

Unleash Growth “to the Clouds”

I am grateful to Islam Ayman Emam, Udacity DAND Alumni for the brainstorming session and wonderful discussion upon the case study.

The starting point - *Required*

Data Analysis

Fill in the required fields (signified by an asterisk (*)) in the table) and add as much relevant information as possible using the dataset provided for this project.

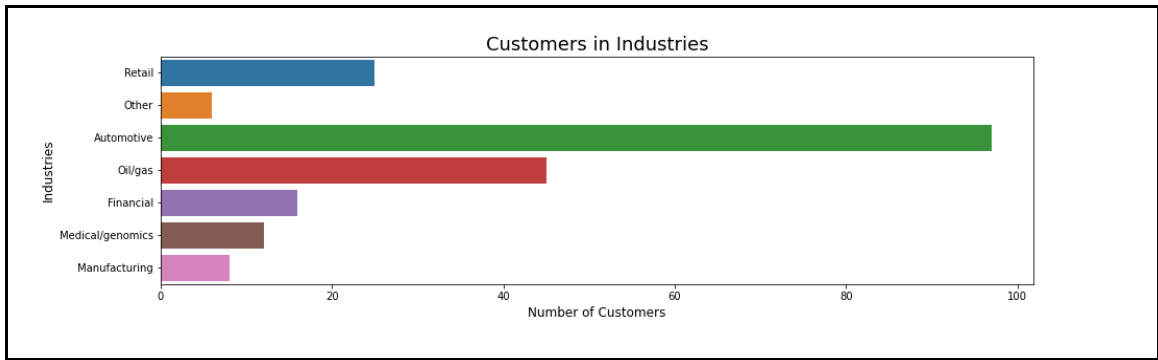
Data Point	Value	Why is this important? (i.e. This will help us understand which segments have our highest paying customers)
Months since launch*	4 months since launch	To explore an adequate lifespan of the product.
Current usage (TB)*	200 TB	To understand the level of demand
Total available capacity (TB)*	50 000 TB	To understand Capacity
Number of customers*	209	To understand who is engaging and how to proceed with acquisition funnel as well as growth loops. Eventually design hook model.
Pricing*	Price at Preview: \$0.015/GB Price at GA: \$0.03/GB	To understand eventual offers and eventually acquisition strategies applied so far.
Total revenue to date*	24 000 USD	To do our sanity check
Gross margin* (GM = Price - COGS / Price)	\$10,05,000	To know how much money we make
Common industries and verticals*	Automotive 97 Oil/gas 45 Retail 25 Financial 16 Medical/genomics 12	To understand the industries that are interested in our product and act accordingly

	Manufacturing 8 Other 6	
Common requirements*	Intra-regional high availability 122 Protection from hardware failures 37 Data must stay within the same country/region 20 Protection from storage cluster going offline due to network outage 14 Ability to transparently continue the operation in case of a single storage cluster being unavailable 8 Protection from power outage of a single storage cluster 8	To understand the needs of our customers
Common issues and deficiencies of the product blocking growth*	High cost Migrating of existing customers to the product is not supported Vague documentation and/or lack thereof Regional availability	To explore pain points and build acquisition funnel, growth loop and hook model accordingly.

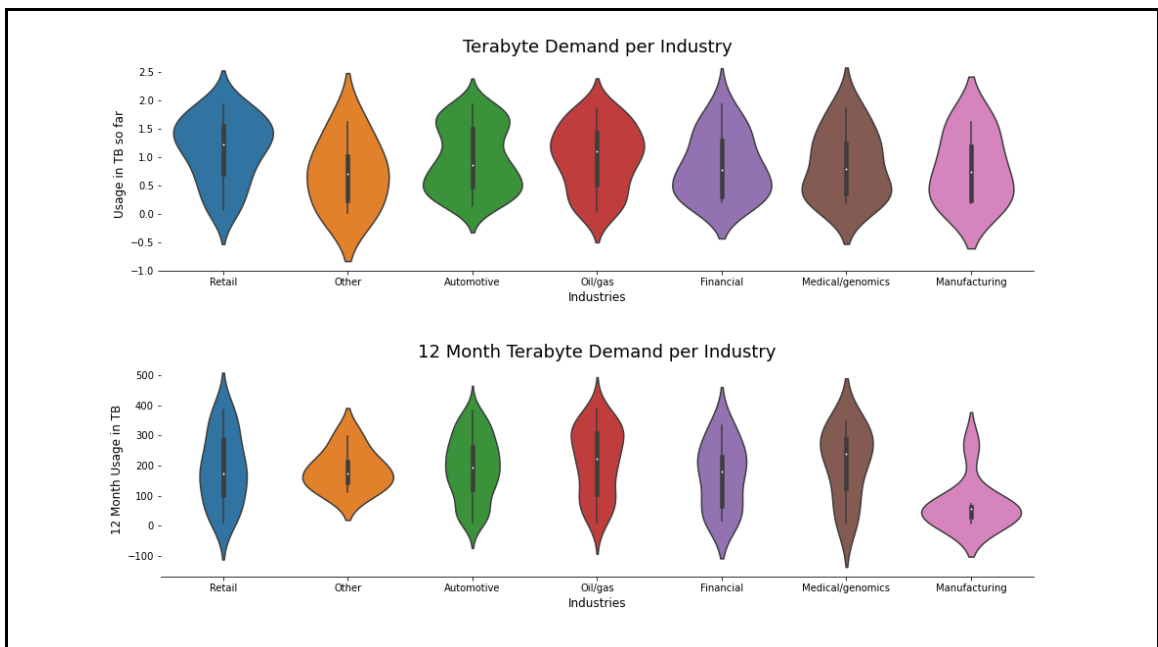
Breakdown the Data using Visualizations

Using the dataset provided via Google Sheets, build a few charts (the type of charts to use are up to you) and copy them into each of the respective boxes in this section of the template that show the required ratios/relationship.

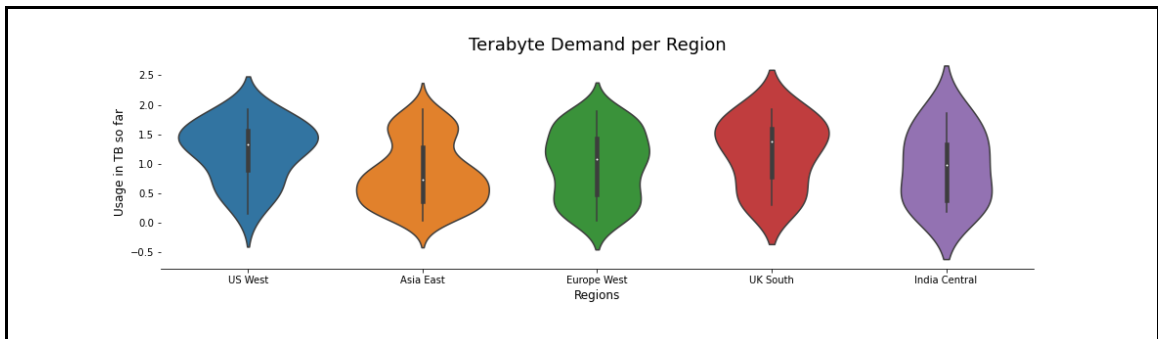
1. Count of customers by industry/vertical*:

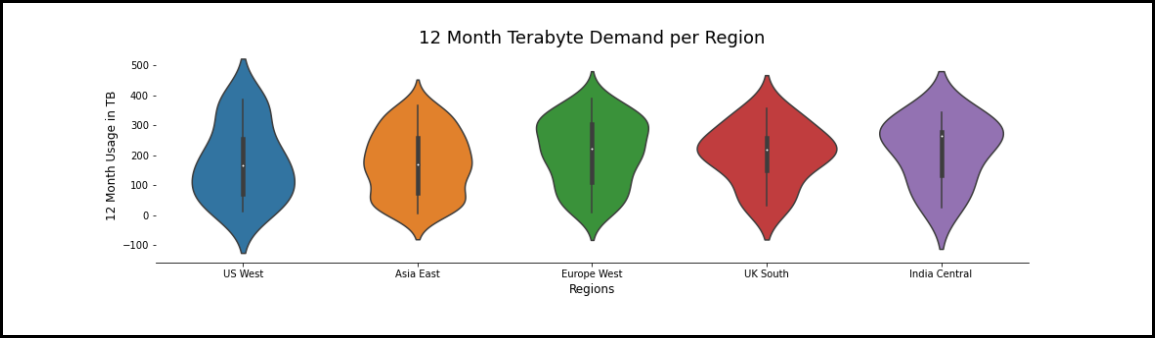


2. Usage by industry/vertical*:

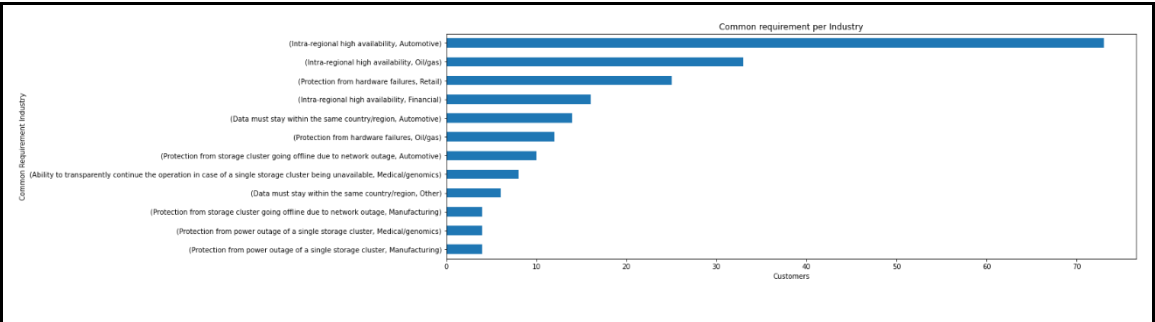


3. Usage by geo region*:

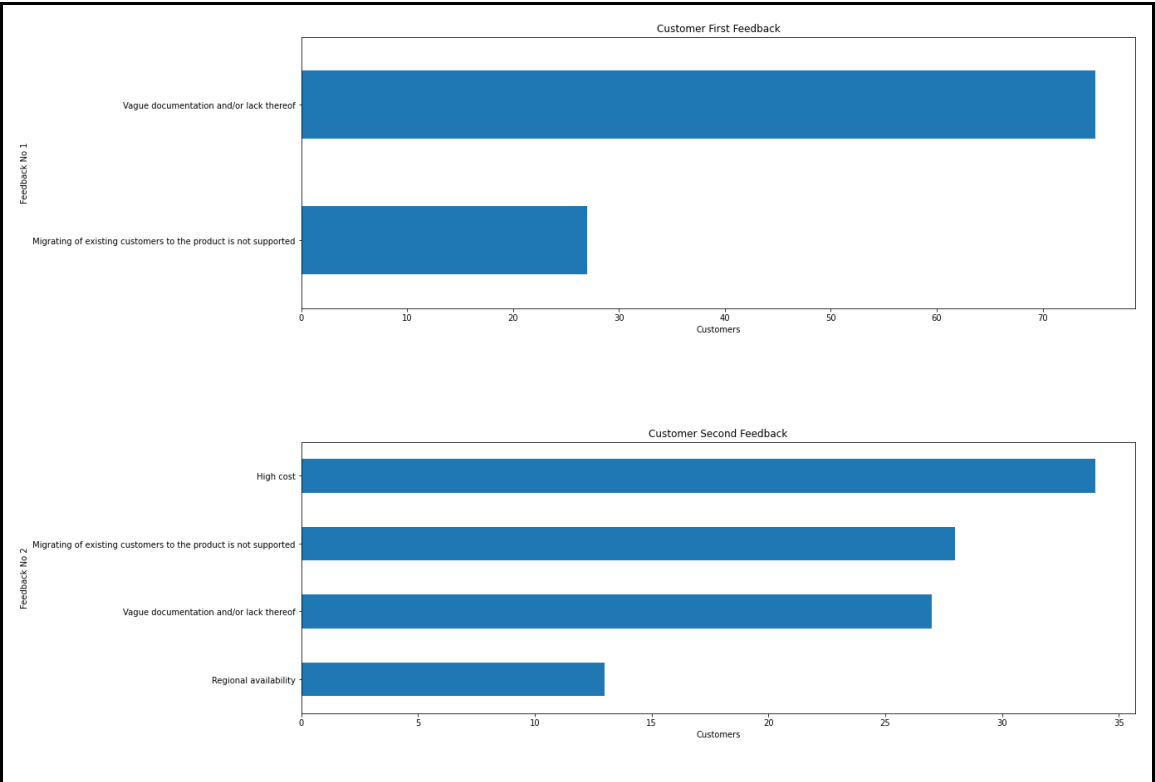


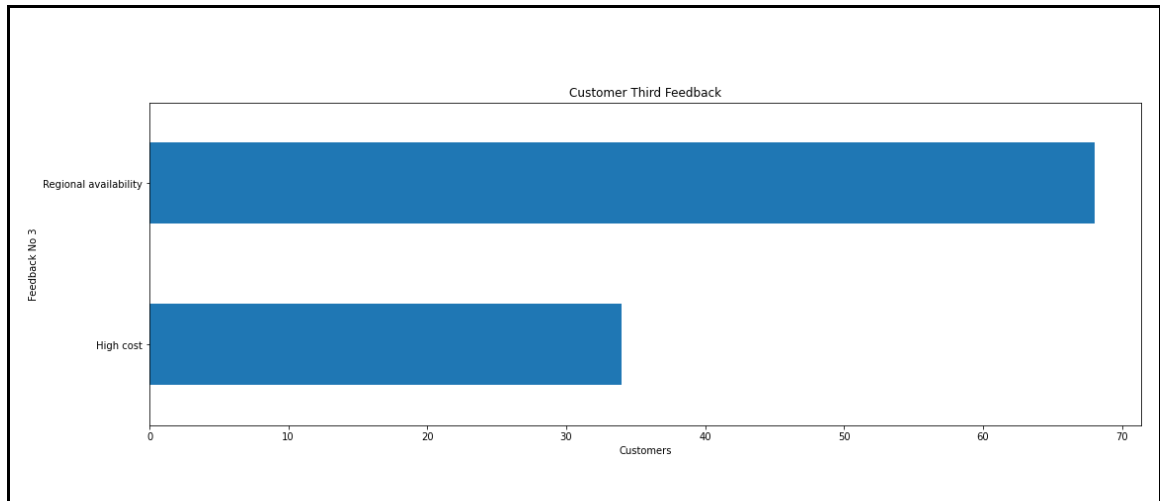


4. Requirements by industry/vertical*:

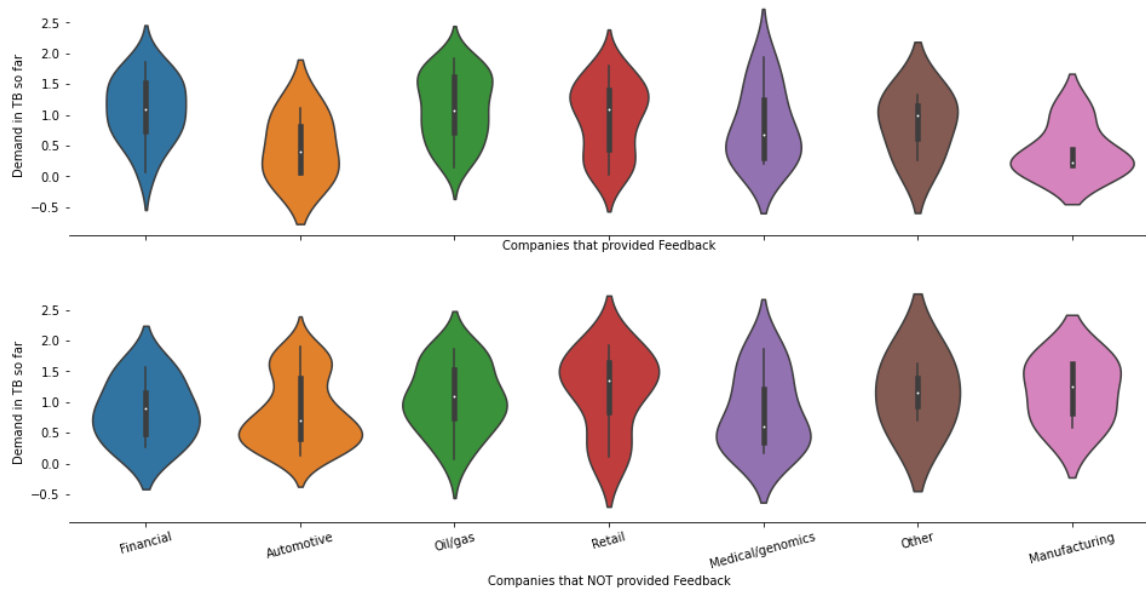


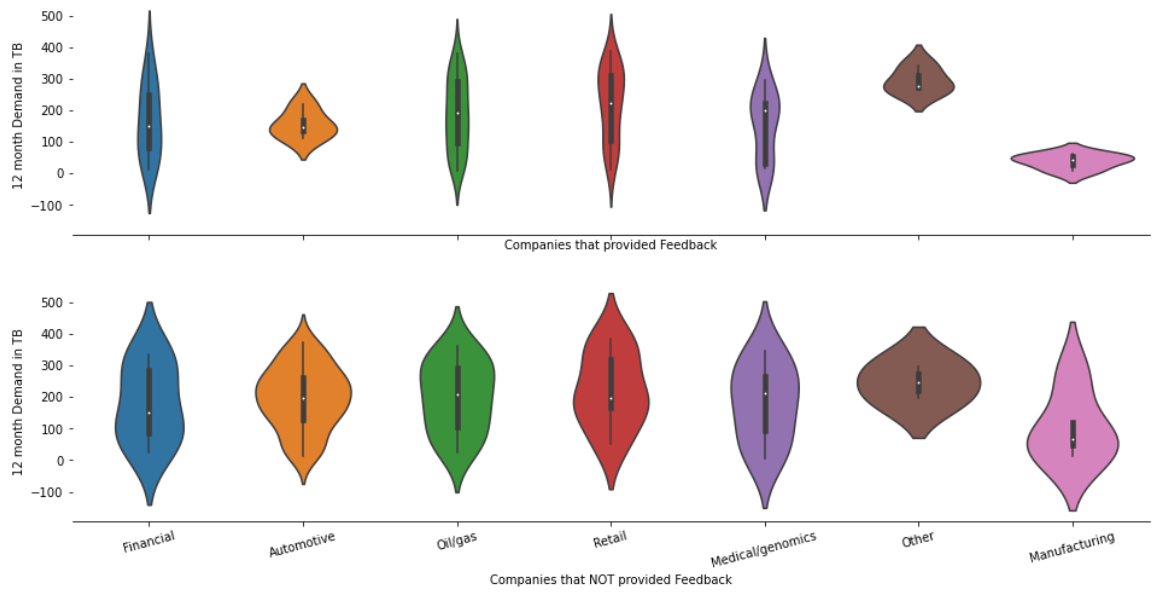
5. Pain points count by industry/vertical*:



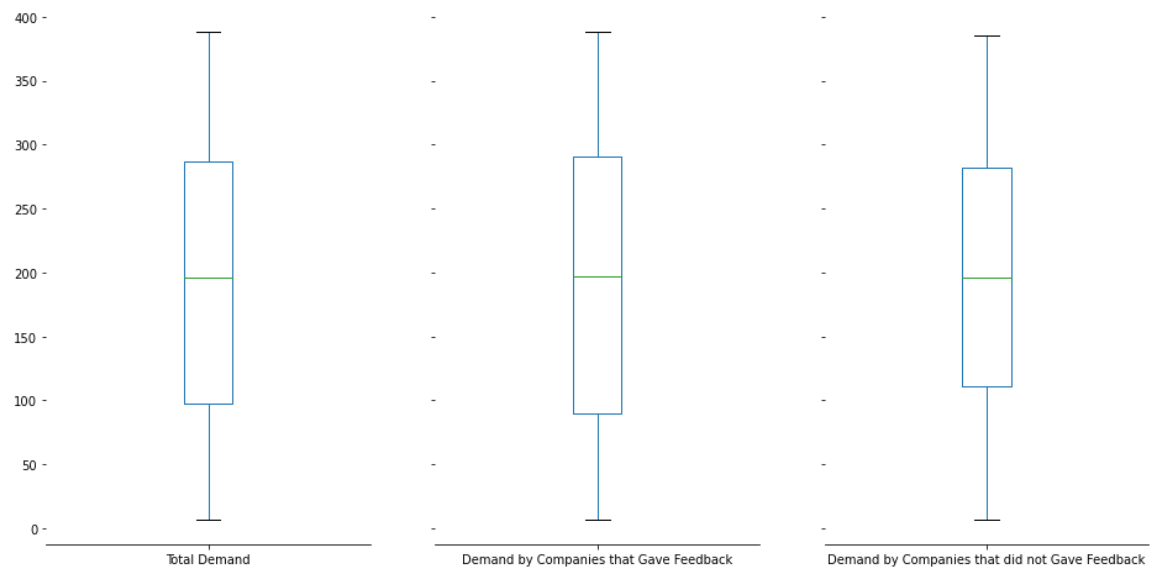


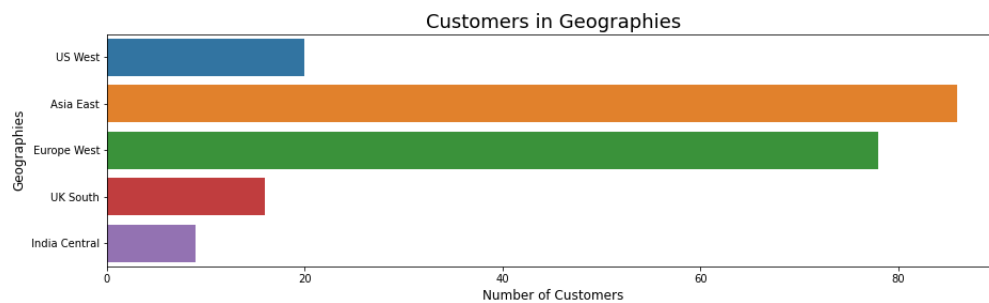
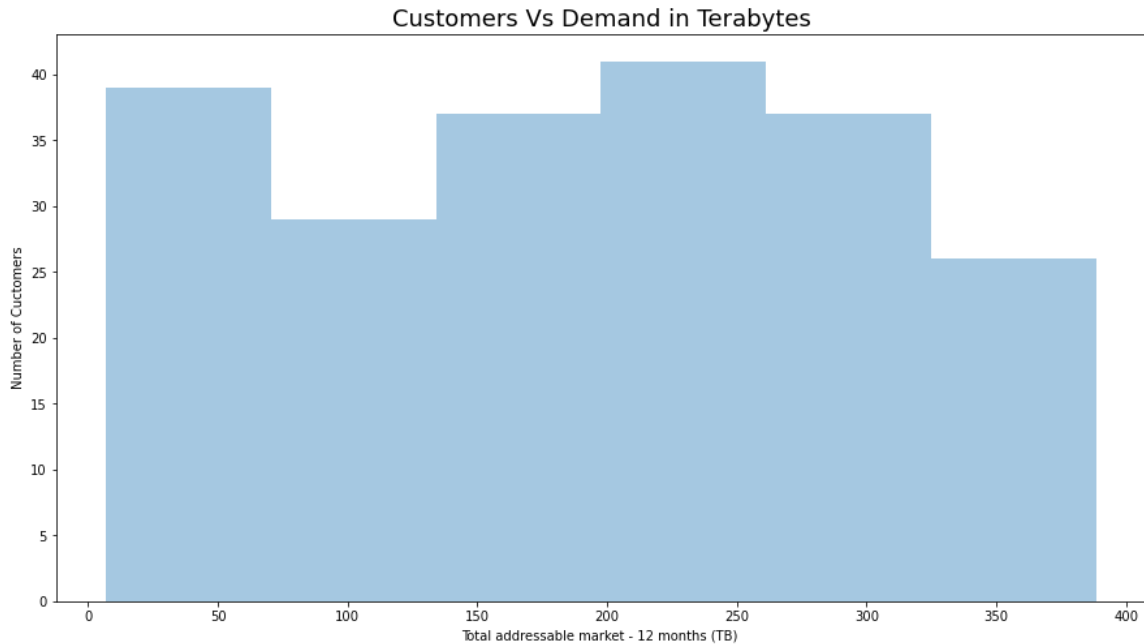
6. (Optional) Any other representation you find valuable or useful:





Total addressable market - 12 months (TB)





Summarize Your Insights from Visualizations

You can use this section to write your short summary or any notes if you'd like or this section can remain blank.

1. Industries most interested in our product are: Automotive and Oil&Gas
2. Medical and Genomics Industry are yet to use our services
3. Geographies interested in our business so far are Asia Est and Europe West
4. India Central, an important region in terms of Microsoft Partner Companies is not part of the regions craving for our product.
5. There is no difference overall on demand among companies that provided feedback and those that did not provide feedback.
6. We have a uniform distribution of our demand. We are equally desired by all different kinds of companies dealing with data independently their demand in TB.
7. We have satisfied customers with regards to the "regional availability" requirement as the feedback we received by most of our customers.
8. Our customers are concerned about lack of documentation
9. Our customers are concerned about migrating their customers and ease overall operations using our products. They need to reduce their switching cost to use our product. They want to

migrate seamlessly and painless their overall data usage

10. We observe different characteristics between companies that provided feedback in different industries.

At a glance, what my competitor is doing:



Goals & KPIs for the next 12 months - *Required*

Set Your Goals and KPIs

Use the table below to set your Goals, KPIs, and corresponding rationale for the next 12 months:

Build a Udacity Nanodegree to upskill people transitioning to Business Analytics using Azure Synapse.

Goal	KPI(s)	Why you chose this goal/KPI combo
Establish in the US West Market Targeting Healthcare Industry Acquire 50 new customers in the US West healthcare market and 30 new customers in all other Industries	Grow Customer portfolio by 30% in the first three months and another 50 % in the following six months in US West.	Healthcare is an important milestone in the post COVID era and we'd better do it with early adopters, US West Market.
Establish in the UK South market, targeting sustainability initiatives in all industries Acquire 84 new customers active in the sustainability market engaging with Circular Economy in the UK South	Grow Customer portfolio by 34% in the first three months and another 50% in the following six months in UK South.	Take advantage of the Resolve Framework developed by Ellen MacArthur Foundation (in the UK) for the Circular Economy https://skillcircle.eu/en/learning-platform/2/7/25/the-resolve-framework
Establish in India Central market engaging with government's flagship program for digitalization. Acquire 91 new customers in India Central engaging with Microsoft Partner Community needs	Grow Customer portfolio by 31% in the first three months and another 60% in the following six months in India Central.	Get involved with Digital India, a flagship program of the Government of India with a vision to transform India into a digitally empowered society and knowledge economy https://www.digitalindia.gov.in/
Shape specific needs in the Europe west and Asia East markets. Acquire 14 new customers in Asia East, 22 new customers in Europe West and maintain 95% of acquired customers	Grow Customer portfolio by 14% in Asia East and 22% in Europe west in the next six months. Create a retention rate of 95% upon acquired customers.	Develop, further explore, and align hook model in these two regions with growth loop developments.

Break down your strategy - *Required*

Acquisition Alignment:

An infographic is reported in Figure 1

- **Define the audience(s) and explain why:**

Young or laid off post COVID professionals. They eager to learn and find a job in cutting edge big Data Landscape. These people will be the leading force and Azure Synapse voice in the partner companies, as they will have deep knowledge of the product and capabilities of its full potential. They will know how to find solutions without having to waste time in documentation. They can also become a future resource to creating a neat Microsoft Azure Synapse documentation to support peers.

- **Define the channel/platform to promote the product based on the audience(s) and explain why**

We have indeed divided audiences in three different categories because of different based in different geographies given different challenges they are facing:

US West: Target new healthcare professionals as early adopters of the technology in the Industry which is thought to make huge advancements. This segment is going to be targeted in the existing channel for the program 'Pledge to Americas workers' <https://www.udacity.com/pledge-to-americas-workers> and reshaped accordingly.

UK South: target professionals in the sustainability sector and companies using data to enhance a smooth transition to the Circular Economy. A collaboration with Ellen MacArthur Foundation for this attempt would be of great importance.

Central India: Develop a plan to further support valuable Microsoft India Partners, by developing a module of their interest targeting industries that mean a lot in the ecosystem. If possible involve Digital India Government program <https://www.digitalindia.gov.in/>

- **Define acquisition funnel(s) and associated growth loop(s) to further engage the audience(s) and explain why**

We have targeted Healthcare, sustainability (that is a transversal industry actually and not included as a separate industry in the analytics we have performed). As we navigate the daunting challenges of pivoting our current healthcare system to better treat and contain the spread of COVID-19 and future pandemics, artificial intelligence has taken center stage. The potential of AI for healthcare transformation is vast and all-encompassing, it can improve the quality of patient care, streamline hospital processes, reduce bias, accelerate detection, and prevent disease. If this revolution is going to happen any time soon, early adopters will indeed be concentrated more in US West than any place in the world.

We have chosen to include Ellen MacArthur Foundation initiative to emphasize the benefits of a tool capable to bring meaningful insights in the sustainability field given the vast amounts of data in need to be elaborated and bring tangible and profitable solutions.

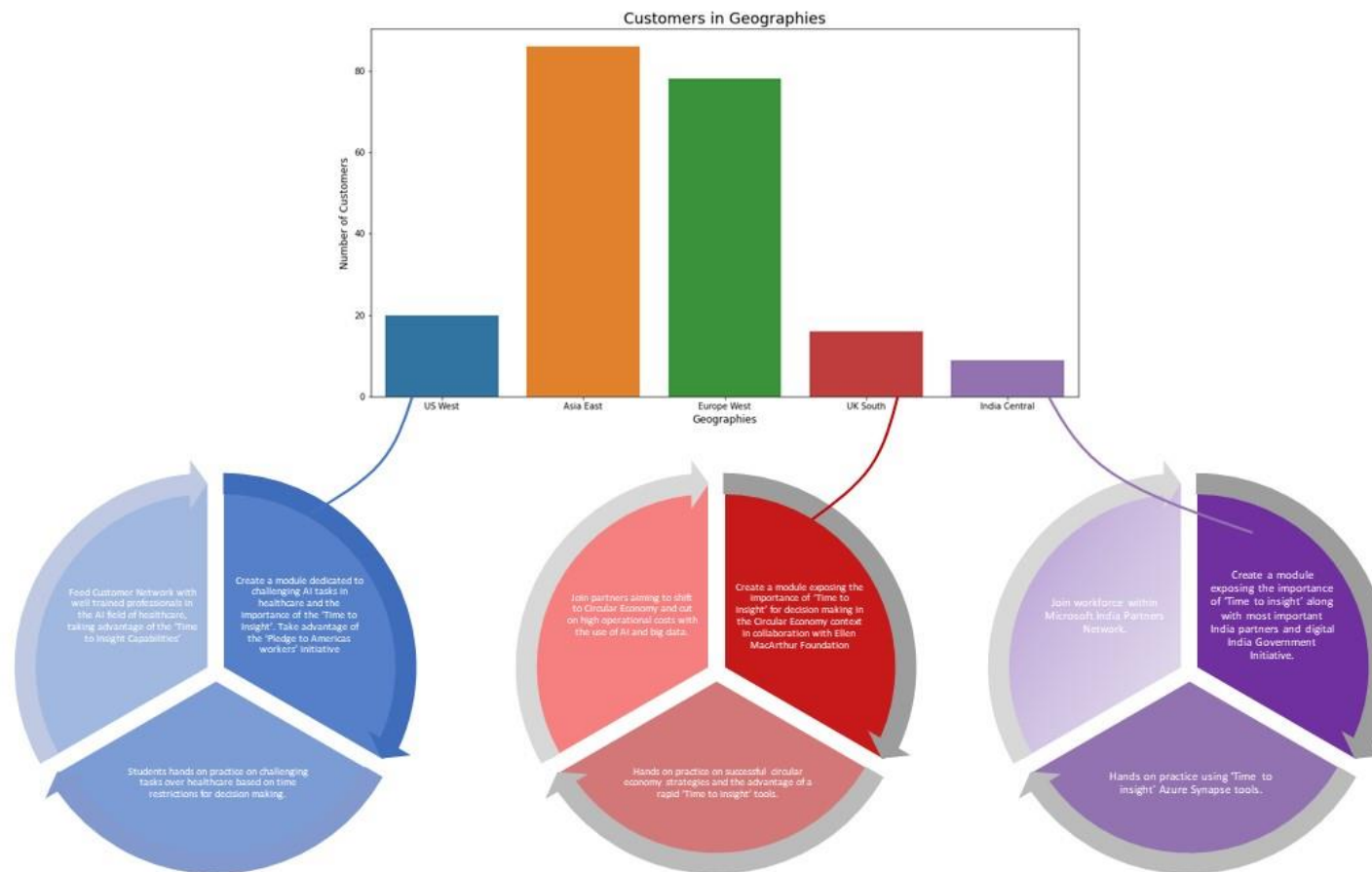
Audience(s)	Channel/Platform	Acquisition funnel(s)/growth loop(s)
People in need of a new job	Targeted email marketing to inform for the upcoming Udacity scholarship about upscaling in SQL with Azure Synapse.	Three different acquisition funnels as shown in Figure 1

High-level plan:

Use the table in this section to list out your high-level plan:

Phase	Steps You're Planning to Take During the Phase
Partnership (India Microsoft partnership – if possible India Government, Ellen MacArthur Foundation, Major Healthcare providers in US West) and Content Creation	<ul style="list-style-type: none"> Partnership Creation Modules creation Content creation
Reach out to prospect students	Successful acquisition funnels are to be generated within the Scholarship Udacity student funnel, a method Udacity has gained expertise the last ten years.
Train Upskill and Employ to Customer Companies	Follow up student growth with building up and supporting their career path to support the smooth transition to the field they are about to fill. Create an expertise workforce, confident of the skills they will be acquiring and promoting the full capabilities of the product.

Figure 1



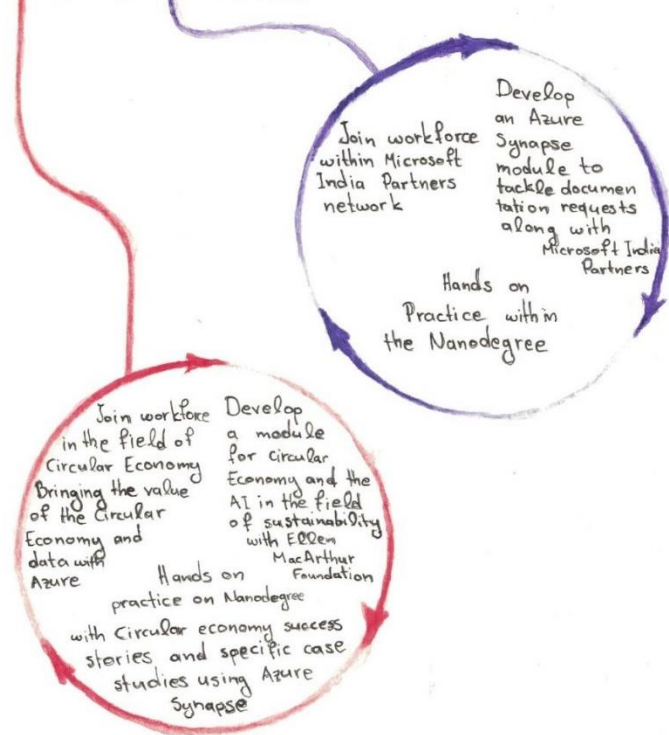
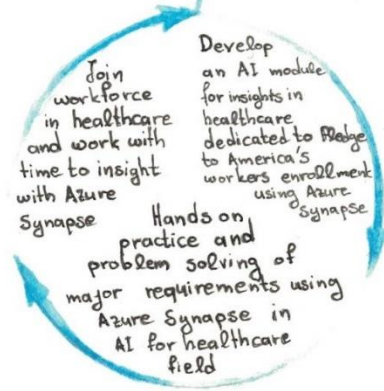
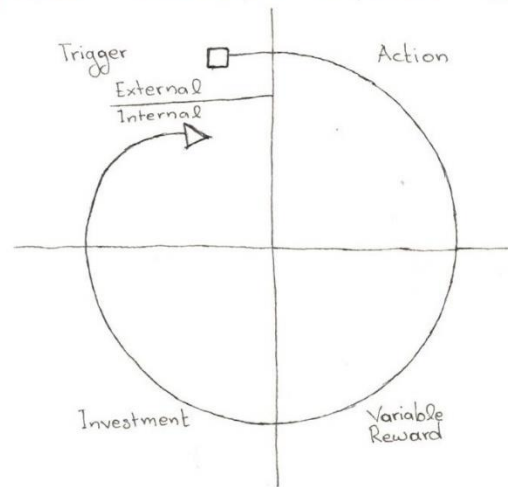
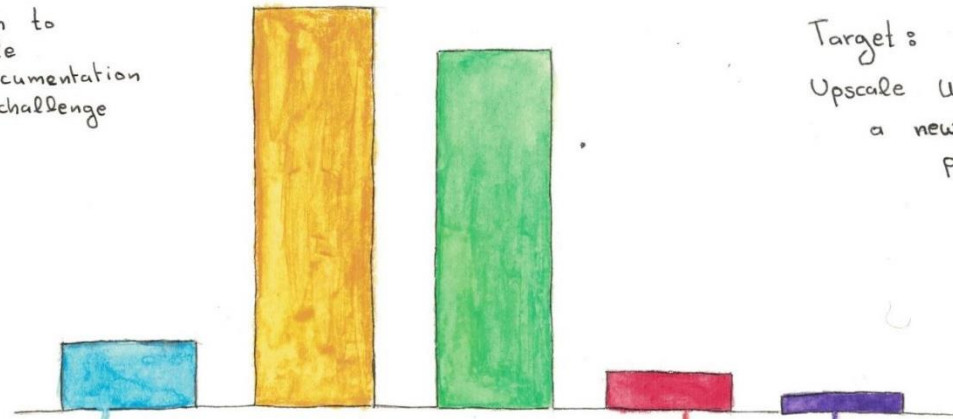
Network creation to tackle documentation challenge

Target:

Upscale Workers seeking a new job in the post COVID era.

Train for Azure Synapse.

Time to insight	Lack of Documentation
Use of AI in healthcare	Well established Competition



Phases in action - **Required**

Short-term (3 months) OR YOUR PHASE NAME HERE in action

Use the section below to describe your actions and how you're planning to achieve the KPIs you defined earlier:

Augment Partnerships portfolio to support Content Creation for the educational material by 30% in US West (focusing mostly on healthcare), 34% UK South (focusing on sustainability) and 31% in India Central (following Microsoft India Partner's needs).

Mid-term (3-6 months) OR YOUR PHASE NAME HERE in action

Use the section below to describe your actions and how you're planning to achieve the KPIs you defined earlier:

Augment Partnerships portfolio to support student support company fit and growth by 50% in US West (focusing mostly on healthcare), 50% UK South (focusing on sustainability) and 60% in India Central (following Microsoft India Partner's needs).

Long-term (6-12 months) OR YOUR PHASE NAME HERE in action

Use the section below to describe your actions and how you're planning to achieve the KPIs you defined earlier:

Target an aggressive 255% overall growth in the fields of healthcare and sustainability globally with a close look at the Digital India Initiatives and the post COVID situation in the evolution of global job market.

Open items and risks - **Optional**

This section can remain blank but if it contains 3 (or more) points it'll make your report stand out. Typically you'd want to add items that you couldn't address using the data/knowledge/experience/etc. you have acquired but you thought about them and would like to have them here for further investigation.

Tips to Get Started:

- A few questions to help you get started: can you think of any compliance risks associated with expanding to new regions? What does migrating existing customers mean for your portfolio? Can/will cannibalization be a good thing and what does it mean for revenue and gross margin in the short and long term? How much additional overhead can migrations produce? Will suggested product improvements affect retention? How does the proposed acquisition strategy affect/influence the later stages of growth funnel, i.e. activation, retention, revenue?

Use this section to list out any open items and risks you've identified:

- Presence of competitors
- Unavailability of Partners
- Companies unable to understand our added value
- Governments slow action
- Students engage with competitor product and not our product and therefore seek a job at competition
- Competition act similarly

References

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