

DISCOVER AI CHALLENGE: DATA ALCHEMISTS

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- Meet the Team
- Introduction
- Problem Statement
- Solution
- Solution Architecture
- Financial Evaluation & Tier Revenue Model
- Future Scope & Implementation Plan
- Model Demo

Agenda





Meet the Outstanding Data Alchemists



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Introduction

Websites

Facebook.com

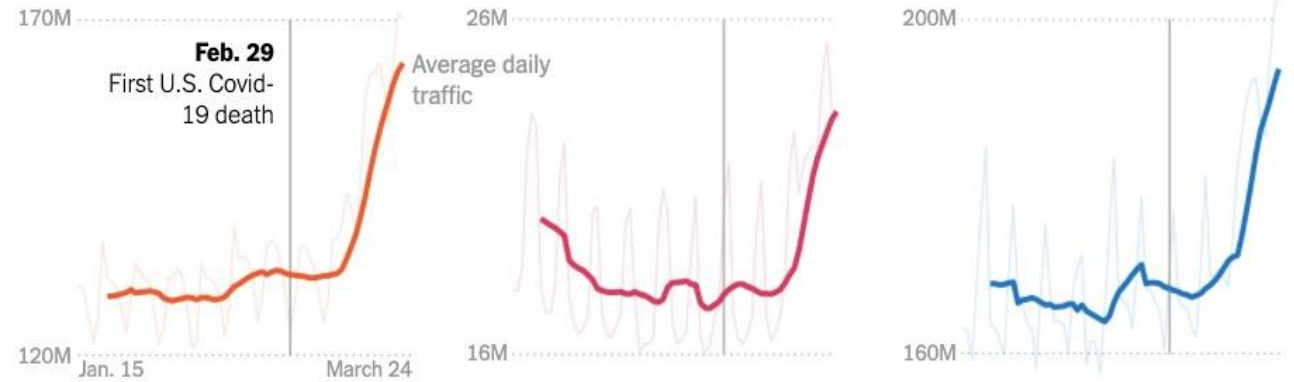
+27.0%

Netflix.com

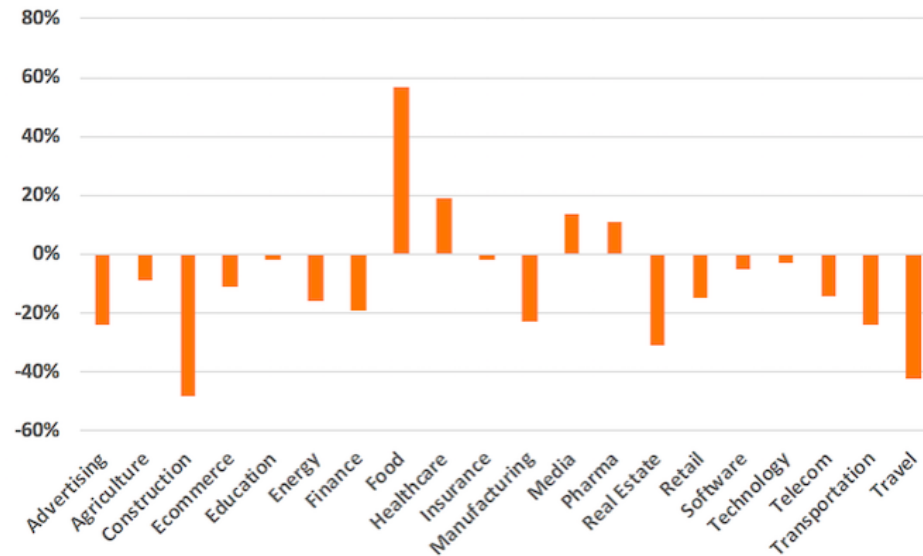
+16.0%

YouTube.com

+15.3%



Conversion Growth or Decline Due to Covid-19



19,477 views | Mar 25, 2020, 03:49pm EDT

COVID-19 Pushes Up Internet Use 70% And Streaming More Than 12%, First Figures Reveal

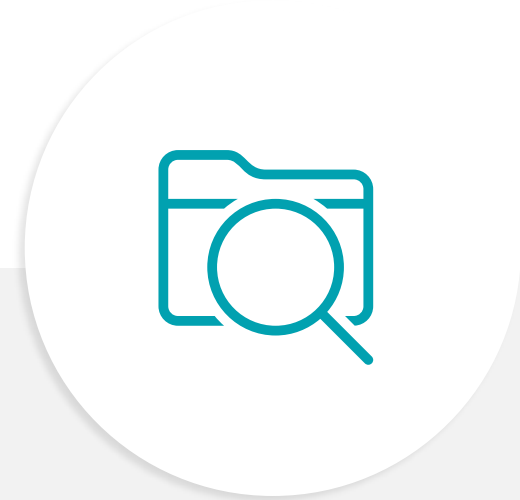


Mark Beech Former Contributor ⓘ
Hollywood & Entertainment

Problem Statement

There is so much data being created every minute that multinational companies can barely keep up.

How are the smaller companies going to be able to navigate and digest the wild seas of constant online marketing data being generated from various platforms in the future?



Inefficiencies

- Money spent on marketing campaigns yearly, Small-to-medium enterprises (SMEs): **7-8%** (SBA,2020) of total revenue on marketing, $\frac{1}{4}$ gets wasted
 - For example, if sales are **\$1,000,000** annually, **7-8%** percent would mean spending approximately **\$80,000** on advertising, **\$20,000** wasted

Opportunities

- Democratize online marketing business intelligence
- Ability to distinguish successful campaigns from futile marketing

Target Market

Small-to-medium sized enterprises (SMEs) that do not have a dedicated analytics department and provide young corporations with a level playing field.

There are almost 1.1 million SMEs in Canada, more than half (55%) having fewer than 4 employees. SMEs represent 54.2% of the economic output produced by the business sector
(bdc, 2020)

Source: Business Development Bank of Canada

<https://www.bdc.ca/en/articles-tools/business-strategy-planning/manage-business/pages/10-things-didnt-know-canadian-sme.aspx>

Solution Approach

3-Step Approach

- **Descriptive:** Summary Statistics of current online marketing campaigns from various platforms
- **Predictive:** Forecasting performance of a new campaign based on consumer engagement data
- **Prescriptive:** AI driven marketing insights guiding the user to build a more successful future campaigns



Achievable

- User behaviour data from various social media platforms gives us enough data to generate insights
 - Utilize past data such as # of emails sent & time to predict success of future marketing campaigns

Value



Minimization of futile marketing campaigns

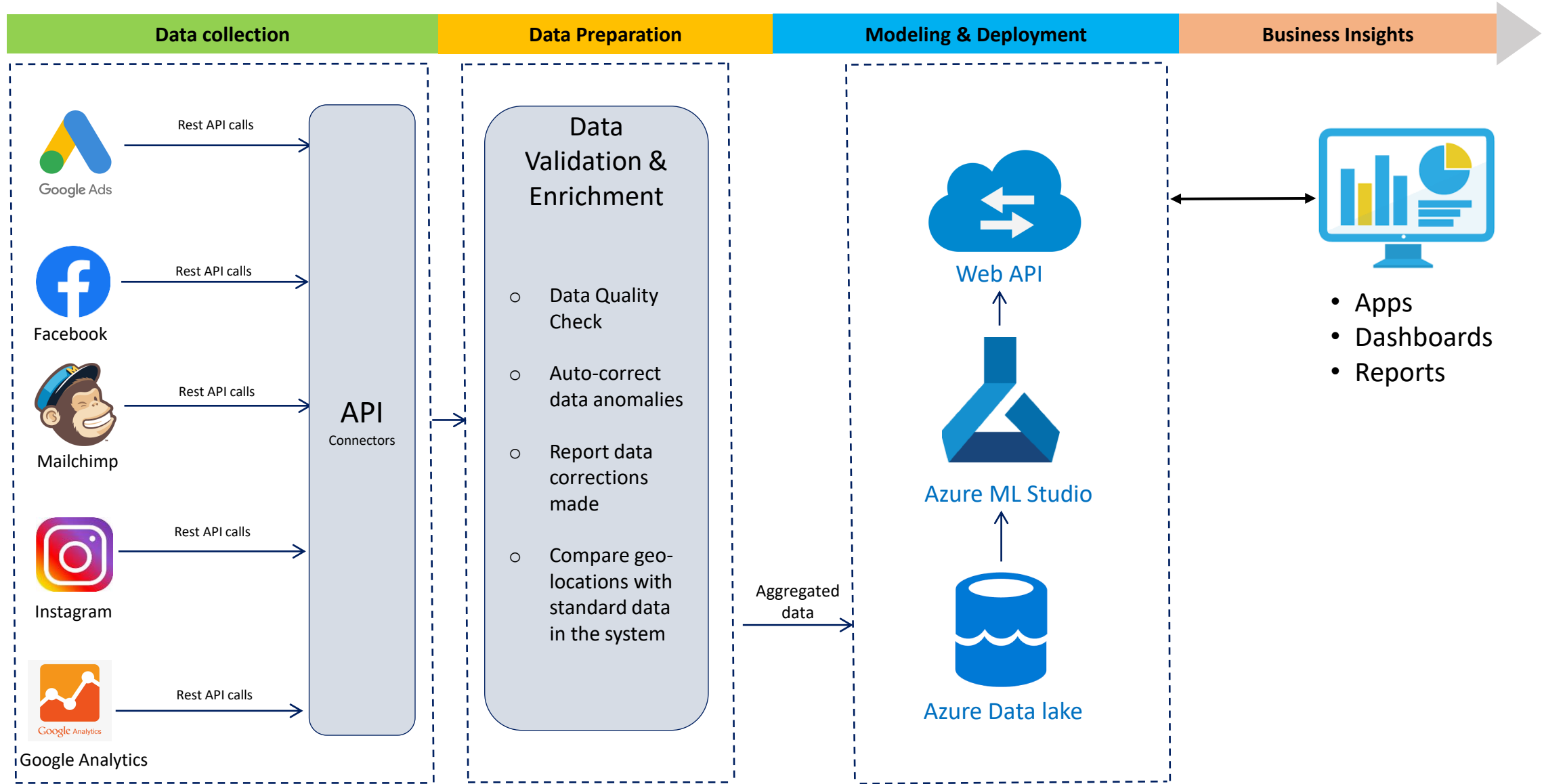


Real time campaign performance analysis



Customer segmentation, Improved conversion

Solution Architecture



Financial Evaluation & Tier Revenue Model

Financial Evaluation

1.1 million SMEs in Canada

- 80% (use Online Marketing), 5% (would adopt solution), 20% (have marketing analyst) = **8,800 businesses**
- Platform Administrator Salary of \$76 per hour (Glassdoor)
- 260 workdays in a year

Financial Implications

\$19,760 saved annually per SME

- **Risk Averse Assumption:** Average analyst: 1, Analyst spends 2 hours daily on marketing data, solution saves 1 hour.
- 99.8% businesses are Small-to-Medium (SME) enterprises
- **Valuation Formula:** (Salary cost after solution * workdays)

3-Tier Revenue Model

Platinum (High) - \$325 / month

Perspective Analysis to display data driven campaign recommendations & trends across platform with API Connections

**\$15,840 Savings
Annually with
Platinum Plan!**

Silver (Medium) - \$109 / month

Predictive Analysis using Machine Learning model to predict # of clicks on future campaigns

Bronze (Low) - \$25 /month

Descriptive Analysis using Power BI dashboard to display summary

Future Scope & Implementation Plan

Sustainability & Scalability

- # of new SMEs rising leading to a greater need to optimize marketing campaigns
- Continuous growth of E-commerce with newer platforms

Feasibility

- Straightforward approach leveraging integrable industry standard tools and techniques.
- Use of cloud deployment for real time predictions

Usability

- Development of user-friendly dashboard highlighting key metrics
- Freshly Baked Updates

Formation (2-3 Months)

Mission > Vision > Strategy

Idea and co-founder team formation
What, To Whom, Why and How?

Validation (6-8 Months)

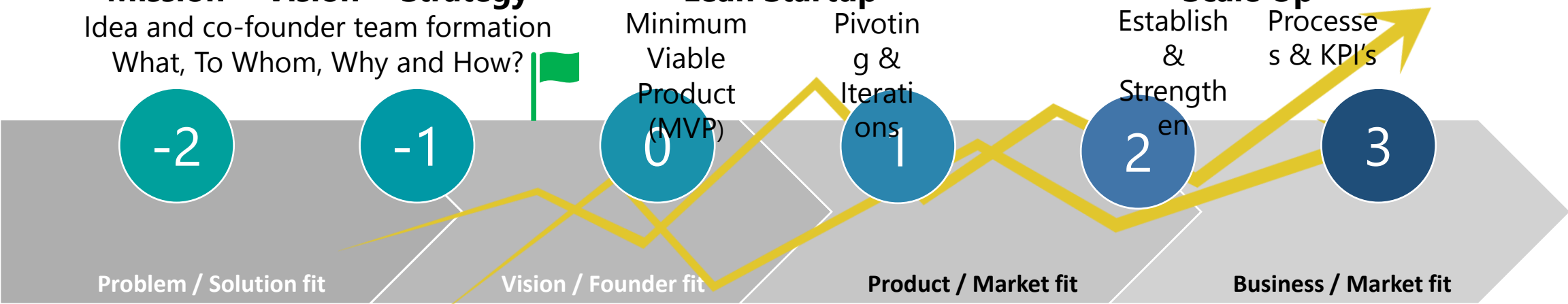
Lean Startup

Minimum Viable Product (MVP)
Pivoting & Iterations

Growth

Scale Up

Establish & Strengthen
Processes & KPI's



Prototype DEMO

**Get Your
Popcorn Ready!**



Appendix 1 – Business Model Canvas

The Business Model Canvas

Company Name:
Data Alchemy 4.0

Date:
02/22/20

☒ Primary Canvas

☐ Alternative Canvas

Key Partners <ul style="list-style-type: none">• Key Partners: SMEs in Canada that lack analytics capabilities• Key Suppliers in the form of data: Mailchimp, Facebook, Twitter, Google Analytics, Google Ads and more• Receive online marketing campaign data from key partners• No limitations as to what SMEs can become key partners	Key Activities <ul style="list-style-type: none">• Requires completed or ongoing marketing campaigns on platforms where we can obtain data• Provide a level playing field for young companies who cannot compete in terms of analytics	Value Proposition <ul style="list-style-type: none">• Insights into success or failure of online marketing campaigns• Predictive modeling to focus resources on value-added marketing campaigns• Knowledge on how to improve future campaigns and on which platforms to implement them• Dashboard where crucial information is aggregated• Said information is presented and visualized in a clean and easy-to-understand manner so that data analytics knowledge is not required by key partners	Customer Relationships <ul style="list-style-type: none">• Providing both a self-service dashboard product to customers• Service: Insights into marketing campaigns and ways to improve them• Product: Aggregated dashboard where clients can derive similar insights on their own through simple yet thorough metrics, visualizations and comparisons	Customer Segments <ul style="list-style-type: none">• Creating value for SMEs without analytics departments but who want to use data to improve overall marketing business• No limitations as to what businesses or markets can use our solution• Agencies that are customizable to B2B needs
Cost Structure <ul style="list-style-type: none">• Production<ul style="list-style-type: none">• Cloud infrastructure such as storage servers• Future Ad-on integrations• API maintenance & development• Change management costs for AI compatibility with new channels• User Interface Design• Advertising and marketing• Customer acquisition and retention• POC: costs will be negligible due to Microsoft giving access to multitude of resources	Key Resources <ul style="list-style-type: none">• Data, data and more data (and permission to access it)• Power BI, Microsoft Azure• ActualConversion API connectors		Channels Current <ul style="list-style-type: none">• Capture customers through advertising, rereferrals Future <ul style="list-style-type: none">• AI assistant, message centers, updates on dashboard, emails	
	Revenue Streams <ul style="list-style-type: none">• Self-serve SMEs: 4 Tiers of subscription<ul style="list-style-type: none">• Tier 1 - Freemium: 1-month free usage, 3 API connections - No AI insights• Tier 2 - \$25 per month:• Tier 3 - \$109 per month:• Tier 4 - \$595 per month: 10 API connections with 2 years of historical data and AI insights• Agencies: 2 Tiers of Subscription<ul style="list-style-type: none">• Tier 1: \$750 per month• Tier 2. \$1500 per month <p><i>Tiers are based on # of API connections they want to offer to customers and number of customers they want to connect to</i></p>			