

[◀ Return to "Marketing Analytics" in the classroom](#)[DISCUSS ON STUDENT HUB](#)

Creating an Analytic Brief

REVIEW

HISTORY

Meets Specifications

Your work reflects a deep understanding and professional skill in the field: specific, neat, clear, detailed answers! I really congratulate you upon this performance. Keep being creative as done here!

Business Story

Students has provided answers to the following questions:

- What relevant actionable segments exists?
- Which ones should we pursue and why?

inspiring, clear, detailed, will-written and SMART objective, segments are totally actionable!

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?

this is completely professional; all questions have great answers!
you know very well what to do, when and how!

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?

it should be very successful process .. awesome!

Purchase Process

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

nothing better than what you had just provided here!
exciting clear view and integrated plan, great job!

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