Udacity
Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

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Objective

The objective is to increase the the number of customer acquisition at 4% month-over-month.

Business Story: Lime Scooters

What relevant actionable segments exists?

- Individuals with the desire to rent an electric scooter.
- New consumers who migrated to the city and began using Lime as a secondary source of transportation.

Which ones should we pursue and why?

The objective is to pursue both segmentations. The mass lately wants to use varying means to aide in their transportation instead of relying on the traditional forms such as Uber, Taxi, Lyft, public transportation etc. With the philosophy of Lime Scooter, long waiting lines will be drastically eliminated due to multiple locations to rent at affordable prices.

Customer Story

Where is our target audience?

The target audience are college students as the city is college predominant.

Where is our effort?

The fundamental source of finding new customers will be through social media platforms like Facebook, Instagram, Twitter. Media platforms like TV and radio advertisements will be incorporated within the marketing strategies.

How effective is our effort?

The number of new users that sign up for the app, the number of daily E-scooter riders, the busiest hour of the day, and the amount of money the Lime makes are all private information. However, by examining the organization's marketing initiative, which results in customer experience and favorable perception of the brand. It is necessary to change some bad evaluations into good ones in order to develop and boost fulfillment through an increased effort of growth of 1% growth weekly to achieve desired result of 4% growth monthly.

Customer Story

Where should we focus changes?

The concept is to focus on a more detailed response, changing the customer's unfavorable comments by launching an advertisement that provides current and new customers discounts and special offers. Also, using customer reviews to fix any roadblock.

What should we do, now or later?

- Actively track all reviews and make determined efforts to remove roadblocks.
- Use social media to advertise products and services on platforms like Facebook, Instagram, Twitter, TV and radio.
- Incorporate coupons and special offers to provide discounts to both old and new customers respectively.

Testing and Learning Plan
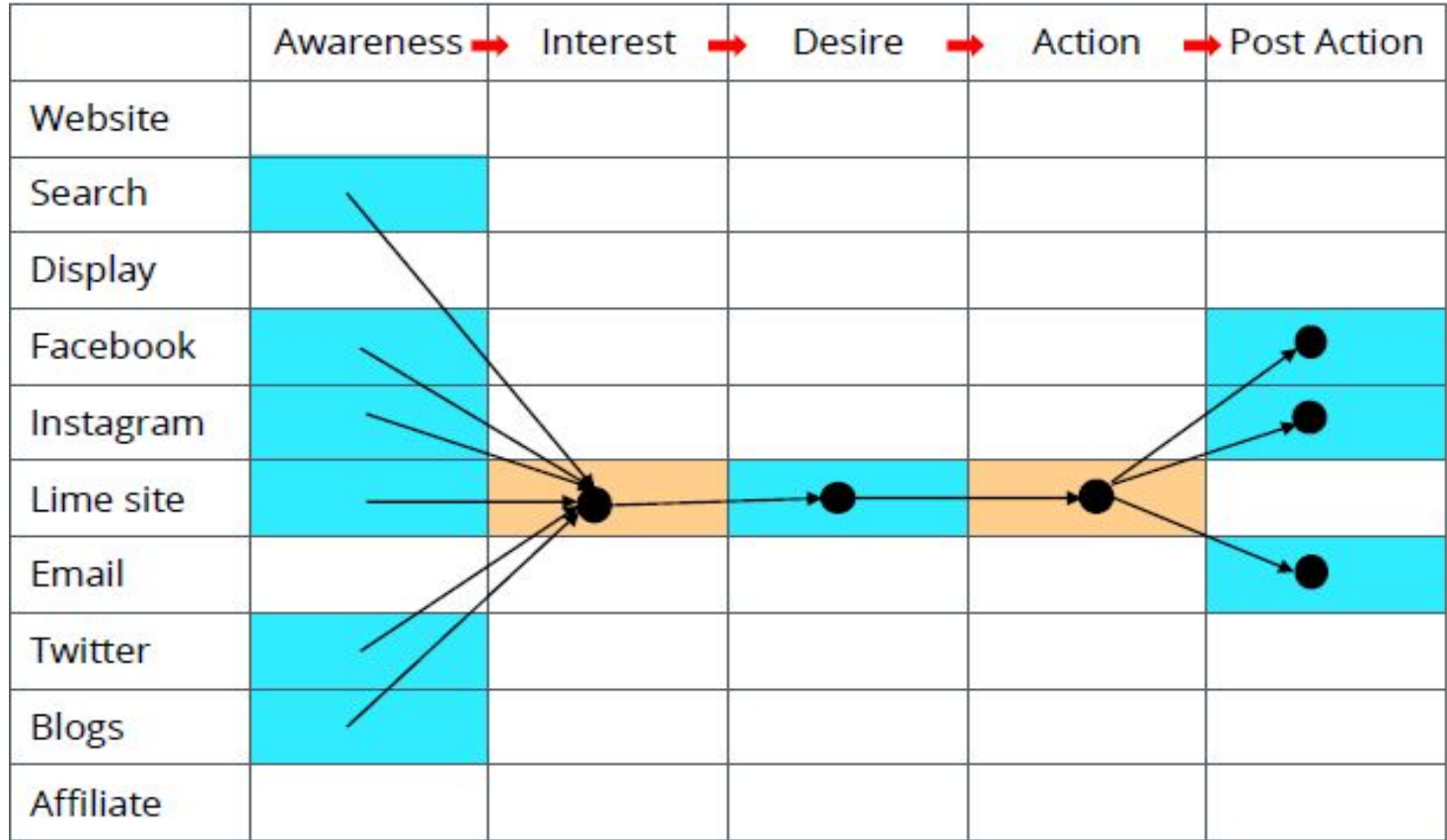
What should we study further?

In order to improve sales for the second quarter, we first should analyze the data from the first quarter and determine what adjustments may be done. Spend more on advertising while doing internet marketing, assess its effectiveness, and make any adjustments.

What should we try?

I believe we ought to actively promote the company's objectives and promotional strategies on social media as it's free and easily accessible to majority of the mass.

Purchase Process

Channels	Awareness →	Interest →	Desire →	Action →	Post Action
Website					
Search					
Display					
Facebook					
Instagram					
Lime site					
Email					
Twitter					
Blogs					
Affiliate					

Testing and Learning Plan

What analysis and data do we need?

- **Awareness:** Evaluating the product impact on the lime website, Facebook post, Instagram ad, blog, Twitter, and search
- **Interests:** The Scooter Lime website allows you to evaluate the click through rate, engage on site, incoming traffic, unique visitors, and bounce rate.
- **Desire:** You may use the Scooter Lime website to get information on new and returning users, sessions, average sessions, bounce rates, access to an introduction to lime, and lime app downloads.
- **Action:** The usage of a promo code, site traffic, and the transition that followed
- **Post Action:** posting a review on Facebook and Instagram, sending an email newsletter, providing a subscription discount coupon are all valuable.