**Title: Effective Digital Marketing Strategies for a Microfinance Institution**

**Industry Focus:**

* Microfinance institution/company

**Business Use Case:**

* Identify popular social media platforms for the marketing department to increase brand awareness among social media users

**Business Questions:**

* Which social media platforms should the company spend most of their budget on for boosted posts?
* Which age groups that the company should shape its marketing content for?

**Dataset:**

* Datasets which contain information of social media users regarding their most used social media platforms, genders, age range, online activities, etc.
* Sources:
  1. <https://data.world/ahalps/which-social-media-millennials-care-about-most>
  2. …
  3. …

**Metrics:**

* Total number of users of selected social media platforms
* Number of users who prefer to use a certain social media platform over the other platforms
* Users’ age groups of the social media platforms
* Users’ genders of the social media platforms

**Tools:**

* Excel
* Word
* PowerPoint
* Power BI (TBC)