



[← Return to "Marketing Analytics" in the classroom](#)

Creating an Analytic Brief

REVIEW

HISTORY

Meets Specifications

Hi,

Congratulations, your project is good to go. 🏆 🙌 🙌

Keep up the good work. 👍

Happy Learning and Be Safe. 😊 👍

Business Story

Students has provided answers to the following questions:

- What relevant actionable segments exists?
- Which ones should we pursue and why?

Customer Story

Students has provided answers to the following questions:

- Where is our target audience?
- Where is our effort?
- How effective is our effort?
- Where should we focus changes?
- What should we do, now or later?

Testing and Learning Plan

Students has provided answers to the following questions:

- What should we study further?
- What should we try?
- What analysis and data do we need?

Purchase Process

Students has provided a purchase process flow and identified two/three avenues for the funnel

 DOWNLOAD PROJECT

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