ASSIGNMENT

4

Course	Foundation of Data-Driven Decision making
Code	ETSEDD111
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[Task 1 : KPIs for a Business Scenario]

I selected a marketing campaign for an online clothing brand launching a new seasonal collection. To understand whether the campaign is performing well, I defined the following KPIs :

1) <u>Conversion Rate</u> : Measures how many website visitors actually buy something.

2) <u>Customer Acquisation Cost</u> : Shows the average cost (CAC) of aquiring a single customer

3) <u>Click - Through Rate</u> : Helps check how attractive (CTR) and engaging the ads are

4) <u>Return on Ad Spend</u> : Indicates how much revenue is (ROAS) generated per rupee spent on advertising.

* These KPIs together give a clean picture of both engagement and profitability.

[Task 2 : Data - Driven Decision Plan]

A strong data-backed plan ensures that the brand doesnt rely on guesswork. My decision strategy includes :

- Analyzing Past campaign results to identify which demographics responded the most. (age groups, location etc.

- Studying website analytics like peak visiting hours, bounce rate, and product pages with highest interest.

- Testing multiple ad formats (image ads, reels, story ads) and tracking which format converts the best.

- Allocating budget dynamically

  If Instagram Reels show higher CTR, shift more budget there instead of Facebook ads.

- Monitoring KPIs daily to take faster actions. For instance, if CTR drops, update the ad creative immediately.

* This plan ensures every decision is backed by actual data instead of assumptions.

[Task 3 : Tracking and Feedback Loops]

* To keep improving the campaign, the brand needs a ~~Strong small~~ Strong system to track performance over time. I would suggest :

- [Weekly KPI Dashboards] : Helps visualize performance trends and compare them week-to-week.

- [A/B Testing] : Test two versions of an ad to see which one performs better before investing more money.

- [Customer Feedback] : Short feedback forms can give insight into what customers liked or disliked about the products or website.

- [Trend Monitoring] : Track how the audience responds during weekends vs weekdays or mornings vs evenings

- [Continuous Improvement Cycle] :

  Plan -> Execute -> Measure -> Improve -> Repeat

  These cycle makes sure the campaign become better with every round.

* These feedback loops act like a constant monitoring and improvement mechanism

[Task 4 : Executive Summary]

* The chosen marketing scenario shows how important clear KPIs are for evaluating success. By tracking conversion rate, CAC, CTR and ROAS, the brand can understand both customer engagement and ad efficiency. The data-driven plan focuses on analyzing previous data, experimenting with multiple ad options, and adjusting budgets based on real-time performance.

Using feedback loops such as A/B testing, weekly dashboards, and customer input ensures that the campaig doesn't remain static. Instead, it evolves with each insight, Overall, combining KPIs with continuous improvement helps the brand boost sales, reduce marketing waste and make smarter decisions that directly support business growth.