Business Analytics Capstone Framework for Strategy

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Problem Statement

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Describe the Problem Adblockers present to GYF

A major portion of GYF's revenue comes from selling advertising to other companies who place ads on GYF's digital services.

AdBlock is an open source content filtering and ad blocking extension for the Google Chrome and Apple Safari web browsers. AdBlock allows users to prevent certain web elements such as ads from appearing.

If GYF is unable to display ads to the customers, the companies posting the ads will have no reason to put the ads. Thus resulting in termination by the companies and loss of revenue to GYF.

1. How many end-users from our base are vanished due to ad-blockers and what segment of users are they?

Decreasing end-users would make incomplete data analytics and business analysis. So, we could not capture perfectly the end-users background, preferences, and behavior from whole end-users population as this is crucial to prospected B2B/B2C to reach their invaluable customers.

2. Why do users use ad-blockers?

The basic reason from the user is very necessary because with these basic reasons we can find out why users use adblockers. Is it because of irrelevant ads from their preferences?, is too many ads are obtained on one page?, is the design confusing?, is the image, video, and photo size not proportional?, or the page deliverable is so slow?.

3. What kind of behavior are our users before they are starting to use ad-blockers? How was our ads appearance before they are waving goodbye to our service?

This is to identify Recency, Frequency, and Monetary (RFM) to know their CLV and behavior before they start to use ad-blockers.

4. How large the monetary aftermath would be affected due to ad-blockers?

Declining end-users would also degrade our CTR possibility that would have a bad impact to conversion and revenue subsequently

5. What measures could be taken to change or strengthen GYF's internal organization to deal with adblockers?

This is done to find a solution regarding adblockers so that we can compete with other companies, the best solution that will be obtained can increase GYF's revenue.

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- *Use this space for to answer the questions set out in Application Exercise 1: 1. Given your definition of the problem faced by GYF, what type(s) of research will you employ to learn more about the strategy the DATA Team should pursue? 2. What research tools could you use to conduct that research?*

- **The research we will be using is Descriptive Research.**

Now, we are aware of the issue of ad-blockers on GYF, where we need to reveal the implication of the issue by unleashing the numbers of how big it would impact our users base and our financial bottom line and we need to identify the root of causal problem or reason of end-users use ad-blockers.

As the next step, we will be using **Causal Research**, especially **A/B Testing** to conduct new native ads appearance to make end-users more comfortable, which ones would be a preference to the end-users to take up the conversion rate. By then we could subsequently decide what strategy we need to conduct to anticipate and mitigate if the result goes rough.

- **Research Tools To Conduct That Research is From:**
1. Scanner Data. In the back-end which could track whether end-users are using ad-blockers or not. If using ad-blockers, we need to record their time stamp by using JavaScript to investigate their behavior prior to using ad-blockers. With this data, we can do modelling through ML of which from our users base are alleged to churn by using ad-blockers.
2. Mobile Survey. To investigate the main drivers of end-users who use ad-blockers as the causal problem.
3. Mobile Data Analytics. To know whether a segment of our end-users is using ad-blockers, and how far it would impact our end-users data analytics.
4. Social Media. To capture our ads engagement and ads personal.
5. Pricing Analysis. To decide which option would be suitable: charging the customers or paying the adblocking companies to get whitelisted.

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