

LESSON 1:

“Following the MAP”



Getting to a big
idea is hard — you
need a MAP



Thorough analysis
must start with
thorough planning



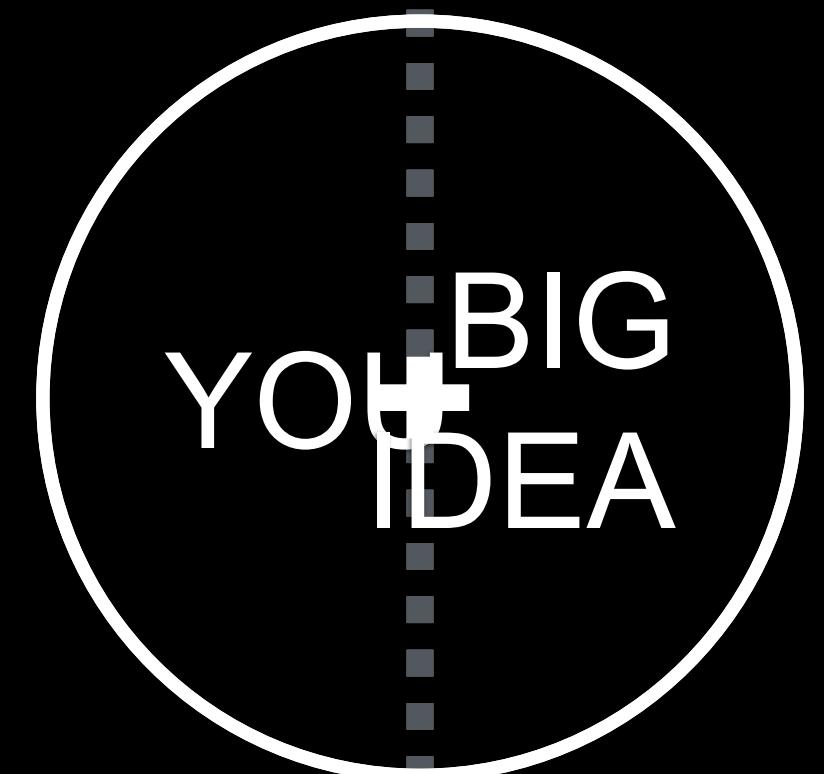
Collecting the
right data will
unlock insights



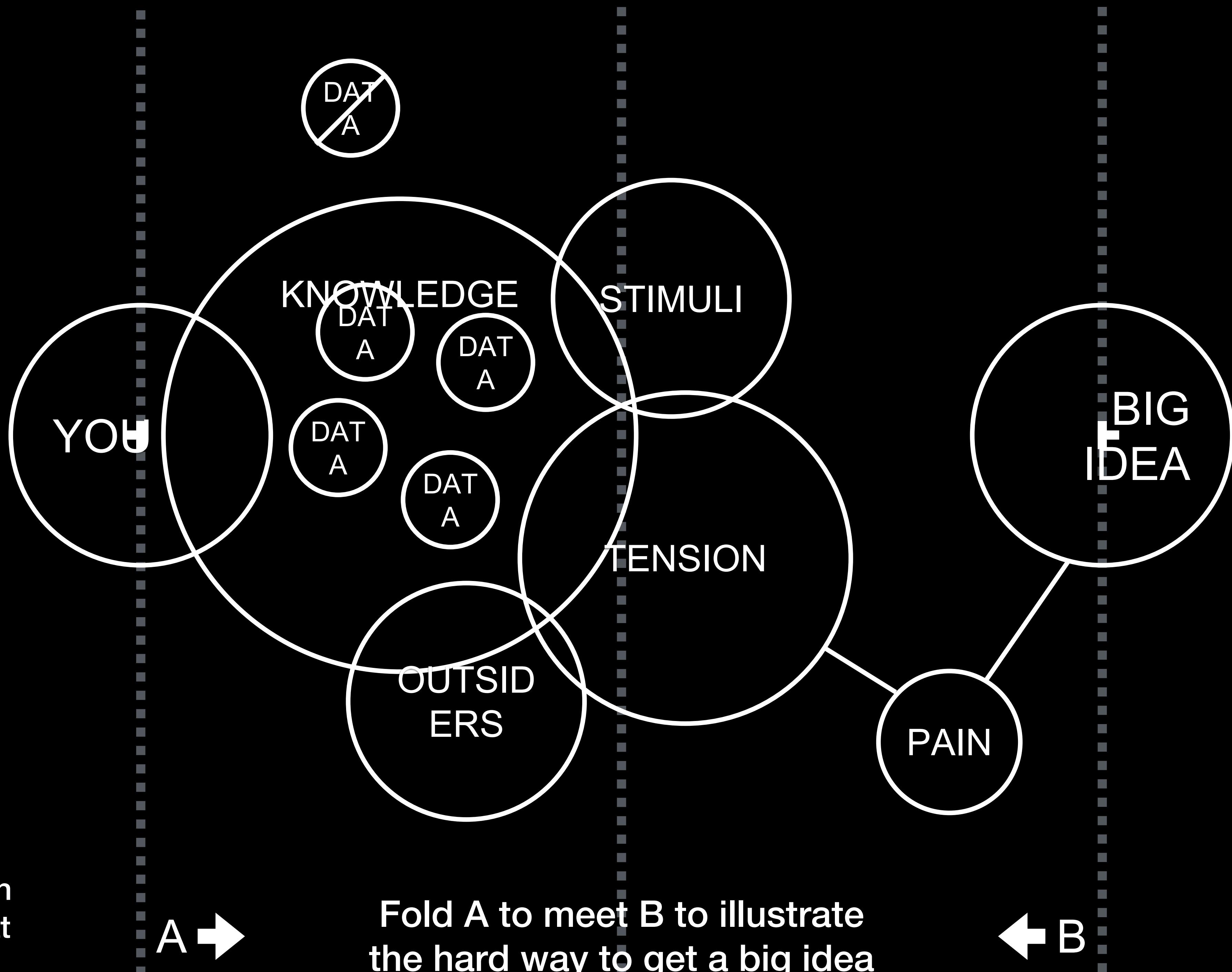
Analysis must
point to relevant,
powerful insights



Reporting should
tell stories people
will remember



Source:
Shuttleworth,
Turnbull, McLean
“Getting To What
Matters” (2010)



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A →

← **B**

For success, follow the Marketing Analytics Process (MAP)



1 Plan

Define Success

Determine a single clear and quantifiable objective you will investigate and document your approach to analysis

2 Collect

Measure What Matters

Use tools to acquire data you need to answer your key questions and assemble them into a data management program for analysis

Communicate and Act

Tell a clear, memorable story to stakeholders and move resources to working areas and away from those that fail to produce

Monitor and Learn

Tidy data to ensure analysis is free from errors, conduct analysis, and offer recommendations that help achieve the organization's objective

4 Report

3 Analyze

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Thorough analysis starts with thorough planning

- Establish the campaign / brand / company's clear, singular objective to be addressed by your analysis
- Define key questions you will be asking of the data
- Identify the type of analysis you will be conducting and the resultant data you will need
- Plan your approach to collecting your data – the data you require and the sources (and tools) you will use

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Measure what matters to collect data that unlocks insight

- Locate sources that house the required data identified in the planning step
- Utilize data mining tools and techniques necessary to collect required data
- Select a data management system that balances your needs for power and simplicity
- Ensure the effectiveness of future analysis by limiting bias in the data

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Analyze data to deliver relevant, powerful insights

- Produce “tidy,” analysis-ready datasets to ensure your analysis is error-free
- Proactively address data-quality issues and concerns
- Perform analysis techniques that lead you to draw conclusions from collected data
- Compress learnings into easy-to-understand snippets by constantly asking yourself, what’s the 60 seconds story?

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Tell your story in a way that compels action

- Leverage preattentive attributes in visual perception to quickly and effectively communicate your meaning
- Ensure that recommendations are as clear and concise as possible
- Follow simple rules of design to visualize insights with impact
- Connect to your audience with passion to ensure your story is memorable

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References

1. Jamie Shuttleworth, Karl Turnbull, and Ross McLean. 2010. “Getting To What Matters”.