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# 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

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