

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Story: Udacity School of Business

What relevant actionable segments exists?

- Individuals.
- Enterprise clients.
- Government organizations.
- Schools.

Which ones should we pursue and why?

All of the above. Building ties with all of the above-mentioned sectors might result in recurring business and referrals within each industry. Furthermore, material supplied by professionals with genuine projects planned to be completed in months and at a reasonable cost on learn-from-anywhere platforms attracts people from all segments.

Customer Story

Where is our target audience?

Social media such as Twitter, Facebook, and YouTube, as well as job posting websites, government platforms, academic communities, and enterprise sites.

Where is our effort?

Currently, the Udacity School of Business may leverage itself through many channels, such as social media, online marketing, internships, corporate sponsorships, and scholarship sponsorships.

How effective is our effort?

This may be observed in general through the many success stories shared on social media or on the Udacity website. According to the marketing effort, there is an increase in customer satisfaction and a good feeling about the company. Negative feedback must be considered and dealt with in order to increase satisfaction and foster growth.

Customer Story

Where should we focus changes?

- Increase collaboration with industry leaders and organizations to improve the courses' relevance and application. Collaboration with businesses can provide students with networking opportunities.
- Evaluate the present course offerings and identify any gaps or developing business trends.
- Improve student mentorship and support systems.
- Cater to the needs of professionals looking to upskill or keep updated in their respective fields by email and by offering discounts.

What should we do, now or later?

- Obtaining feedback from existing and prospective students, industry professionals, and employers in order to discover areas for improvement and new business trends.
- Review and update the curriculum on a regular basis to ensure it remains relevant and in line with industry demands.
- Foster a sense of community through online forums, discussion boards, and virtual events to encourage collaboration and peer learning.
- Providing specialized training or certifications in sustainable business methods to meet changing market demands.

Testing and Learning Plan

What should we study further?

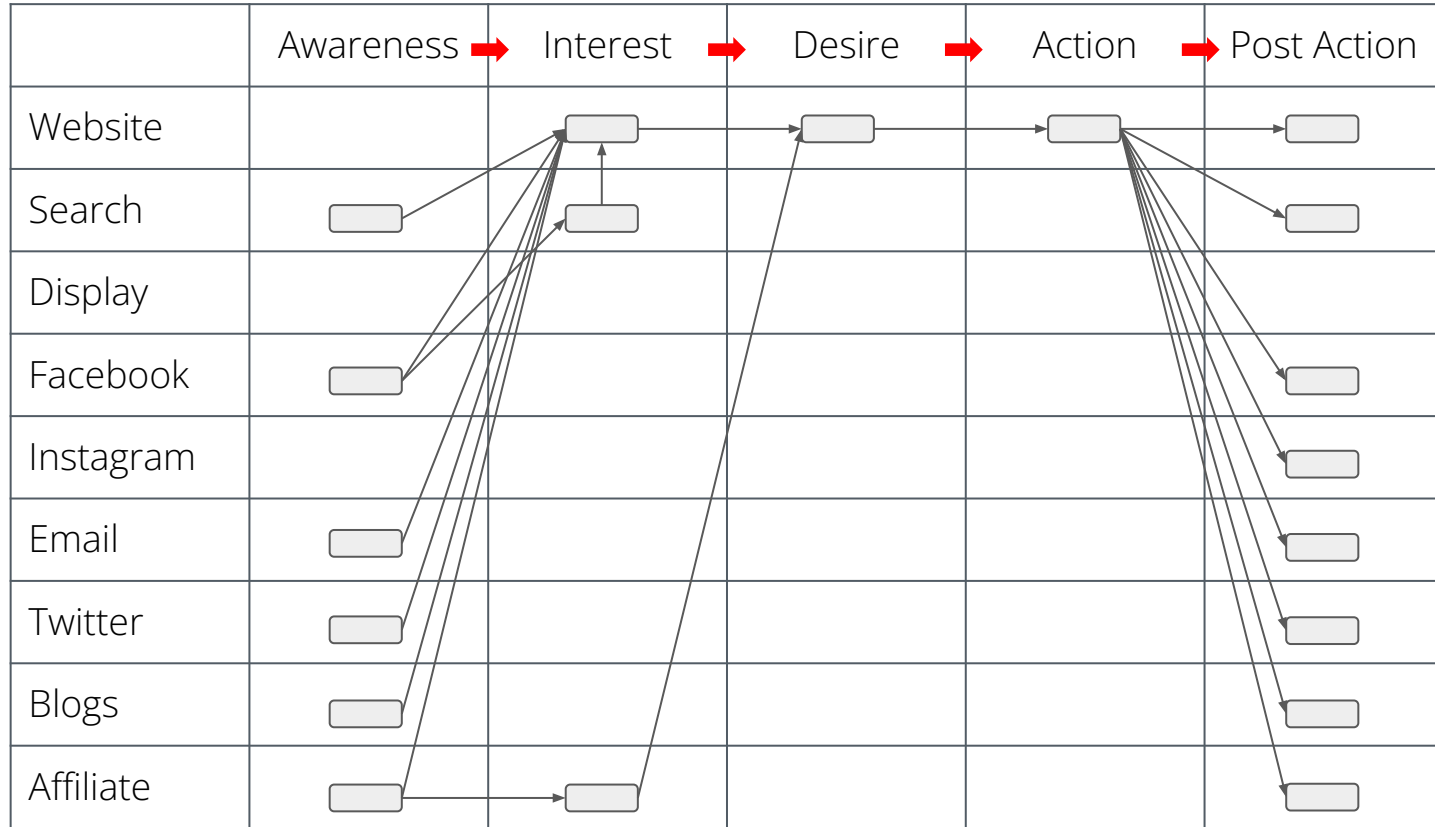
- We must examine the data and research to understand business analytics techniques, including data collection, analysis, and interpretation, to optimize business strategies.
- Rivals' course pricing in order to identify ideal prices and discounts for offerings, as well as prioritize course offerings based on demand rather than diversity.
- Increased advertising costs during internet marketing to attract skilled educators and students.
- Stakeholders, people in charge of the service, and those who receive it must all be satisfied.

What should we try?

- Reward program and dedicating a free paid program to opportunities to motivate.
- Increase collaboration in marketing activities.
- Personalized email offers to each segment's clients based on previous purchases and/or their interest
- Infrastructure to improve the experience of customers.
- Exploring different courses and programs to allow students to continue to expand their knowledge and expertise in the field of business.

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

Analyze change performance and customer comments, whether on social media or on the Udacity website, to improve both customer satisfaction and experience.

Awareness:

Product views and impressions on Twitter, Facebook, search, blogs, and affiliates.

Email: Rate of email campaign.

Interest:

Search: the total number of visits as a result of searching.

Affiliate, Websites: click through rate, unique visitors, and time on site.

Desire:

Website: number of new and returning users, sessions, average session length, bounce rate, views of the intro video, program material download.

Testing and Learning Plan

What analysis and data do we need?

Action:

Website: all sessions, add-to-cart sessions, purchase sessions, billing, transaction rates.

Post Action:

Website: course evaluation.

Facebook, blogs, affiliates, Instagram, and Twitter: write a course review and upload it with a tag to the School of Business.

Email: promotional event, newsletter, subscriber discount code.

Search: for branded search.