

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

objective

Increase premium subscription by 10% bu the end
of the year

Business Story

What relevant actionable segments exists?

People who are sharing their file for free.

People who want some cloud storage.

People who pay for premium accounts.

Which ones should we pursue and why?

Last mentioned(People who pay for premium accounts).

Customer Story

Where is our target audience?

Users who shares huge data on web from facebook .

Where is our effort?

We have bouquet that provide a lot of choices for users to buy.

How effective is our effort?

Our profits increased last year than previos by 5%.

Where should we focus changes?

We should focus on old user in order not to go to other competitor like google

What should we do, now or later? We should add more differntiator like secuurity and discounts.

Testing and Learning Plan

What should we study further?

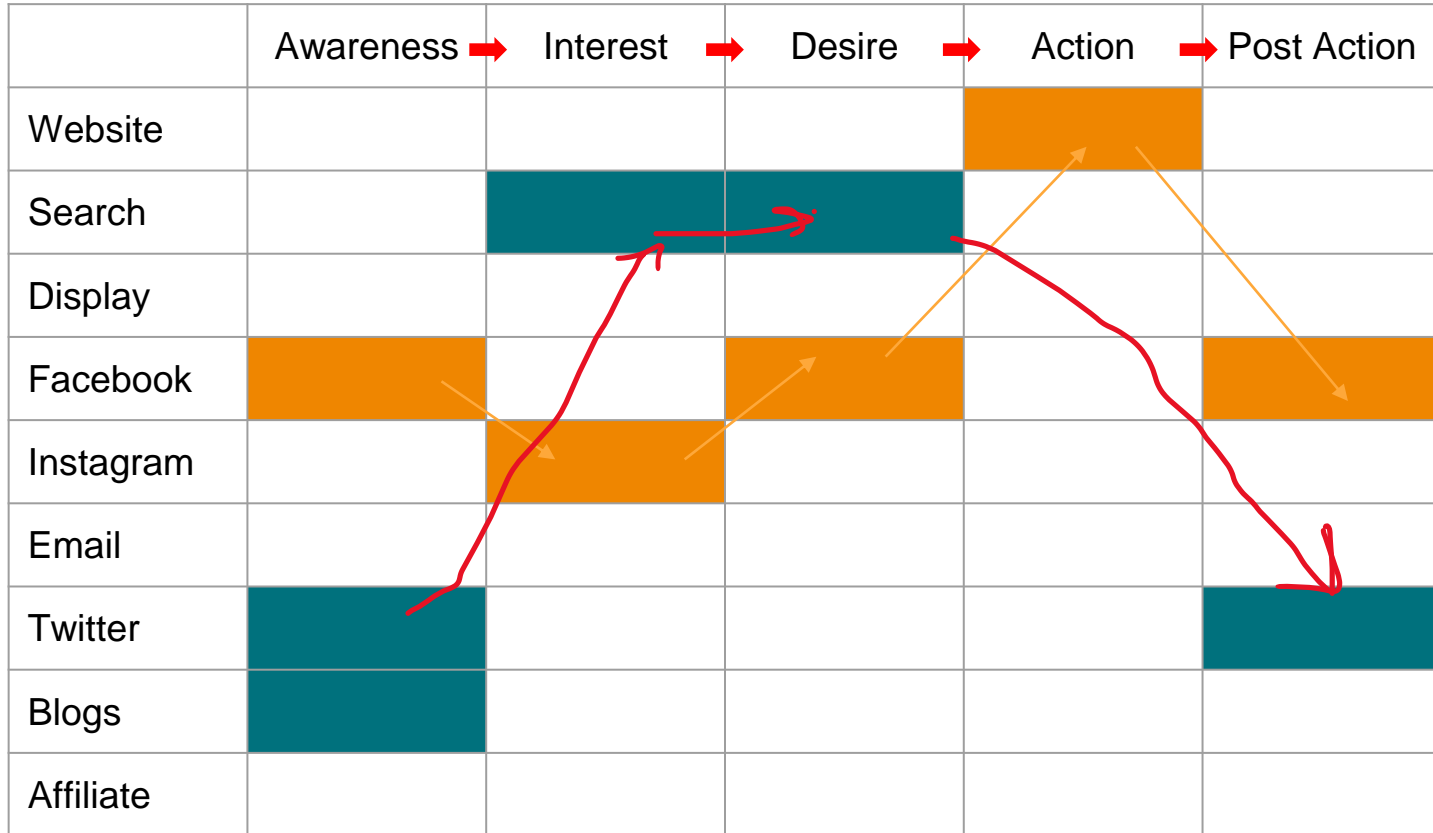
We should study the how many were conversions and number of **subscription** last year to see to what extent our Campaigns were successful.

What should we try?

We must get our audience aware of our advantage like security through ads

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

We need to analyze others' pros and cons. And data of our users percent to others.