UDACITY

Marketing Data and Technology

Draw Insights from Marketing Data

Part One:
Setting Goals

Identify Key Business Objectives

	Key Business Objective: A defined goal or outcome used to plan the desired direction of your company. Write at least 3 but no more than 5 business objectives that support your business model. Each objective should be SMART.
1	*Increase number of Customers by 50 within a quarter by increasing Ad Spend by 15%*
2	*Best way to increase unique site visitors by 10% by increasing social media promotion by 10%*
3	*Increase Organic Search by 10 % with an Ad Saturation increase of 5 % to leading platforms*
4	*Increase sales by 30,000 in 6 months by applying 10% of Objective 1's Ad Spend to Ad that provides the best click through rate and adding 1 lead generator*
5	

Identify Key Performance Indicators

Key Performance Indicator (KPI): A quantifiable metric used to determine how effectively your key business objectives are being met. Ensure that the specific metric is clearly identified.	
1	*Key Performance Indicator 1 for Key Business Objective 1* *Conversion Rates through all Ad Campaigns*
2	*Key Performance Indicator 2 for Key Business Objective 2* *Social media visitors Conversion Rates*
3	*Key Performance Indicator 3 for Key Business Objective 3* Keywords in Top 10 search engine results
4	*Key Performance Indicator 4 for Key Business Objective 4* *Clickthrough Rates that converts to Action*
5	*Key Performance Indicator 5 for Key Business Objective 5* *(optional)*

Part Two:
A/B Testing Proposal

A/B Testing Proposal: KPI, Variable, and Hypothesis

KPI used as the basis for an A/B Test:
The conversion Rate of new visitors from all platforms

Identify a variable that will have an impact on the KPI and metric

New Visitors

Determine a hypothesis for your A/B Test. Your hypothesis should include the variable you are testing and your predicted outcome.

The conversion rate of new customers increase by increasing Ad spend by 15% on the ad campaign with the most CTR and least bounce rate.

A/B Testing Proposal: Testing Process

Describe the steps you would take to perform the A/B test.

1. *Go to google analytics*

2. *Compare the CTR of new visitors with Youtube ad campaign*

3. *Compare the CTR of new visitors on Facebook ad campaigns*

4. *Compare bounce rate of new visitors through Youtube ad campaign and Facebook Ad campaign*

5. *Finalize best ad campaign based on results*

Describe how you would determine the results of the A/B test.

1. *Based on research, determine results of clickthrough rates and bounce rate of all users on all campaigns*
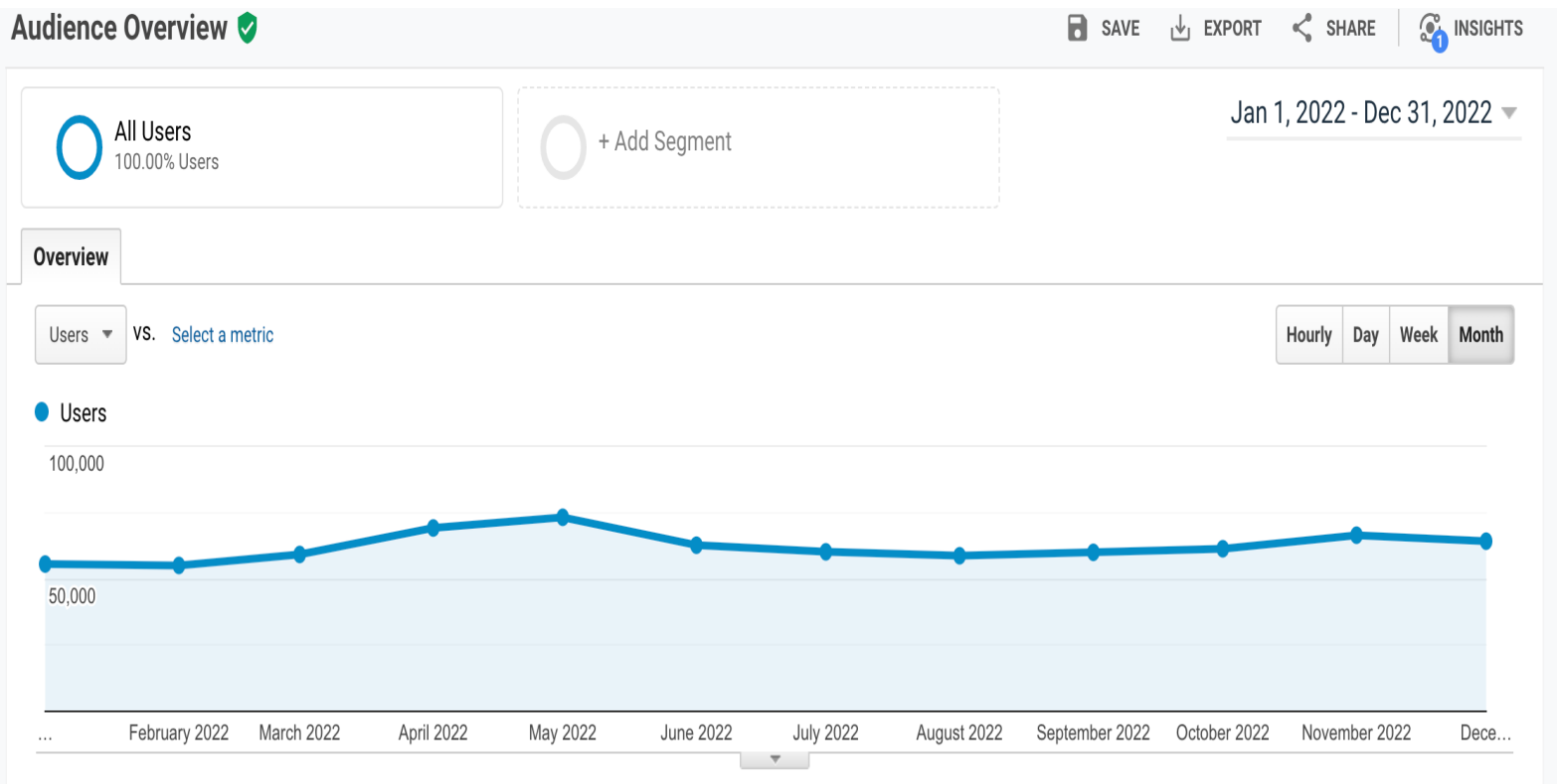
Part Three:
Data Exploration

Standard Display - Audience

From the Audience Overview Report, select a twelve month time period you would like to explore.

Ensure that the following are visible in the screenshot:

- Timeframe
- Segment
- Metric
- Axis values

Standard Display - Audience

Which month had the most visitors, and which month had the fewest visitors to your site?

Most Visitors : May 2022

Least Visitors: Feburary 2022

Do you have any ideas why certain trends are associated with these specific months?

Percentage Display: Audience

Device Category	Acquisition			Behavior			Conversions eCommerce ▼	
	Users ❓ ↓	New Users ❓	Sessions ❓	Bounce Rate ❓	Pages / Session ❓	Avg. Session Duration ❓	Transactions ❓	Revenue ❓
	679,119 % of Total: 100.00% (679,119)	675,902 % of Total: 100.13% (674,999)	989,170 % of Total: 100.00% (989,170)	45.51% Avg for View: 45.51% (0.00%)	4.98 Avg for View: 4.98 (0.00%)	00:03:20 Avg for View: 00:03:20 (0.00%)	23,628 % of Total: 100.00% (23,628)	$2,664,044.39 % of Total: 100.00% ($2,664,044.39)
☐ 1. desktop	**440,304** (64.63%)	434,029 (64.21%)	695,693 (70.33%)	41.00%	5.64	00:03:57	21,190 (89.68%)	$2,503,626.85 (93.98%)
☐ 2. mobile	**227,076** (33.33%)	228,031 (33.74%)	277,210 (28.02%)	55.74%	3.43	00:01:54	2,365 (10.01%)	$153,713.56 (5.77%)
☐ 3. tablet	**13,857** (2.03%)	13,842 (2.05%)	16,267 (1.64%)	64.37%	2.93	00:01:40	73 (0.31%)	$6,703.98 (0.25%)

Primary Dimension: **Device Category**

| Plot Rows | Secondary dimension ▼ | Sort Type: Default ▼ | | | advanced |

Device Category	Users ▼ ↓	Users	Contribution to total: Users ▼
	679,119 % of Total: 100.00% (679,119)	679,119 % of Total: 100.00% (679,119)	
☐ 1. ■ desktop	**440,304**	64.63%	
☐ 2. ■ mobile	**227,076**	33.33%	
☐ 3. ■ tablet	**13,857**	2.03%	

Primary Dimension: **Device Category**

| Plot Rows | Secondary dimension ▼ | Sort Type: Default ▼ | | | advanced |

Device Category	Transactions ▼ ↓	Transactions	Contribution to total: Transactions ▼
	23,628 % of Total: 100.00% (23,628)	23,628 % of Total: 100.00% (23,628)	
☐ 1. ■ desktop	**21,190**	89.68%	
☐ 2. ■ mobile	**2,365**	10.01%	
☐ 3. ■ tablet	**73**	0.31%	

mobile
2,365 Transactions (10%)

Standard Display: Acquisition

For this section, if you are using your own business's Google Analytics data but do not have eCommerce capabilities established, please use the Google Analytics demo data provided from the Google Merchandise store.

Take a screenshot that shows the bounce rate of the different acquisition channels over a 12 month period.

Ensure that the following are visible in the screenshot:

- Channel
- Users
- Bounce Rate

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	679,119	674,999	989,170	45.51%	4.98	00:03:20	2.39%	23,628	$2,664,044.39
1 Direct	577,461			42.19%			2.55%		
2 Paid Search	76,082			58.88%			1.94%		
3 Display	29,934			87.13%			<0.01%		
4 Affiliates	2,008			66.32%			0.42%		
5 (Other)	83			58.54%			0.00%		
6 Referral	4			0.00%			0.00%		
7 Organic Search	3			33.33%			0.00%		

Standard Display: Acquisition

During the twelve month period you've selected, excluding *Direct* and *(Other),* which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

Highest Bounce Rate: Paid Search

Lowest Bounce Rate: Referrals/Organic Search

Highest Conversion Rate: Paid Search

Lowest Conversion Rate: Referrals/ Organic Search

What do these metrics mean, based on your experience?

A majority of traffic has been accumulated based on paid search, while no traffic has produced by Organic Search or Referrals

Percentage Display: Conversion

Product Category (Enhanced Ecommerce)	Sales Performance	
	Product Revenue ↓	Unique Purchases
	$128,823.61 % of Total: 100.00% ($128,823.61)	5,860 % of Total: 100.00% (5,860)
1. Apparel	**$55,305.76** (42.93%)	1,619 (27.63%)
2. Bags	**$11,082.60** (8.60%)	287 (4.90%)
3. New	**$8,669.85** (6.73%)	577 (9.85%)
4. Campus Collection	**$7,410.40** (5.75%)	473 (8.07%)
5. Uncategorized Items	**$7,067.80** (5.49%)	275 (4.69%)
6. Accessories	**$6,892.70** (5.35%)	515 (8.79%)
7. Shop by Brand	**$6,299.40** (4.89%)	346 (5.90%)
8. Lifestyle	**$5,188.00** (4.03%)	220 (3.75%)
9. Drinkware	**$5,074.40** (3.94%)	221 (3.77%)
10. Clearance	**$4,304.77** (3.34%)	282 (4.81%)

Comparison Display: Behavior

Page	Pageviews ⌄ ↓	Avg. Page Load Time (sec) ⌄ (compared to site average)		
	4,921,517 % of Total: 100.00% (4,921,517)	3.96 Avg for View: 3.96 (0.00%)		
1. /home	685,884			57.06%
2. /basket.html	511,888	-17.27%		
3. /store.html	303,250	-9.11%		
4. /google+redesign/apparel/mens	250,605	-14.00%		
5. /signin.html	161,514	-36.27%		
6. /google+redesign/new	142,126	-13.31%		
7. /google+redesign/apparel/mens/quickview	138,238	-17.14%		
8. /asearch.html	127,952			47.42%
9. /google+redesign/apparel	121,272		13.37%	
10. /google+redesign/lifestyle/drinkware	104,928	-30.77%		

Comparison Display: Behavior

Based on the screenshot, Identify any trouble spots related to speed page timings.

There is longer loading times for the following pages:

 1. /home

2. /asearch.html

3. /google + redesign/apparel

Part Four: Segmentation

Audience Segment: Demographics

Values were Males 18 to 24.

| ⭕ All Users | ⭕ Male 18-24 | + |
| 100.00% Users | 7.24% Users | |

Overview

Users ▾ VS. Select a metric

● Users (All Users)   ● Users (Male 18-24)

100,000

50,000

... | February 2022 | March 2022 | April 2022 | May 2022 | June 2022 | July 2022 | August 2022 | September 2022
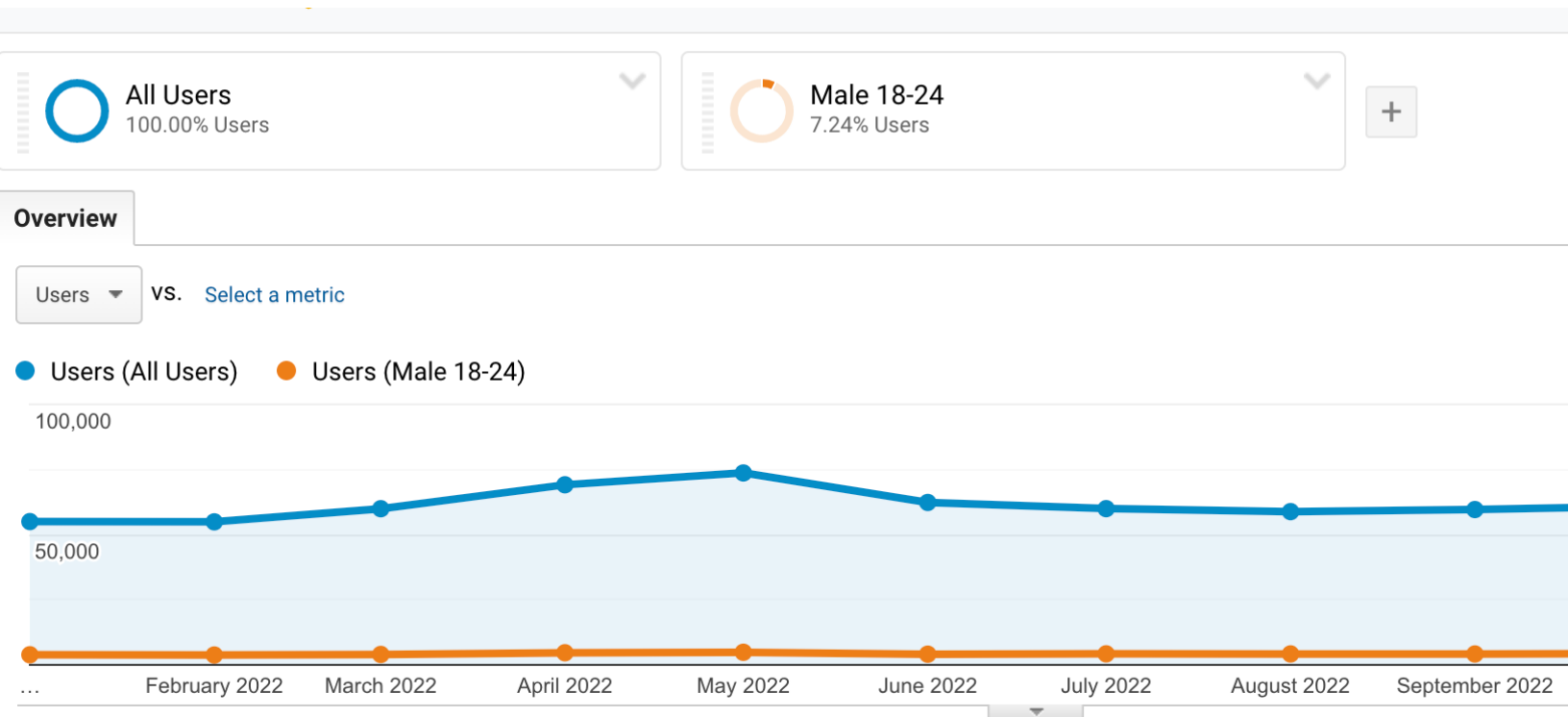
Audience Segment: Technology
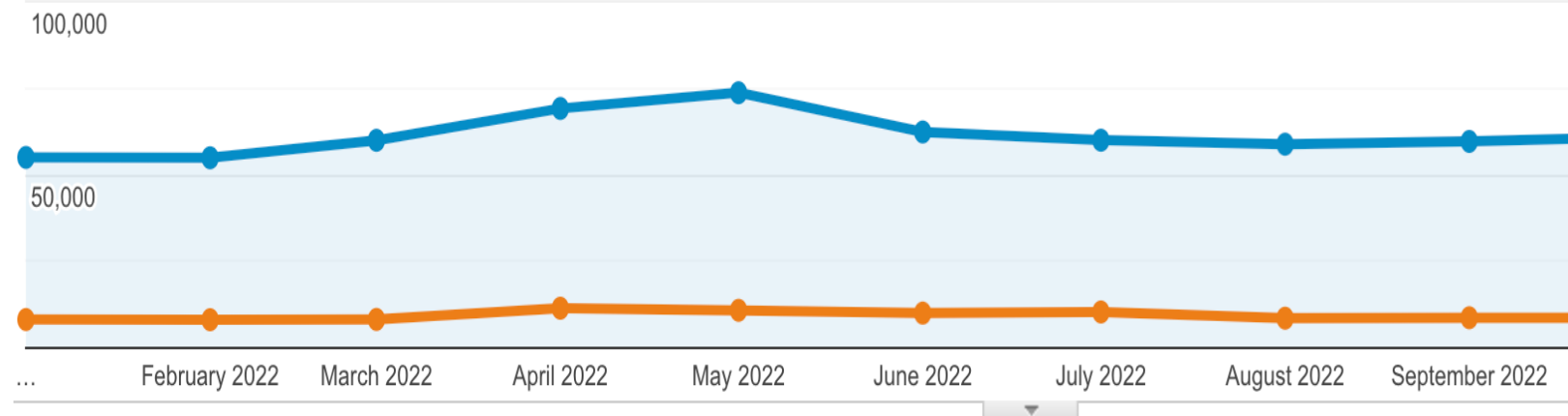
iOS Users

Audience Segment: User Behavior

Insert the screenshot of a view (such as the Audience Overview) that includes both your user behavior segment as well as "All Users." Write down or include a screenshot of the values used to create the segment.
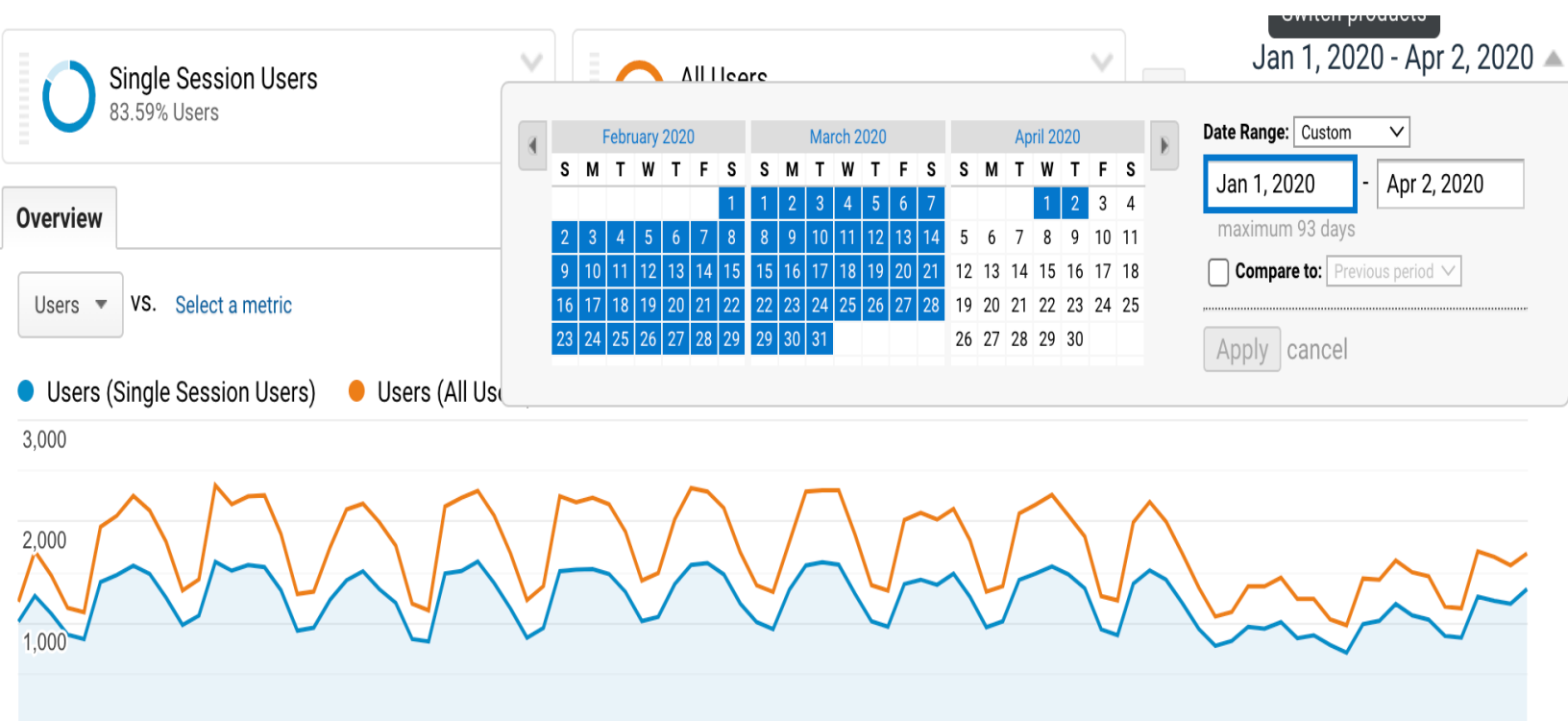

IN THIS SEGMENT, ONLY A MAXIMUM OF 93 DAYS OF DATA CAN BE PROVIDED.

Part Five:
Analysis and Suggestions

Analysis and Suggestions: Business Sales Growth

Based on the data and other information provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth? You can assume that the c\data will remain consistent over the projected time frame. Please reference specific data to support your answer like metrics and campaigns.

Include your response here. You may also include screenshots if desired.

Since the video with the overall best campaign was the Skippable In-Stream Retargeting video, more of the budget should be applied to the companies campaigns structure. I also believe that since the prospect customer has to click the ad that when they do so, it is an expression of interest. There should not be a landing page reconfirming their intent to schedule a quote. When they click the link to the video, it should open to the landing sign up page. In this era, time is of the essence and since we've grabbed their attention with the video, the process thereafter should be swift. If there are any additional questions, also adding a chatbot on the landing page, may be helpful to the prospect customers experience.

Analysis and Suggestions: eCommerce

Now you will evaluate the current state of eCommerce for your business and how it might be improved.

Looking at your website pages or the Google Merchandise store website and current eCommerce experience, identify one change to the eCommerce UX and one additional eCommerce option you would recommend implementing.

UX change:

One way to improve E-commerce capabilities is by having a better online store flow through Shopify.

Other eCommerce change or addition: Adding a way to pay with cryptocurrency.

Analysis and Suggestions: Technology

Now you will look at your existing technology stack and make recommendations for the future. This should include at least two additional technologies that are not currently utilized, one of which is a new emerging technology.

	GSMM 2021 Technol	Yearly Cost	Monthly Cost
1			
2	Quickbooks	540	50
3	Gusto	696	58
4	Typeform	996	99
5	Zapier	588	73.5
6	GoHighLevel	2976	297
7	Storyblocks	360	30
8	Screencastify	150	12.5
9	VidIQ Pro	90	7.5
10	AdZoola	1000	50
11	Bluehost	$183	$15
12	WP Forms	$399	5
13	Google Workspace	0	0
14	Google Search Conso	0	0
15	Google Analytics	4788	399
16	Deposit Photo	0	0
17	Legal Zoom	0	0
18	Hootsuite	0	0
19	istockphoto	0	0
20	Scop.io	0	0
21	Storyblocks	0	0
22	Paypal	0	0
23	Calendly	192	16
24	Adobe Premiere Pro	0	0
25	Final Cut Pro X	0	0
26	Microsoft Office Suite	363	36.3
27	Manychat	120	10
28	Twillio	0	0
29	iPhone 12 Pro	600	50
30	Macbook Pro 2017	0	0