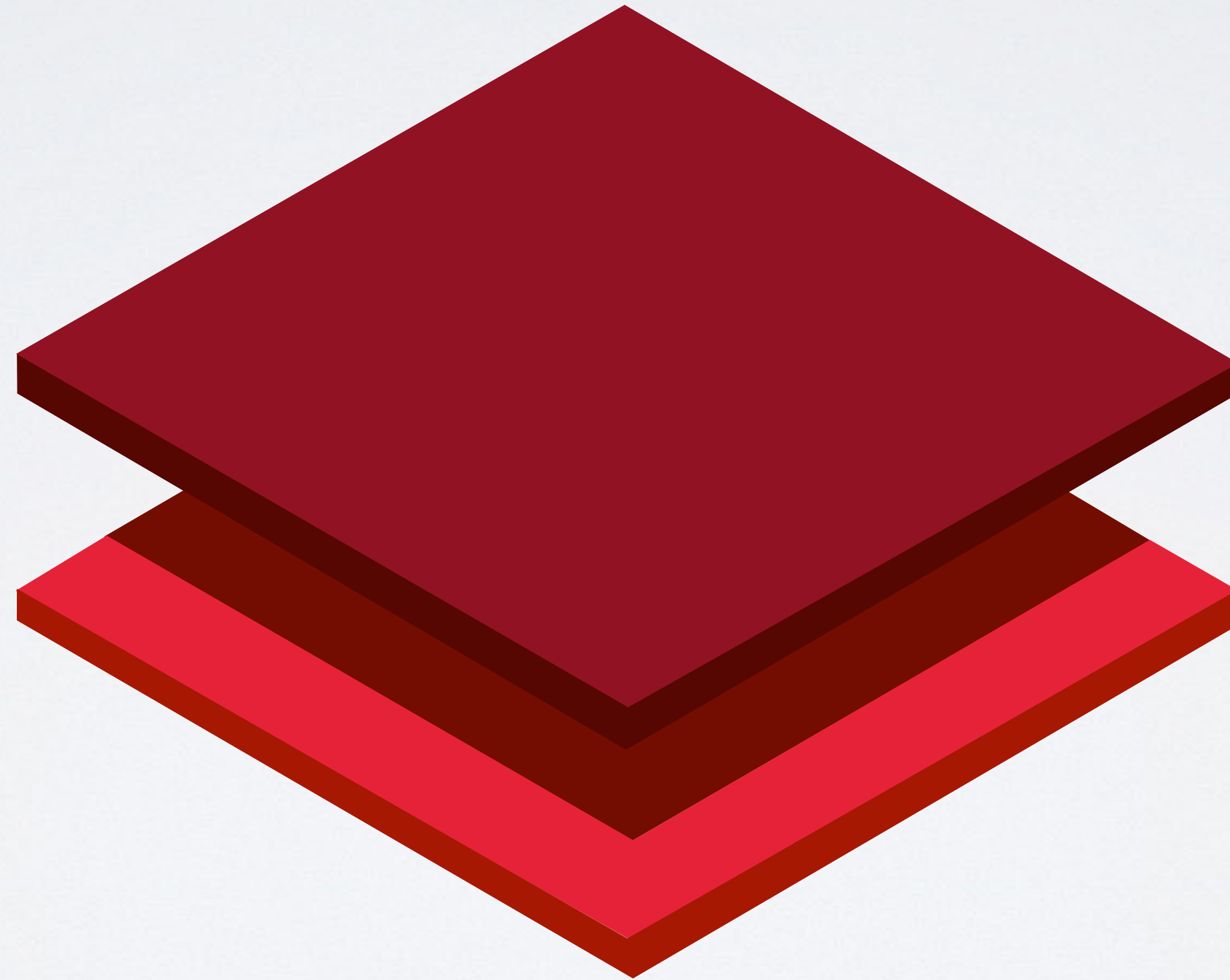


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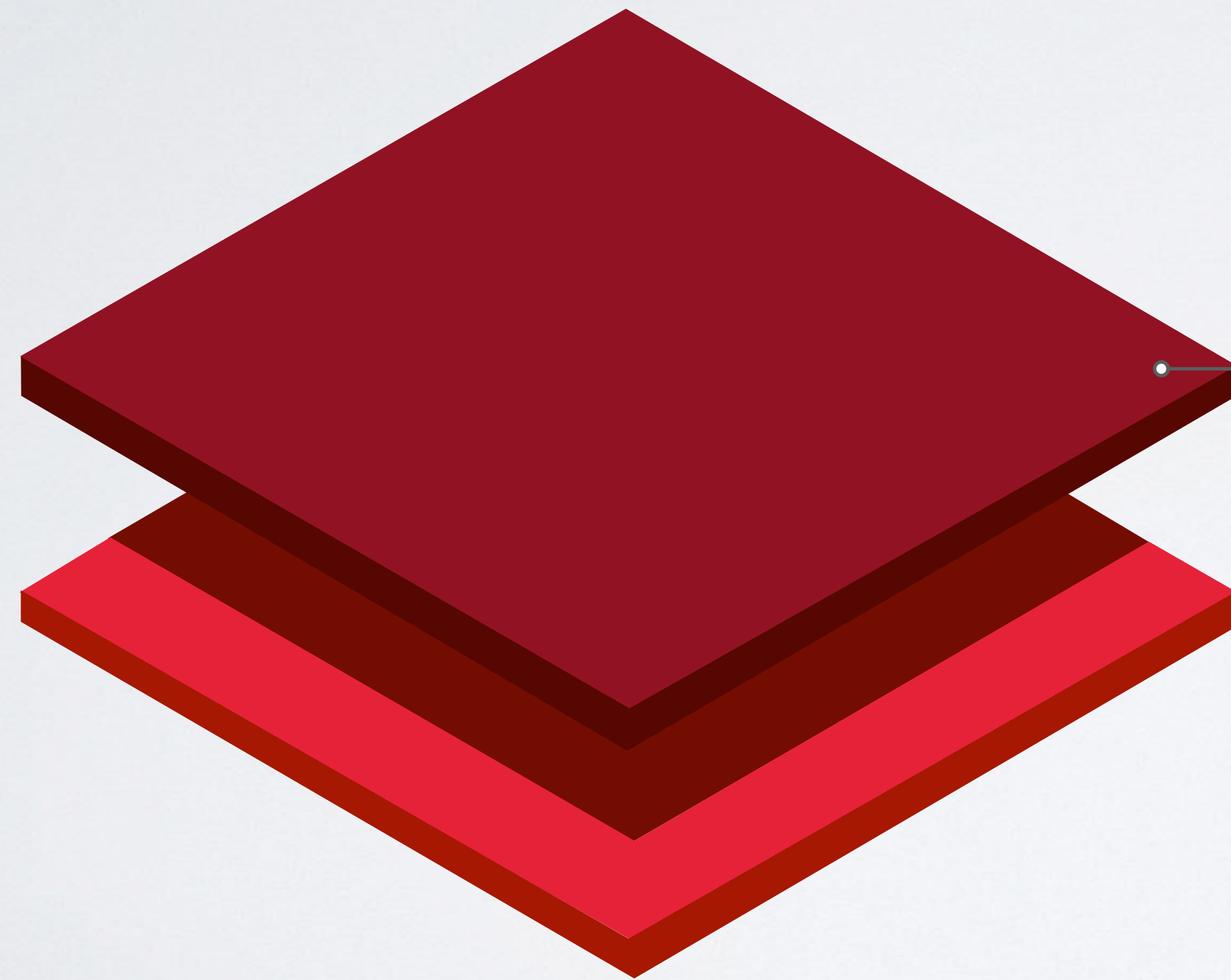
Decision



There are two levels of decisions:
Strategic decisions and tactical decisions.



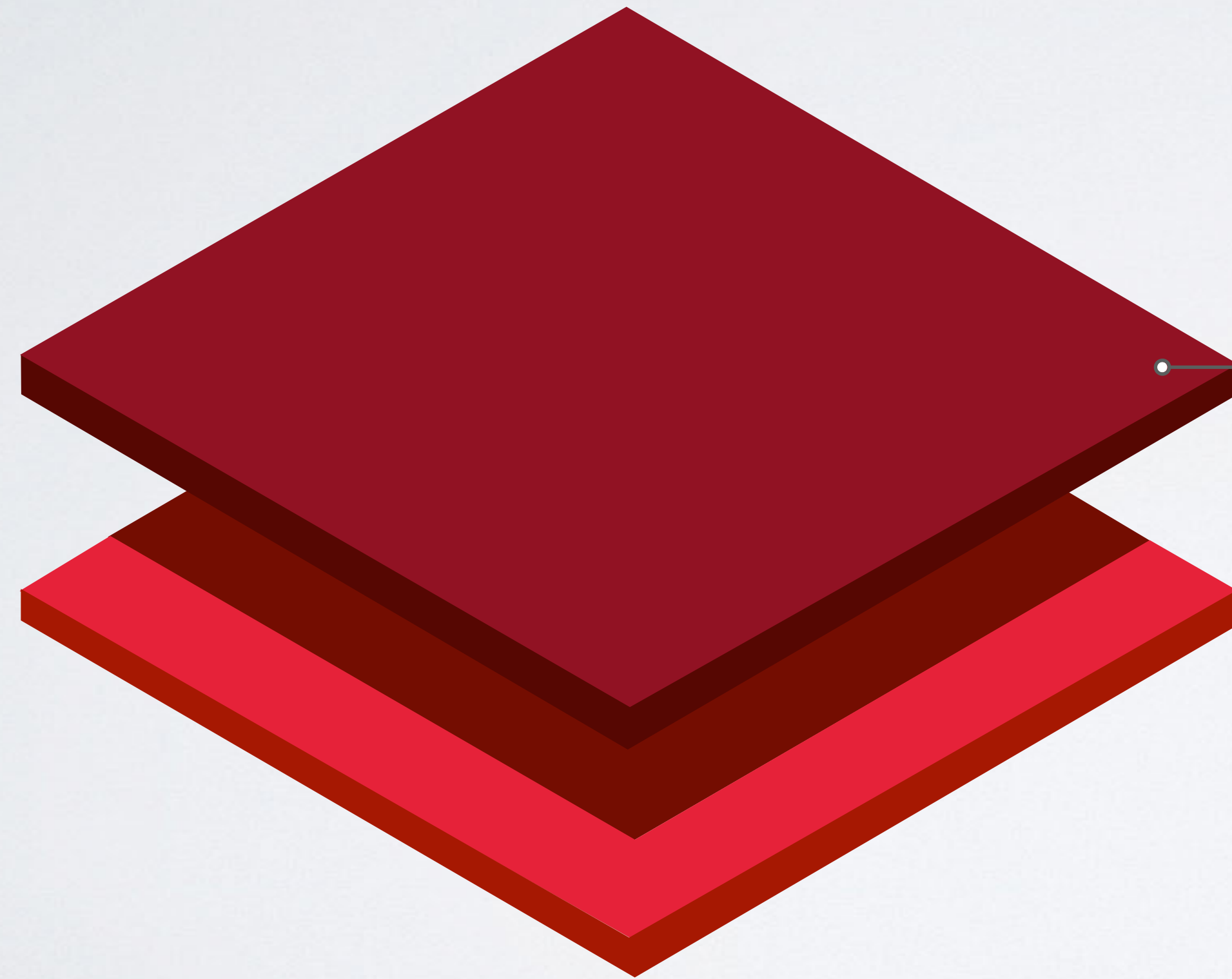
Strategic decisions means developing a cohesive strategy.



Strategic Level

- Decisions on increasing sales
- Decisions on decreasing customer churn
- Decisions on developing a new brand

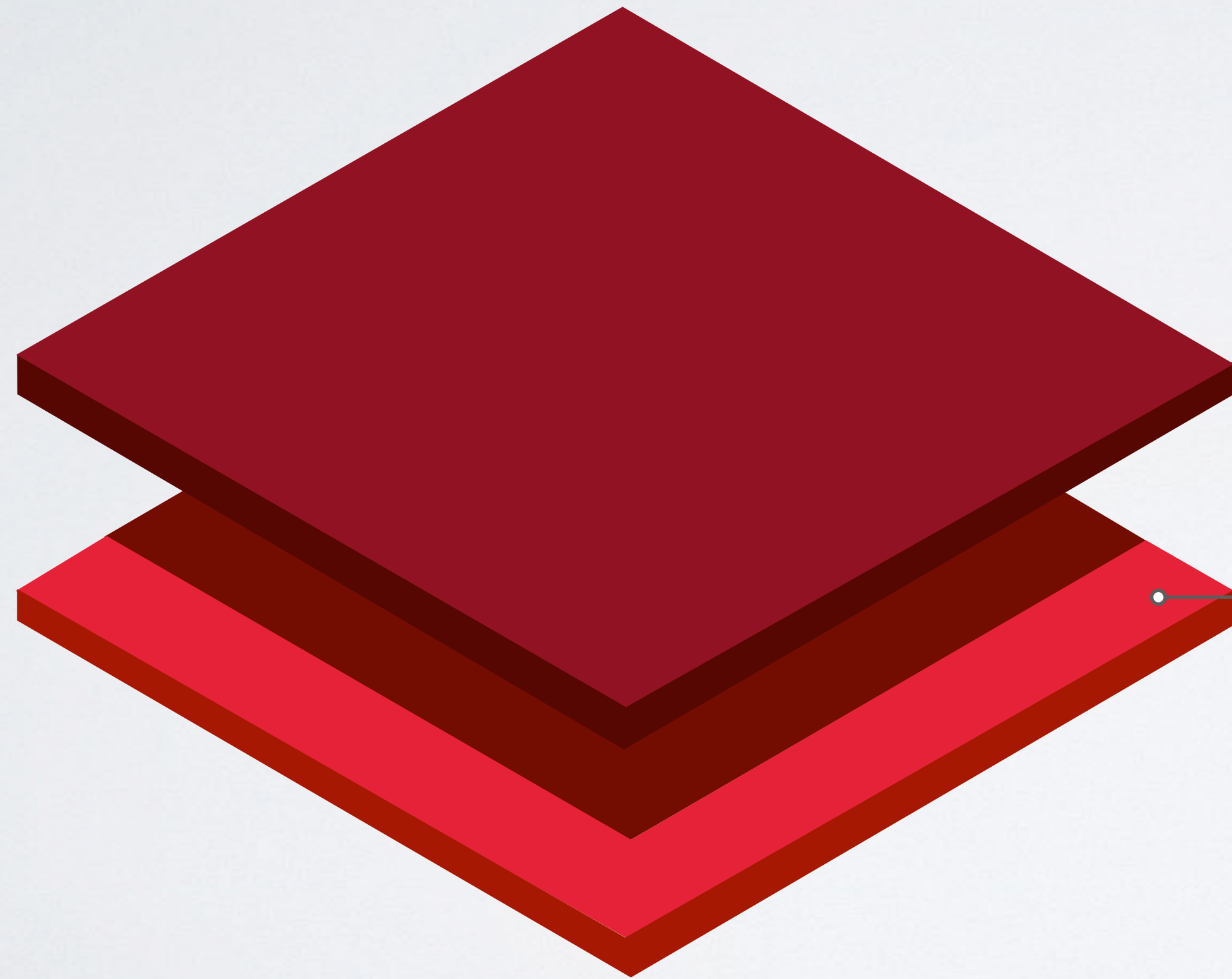
Strategic decisions means developing a cohesive strategy.



Decisions on increasing sales

- With which customer segment?
- By what percentage?
- Over what period of time?

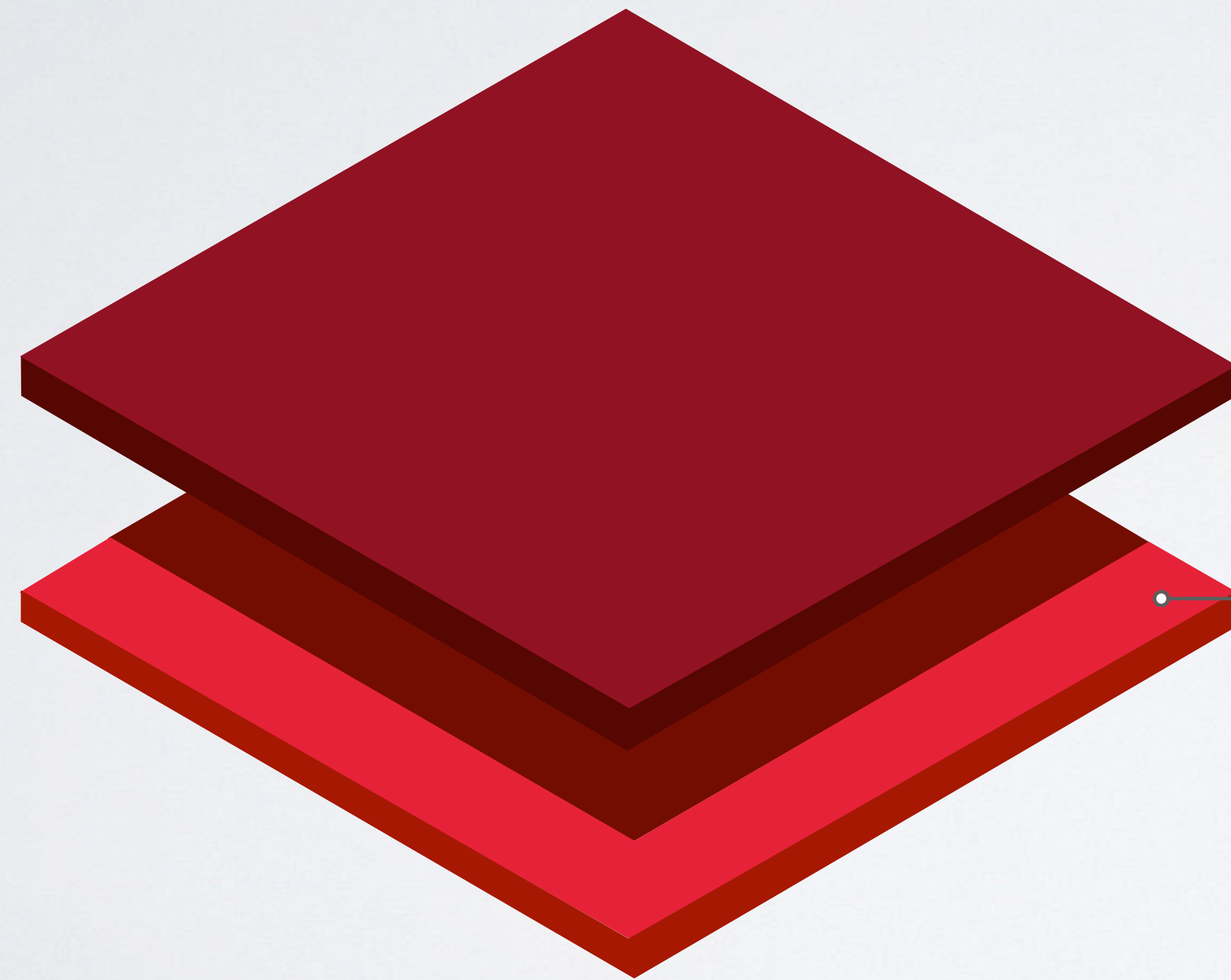
Tactical decisions are the implementation of strategic decisions.



Tactical Level

- Decisions within marketing channels
- Decisions within one department
- Decisions on day-to-day operations

Tactical decisions are the implementation of strategic decisions.



Tactical level decisions that support the strategic level decision of increasing sales

- Decisions on increasing web traffic
- Decisions on keyword ad buys
- Decisions on campaign and reporting tools

Criteria for successful decision making.

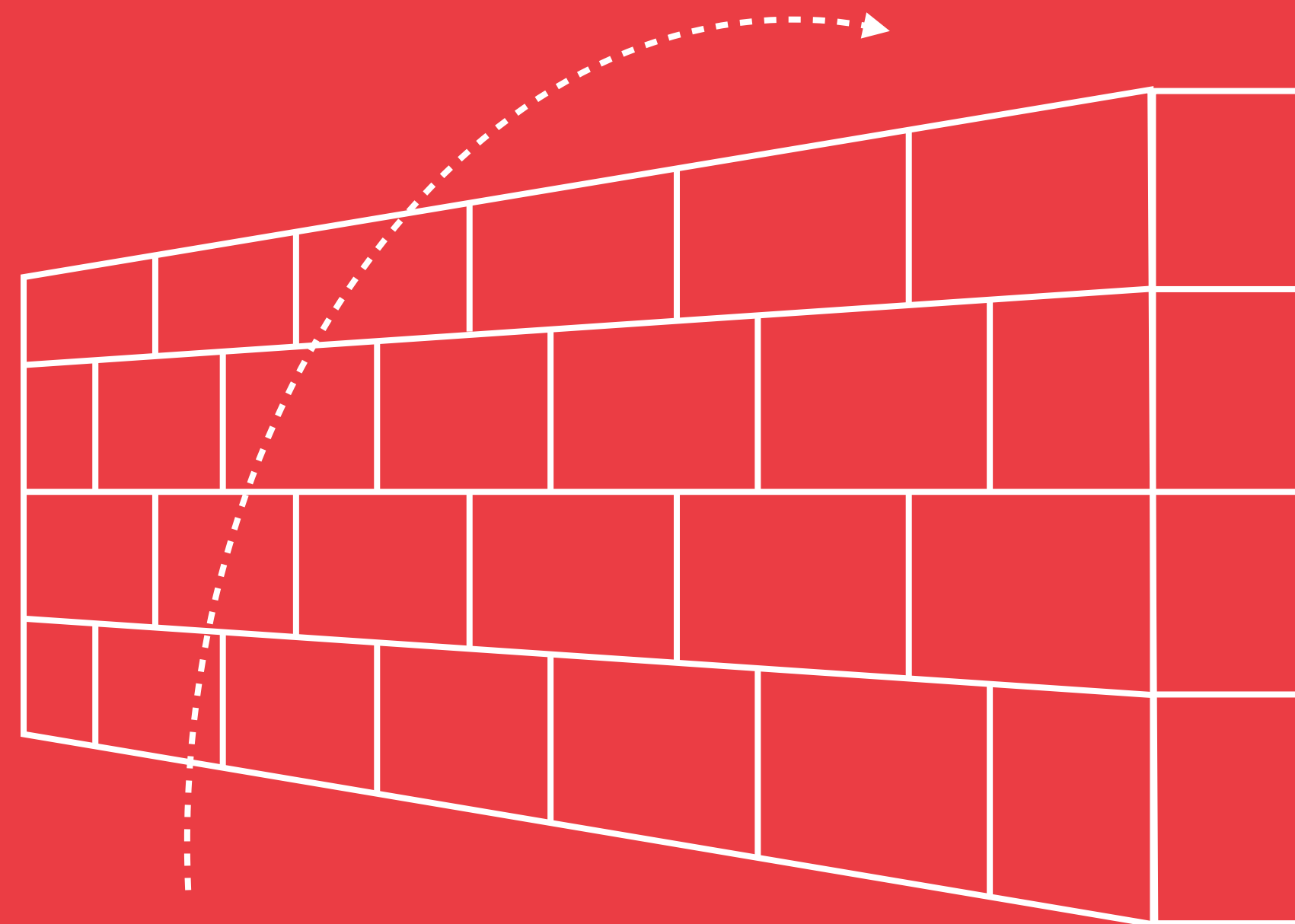
STEP 1: UNDERSTAND THE CONTEXT OR CHALLENGE

STEP 2: CREATE A CLEARLY DEFINED GOAL

STEP 3: IDENTIFY AND ANALYZE THE RELEVANT DATA

STEP 4: CREATE A PLAN OF ACTION

If you fail to identify and analyze obstacles,
you don't have a strategy. Instead, you have
either a goal, a budget, or a list of tactics.



The fundamental question you must answer in marketing, regardless of data or context, is:

“Now What?”

Scenario 1

Over the last 30 days, website visits are up by 20%. Now what?

Scenario 2

You add a new product to your website and in doing so you test two different versions of your home page using A/B split testing. 50% of your web traffic sees homepage A and the other 50% sees homepage B. One month later you look at the sales you've earned from each set of customers and notice that homepage B converts 20% higher than homepage A. Now what?

Scenario 3

After reviewing last month’s paid media report, you are asked to make a decision on which vendor to reinvest in based on return on investment (ROI).

Vendor	Click through rate	Clicks	Profit per Click	Cost per Click	Profit from Sales	Click Costs
1	0.04	208	\$4.00	\$3.36	\$832.00	\$698.88
2	0.04	190	\$4.00	\$3.13	\$760.00	\$594.70
3	0.05	154	\$5.00	\$2.64	\$770.00	\$406.56
4	0.03	133	\$3.00	\$2.33	\$399.00	\$309.89
5	0.02	113	\$2.00	\$2.04	\$226.00	\$230.52
	Avg. Profit per sale					
	\$100.00					



Scenario 3

After reviewing last month’s paid media report, you are asked to make a decision on which vendor to reinvest in based on return on investment (ROI).

Vendor	Click through rate	Clicks	Profit per Click	Cost per Click	Profit from Sales	Click Costs	ROI
1	0.04	208	\$4.00	\$3.36	\$832.00	\$698.88	?
2	0.04	190	\$4.00	\$3.13	\$760.00	\$594.70	?
3	0.05	154	\$5.00	\$2.64	\$770.00	\$406.56	?
4	0.03	133	\$3.00	\$2.33	\$399.00	\$309.89	?
5	0.02	113	\$2.00	\$2.04	\$226.00	\$230.52	?
	Avg. Profit per sale						
	\$100.00						



Scenario 3

After reviewing last month’s paid media report, you are asked to make a decision on which vendor to reinvest in based on return on investment (ROI).

Vendor	Click through rate	Clicks	Profit per Click	Cost per Click	Profit from Sales	Click Costs	ROI
1	0.04	208	\$4.00	\$3.36	\$832.00	\$698.88	19%
2	0.04	190	\$4.00	\$3.13	\$760.00	\$594.70	28%
3	0.05	154	\$5.00	\$2.64	\$770.00	\$406.56	89%
4	0.03	133	\$3.00	\$2.33	\$399.00	\$309.89	29%
5	0.02	113	\$2.00	\$2.04	\$226.00	\$230.52	-2%
	Avg. Profit per sale						
	\$100.00						



Scenario 4

As the owner of a boutique hotel you notice that customer loyalty has recently declined. You decide to conduct a customer satisfaction survey to better understand your customers' overall satisfaction level and determine which customers may require more attention. Your goal is to increase overall customer satisfaction by 25%.

Phone Number	Room Number	Date of Arrival	Length of Stay	Number in Party	Age
7-3456-4	33	4/1/2016	1	1	35
(420) 369-4310	358	4/1/2016	4	1	35
(202) 250-3054	607	4/1/2016	4	1	44
(234) 234-2357	345	4/1/2016	4	1	64
032-324-1673	564	4/3/2016	4	1	34
(689) 536-6275	786	4/3/2016	3	1	12
(650) 673-1994	20	4/3/2016	6	2	46
(202) 459-3945	767	4/3/2016	4	3	43
(356) 278-7254	607	4/4/2016	4	2	64
(210) 140-4671	345	4/4/2016	4	1	24
(512) 450-2154	27	4/4/2016	1	1	4
4-4623-4534	82	4/4/2016	3	2	32
(510) 342-7352	203	4/5/2016	6	2	23
(917) 435-7192	768	4/5/2016	4	2	78
(510) 469-2342	27	4/5/2016	6	2	58
(917) 234-1364	495	4/5/2016	6	1	46
(810) 467-8923	84	4/6/2016	1	4	21
6-224-6234-4	978	4/6/2016	3	1	25
(617) 230-1294	895	4/6/2016	1	3	16



Phone Number	Room Number	Date of Arrival	Length of Stay	Number in Party	Age	Rating of Hotel
7-3456-4	33	4/1/2016	1	1	35	2
(420) 369-4310	358	4/1/2016	4	1	35	1
(202) 250-3054	607	4/1/2016	4	1	44	2.5
(234) 234-2357	345	4/1/2016	4	1	64	3
032-324-1673	564	4/3/2016	4	1	34	4
(689) 536-6275	786	4/3/2016	3	1	12	4
(650) 673-1994	20	4/3/2016	6	2	46	3
(202) 459-3945	767	4/3/2016	4	3	43	3
(356) 278-7254	607	4/4/2016	4	2	64	3
(210) 140-4671	345	4/4/2016	4	1	24	3
(512) 450-2154	27	4/4/2016	1	1	4	3
4-4623-4534	82	4/4/2016	3	2	32	4
(510) 342-7352	203	4/5/2016	6	2	23	2
(917) 435-7192	768	4/5/2016	4	2	78	2
(510) 469-2342	27	4/5/2016	6	2	58	2
(917) 234-1364	495	4/5/2016	6	1	46	3
(810) 467-8923	84	4/6/2016	1	4	21	1
6-224-6234-4	978	4/6/2016	3	1	25	2
(617) 230-1294	895	4/6/2016	1	3	16	3
(425) 234-6228	543	4/6/2016	2	1	32	4
423-54633-5	27	4/10/2016	6	1	94	3
(917) 347-2745	496	4/10/2016	6	2	36	1
3-2534-320-76	234	4/10/2016	1	2	25	1
(650) 345-3219	332	4/10/2016	2	1	43	4
(315) 267-4945	475	4/12/2016	2	1	23	1
5-73-67365-677	536	4/12/2016	6	3	92	1.5



Scenario 4

Row Labels ▼	Average of Rating of Hotel
14	2
16	3
18	3
21	2.5
22	3
23	2
24	2.5
25	1.5
27	3
30	2
32	4
34	3.25
35	2.25
36	1
40	2
43	3.5
44	2.5
46	3
51	1
53	2
58	2
62	2.5
64	2.5
68	2
72	1.5
74	3
78	2
94	3



Scenario 4

Average of Rating of Hotel	Length of Stay						
Number in Party		1	2	3	4	6	Grand Total
1		2.42	2.80	3.00	2.71	3.00	2.70
2		1.00	2.67	2.75	2.33	1.80	2.31
3		3.00			3.00	1.50	2.50
4		2.00					2.00
Grand Total		2.25	2.75	2.81	2.64	2.06	2.50

Scenario 4

Average of Rating of Hotel	Length of Stay	1	2	3	4	6	Grand Total
Number in our Party		1	2	3	4	6	Grand Total
1		2.4	2.8	3.0	2.7	3.0	2.7
2		1.0	2.7	2.8	2.3	1.8	2.3
3		3.0			3.0	1.5	2.5
4		2.0					2.0
Grand Total		2.25	2.75	2.81	2.64	2.06	2.50
						Goal -->	3.125