Data Analytics Process

Application in Real Life Scenario Case Study / PPT

We use Data Analytics in everyday life without even knowing it. Let us consider the use of Data Analytics in the field of **marketing**.

Marketing analytics is the process of collecting and evaluating metrics to understand how much value marketing efforts generate. With analytics, we can assess the return on investment (ROI) of anything from social media posts and ad campaigns to landing pages and native platform features.

Here's an example of how marketing analytics can be applied in the **launch of a new product**:

- **Plan**

A company wants to launch a new product and needs to determine the target audience, marketing channels, and budget.

- **Prepare**

The company collects data on its existing customers, including demographics, purchase history, and behavior. They also research the market and competitors to identify trends and opportunities.

- **Process**

Based on the data collected, the company determines the target audience, marketing channels, and budget. For example, if the data shows that the majority of their customers are women aged 25-30 who use Instagram, the company may decide to focus their marketing efforts on Instagram ads targeted at that demographic.

- **Analyze**

The company analyzes the data to determine the effectiveness of their marketing campaigns. They track metrics such as click-through rates, conversion rates, and ROI to see which campaigns are performing well and which ones need improvement.

- **Share**

The company shares the results of their analysis with the marketing team and other stakeholders. They use the insights gained to make data-driven decisions about future marketing campaigns.

- **Act**

Based on the insights gained from the analysis, the company adjusts their marketing strategy and tactics. For example, if the data shows that Instagram ads are not performing well, they may shift their focus to Facebook or Google ads instead.