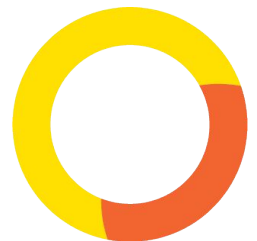




Creative Brief

Template





→ Project Title

Creative Brief for Data Analytics Service

→ Project Overview

ABELDATA helps small business utilize data that allow them drive valuable insight. One of our jobs is to provide freelance service for our client in the USA and beyond and help them analysis their business data by developing description, prediction and prescription model using various Data Science, Statistical and Machine Learning techniques.

Recently, we are planning to outreach more businesses and organizations that may need our services by promoting what we are doing on Social Media.

Business analytics gives leaders the tools to transform their wealth of customer, operational, and product **data** into valuable insights that lead to agile decision-making and financial success.

Objective

This is a concise statement of what you want to accomplish in your target market. Do you want to inform, persuade or motivate an audience to take a specific action?

The goal is to encourage our potential Business Owners to take advantage of our Freelance services and subscribe for our Data Collection (Scraping) technique, Cleaning and Analytics services we are offering.

→ Target Audience

Who is the creative work addressing? Describe in as much detail as possible who you want to engage and influence. Use demographic information, describe interests, behaviors, needs and fears.

Interest:

Business analytics
Data-based decision making
Deliver empathy to customers.
New market opportunities

Behaviors:

Businesses use Data analytics tools to transform from traditional way to smart decision making.

Location:

USA, and beyond

Need: Business owners are in need of in business analytics that gives them the tools to transform their wealth of customer, operational, and product **data** into valuable insights that lead to agile decision-making and financial success.

→ Competitors

Who in your field also targets the same audience? Summarize what products they are currently selling or campaigns they are running that might affect reaching your own objectives.

There are various data analytics firms and individual freelancers providing data-based business analytics services both online and offline. Many of them provide their services virtually through the third party like the freelancer, upwork and fiverr companies. Often time there will be no effective communication between freelancer and the business owner who is requesting services from the aforementioned companies and hence resulted in undesired project outcome.

We, therefore, effectively deploy the abundant opportunities offer by the social media particularly through Facebook, Instagram Ads and Messenger to avert the challenge of communication barriers and provides our client the most quality work to make their company data smart forever.

→ Your Offer

What are you trying to promote or sell exactly? What aspects or features of your offer stand out?

We are promoting an Online Data Collection technique. The technique to scrape data from its source using programming tools such as python, BeautifulSoup and Requests in order to automate the data collection system for any organization and business company. Currently we are offering the following services:

Online Data collection technique using python programming language and the requests, BeautifulSoup, pandas and numpy libraries.

Analyze important data to get business insight from the data.

→ Key Benefit

What is the single most important benefit of your offer for your target audience?

Our service allow any business or organization get insights from data that lead to more winning or success. Our technique improves predictability and drive growth.

→ Problem

What important problem of your target audience is your offer solving?

We are solving the traditional way of relaying on poor decision making system. We want our client be data smart and relay on it from intelligent business decision making system.

→ Proof Points

What information can you share to make your offer credible and trustworthy? Can you share customer quotes, satisfaction levels, low-price guarantees or test results that lend you external credibility?

We can share our screenshot for our finally programming technique showing the programming codes and the libraries we are using to accomplish the job of getting data; and sharing visually the outcome of business analysis.

→ Deliverables

What asset or assets do you need specifically? Images, a video, a PowerPoint presentation? Include details about the specific file format, size or other technical requirements.

Deliverable 1 We need an image for both Facebook or Instagram ad.

Deliverable 2 Caption: up to 125 Characters

Deliverable 3 Image Description: 1200 x 628 pixels, .png, 25 MB

→ Look and Feel

Add some keywords or personality traits that describe what you want the tone of voice and design to feel like.

Simple, Elegant, Insightful and Visually appealing

→ Guidelines

Here you can include specific design features that you want to see included such as specific headlines or product photos or more general guidelines for the execution such as color palettes or fonts to use.

Copy	Get 30% off your first service request or subscription
Social Media	Instagram and Facebook
Other	Our finally code for the analysis will be linked at our website and GitHub page for our customers or client to see what really we will offer them.

→ Timeline

Projected timeline

We want to deliver our service as quickly as possible without compromising the quality of our service. So, two weeks: the first week is for getting work done and the second week for incorporating customer feedback and polishing the work.

Important dates/deadlines

One week from today	Web scraping finalized
Two week from today	Data being analyzed
Three week from today	Code snippet and image made ready

→ Budget

Amount	\$500
Financial Sources	ABELDATA, Marketing Account
Notes	Do not go over budget without permission from Abulla



➔ Comments and Approval

Contact Name and Title

Abulla, Owner of ABELDATA

Comments

All employees are allowed to provide his or her feedback and comment to enrich this Creative brief!

Date

03/15/2021

Signature

Abulla



