

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief



Business Story of Nabataty: (Plants & its equipment store)

Brief: Nabataty means in Arabic “My plants” and it specializes in indoor and outdoor decorative plants and their accessories that are carefully prepared to last. They are also willing to make customers’ experience of buying plants and their supplies through my Nabataty Store an easy and unique experience

Objective: Increase sales in September by 30% above last September’s sales.

What relevant actionable segments exist?

- Occasional Shoppers want to purchase Succulent Plants since it’s the season already.
- Gift Buyers: Some customers might buy plants as gifts. Offering curated gift options and packaging can cater to this segment.

Which ones should we pursue and why?

-Focusing on Occasional Shoppers and Gift Buyers presents a strategic opportunity for our plants store. Engaging Occasional Shoppers with targeted promotions and personalized recommendations can drive repeat purchases and build loyalty. Meanwhile, catering to Gift Buyers through curated options and special packaging expands our customer base and positions us as a top choice for meaningful and nature-inspired gifts. Prioritizing these segments aligns with our growth goals and strengthens our market presence.

Customer Story

Where is our target audience?

-Our target audience is primarily engaged on various social media platforms including Twitter, Instagram, and TikTok, alongside online search sites.

Where are we directing our efforts?

-Our efforts are channeled into paid media initiatives, particularly online advertisements on Twitter and Instagram.

How effective are these efforts?

-These efforts have proven to be highly effective. These social media channels are not only the most popular but also yield tangible results, driving substantial engagement from our audience.

Where should we focus our attention on improvements?

-The logical next step for enhancement is to concentrate our efforts on TikTok, recognizing its vast reach and potential for profitability.

What actions should we consider taking now or in the future?

-Capitalizing on the current Succulent Plants season, we should launch marketing campaigns promptly. The Marketing team's key focus should be on raising awareness regarding the significance of incorporating plants into homes, workplaces, and other spaces. Specifically, spotlighting Succulent Plants as an excellent fit for Saudi Arabia's climate is crucial.

Testing and Learning Plan

What areas warrant further study?

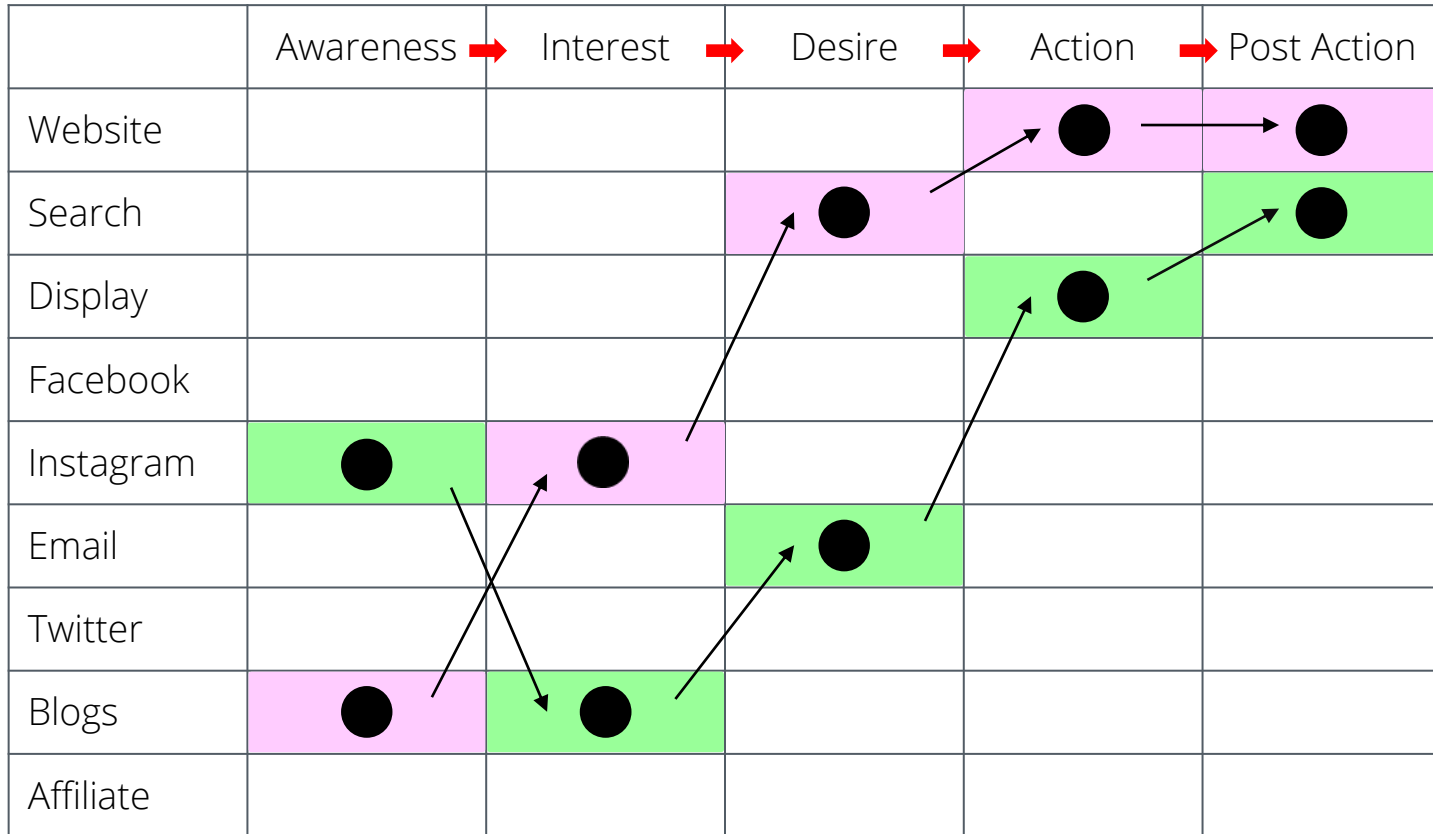
The data analysis team should delve into the dataset from last September to extract insights and trends. This analysis aims to unveil consumer behaviors, preferred plant categories, seasonal purchasing patterns, preferred modes of engagement, and more.

What new strategies should we experiment with?

A two-fold approach can be adopted. Firstly, embarking on marketing campaigns through unconventional channels such as leveraging celebrity endorsements and establishing a presence on TikTok. Secondly, we will enhance our customer engagement by tailoring email offerings to cater to previous customers' preferences. Additionally, exploring the prospect of extending discounts for wholesale purchases by companies holds promise.

Purchase Process

Channels



Purchasing process

1-Awareness:

Instagram: By looking at Nabataty's posts they get familiar with the products.

Blogs: By reading other people's reviews on purchasing from Nabataty.

2-Interest:

Blogs: They get interested so they want to know more about Nabataty.

Instagram: After being interested in Nabataty, they are scrolling on Instagram to see different products.

3-Desire:

Email: they subscribed on the email newsletter.

Search: Searching to see the categories of plants and the prices.

4-Action:

Display: Show the products.

Website: The visitors want to view the site.

5-Post-Action:

Search: discover more about Nabataty.

Website: gather some information from the business website.

Testing and Learning Plan

What analysis and data do we need?

- A breakdown of customer counts based on their types, including Loyal customers, Need-based customers, and more.
- The frequency and count of purchases for each product in our inventory.
- An overview of the number of visitors who abandoned their carts without finalizing their purchase.
- Detailed analysis of profits generated during the last September period.
- Comprehensive data on the count of visitors to our website, providing insights into overall engagement and traffic patterns.