

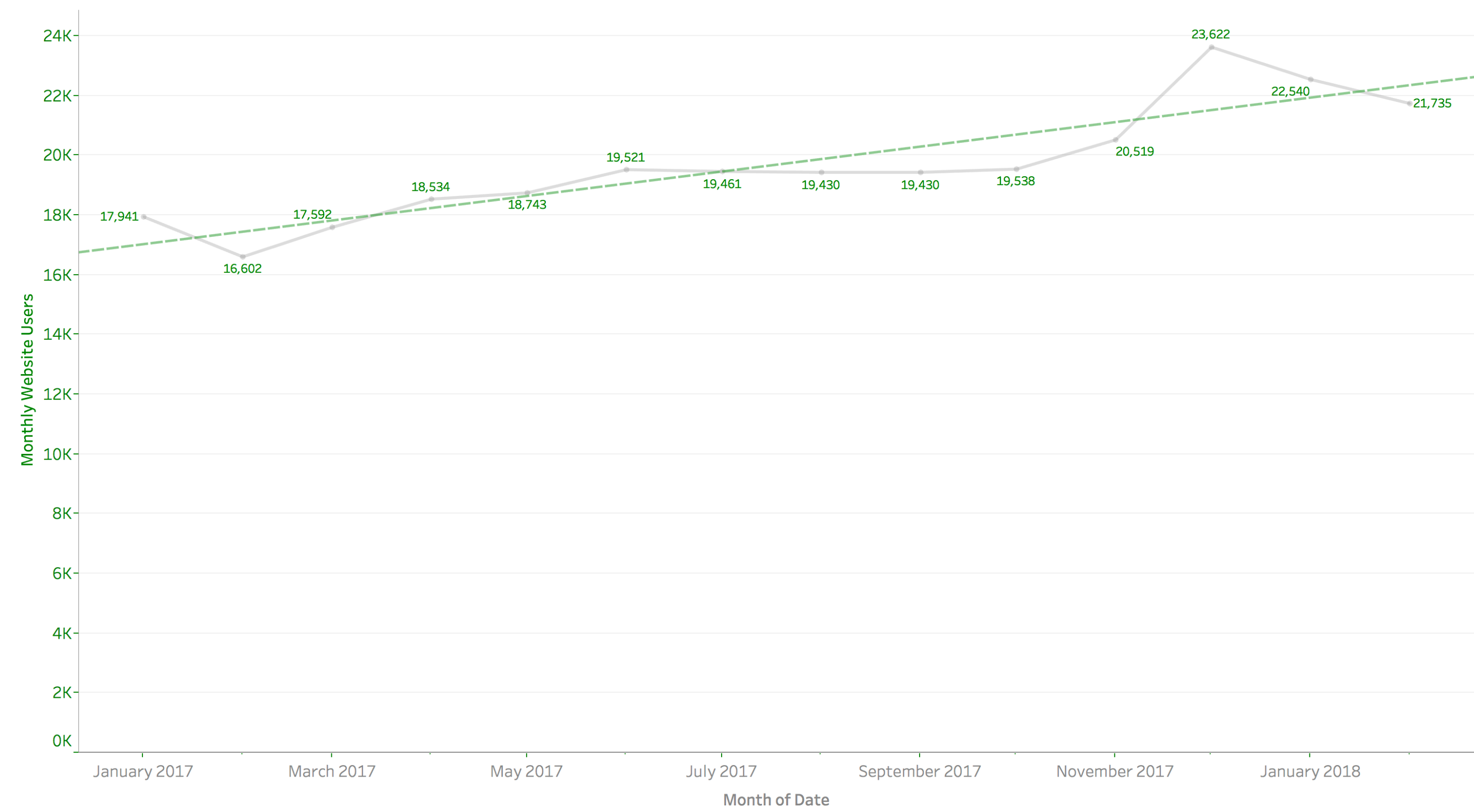
BUS 139 Data-driven Marketing

Three Types of Data Stories

THE BUSINESS SETTING:

Imagine that you are in charge of eCommerce analytics for BistroMD, a customizable dietary program designed for weight loss. As part of your job you must regularly convey to the CMO and CEO, the story behind the data across multiple aspects of the website.

Total website users increasing an average of 1.6% each month



DATA STORY TYPE 1 - CHANGE OVER TIME

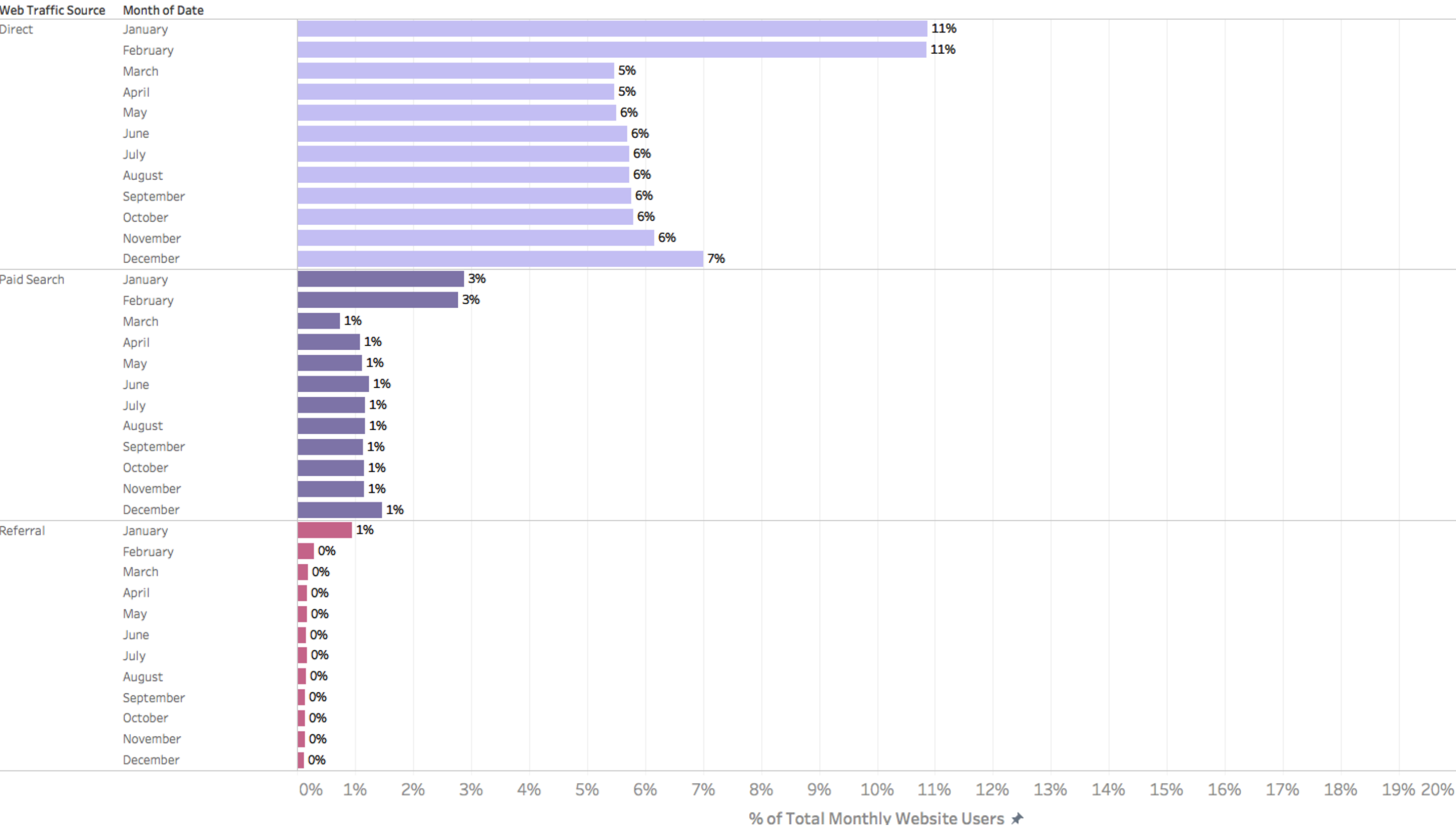
Why it's useful:
Uses chronology to illustrate a trend.

Tip:
Use color to highlight a trend or axis

<p>SLIDE 1</p> <p>Set the context: Are monthly website users increasing over time?</p>	<p>SLIDE 2</p> <p>Illustrate the change over time: What is the month over monthly trend?</p>	<p>SLIDE 3</p> <p>Identify the cause: More people seeking weight loss programs in new year.</p>	<p>SLIDE 4</p> <p>Create an action: What can we do to continue or accelerate the effect?</p>
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SLIDE 3

Paid Search accounted for 17% of all traffic
compared to referral traffic which drives less than 3%



DATA STORY TYPE 2 - COMPARE/CONTRAST

Why it's useful:
Highlights a trend or pattern in an
underlying segment.

Tip:
Shift the visual emphasis to the segments,
not the underlying chronology.

SLIDE 1

Set the context: Are
investments in Paid Search
and Blogger outreach
paying off?

SLIDE 2

Define the segments:
What is different about each
segment, e.g., customer,
channel, geography?

SLIDE 3

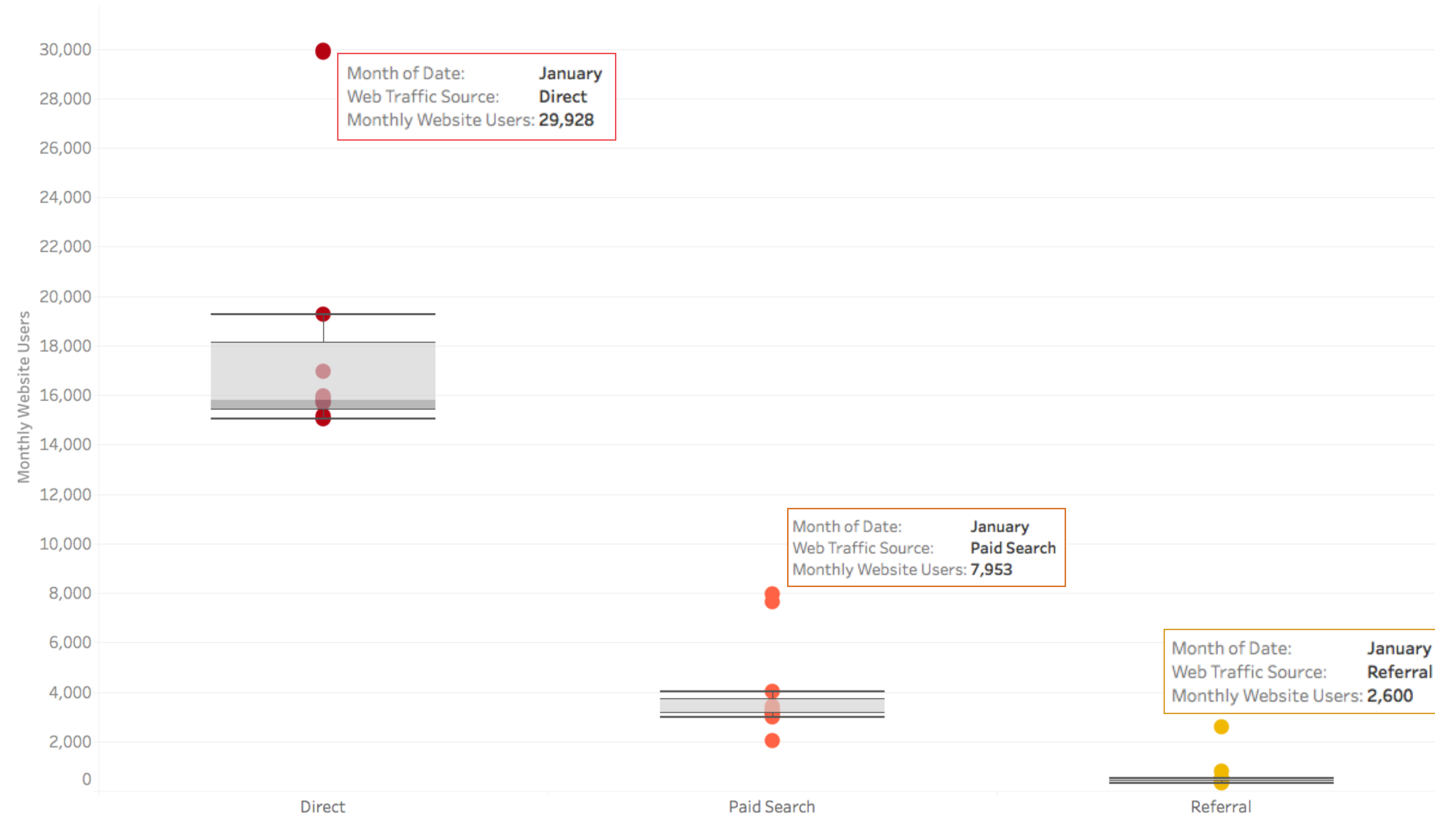
Highlight the difference:
How does the performance
of this segment compare to
other segments?

SLIDE 4

Create an action:
Where should we invest or
divest as a result?

SLIDE 2

Abnormally high website traffic across all channels during January and February months.



DATA STORY TYPE 3 - OUTLIERS

Why it's useful:

Shows anomalies or where things are exceptionally different.

Tip:

Outliers must always be compared to the overall distribution for comparison.

SLIDE 1

Set the context: Why are these item(s) different?

SLIDE 2

Illustrate the distribution: What is deviant about this particular data point?

SLIDE 3

Explain the anomaly: More users seeking weight loss programs at the beginning of new year.

SLIDE 4

Create an action: How should we adjust for seasonality in the future?