

# Marketing Basics for Data Scientist *Summary2*

**My role as a data scientist in marketing** comes in the Research and Analytics phase, where I work with data provided by marketers who have worked on the planning based on the recommendations, predictions, solutions .. . I have already delivered. I am then involved in the implementation and monitoring phases, and based on the monitoring results, they provide me with the newly collected data.



## In Marketing Research

**What should I do?**

- Étudier le Business
- Étudier la valeur de mon ( product | service | idea)
- Étudier la compétition
- Étudier l'audience ( Buyer Persona | Buyer Journey)
- Étudier le marché

### Warning:

The purpose of this part, Summary Part 2, as a data scientist in marketing, is to understand the data received from a marketer or marketing analyst: where the data comes from, the role of each feature, and the relationships between features

**“The Good Data Analyst who** ask the main questions and finding the right answers”

## How ?

- What differentiates me from my competitor? What unique qualities or assets do I possess, and what does he have?
- Understanding the segmentation of my audience by understanding the categories of my products the prices the average of the prices
- Tracking the visitor
- Savoir les keywords used utilisés
- Savoir les products les plus visités
- Etudier reviews des clients sur le site par des modèles de Machine Learning
- Using the **SWOT** technique ( Strengths + weaknesses => Internally || Opportunities +threats => Externally )

SWOT ANALYSIS TEMPLATE			
STRENGTHS		WEAKNESSES	
<input type="checkbox"/> What do we do well? <input type="checkbox"/> What do our customers say we do well? <input type="checkbox"/> What is our unique selling proposition? <input type="checkbox"/> Do we have strong brand awareness? Customer loyalty? <input type="checkbox"/> Supplier, distributor, influencer relationships? <input type="checkbox"/> What proprietary or unique assets do we have? <input type="checkbox"/> What skills do we have that our competitors don't? <input type="checkbox"/> Strong capital? <input type="checkbox"/> Do our profit margins compare to industry benchmarks?		<input type="checkbox"/> Where can we improve? <input type="checkbox"/> What do our customers frequently complain about? <input type="checkbox"/> Which objections are hard to address? <input type="checkbox"/> Are we new or not well known? <input type="checkbox"/> Do we have any limitations in distribution <input type="checkbox"/> Are our resources and equipment outdated or old? <input type="checkbox"/> Are we lacking in staff, skills, or training? <input type="checkbox"/> Do we suffer from cash flow problems? Debt? <input type="checkbox"/> Are our profit margins smaller than industry benchmarks?	
OPPORTUNITIES		THREATS	
<input type="checkbox"/> Do our competitors have any weaknesses we could benefit from? <input type="checkbox"/> Target market growing or shifting in our favor? <input type="checkbox"/> Is there an untapped pain point or niche market? <input type="checkbox"/> Are there upcoming events we could benefit from? <input type="checkbox"/> Are there geographic expansion opportunities? <input type="checkbox"/> Are there potential new sources of financing? <input type="checkbox"/> Industry or economic trends that could benefit us? <input type="checkbox"/> Social or political trends that could benefit us? <input type="checkbox"/> Any new technology that could benefit us?		<input type="checkbox"/> New competitors or expansion in existing competitors? <input type="checkbox"/> Is our target market shrinking or shifting? <input type="checkbox"/> Could any indirect competitors become direct competitors? <input type="checkbox"/> Industry or economic trends that could work against us? <input type="checkbox"/> Social or political trends that could work against us? <input type="checkbox"/> Any new technology that could work against us?	

## Data Collection

- Surveys and Questionnaires

For example, when you register on Netflix, they ask about your preferred types of films and whether you prefer movies or series.

- Interviews and Meetings
- Prototyping

Creating a prototype of my future product and gathering feedback on it.

- Focus Groups

Bringing together diverse groups of people to discuss specific topics, products, or services. Common uses include:

- Product Development
- Customer Feedback
- Advertising and Marketing
- Social Research
  - Website Data
  - Subject Matter Experts
  - Observation
  - Reporting Tools

For example:

- Google Analytics and Similarweb for website data
- Mailchimp for email analytics
- Mixpanel for tracking mobile app activities
- Hotjar for user experience analysis
- SEMRUSH is more powerful than Google Analytics ( It offers extra features)
- SpyFu

## Comment puis je utiliser google analytics pour tracker mon website ?

- Créer un compte et une propriété Google Analytics
- Ajouter quelque lignes de code pour tracker
- consultez les données en temps réel pour vérifier l'installation, puis explorez les Rapports pour suivre les performances du site.

## Situation pour Comprendre ce qui est à toi et ce qui est contre toi as a Marketing Data Scientist !!

Le **business analyst** (BA) ( peut être le business owner) a pour mission d'identifier les problèmes et les opportunités dans les processus d'affaires d'une organisation. Il est souvent chargé de poser les bonnes questions pour comprendre les besoins et les défis des entreprises. 🤔🤔🤔

- Pourquoi les clients nous quittent-ils ?
- Quel est le bon profil de mon customer à cibler par AI ?
- Quels problèmes rencontrent mes customers ?
- Pourquoi ma précédente campagne marketing n'a-t-elle pas été réussie ?
- Pourquoi mon business a-t-il rencontré un succès dans certaines régions et pas dans d'autres ?
- Où se trouve mon client dans le Buyer Journey Funnel ?  
(On a déjà parlé de Buyer journey funnel dans le doc précédent part 1)

So un **data scientist** se concentre principalement sur l'analyse des données pour en tirer des insights, des modèles prédictifs et des solutions basées sur les données en répondant aux questions d'un business analyst / marketer / business owner en utilisant l'analyse et/ou le machine learning ... 💡💡💡

- AI & ML ( to predict the future ) :
  - Classification: Customer churn - sentiment Analysis - chatbots(Customer Service) - Review Text Analysis - Product Recommendation - Personalization (Purchasing-Email-..) - ....
  - Régression: Customer lifetime value (CLTV) - ....
  - Clustering : Customer Segmentation - Competition Segmentation - Lead Generation (by using chatbot results)...
  - Virtual Reality / Augmented Reality

- Analysis ( to understand the current situation) :

- Campaign Analysis
- Audience Behavior Analysis
- Competition Analysis
- Product Analysis
- Investing & Expansion Analysis
- Revenue Analysis
- Market Growth and size Analysis