Abhay Pasuparthy

Optimizing Digital Engagement for Golf Enthusiasts

https://github.com/apasuparthy/SQL_Project

Job Description

I selected the Digital Marketing Data Analyst position at TaylorMade Golf because it perfectly aligns with my passion for Golf, data and marketing. This role emphasizes analytics for channel optimization and campaign performance - key areas I want to specialize in. I've always admired brands like TaylorMade that combine sports innovation with customer-centric strategy, making this role an exciting match for my career goals in business analytics and data-driven storytelling.

Problem

The problem I aim to solve is: **Which digital marketing channels drive the highest engagement and conversion among golf consumers, and how can TaylorMade optimize its investment across these channels?** This question is highly relevant to the job since the position focuses on channel attribution, campaign performance, and digital engagement. It is feasible to solve this using SQL for analysis, Python for data pipelines, and visualization tools like Tableau or Power BI for communicating insights.

Data Sources

API Data Source:

Source: Google Ads API

Method: API

Description: Provides data on ad performance, clicks, impressions, and conversions by channel and campaign.

Relevance: Allows insights into paid search performance and ROI by campaign, directly supporting marketing investment decisions.

Web Scrape Data Source

Source: Golf subreddit on Reddit (https://www.reddit.com/r/golf/)

Method: Web scraping using BeautifulSoup or PRAW

Description: Scrape user-generated posts and comments to analyze sentiment around recent TaylorMade campaigns or products.

Relevance: Helps capture real-time, unfiltered feedback and gauge consumer sentiment, enabling campaign performance analysis and brand perception tracking.

Solution

I will load and clean both datasets into an AWS RDS PostgreSQL database using Python scripts. Using SQL, I'll generate insights like average cost per conversion by channel (descriptive) and diagnose the causes of underperforming campaigns (diagnostic). Visualizations will show channel comparisons, conversion trends, and sentiment analysis correlations. This project will showcase my end-to-end ability to engineer pipelines, analyze data, and create visual narratives for business impact - just as required by the job.