range Plus).

- What should we do, now or later?

Concentrate on improving customer service, especially for the Tesla Model 3 Standard Range Plus to increase satisfaction. Besides, we can use social media to promote the info about long-term saving from buying Tesla 3.

Testing and Learning Plan

- What should we study further?

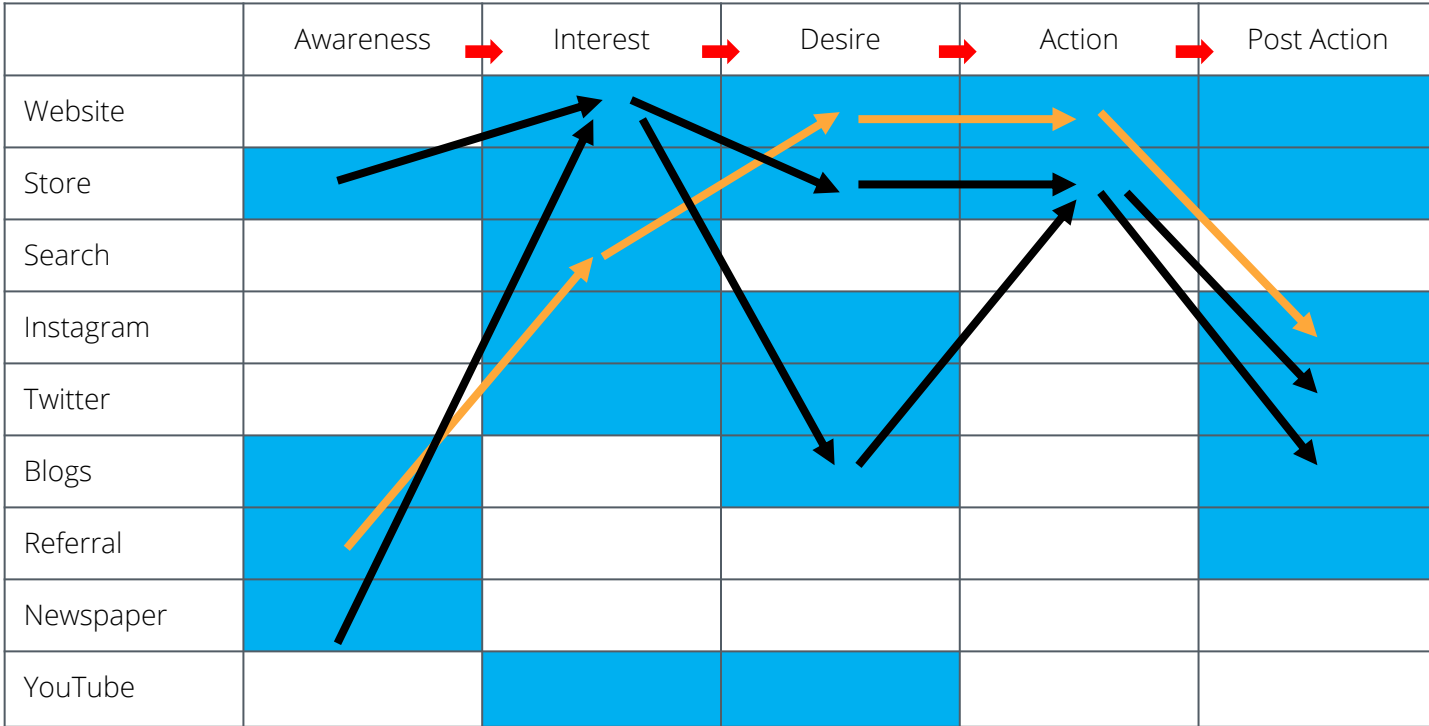
We should review performance not only in sale quantities, but also in revenues as Tesla Model 3 may experience some price decrease earlier in 2021.

- What should we try?

We can try some traditional advertising such as TV ads, product placements. (given that Elon Musk values Twitter and WOM more than traditional ads).

Purchase Process

Channels



Customers starting with a referral are more confident doing quick online research and purchase as they have friends and acquaintances' review about Tesla cars' quality. By contrast, customers starting with a non-referral channel such as seeing the Tesla store and reading newspaper at first will keep on going to the store for reassurance or reading blogs and reviews before making their purchasing decision.

Most Important Metrics – Purchase Process

1. Awareness

- Store: store visits
- Blogs/articles: earned media reach

2. Interest

- Search: keyword & search volume
- Website: inbound traffic
- Instagram/Twitter: engagement on relevant posts

3. Desire

- Search: keyword & search volume
- Website: page views & time on page
- Instagram/Twitter: follow brand page & repeat visits

4. Action

- Store: store purchase
- Website: transactions

5. Post Action

- Instagram/Twitter/Blog: reviews
- Website: customer service/feedback
- Referral: number of referrals

Reference

Dudovskiy, J 2021, Tesla Segmentation, Targeting and Positioning: overview, Business Research Methodology, May 1, viewed November 4 2021, <<https://research-methodology.net/tesla-segmentation-targeting-and-positioning-overview/>>.

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