**AMDARI Marketing Analytics (Documentation) Challenge: Scope and Overview**

Welcome to the **AMDARI Marketing Analytics (Documentation) Challenge**, an exciting opportunity for you to showcase your technical skills and your ability to communicate your work effectively!

**Scope of the Challenge:**

Over the course of two weeks, you will be assigned a data project via the AMDARI platform titled **"Digital Ad Genius: Maximizing E-commerce Impact with Precision Digital Marketing Analytics."** Your task is to replicate, refine, and document your work with a focus on clear communication and insight.

* **Week 1**: You’ll begin by replicating the project following the instructions provided by our instructors. This phase is all about understanding the project’s objectives and documenting your step-by-step process.
* **Week 2**: You will refine and improve the project, making enhancements to the methodology, tools, or insights you’ve gained. Once complete, you will **share your work with others** by posting it on social media (Twitter or LinkedIn), tagging us in your post, and linking to your detailed documentation on a blog platform. **The post with the highest engagement (likes, comments, shares) wins**.

This challenge isn’t just about technical ability but also about how well you can document your journey, present your results, and engage your audience by sharing your work with others in the data community.

**Key Dates:**

* **Challenge Announcement**: 09/09/2024
* **Onboarding Date**: 14/09/2024
* **Week 1 (Replication) Starts**: 16/09/2024
* **Week 1 (Replication) Ends**: 22/09/2024
* **Week 2 (Refinement) Starts**: 23/09/2024
* **Week 2 (Refinement) Ends & Social Media Posting Deadline**: 28/09/2024
* **Winner Announcement**: 30/09/2024

**Key Dates and Milestones:**

| **Milestone** | **Details** | **Date** |
| --- | --- | --- |
| **Challenge Announcement** | Announce the Documentation Challenge on all social media platforms, sharing initial details and instructions. | 09/09/2024 |
| **Onboarding Date** | Participants onboard to the AMDARI platform to discuss the challenge and expectations. | 14/09/2024 |
| **Week 1 Start** | Participants start replicating the instructor’s project and documenting the process. | 16/09/2024 |
| **Week 1 End** | Deadline for Week 1 documentation (replication). | 22/09/2024 |
| **Week 2 Start** | Participants begin refining and improving their projects. | 23/09/2024 |
| **Week 2 End** | Final deadline for sharing the project documentation on social media and tagging AMDARI. | 28/09/2024 |
| **Winner Announcement** | Announce the winner based on the highest social media engagement. | 30/09/2024 |

**Why Participate?**

* **Boost your visibility**: Share your work on social media and get noticed by industry professionals.
* **Engage and inspire others**: Share your insights and approach, sparking discussions and learning opportunities.
* **Win great prizes**: A reward of **100 Canadian dollars**, a **professional CV review**, and a **spotlight feature**.
* **Learn marketing analytics**: By the end of the challenge, you will have gained hands-on experience in marketing analytics.
* **Build your portfolio**: You’ll have a portfolio-worthy project showcasing your skills in marketing analytics.

Get ready to learn, document, share, and engage!