Unleash Growth “to the Clouds”

# **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\*** | **3 000 USD** | **To do our sanity check** |
| **Gross margin\* (GM = Price - COGS / Price)** | **990 USD** | **To know how much money we make** |
| **Common industries and verticals\*** | Automotive 97  Oil/gas 45  Retail 25  Financial 16  Medical/genomics 12  Manufacturing 8  Other 6 | **To understand the industries that are interested in our product and act accordingly** |
| **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\*:**

|  |
| --- |
| **A screenshot of a cell phone  Description automatically generated** |

1. **Usage by industry/vertical\*:**

|  |
| --- |
| **A close up of a logo  Description automatically generated**  **A close up of a logo  Description automatically generated** |

1. **Usage by geo region\*:**

|  |
| --- |
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1. **Requirements by industry/vertical\*:**

|  |
| --- |
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1. **Pain points count by industry/vertical\*:**

|  |
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1. **(Optional) Any other representation you find valuable or useful**:

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A screenshot of a cell phone

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### 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 more or less satisfied regional availability as it was the first requirement for 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 in order 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. |

# **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:

|  |  |  |
| --- | --- | --- |
| **Goal** | **KPI(s)** | **Why you chose this goal/KPI combo** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |
| **<insert goal here>** | **<insert KPI(s) here>** | **<insert reasons here>** |

# **Break down your strategy - *Required***

### Acquisition Alignment:

Create Growth loops in India and US

Create hook models in Asia and Europe

Rise awareness over the Healthcare opportunity for Big Data and engage Synapse Azure tools

UK, Circular Economy Success stories using AI and data for recycling and waste management using Azure Synapse tools. Plastics supply chain, Ellen Macarthur Foundation. How to use synapse tools for a smooth transition to circular economy. www.ellenmacarthurfoundation.org

<https://www.microsoftpartnercommunity.com/>

<https://blog.udacity.com/2020/05/udacity-launches-new-sql-nanodegree-program.html>

<https://www.udacity.com/course/learn-sql--nd072>

<https://www.theproche.com/2020/03/06/list-of-microsoft-azure-partners-in-india/>

<https://medium.com/@UdacityINDIA/introduction-730d819d09a8>

Train specialized Azure Synapse professionals launching a SQL Udacity scholarship in collaboration with Microsoft India partnership program to create a growth loop in India, focusing on the importance to use AI for healthcare.

Incorporate Azure Synapse capabilities and ease of use for trained professionals in the US for elaborating medical data in the post COVID world where US workers need a huge upskill in the AI and data science landscape.

<https://www.fool.com/investing/2020/04/27/this-analyst-thinks-cloud-stocks-are-overvalued-is.aspx>

<https://blog.udacity.com/2020/05/5-takeaways-from-the-ai-for-healthcare-virtual-conference.html>

<https://www.commerce.gov/americanworker/american-workforce-policy-advisory-board>

<https://www.udacity.com/pledge-to-americas-workers>

Use the table below in this section to define the following three topics. These topics will be used in your action items within each phase.

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

**Young professionals seeking for jobs, laid off post COVID professionals**

* **Define the channel/platform to promote the product based on the audience(s) and explain why**
* **Define acquisition funnel(s) and associated growth loop(s) to further engage the audience(s) and explain why**

|  |  |  |
| --- | --- | --- |
| **Audience(s)** | **Channel/Platform** | **Acquisition funnel(s)/growth loop(s)** |
| **<insert audience(s) here>** | **<insert channel/platform here>** | **<insert acquisition funnels(s)/growth loops(s) here>** |

### 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** |
| **<insert phase here>** | **<insert steps here>** |
| **<insert phase here>** | **<insert steps here>** |
| **<insert phase here>** | **<insert steps here>** |

# **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:

|  |
| --- |
|  |

### 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:

|  |
| --- |
|  |

### 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:

|  |
| --- |
|  |

# **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:

|  |
| --- |
|  |