Business Analytics Capstone Framework for Strategy

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Problem Statement

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- The clients from the different businesses should be able to effectively advertise their content in the GYF search and in its various digital media application like GYF news, GYF mail etc.

- Due to the emerging ad blocking softwares many of our advertisement buying customers are leaving. It has become really tough to attract the new customers and maintain the existing customers in the GYF market of advertising. This has resulted drop in the company's revenue and decrease in the business of advertising.

- In order to improve the position of GYF we need to work with the data analysis team and develop some effective descriptive and casual research technique and take the help of tools like surveying, mobile and social media analytics.

Strategy

Strategy

- What is strategy

- Strategy is a plan of action used in short term or long term period to achieve the goal set.

- Strategy for the GYF ad blockers issue

- The strategy which we follow for tackling the issue of ad blockers should be mutually beneficial among the GYF organization and its users. We should be able to gain the user's loyalty thorough it. The content of the ads should be matching with the content of the GYF media platform. The ads should have some value and it should be able to make the user view it and share it. The user should get some kind of advantage by seeing the ad. The ad should not be irritating and creating the feeling of infection to the user but it should respectable and actionable. The ads should be safe and they should contain a story which can be passed along.

Strategy

- For achieving this it's very important to understand user's opinion and thoughts. Experiments like polls and surveys can be conducted to collect the important information form the user.

- We can get to know the reason for them to use the ad blockers and what kinds of ads would they like to view.

- Hiring a leader for executing this strategy.

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- I would hire the Peggy prospect as a leader of executing the strategy as her part of role has experience with the issues posed by the ad blockers and other add on which pose threat to online advertising. The structured interviewed showed that she has a deep knowledge about the digital advertising landscape. Peggy prospect is detail oriented and loves to work in team. She also excelled in the job knowledge test. Peggy also received solid feedback from her references.

Effects and Measurement

Effects

Describe the anticipated effects of your strategy

- The results of our strategy would be very useful in knowing the type of ads which users would like to view in the different media platforms of GYF. Through the surveys which we have conducted we can know the various reasons stated by the users for them to use the ad blockers. Then according to this data we can take measures to improve the advertising model and conduct some experiments through which we can test them with users. We can create user friendly advertisements and invest our budget in the new advertising model to increase the revenue generated through it.

- Customers will be satisfied with the changed advertisement model and will tend to reduce the usage of ad blockers software. The feeling of infections created by the ads will be minimized.

- Revenue will be increased by the effect of this strategy and we can use this to invest in research and development.

Effects

Application Exercise 3 – Designing a Deterministic Optimization Model

. ALLOCATION OF RESOURCES IN PURSUING STRATEGY

The training programs of GYF has two programs namely hard skills programs and soft skills program and these have two sub programs internal and external.

Total training program budget – $65000

The decision should be based on the productivity return rates.

There are some constraints to be followed

Hard skills training program must result at least $20000 in total net productivity increase.

Soft skills training program must result at least $12000 in total net productivity return.

Internal program should result at least 60 percent of the total net productivity increased resulted by the external program.

Resource allocation for max return in productivity rates

	Hard skills	Soft skills
Internal	0.2	0.6
external	0.7	0.4

Expenditure of budget	Hard skills	Soft skills					
Internal	9527	19308					
external	26582	9467					
					Net productivity	35884	
budget	64884						
Hard skills	20513						
Soft skills	15372						

Measurement

Describe the anticipated effects of your strategy and how you will measure them

For the customers

- We can track the user activity and understand their experiences in GYF media platforms and even get to know the type of which the customers are viewing.

- We can use the online surveys for collecting the views of customer about the new advertising model.

- As we know the number of smart phone users are increasing day by day and effectively they are more than the desktop or web users so we can try to increase the implementation of the advertising model into smart phones.

- The data collected through the online surveys can be analyzed and new strategies can be designed if needed. We can even know the platforms where the traffic is high or low.

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Measurement

- For the revenue

- the revenue generated can be used to improve the user interface and user experiences in the platform.

- Specialized employees can be trained and leaders can be hired if needed in order to develop some more good strategies through which companies can increase the revenue.

- Investment can be made in research and development of the advertising model in smart phones.

- For the organization

- Meeting should be conducted in regular intervals to make sure that all the employees are participating in the discussion about the strategy, developing some new ideas.

- Surveys should be conducted where the employees can submit their ideas which they feel can contribute to the strategies in a healthy way.

Conclusion

- By correctly defining the problem statement of the ad blockers we can design a strategy to tackle it.
- As the ad blockers have decreased the number of advertisers so it has also affected the company's net revenue.
- We have to hire a proper leader who can lead the data team and collect the effective data from the user through tools like online and mobile surveys.
- According to the user we can even introduce the new advertising model which will be user friendly and it will be mutually beneficial between the users and advertisers.
- The revenue collected through the implementation of the new advertising model and strategy can be used for research and development of the mobile advertising model as we know that almost the whole world has started using the smart phones and its users out number the laptop or desktop users.
- Proper trainings should be given to employees and periodic meeting should also be organized.