

Assignment - 4

Name - Jatin Sehrawat

Roll No. - 2501660030

Course - BCA Cybersecurity

Subject - Foundations of
Data - Driven
Decision Making

Course Code - ETSEDD111

Serial No. - 38

Task 1 - Define 3-4 KPIs for Marketing

A company wants to improve performance of its digital marketing campaign to increase customer sales.

KPIs for Marketing

1. Conversion Rate

Measures how many website visitors take the desired action (purchase, sign-up, click).

Why it matters: Shows campaign effectiveness

2. Customer Acquisition Cost (CAC)

Total marketing cost ÷ number of new customers acquired.

Why it matters: Helps evaluate marketing budget efficiency

3. Click-Through Rate (CTR)

Percentage of people who clicked on ad/post out of those who saw it.

Why it matters: Indicates how attractive ads/content.

4. Return on Marketing Investment (ROMI)

$\frac{\text{Revenue generated from marketing} - \text{marketing cost}}{\text{marketing cost}}$

Why it matters: Shows profitability of marketing efforts.

Task 2 - Data - Driven Decision Plan (Marketing)

1. Identify Problem

Website traffic is high, but conversions are low

2. Data to Use

- Website analytics (CTR, bounce rate)
- Ad performance data
- Customer behaviour data
- Sales data related to marketing campaigns

3. Decision Steps

Step A : Analyse CTR and engagement data

If CTR < industry benchmark, review ad creatives.

Step B : Optimize landing pages

Use heatmaps and user session recording to identify

Step C : Improve audience targeting

Use demographic and behavioral data to target.

Step D : Allocate budget based on performance

Shift budget toward campaigns with high ROI.

4. Justification :

- Data ensures decisions are based on performance trends, not assumptions
- Optimization reduces CAC and increases ROI.
- Better targeting increases conversion rate

Task 3- Performance Tracking Through Feedback Loops

1. Weekly KPI Review Loops

- Track CTR, conversion rate, and CAC weekly.
- Identify what's improving and declining.
- Make small adjustments (testing ads).

2. Monthly Marketing Performance Loop

- Compare monthly ROI with previous months.
- Evaluate which campaigns deliver strongest ROI.
- Reallocate budget for next month accordingly.

3. Customer Feedback Loop

- Collect feedback through surveys or website forms.
- Analyze sentiments from social media mentions and comments.
- Use this feedback to improve content and ads.

Tools for Tracking

- Google Analytics
- Meta / Google Ads
- CRM System
- Excel dashboards or Power BI charts

Task 4 - One Page Executive Summary

The report evaluates effectiveness of current marketing efforts using key performance indicators (KPIs) such as Conversion Rate, Customer Acquisition Cost (CAC), Click-Through Rate (CTR), and Return on Marketing Investment (ROMI). This highlights that while website traffic is high, engagement and conversions remain below.

Data-driven decision plan was developed by analyzing customer behavior, ad performance, and sales outcome. The approach focuses on landing pages, improving ad creatives, and reallocating market budgets toward high-performing campaigns.