Second Project On
"Marketing Data and Technology"
by IZAZ KHAN

Entitled
"Draw Insights from Marketing Data"

Part One:
Setting Goals

Identify Key Business Objectives

	Key Business Objectives of DEMO
1	*To take human-centered and technology driven approach to overcome the modern developmental challenges for at least 200,000 by 2022.*
2	*To create online access and give opportunity skills for at least 0.1 million youth in todays till 2022.*
3	*To address the basic and technical problems in technology with prompted solutions*

Identify Key Performance Indicators

	Key Performance Indicator (KPI)
1	*Touched more than 300,000 human lives in the numerous technology fields.*
2	*More than 0.2 million youngs are trained.*
3	*Created schemes and given technology based solutions for new learners and start ups.*

Part Two:
A/B Testing Proposal

A/B Testing Proposal: KPI, Variable, and Hypothesis

KPI for an A/B Test :

Created schemes and given technology based solutions to many learners and start ups.

Variable

Creative Advertisment is a recommended variable for the the DEMO Digital Company to enhance its human-centred approach for online access.

Hypothesis

Mailchips vs Social Media Ads Creative

Mailchips

The feadbacks shows that not everyone is familier with mailings and most users does not reaches to gamil/Mailchips specially the sponsored/advertised mailings which saves without notification to the user in Promo/Social folder.

Social Media

Social Media Ads has big impect on the users because >80% people uses some sort of it like Facebook, Youtube and Twitter. Here users sees the target ads once appears and hence interest creates in them either for the contents or graphics.

A/B Testing Proposal: Testing Process

➢ Initially I would find a single variable for better A/B testing which is Creative Advertisement in the current scenario.

➢ I will check the important data and correct statistics after making the successful hypothesis.

To determine the results of the A/B test.
I would determine the results of my A/B test after looking into total ran Ads expenses, page clicks, sign ups, ordering and total income through sales or ROI.
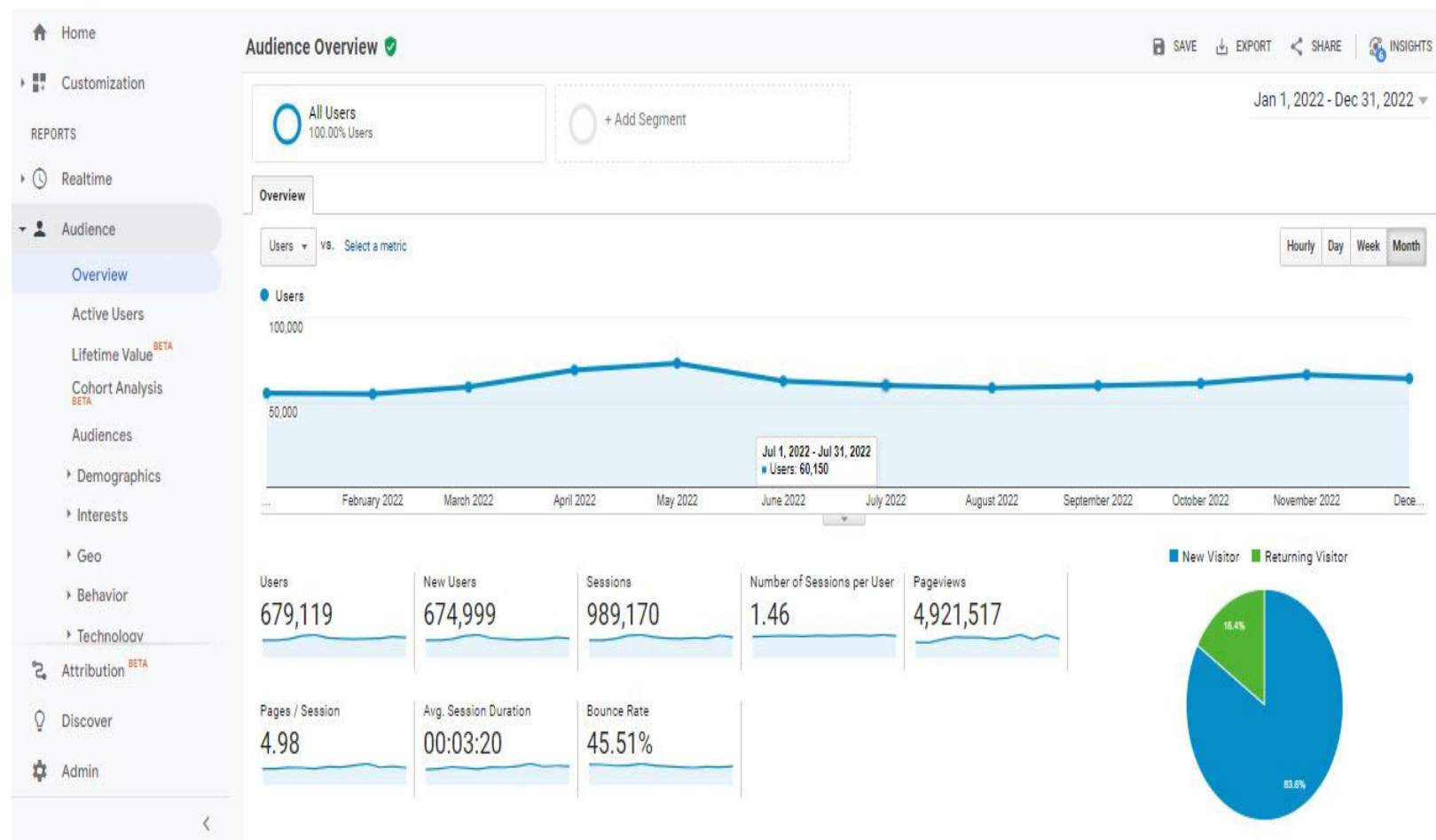
Part Three:
Data Exploration

Standard Display - Audience

From the Audience → Overview Report, a twelve months time period is selected in *Time Frame* for the data exploration. The screen short shows all Users Segment, Metric and the Axis values

Standard Display - Audience

1st Answer:

 May 2022 has the highest number of visitors (**73,172)** while **Feb *2022*** has the fewest visitors (**55.044)**.

 2nd Answer:
   The clear answer is not possible right now but as a possibility the reason is might be the unequal number of days for each month which effects the traffic of visitors.

3rd Answer:
   The screen short shows the Timeframe on the top right corner (from Jan 1st 2022to Dec 31st, 2022), on the upper center shows Pageviews & number of visitors (Metric) per month, and the Axis values.

The **12** months overview analytical report for DEMO Company shows that total of **679,119** users visited the page. In total of 100%, only **16.4%** were new visitors while the rest **83.6%** were old visitors. The report shows that May 2022 has the maximum number of visitors while Feb 2022 has the fewest.
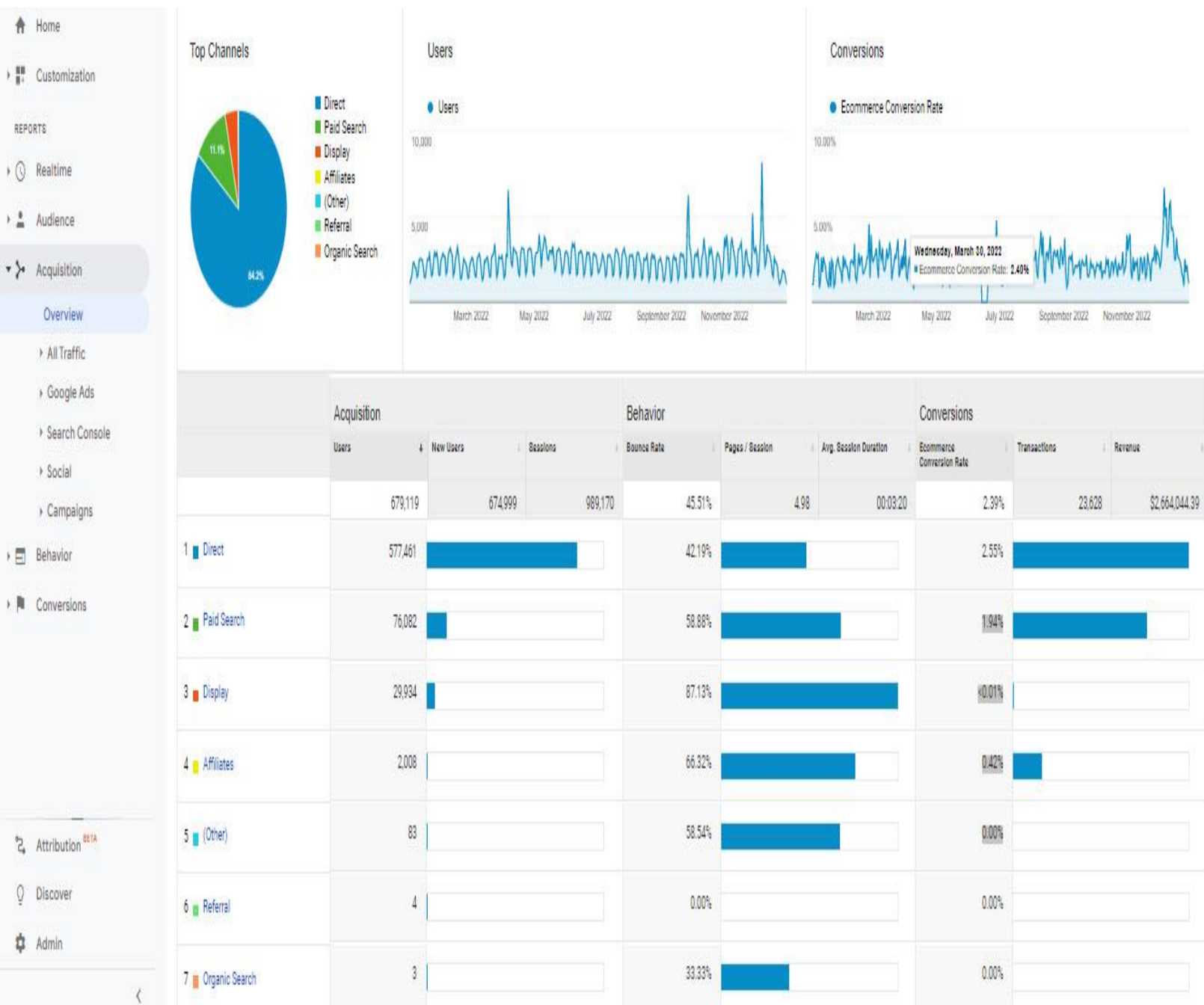
Percentage Display: Audience

After going into Audience → Mobile → Overview, found the report for over 12 month period. The screen shot contains Device Category, Number of All Users and Paid Users are visible.
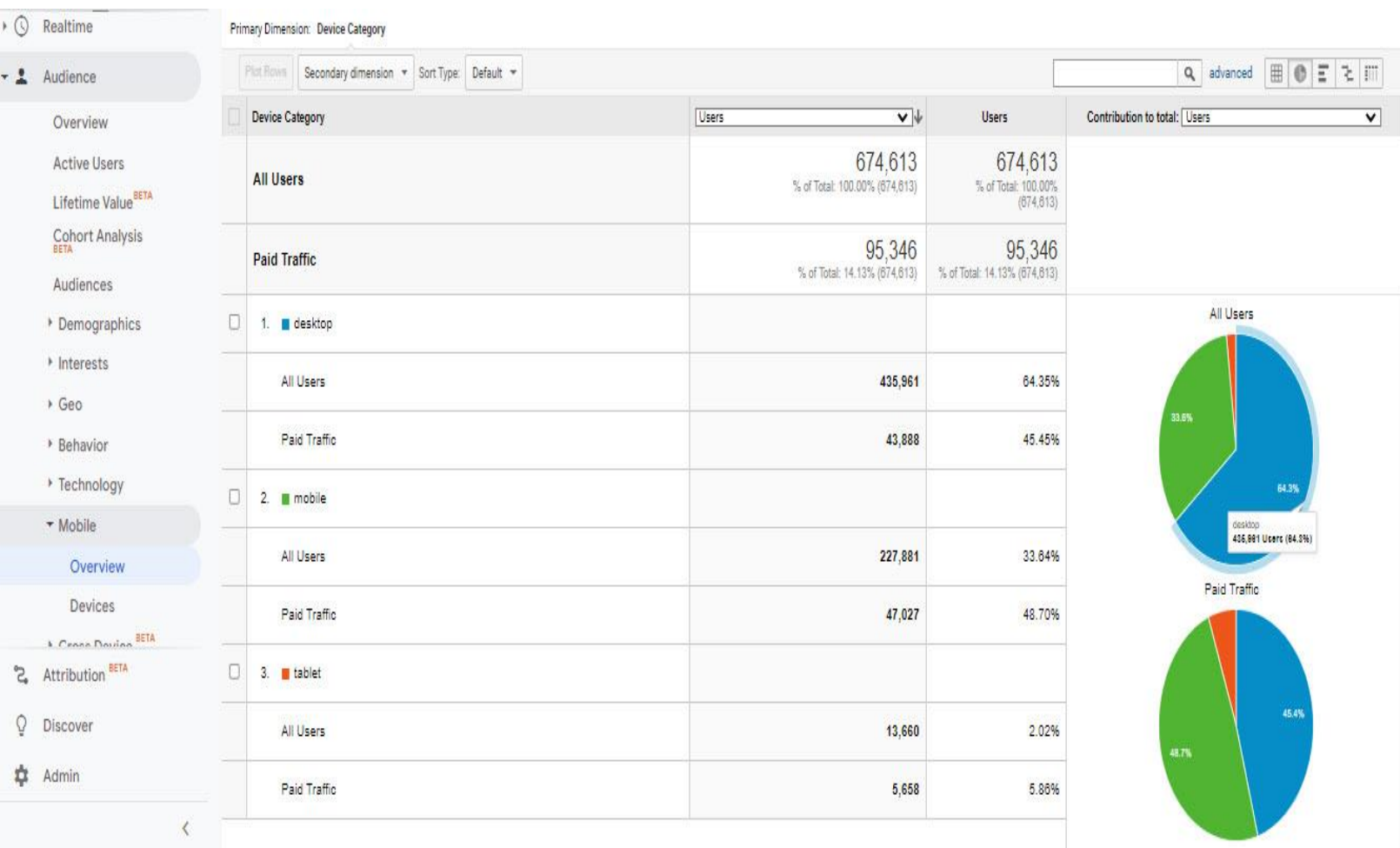
Standard Display: Acquisition

After going into Acuisition → Overview ,the data for over twelve months is collected. The Bounce rate is visible in the screenshot.

Standard Display: Acquisition

1st Answer:

   During the twelve month period I have selected excluding *Direct* and **Other**, the **Display Channel** has the highest Bounce rate of **59.53%** while **Organic Search Channel** has the lowest Bounce rate of **33.33%.**

   In the ecommerce, the **Paid Search Channel** has the given Conversion rate of **1.94%** while **Display Channel** has the lowest of **<0.01%**.

2nd Answer:

  Based on my experience, every single one of these Metrics are of great importance because they contributes in business insights equally to learn how its going or where do we need to bring improvement.

Percentage Display: Conversion

After going into Conversions → Ecomerce and Overview then selecting New users and unique purchasing in the metric, got the exact data for over 12 months.

The screenshot shows New users segment, Product Category, Highest number of unique purases and Revenue.
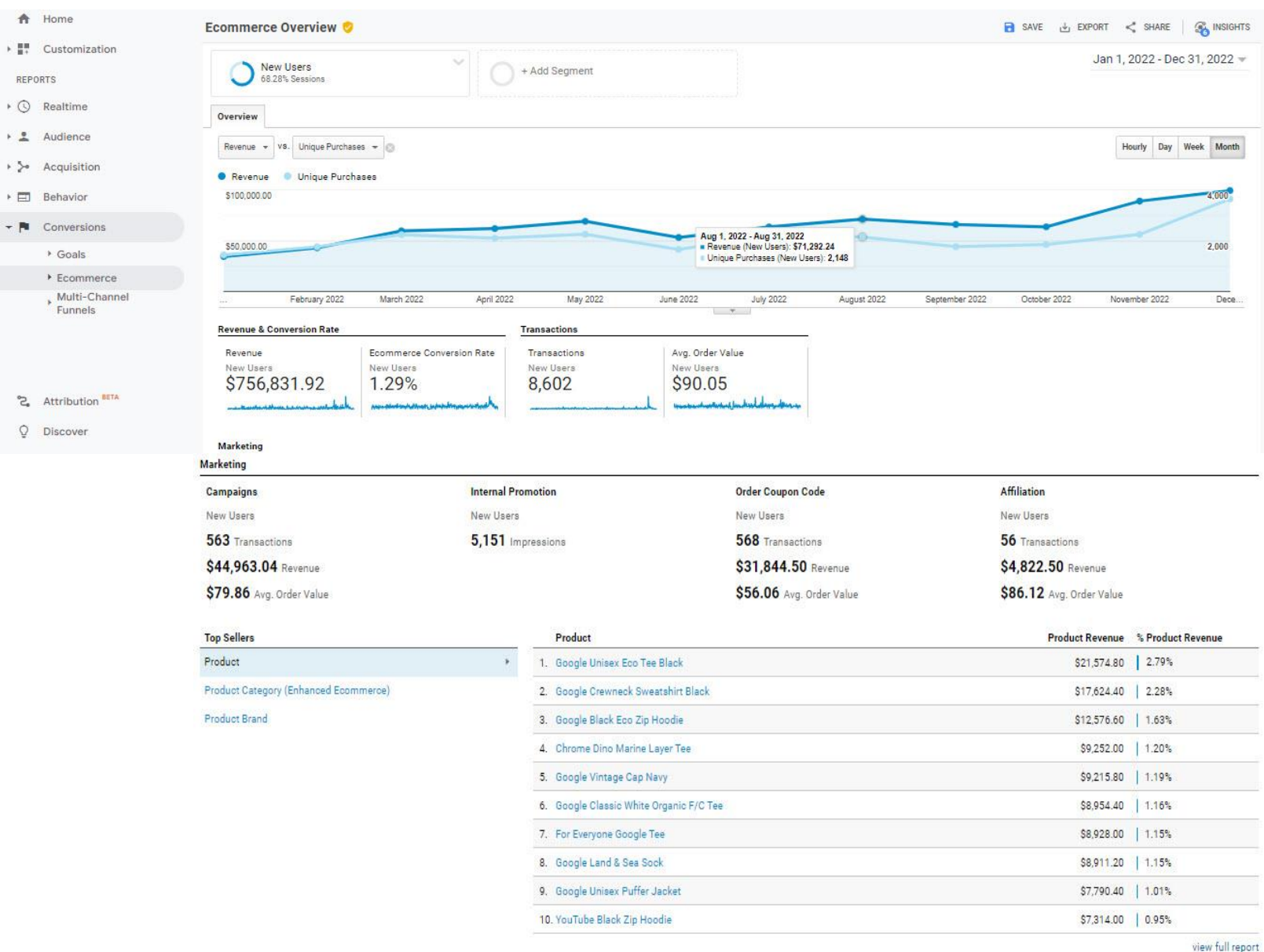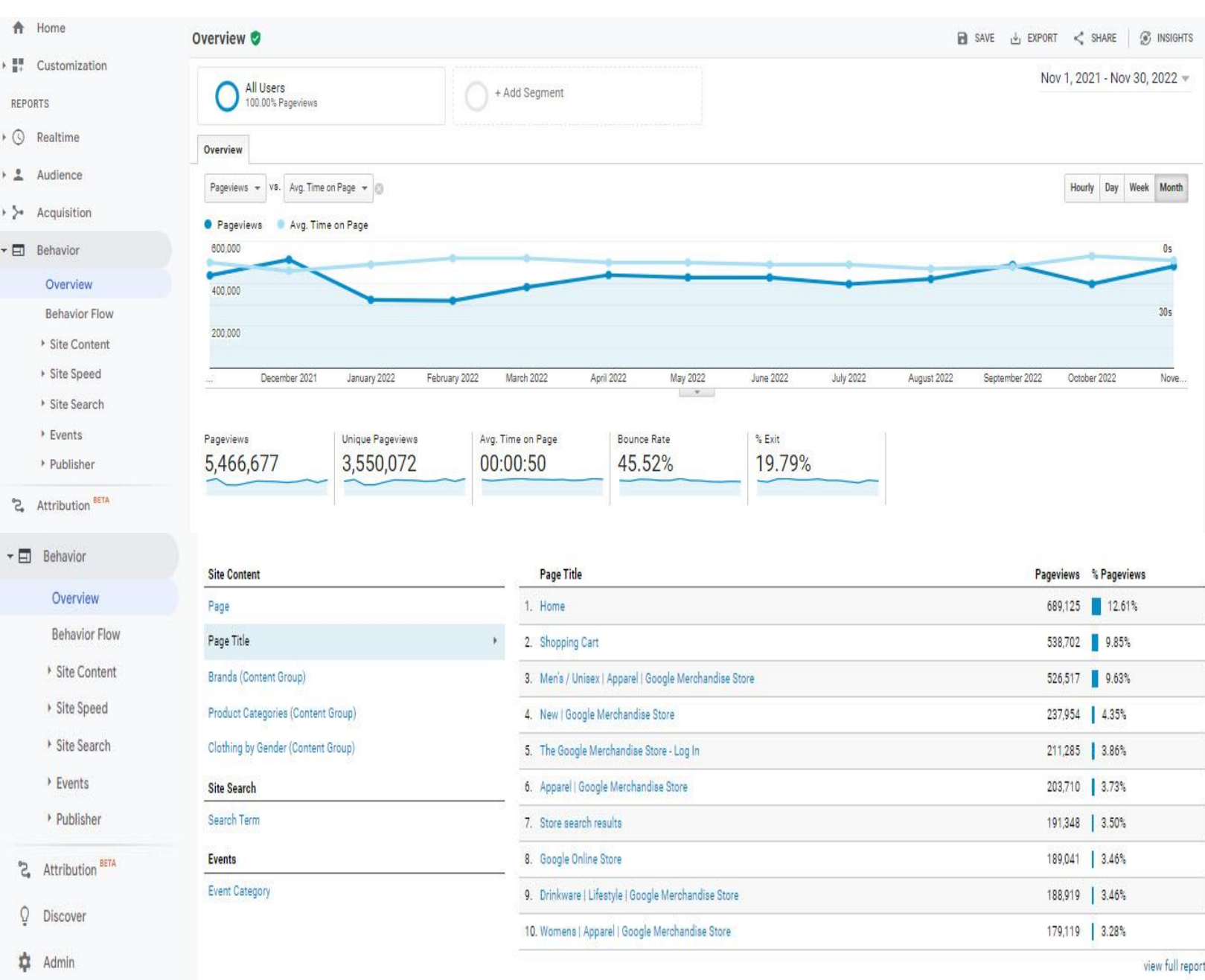
Comparison Display: Behavior

The screenshot provides comparison for traffic from All Users between the start and end of over twelve month period, including Top 10 Pages, Page views and Average page load time.

Comparison Display: Behavior

Based on the screenshot, identify any trouble spots related to speed page timings.

Answer: There are two main troubles identified related to the speed page timings; **1ˢᵗ** the homepage takes too much to load (as shown in the google analytics screen shot) with **51.93%** Bounce & **45.70%** of Exit rates.

2ⁿᵈ The Search page also shows resistance trouble to the speed page timing with **38.81%** Bounce & **20.20%** of Exit rates.

This may reduce interest for the new visitors & maximizes the untrusting for a product unavailability).

	Page		Avg. Page Load Time (sec)	Pageviews	↓ Bounce Rate	% Exit	Page Value
			3.96 \n Avg for View: 3.96 (0.00%)	4,921,517 \n % of Total: 100.00% (4,921,517)	45.51% \n Avg for View: 45.51% (0.00%)	20.10% \n Avg for View: 20.10% (0.00%)	$12.62 \n % of Total: 106.56% ($11.84)
☐	1.	/home	6.22	685,884 (13.94%)	51.93%	45.70%	$1.53 (12.13%)
☐	2.	/basket.html	3.28	511,888 (10.40%)	29.04%	8.63%	$18.98(150.42%)
☐	3.	/store.html	3.60	303,250 (6.16%)	48.07%	13.46%	$12.31 (97.55%)
☐	4.	/google+redesign/apparel/mens	3.41	250,605 (5.09%)	30.06%	18.66%	$7.29 (57.75%)
☐	5.	/signin.html	2.53	161,514 (3.28%)	13.46%	9.72%	$19.52(154.69%)
☐	6.	/google+redesign/new	3.44	142,126 (2.89%)	38.00%	26.05%	$6.08 (48.17%)
☐	7.	/google+redesign/apparel/mens/quickview	3.28	138,238 (2.81%)	24.34%	4.03%	$13.92(110.34%)
☐	8.	/asearch.html	5.84	127,952 (2.60%)	38.82%	20.20%	$6.82 (54.09%)
☐	9.	/google+redesign/apparel	4.49	121,272 (2.46%)	51.00%	31.57%	$3.46 (27.41%)
☐	10.	/google+redesign/lifestyle/drinkware	2.74	104,928 (2.13%)	38.00%	19.75%	$9.95 (78.88%)

Primary Dimension: Page   Page Title   Content Grouping: none ▾   Other ▾

Show rows: 10 ▾   Go to: 1   1 - 10 of 1576 ‹ ›
This report was generated on 1/8/23 at 9:13:07 AM - Refresh Report

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Behavior
- Overview
- Behavior Flow
- ▸ Site Content
- ▾ Site Speed
  - Overview
  - Page Timings
  - Speed Suggestions
  - User Timings
- ▸ Site Search
- ▸ Events
- ▸ Publisher
- Experiments
- ▸ Conversions
- Attribution ᴮᴱᵀᴬ
- Discover
- Admin

   Insert your note about the sreen shot on the previous page here. The screen shot shows that the *GMS* has total of **4,921,517** visitors with **45.51%** of Bounce rate and **00:00:50** seconds of average time on page from **Jan 1ˢᵗ 2022** till **Dec 31ˢᵗ 2022** .

According the screen shot, Home page has the highest page views of **13.94%** while google + redesign + lifestyle + Drinkware has the lowest **2.13%.**
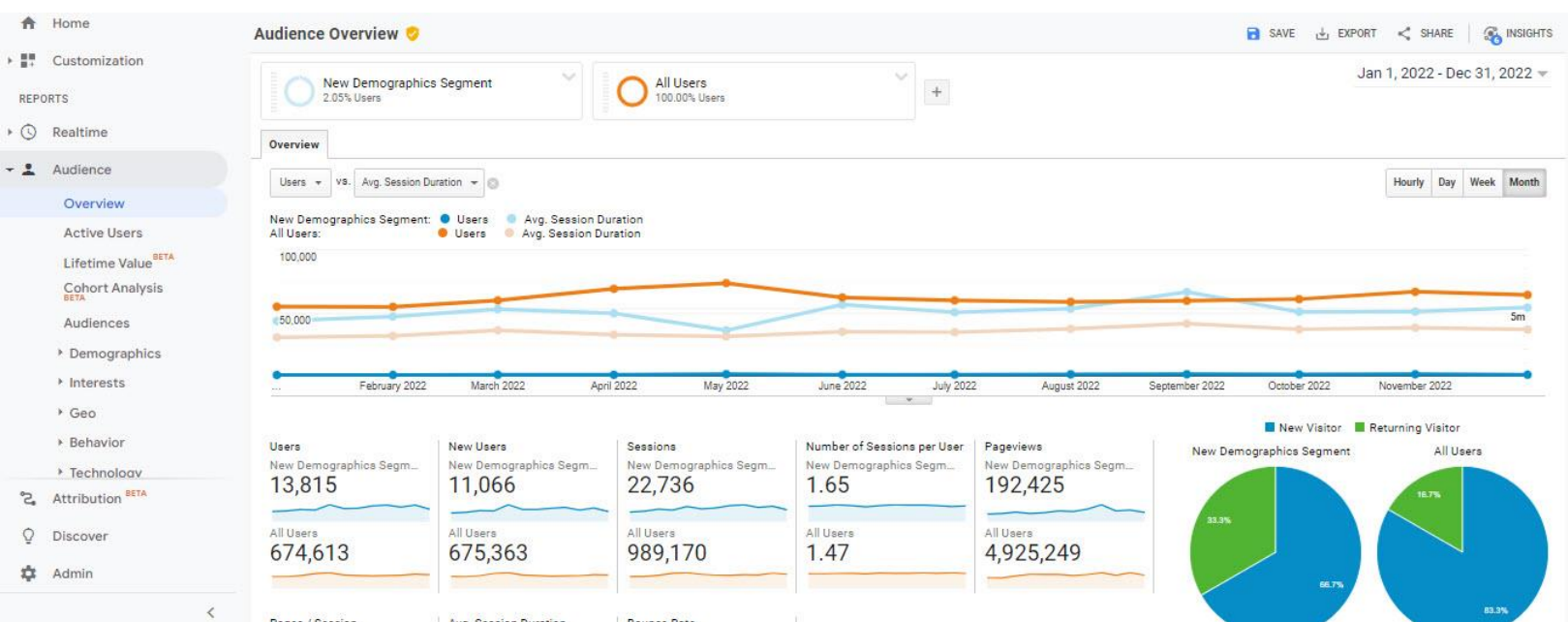
Part Four: Segmentation

Audience Segment: Demographics

The following screenshot shows the Audience Overview including both the **New Demographic** and *All Users* segments.

The following screenshot shows the values used for creating new Demographic Segment.

Audience Segment: Technology

The screenshot shows the Audience Overview including both the All Users and Technology segment.
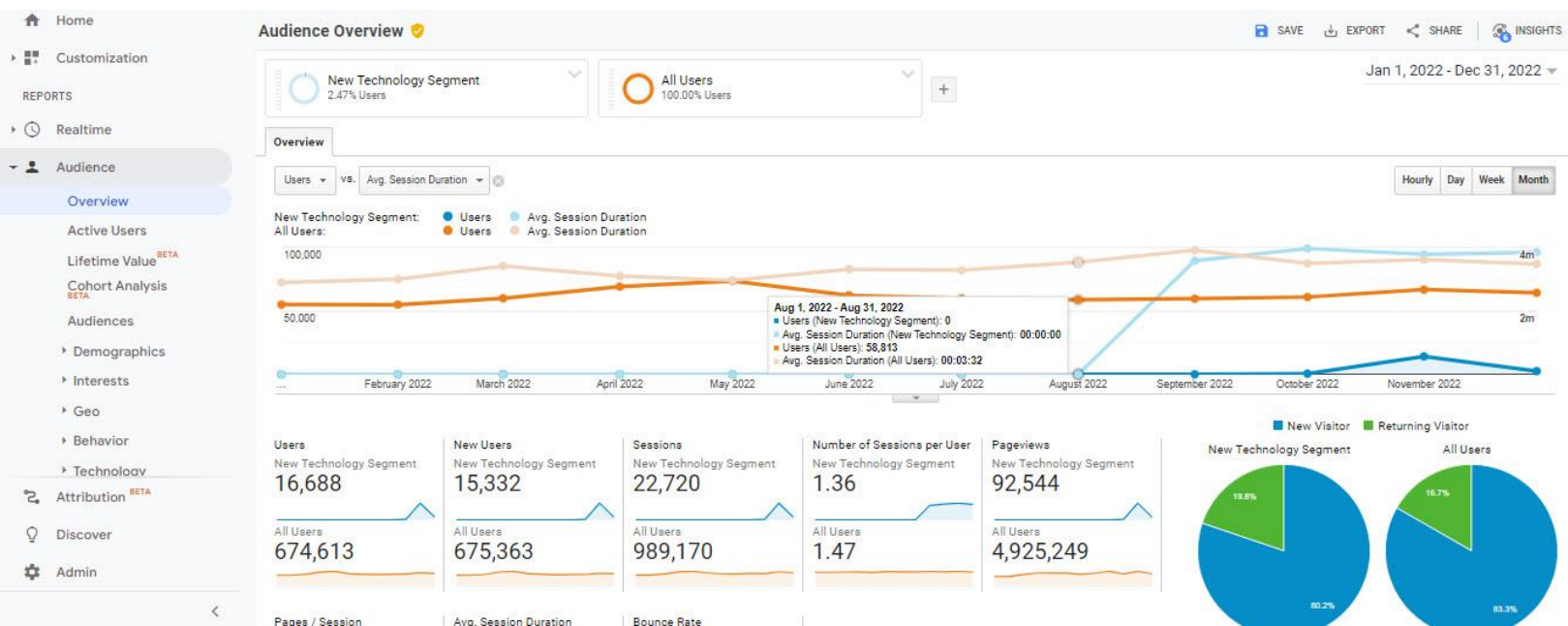
The following screenshot shows the values used for creating new Technology Segment.
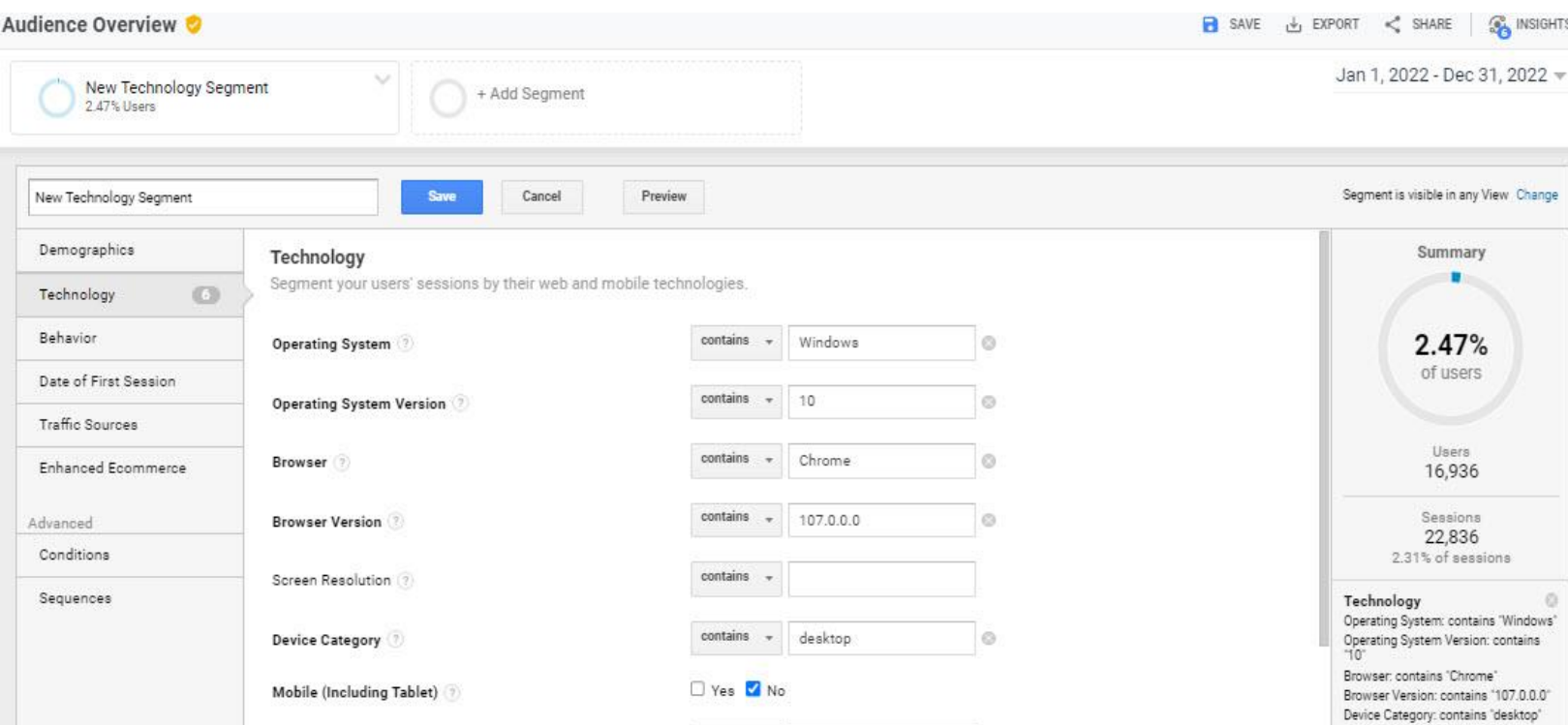
Audience Segment: User Behavior
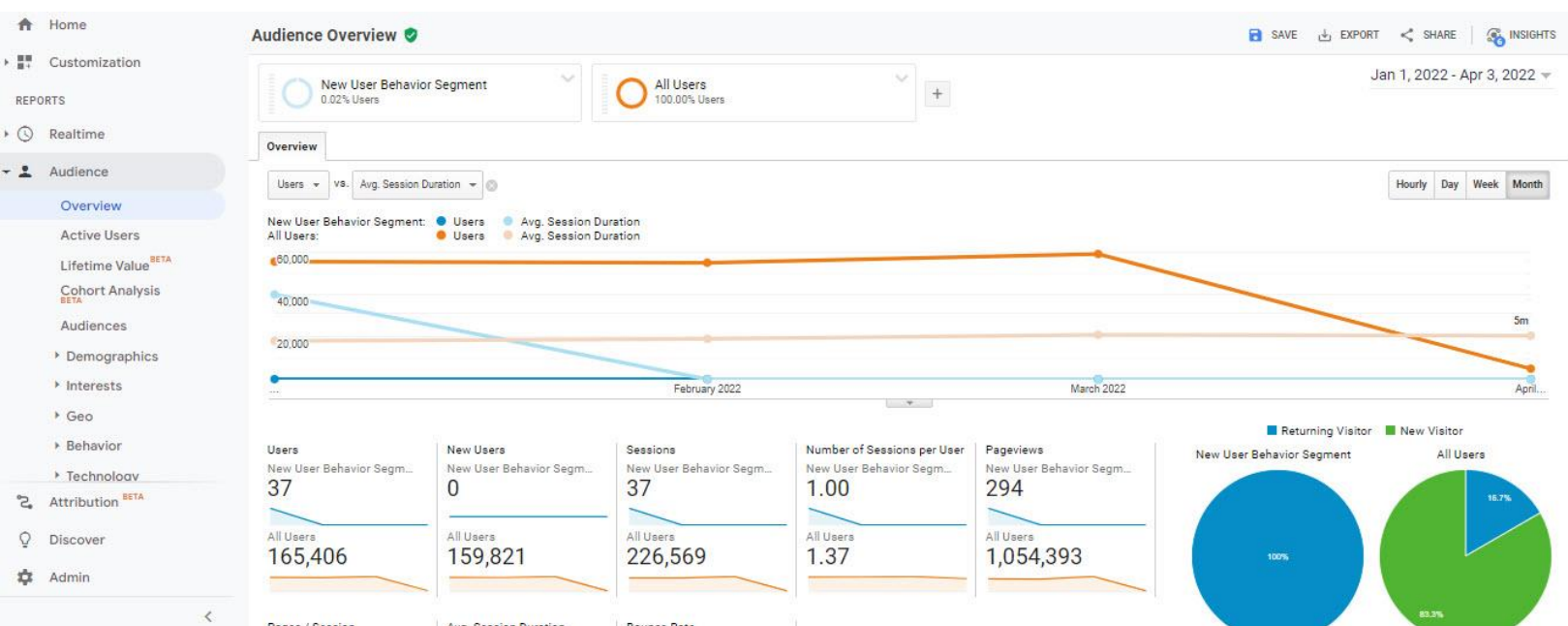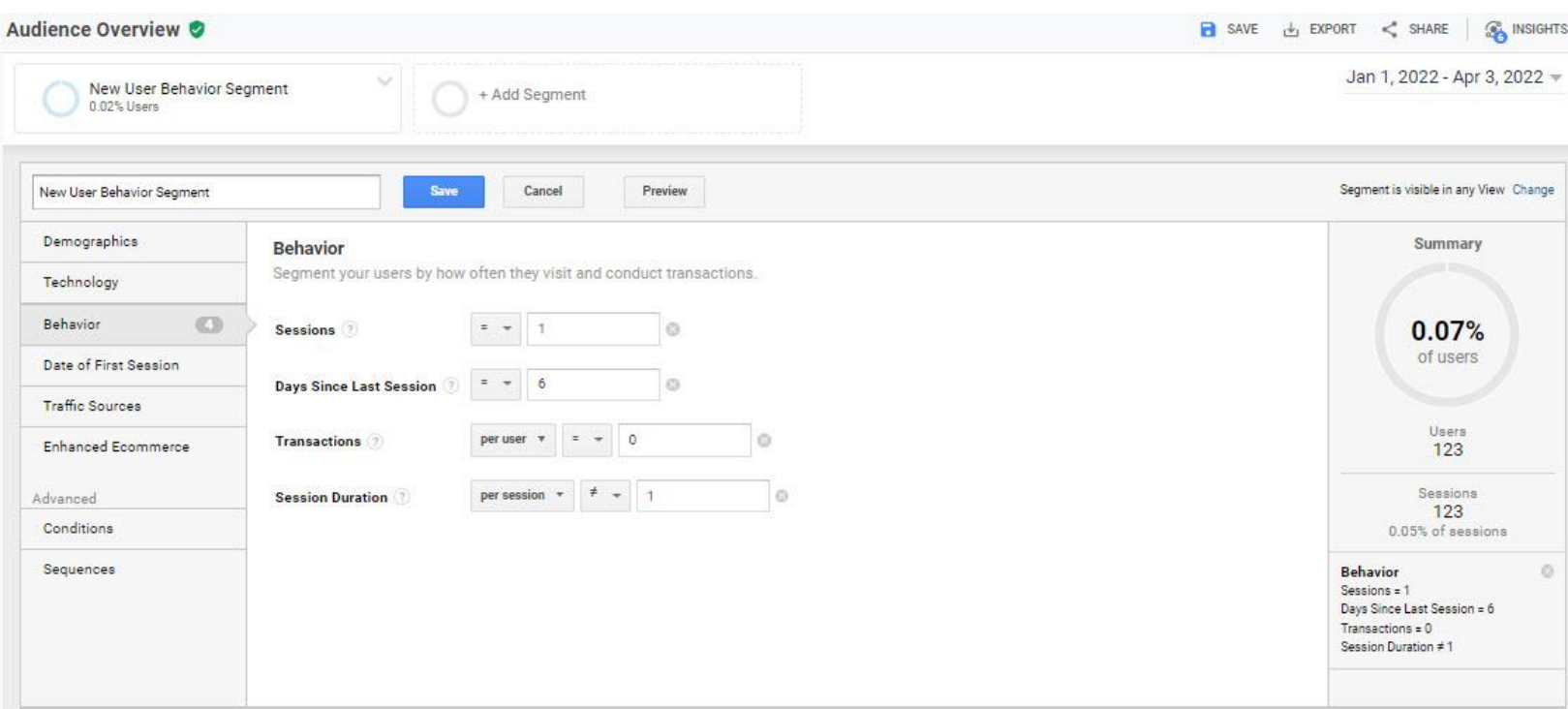
The screenshot shows Audience Overview that includes both User behavior segment and All Users.

The following screenshot shows the values used for creating new Technology Segment.

Part Five: Analysis and Suggestions

Analysis and Suggestions: Business Sales Growth

- Based on the data and other information provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth? You can assume that the c\data will remain consistent over the projected time frame. Please reference specific data to support your answer like metrics and campaigns.

- *Include your response here. You may also include screenshots if desired.*

- *The detailed answer is on the next slide, however if we just change the campaign which are generating more revenue costing less money are suggested and will achieve more than 20% YOY sale growth.*

Analysis and Suggestions: Business Sales Growth

Based on the data and other information provided, the campaigns can be realigned and improved to potentially achieve a 20% YOY sales growth through some changes which are;

1) The money spent on some compaigns like Solar Leads In Stream cheat Code & Solar Executive Websites and Maximize Conv- Costum internet produced zero revenue.
2) If the aforementioned money is spended in the compaings like Solar Leads In Stream RT.Conversion and Solar Subscribers which comulately produced 11 ROAS an dgenerated US dollars of 31,935.16 revenue from the cost of 6104.34.
   Include your response here. You may also include screenshots if desired.

The data results achieved after analyzing the existing marketing data including Campaign, Cost, Revenue and ROAS for growing business of GSMM Solar YouTube Ads campaigns.

GSMM Agency YouTube Ads Sales Funnel Results 2021

March 19, 2021 - December 31, 2021							
2021 Solar YouTube Ads Sales Funnel Campaigns	Bid strategy	Cost	Views	Clicks	Conv.	Revenue	ROAS
Solar Leads - In-Stream Solar Cheat Code Website	Max Conv.	$270.11	2,002	318	0	0	0
Maximize Conv - Solar Sales Calls - Custom Intent	Max Conv.	$920.59	3,527	655	6	0	0
Solar Leads - In-Stream RT - Conversions	Max Conv.	$1,760.23	41,677	9,964	20	$10,957.48	6.2
Solar Subscribers - Discovery Keywords - CPV	Manual CPV	$4,344.11	185,217	0	7	$20,977.68	4.8
Solar Leads - In-Stream Solar Exclusive Website	Max Conv.	$323.81	2,852	302	0	0	0
Totals		$7,618.85	235,275	11239	33	$31,935.16	4.2

Analysis and Suggestions: eCommerce

Now you will evaluate the current state of eCommerce for your business and how it might be improved.

Looking at your website pages or the Google Merchandise store website and current eCommerce experience, identify one change to the eCommerce UX and one additional eCommerce option you would recommend implementing.

Example: One way to improve eCommerce capabilities would be to add the option of a digital wallet with the option to securely store and manage cards that have been used for payment, along with the option of using PayPal or ApplePay.

UX change:

As of the landing page of the Google Merchandise Company, I would suggest to change the heading words from "Shop Trending Collection" into "Exclusive Season Deals/offers".

Other eCommerce change or addition:

Reduce size of the display picture with their prices may create costumers contact eyes on more products, results in each conversion of every visitor if they find products of their interest.

Analysis and Suggestions: Technology

Now you will look at your existing technology stack and make recommendations for the future. This should include at least two additional technologies that are not currently utilized, one of which is a new emerging technology.

If using your own business, provide both the existing technology stack and the recommended update which.

If you are not using your own business or do not currently have a technology stack, you can use the GSMM 2021 Marketing Technology and Channels Spreadsheet to answer this question or as a template to create your own.

Provide a link to your technology stack or place a screenshot below. Make sure that the screenshot clearly shows a minimum of 2 new additional technologies, one of which is emerging, and a total stack of no less than 10.

	New Technology Stack for the Year 2023		
	GSMM 2021 Technology Stack		
Blockchain		1800	150
Social Commerce		400	15
Virtual assistance		156	13
Zapier		588	73.5
GoHighLevel		2976	297
Storyblocks		360	30
Screencastify		150	12.5
Amazon Pay		100	4
Worldpay		228	19