

Assignment - 4

Data Driven Decision Making

Task 1) Business Scenario & KPI's

Scenario : 'Marketing' - Increasing customers Acquisition for an - E-Commerce brand.

The company is launching a new digital marketing campaign aimed at increasing online sales.

* KPIs:

- 1) Customers Acquisition cost : Total marketing spend divided by number of new customers acquired
Lower CAC = better efficiency.
- 2) Conversion rate : Percentage of website visitors who make a purchase. Indicate campaign & landing page effectiveness.
- 3) Return on Advertising spend : Revenue generated per dollars spent on ads. Measures profitability.
- 4) Customer lifetime value : Predicted net revenue from a customer over their relationship with the brand. helps evaluate long term campaign.

→ Task 2 : Data Driven decision plan

Step 1 : Collect Relevant data

- Website analytics (traffic sources, user behavior conversion funnels)
- Advertising platform metrics

- Transactional data (order values, repeat purchases)

Step 2) Analyze key pattern

- Identify which marketing channels produce the highest Conversion & lowest CAC.
- Segment customers by behavior (first time buyers vs repeat buyers)
- Compare campaign performance week-over.

Step 3) Make decisions based on Insights.

- Reallocate budget towards channels with the highest ROAS.
- Optimize landing with A/B testing to increasing conversion rate.
- Creating retargeting ads for high-intent visitors to increase CR & CLV.

Task 3) Performance tracking & Feed back loops.

→ Tracking Methods

1) Weekly KPI Dashboard

- Automated reporting shows (AC, CR, ROAS, CLV).
- Highlights changes & anomalies early.

2) customers feedback loop

- Post purchase survey & Net promoter score
- Monitor customer sentiment to guide marketing messaging.
- Use result to refine campaigns.

3) Monthly strategic review

- Review KPI Progress with cross functional teams.
- Adjust strategy based on data (budget shifts, campaign redsigns)

Task 4 : Executive Summary

This report evaluates the effectiveness of a new digital campaign for our e-commerce brand using a data driven approach. Four key performance indicators customers acquisition cost conversion rate. Return on advertising spend & customer lifetime value were selected to assess campaign performance & profitability. Initial data collection focus on website analytics, advertising metrics, purchase behaviour.

Analysis Revealed variations metrics purchase behaviour. highlighting opportunities to optimize budget allocation, improve landing page effectiveness. To maintain continuous improvement performance will be tracked through weekly dashboards, monthly KPI etc. These mechanism ensure transparency early detection of issues & an adaptable strategy that involves with customers behaviour & market changes.

Topic

Date :

Recommendation : Prioritize high-performing channels continue iterative testing & invest in personalized retention strategies. This data centered approach will improve ROI, support sustainable customer growth and strengthen competitive positioning.