

◀ Return to "Marketing Analytics" in the classroom

# Creating an Analytic Brief

REVIEW

HISTORY

## Meets Specifications

Hi,  
 Congratulations, your project is good to go. 🏆 🎉  
 Keep up the good work. 👍  
 Happy Learning. 😊

## Business Story



Students has provided answers to the following questions:

- What relevant actionable segments exists?
- Which ones should we pursue and why?

## Customer Story



Students has provided answers to the following questions:

- Where is our target audience?
- Where is our effort?
- How effective is our effort?

- Where should we focus changes?
- What should we do, now or later?

## Testing and Learning Plan



Students has provided answers to the following questions:

- What should we study further?
- What should we try?
- What analysis and data do we need?

## Purchase Process



Students has provided a purchase process flow and identified two/three avenues for the funnel

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RETURN TO PATH

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