

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Objectives

Increase sales for the current year by 20% of the last year.

Business Story : Mobile Repair Shop

What relevant actionable segments exists?

- People who purchased Charger , cables and hand free or any kind of accessories
- People who are interested in new piece of tech
- People who are passing near the shop in 15 km range

Which ones should we pursue and why?

- All of the above

Customer Story

Where is our target audience?

- People are in 15 Km near the shop

Where is our effort?

- Currently we are advertising on Facebook and blogs and affiliate to generally increase the sales

How effective is our effort?

- Our effort increase the sales by 8% compared to the last year

Where should we focus changes?

- we should focus our changes on current segment and try to increase purchasing by make special offer on repair and accessories

What should we do, now or later?

- We should increase our ad and print geo located to 15 Km radius from the store with special offers targeted at our segment

Testing and Learning Plan

What should we study further?

- First, we should dig into last year metrics and see if there something we can improve of fix
- Second, look at our ad performance and what we gained from blog and affiliate and what adjustments should be made

What should we try?

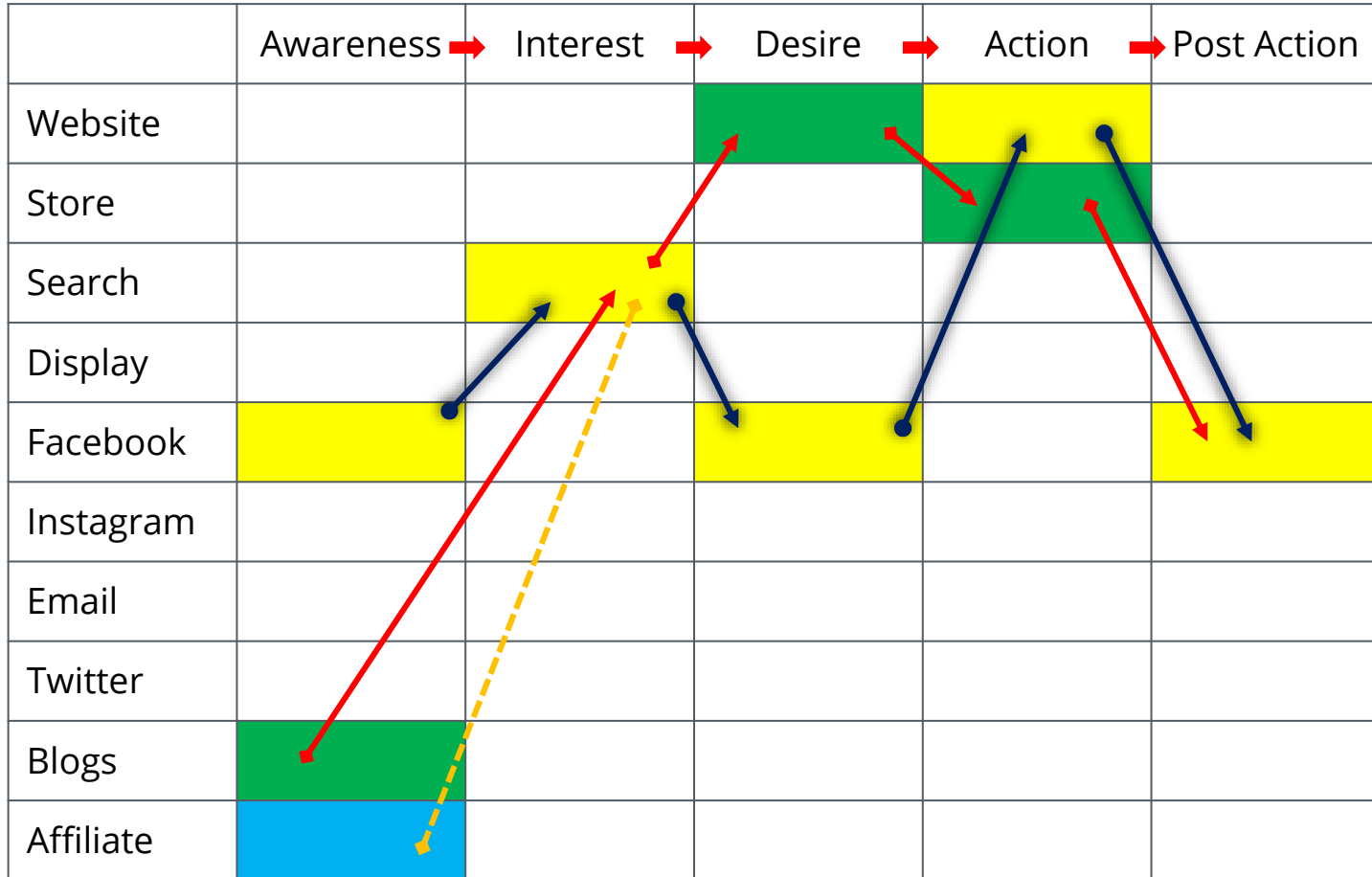
- We should try to make more good post action that make our customer loyal and make them our affiliate make more earned ads

What analysis and data do we need?

- We should analyze our sales data, most purchased item and our geography data

Purchase Process

Channels



Most Important Metrics – Purchase process

1. Awareness

- Facebook impressions
- Blogs Visitors
- Affiliate post

2. Interest

- Search : inbound search and time on site

3. Desire

- Facebook : follow the brand page, click on ad , repeat the visit , sign up on site and keep email keep up and add products to cart
- Website : inbound search , click on ad , repeat the visit , sign up on site and keep email keep up and add products to cart

Most Important Metrics – Purchase process

4. Action

- Website : traffic to the site and complete transactions
- Store : visit store and purchase a product or make a repair

5. Post action

- Facebook : Engagement and writing review posting a picture and make a tag to the store