

# Noom US | Marketing Analyst

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## PART I: Analytical Assessment

### 1. Download attached data set

Users were attributed through both direct vanity urls and 'how did you hear about us' responses in the signup survey, and this is the reason why we have **Customer(D)** and **Customer(S)**, each represents a resource of a record from.

I used **Tableau** as my tool to deliver the pivot table as well as the following thoughts.

### 2. Pivot table

Create a pivot table that includes the following columns broken down by show, ordered by spend (largest at top): Spend, \$/Visit, \$/Direct Signup, \$/Survey Sign Up, Visit to Direct Signup CVR.

- Each column is calculated based on the title of the column names. Particularly, the last column: **Visit to Direct Signup CVR**, could be calculated as follows:

$$\text{Conversion Rate (CVR)} = \frac{\text{Total attributed conversions}}{\text{Total clicks}} \Rightarrow \text{Visit to Direct Sign up CVR} = \frac{\text{Customers (D)}}{\# \text{ Visits}}$$

- The following is a preview of the pivot table, and it is broken down by the names of **Shows** and ordered by **Spend** from the largest to the smallest.

Show	Spend	\$/visits	\$/Direct Signup	\$/Survey Sign Up	Visit to Direct Signup CVR
The Skinny Confidential	30,588	81.79	449.82	220.06	5.50
Casefile	23,500	28.18	221.70	113.53	7.87
The Morning Toast	21,800	11.20	61.93	36.03	5.53
Stuff You Should Know	21,375	68.51	368.53	78.01	5.38
Your Mom's House	21,177	113.85	784.33	286.18	6.89
Mueller, She Wrote	18,854	23.13	108.36	36.26	4.68
KFC Radio	18,147	43.21	324.05	126.90	7.50
Coffee Convos	18,125	36.32	255.28	94.40	7.03
Bertcasts Podcast	17,650	33.56	401.14	166.51	11.95
Call Her Daddy	16,650	13.59	94.60	51.55	6.96
Political Gabfest	15,236	158.71	896.24	179.25	5.65
True Crime Garage	14,754	25.22	327.87	92.21	13.00
Happier with Gretchen Ru..	14,700	19.86	90.74	27.95	4.57
LadyGang	13,300	53.41	302.27	146.15	5.66
Wine and Crime	12,268	23.23	99.74	33.52	4.29
Whine Down with Jana Kr..	11,700	59.69	316.22	139.29	5.30
Bear Brook Podcast	10,500	181.03	656.25	187.50	3.63
Crime Junkie	10,000	11.89	78.74	27.78	6.62
Cold Case Files	10,000	32.47	769.23	142.86	23.69
The Bellas	7,500	73.53	326.09	267.86	4.43
The Vanished	7,250	81.46	402.78	67.76	4.94
The Cut on Tuesdays	7,058				
Help! I Suck at Dating	6,900	237.93	3,450.00	460.00	14.50
Scrubbing In	5,940	61.88	424.29	121.22	6.86
Babes & Babies	4,875	168.10	2,437.50	270.83	14.50
An Acquired Taste	4,650	19.70	116.25	41.15	5.90

Caption  
Spend, \$/visits, \$/Direct Signup, \$/Survey Sign Up and Visit to Direct Signup CVR broken down by Show.

- The entire pivot table could be found in the tableau file attached.

### 3. Questions

Q1: Noom has a CAC target of \$40. Which week of 2019 would you consider to have performed best? Why?

#### Result

Week 6 of 2019 is considered to have performed best based on Noom's CAC target of \$40, as Noom spent the least money (**Spend**) for the week, and it led to the least CAC at \$4.87 and the largest **Visit to Direct Sign up CVR** at 23% at the same time.

#### Reasons

- CAC stands for Customer Acquisition Cost, and it can be easily calculated by dividing all the costs spent on acquiring new customers by the number of new customers acquired in the period:

$$\text{Customer Acquisition Cost (CAC)} = \frac{\text{Total Money Spent}}{\# \text{ New customers acquired}} = \frac{\$ \text{ Spend}}{\# \text{ Customers (D+S)}}$$

- Filter the data: We want CAC to be as small as possible after considering the other factors fixed, and in our case, since Noom has a CAC target of \$40, so we filter our data based on  $\text{CAC} \leq \$40$ ; We also need to filter the year 2019 for our table. After the filter, we can get the following table, and then we can see that Week 6 performed the best.

	Media Week						
	2019						
	Week 6	Week 12	Week 3	Week 8	Week 9	Week 15	Week 16
Spend	1,100	10,096	10,771	11,274	13,026	23,006	23,508
Visits	234	552	747	507	842	911	730
\$/Visits	4.70	18.29	14.42	22.24	15.47	25.25	32.20
\$/Direct Signup	20.37	123.12	93.66	170.82	88.01	142.01	179.45
\$/Survey Sign Up	6.40	32.57	43.26	41.60	30.94	43.90	45.29
\$/Visit to Direct Signup CVR	0.23	0.15	0.15	0.13	0.18	0.18	0.18
CAC	4.87	25.76	29.59	33.45	22.89	33.54	36.17

Q2: What would you consider to be Noom's top-performing show? Why?

#### Result

"Happier in Hollywood" could be considered as Noom's top-performing show because it has the maximum CVR at 2.09 and the least CAC at \$10.25 among all the shows.

#### Reasons

- I Filtered the null values as they might be misleading if not taken care of. I also deleted the outliers in our case since we want to see a normal case rather than an extreme case such as "Others" show, which has a **Customer(S)**=1124 while it has **Visits**=1.
- The following table shows CVR(it contains all the customers who sign up, so it is not the same as **Visit to Direct Sign up CVR**) and CAC, which could be used to determine the top-performance show, also used as KPIs here.

Top Show		
Show	CVR	CAC
Happier in Hollywood	2.09	10.25
Pop Talk with Ross Mathe..	1.25	35.71
Happier with Gretchen Ru..	0.93	21.37
Wine and Crime	0.93	25.09
Mueller, She Wrote	0.85	27.17
The Jtrain Podcast	0.73	20.88
Moms and Murder	0.68	22.66
An Acquired Taste	0.65	30.39
Crime Junkie	0.58	20.53
The Struggle Well Project	0.52	35.77
The Morning Toast	0.49	22.78
The Real Life Podcast	0.42	36.00
Call Her Daddy	0.41	33.37

- The CAC filter includes values less than or equal to \$40.00. The CVR filter keeps non-Null values only. We can see that “Happier in Hollywood” had a CVR at 2.09(max) and CAC at \$10.25(min) among all the other shows.

## PART II: Logical Assessment

Based on the show performance data you have seen, please describe the persona that you think best-describes Noom's core customer. Please cite and explain your logic.

### 1. Core Customers

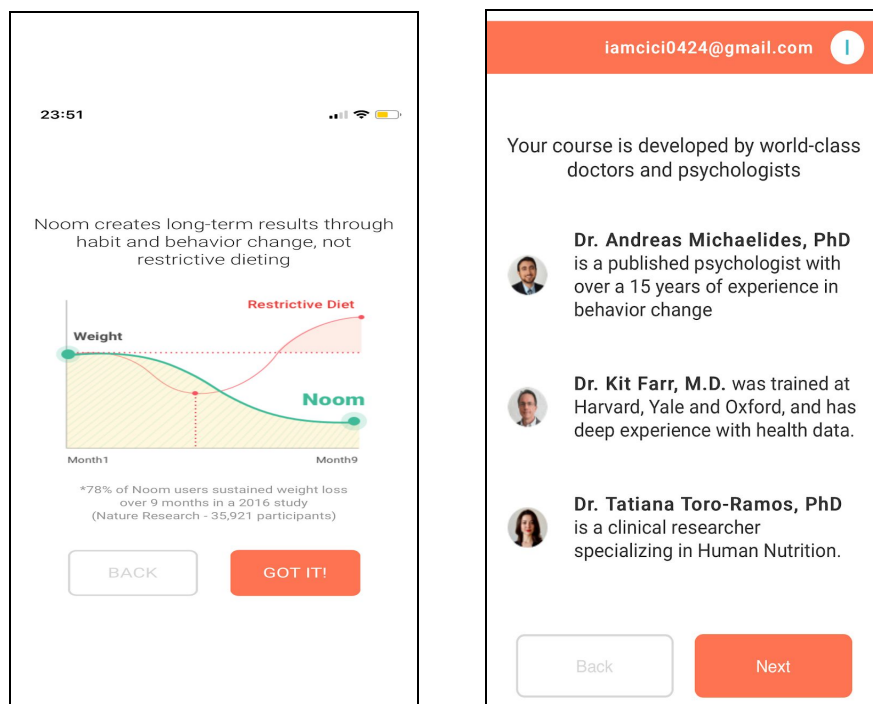
People who want to be “happier” based on the top-performance show. To be more specific, it should be “healthier” in our case. The persona of the core customers could be listed as follows:

- **Who desire to lose weight without rebound**  
From what I know, The Noom app can connect and collect data from hundreds of medical devices and adjust health plans in real time based on the customers’ body status. Compared to other weight control apps, Noom does not rely on strict rules or diets to control weights. On the other hand, it explores the deep motivations inside the customers’ minds and help them understand the scientific approaches to overcome the obstacles in the way to achieve sustainable change of lifestyles. As such, the process is more sustainable.
- **Who want to utilize scientific tools**  
Noom has scientific evidence to support the stories behind the advertising, and this drives the attention of the customers who want to build healthy habits using healthy and proved useful ways. Nature and British Medical Journal both has published research of Noom that 64% of the users lost 5% or more of body weight, greatly reducing their risk of diabetes and other conditions.<sup>[2]</sup>
- **Who lack time\resources to learn health topics and live healthily**  
The young generation, especially new graduates, Office workers, and those people do not have time to learn how to lose weight or keep fit. Noom app will become a solution to improve their health using limited time and resources.

- Who want to control or prevent obesity, diabetes, cardiovascular diseases, hypertension, etc**  
 The fully mobile diabetes prevention program of Noom was known as the first of its kind to be recognized by the CDC and the only 100% mobile program clinically proven in a peer-reviewed journal.<sup>[1]</sup> As such, Noom is reliable to make contributions to the patients who have diabetes/diseases.
- Who want to have a better understanding of their lifestyles and workout habits**  
 For those customers who exercise regularly or who want to keep fit, they may want data to support and have analyzed reports for their lifestyles and exercise habits.
- Who want professional coaches and personalized plans**  
 Personalization is a significant marketing strategies used in the real world. People want to experience more appealing and related products. Noom has detailed plans personalized based on some pre-questions, and therefore, Noom will be able to provide the customers with a useful plan supported by the real doctors, and people are likely to be successfully achieve their healthy goals.

## 2. Transaction moment from new customers to core customers

In order to understand Noom's customers better, I registered from the very beginning to see how people become core customers. I really like the following two screens which shows me why I should trust Noom and why I can become a loyal fan, or a "happier" fan.



The visualization helps the new customers understand why restrictive diets do not work in the long-term, and why Noom works better. Actually, "Visualization works from a human perspective because we respond to and process visual data better than any other type of data. In fact, the human brain processes images 60,000 times faster than text, and 90 percent of information transmitted to the brain is visual. Since we are visual by nature, we can use this skill to enhance data processing and organizational effectiveness."<sup>[3]</sup> Additionally, using different real doctors' advice is a strong support to the story behind.

## Appendix

### Reference

- [1]Noom Inc. (2019). Noom Inc.. [online] Available at:  
<https://www.noom.com/news/noom-raises-58-million-led-by-sequoia>.
- [2]Noom Inc. (2019). Noom Inc.. [online] Available at:  
<https://www.noom.com/about/>
- [3]Humans Process Visual Data Better. (2018, October 8). Retrieved from  
<http://www.t-sciences.com/news/humans-process-visual-data-better>.

### Tableau data files

Attached in the submission, and you may need to change the file connection if you want to open it successfully.