Udacity
Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Story:Nike Hyperadapt (Self Lacing Shoes)

Objective: The objective of the project is to craft an Analytic brief on Nike Hyperadadapt on four actionable segments. The purpose of this report and analytic brief is to increase sale by 35% of Nike Hyperadapt this year(2020) compared to last year(2019).

What relevant actionable segments exists?

There are mainly 4 actionable segments-

- Sportstars and Athletes who plays sports professionally.
- Regular sports players who plays sport for keeping them healthy.
- Coaches who trains the trainee.
- Trainees who get trained by coaches.

Which ones should we pursue and why?

All of the above four segments. All of the above four segments holds a potential market. Everyone is equally interested in implementing new technology which will increase their comfort and fit and would result in a better performance.

Customer Story

Where is our target audience?

Facebook, Twitter, Instagram, online search sites, YouTube, Sports clubs etc.

Where is our effort?

Media Owned by them: Nike website, Social Media(Instagram, Facebook, Twitter, Reddit),blogs and vlogs.

Paid media: Ads, Both Online and offline, Affiliate marketing, TV ads.

Earned media: Mention on blogs and Vlogs, Good reviews by buyers, word of mouth, Mentions on Social media, recommendation by sport stars.

How effective is our effort?

The insight is not available publicly. I have checked almost 10 website for reviews on Nike hyperadapt like Business Insider, The Wire etc and about 87% were good reviews, these are a good amount of earned media. Other sources are not available.

Where should we focus changes?

The Sales and Marketing team should come up with new ways to attract the people back who leave the product at the cart or the checkout page. They should ensure that the product is globally available. They should focus on attracting more sport stars in trying the product and leaving good reviews.

What should we do, now or later?

- The product should be available globally at a uniform price. For this they should ensure that the product should be manufactured locally.
- Promote views and good reviews.
- Increasing marketing with affiliate marketing.
- More brand endorsement.
- Increasing availability of products.
- Discounts if possible.

Testing and Learning Plan

## What should we study further?

We should compare the previous year metrics to this year metrics. We should study the price difference in sales from previous year to this year. We should study the price difference in different regions. We should also see the recent performance of ads on all platforms.

What should we try?

We should try more on brand and product promotion by popular sport stars. We should increase our ad both online and offline. We should try to implement uniform price and discount rates at all places.

Purchase Process
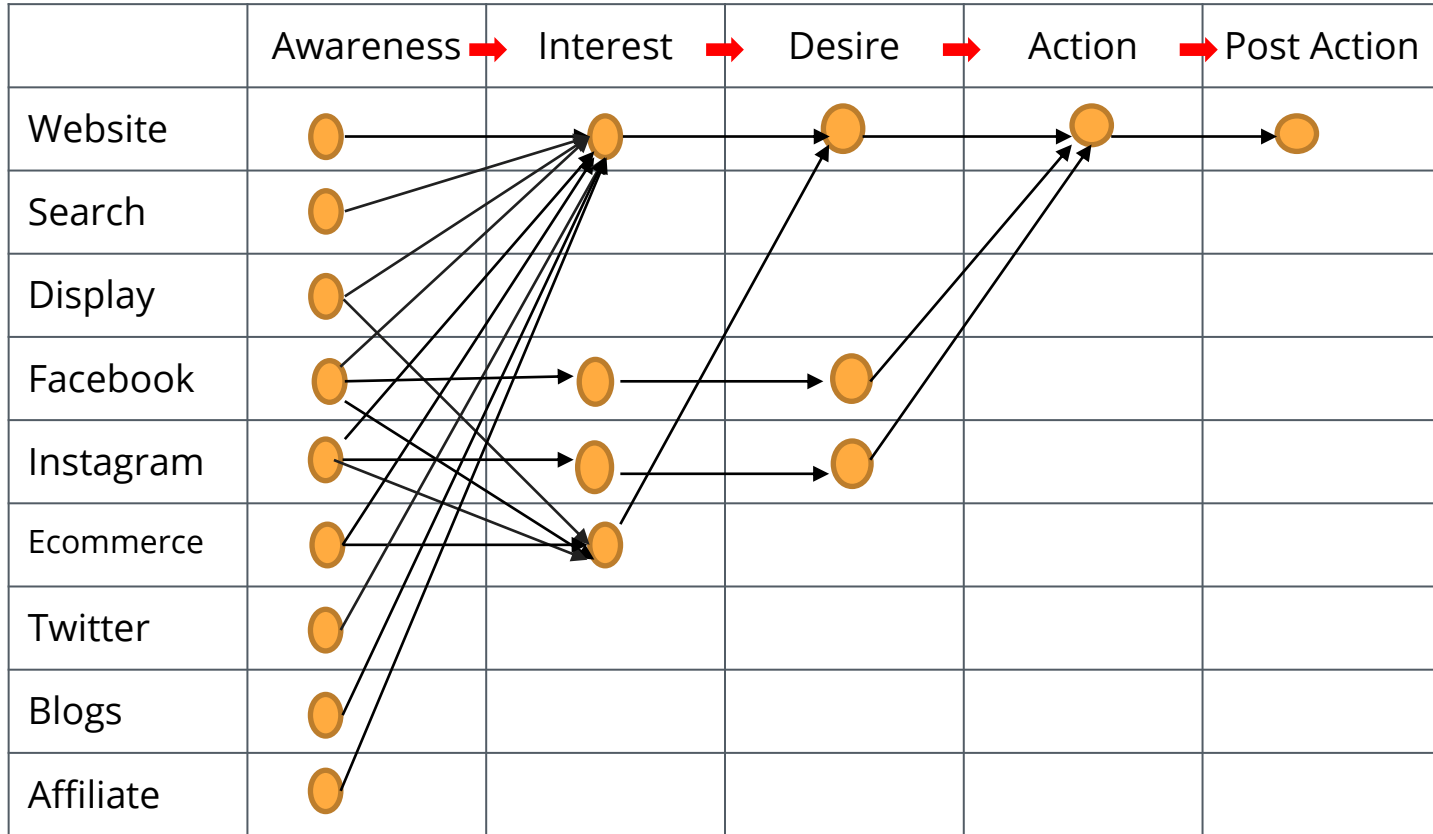
Testing and Learning Plan

What analysis and data do we need?

Analysis and data we need to have a increase in sales-

- Number of people using it after owning them.

- Price comparison of the same technology offering by other brands.

- Reviews and suggestion by customers so to improve the product.

Analysis of the Purchase process.

- Awareness

Awareness of the product through social sites(Facebook, twitter, Instagram). They can also find about the product in blogs, and links related to affiliate marketing, in their website, Ecommerce and also in search and display advertisements.

- Interest

They can show their interest in searching the product in their website or other ecommerce sites selling them. The affiliate links will also link them to the website. Customers can gain interest also by looking at Facebook and Instagram photos or ad.

- Desire

The engaging content about the product like videos, reviews, images about the product will make the product ,more desirable. The contents about the products in instagram and facebook will also make it desirable.

- Action

   The ultimate action will be to make a purchase of the product and make a successful transaction for the product . This action will be a result of desire and interest.

- Post Action

 The post action will be that the customer leaves a review and rating of the product in the website.