

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Description

Tesla is a sustainable energy company with electrical automobiles as its core products. The very purpose of Tesla's existence is to accelerate the world's transition to sustainable energy. We hypothesize that Tesla plans to increase the sales of model 3 for the fourth quarter of this year 2020.

Business Story

What relevant actionable segments exists?

- Office workers who need to commute everyday in New York
- People who need to replace old vehicles in New York

Which ones should we pursue and why?

We could pursue both segments because office workers are a potential group of people who are most likely to purchase their first car. Second, the trade-in program in Tesla matches customers who want to replace old cars.

Customer Story

Where is our target audience?

- In office buildings
- Second-hand vehicle sales websites

Where is our effort?

- Office buildings in New York
- Visitors to second hand vehicles sales websites whose cookies locate in New York

How effective is our effort?

- We could measure by comparing the sales increase rate with other models by last year.

Where should we focus changes?

- We should customize our ads for particular groups of audience. Provide special offers for them to buy model 3.

What should we do, now or later?

- Advertising on digital bulletin boards in office buildings to sell more model 3
- Advertising on second-hand vehicle sales websites about model 3
- Offer savings for purchasing model 3

Testing and Learning Plan

What should we study further?

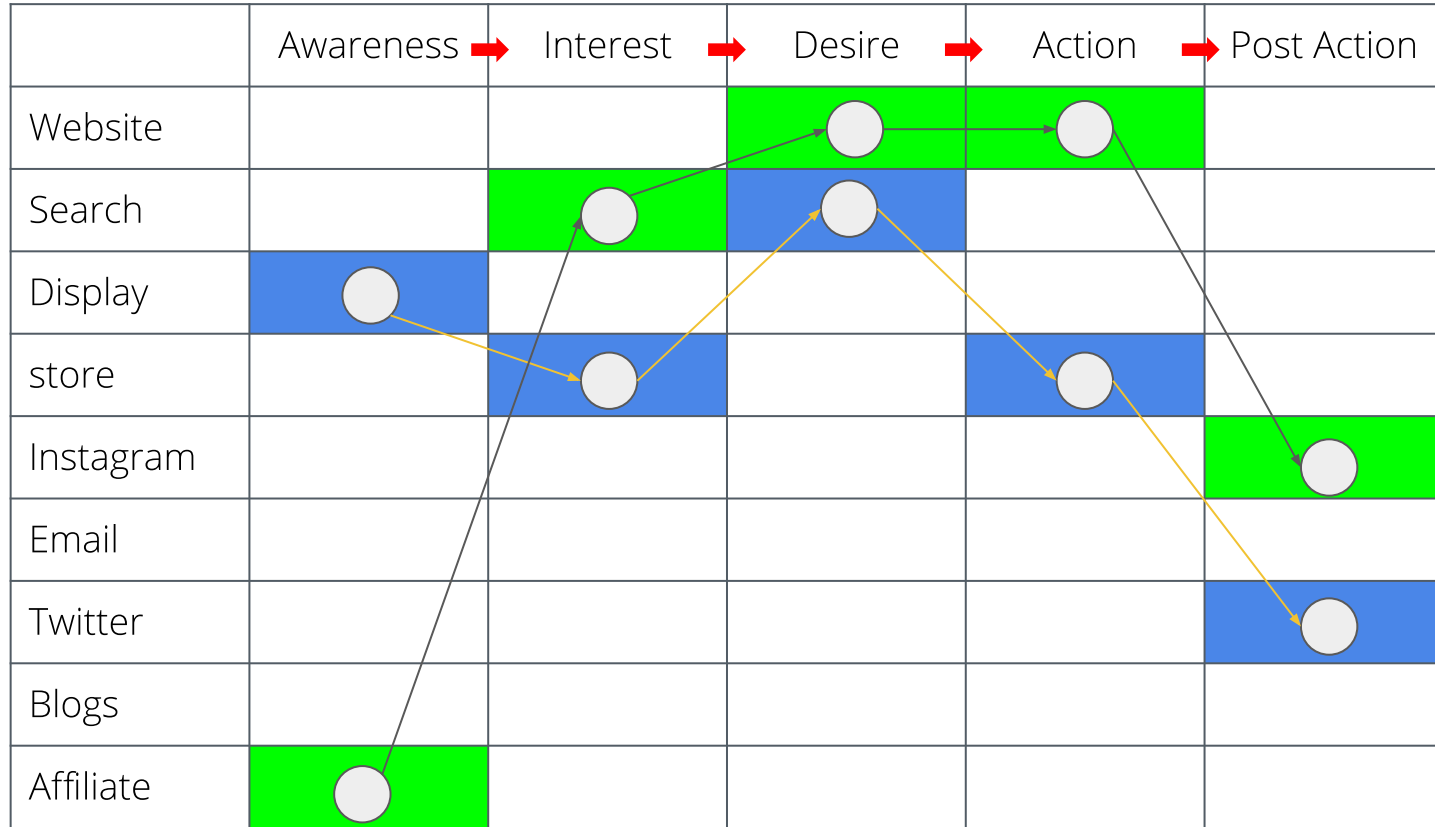
- Study metrics in last year like sales for model 3
- Compare sales increase rate between different models so that we know whether the ads on model 3 works after a month.

What should we try?

- We should try to increase the exposure of model 3.

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

- Awareness:
 - Display: display last time
 - Affiliates: ads impressions
- Interest:
 - Search: Traffic through organic search
 - Store: Percentage of customers who came because of promotion
- Desire:
 - Website: Session duration, pageviews per session, percentage of users who went through the funnel to payment
 - Search: repeat search times
- Action:
 - Website: transactions and whether or not saw promotion info
 - Store: transactions and whether or not saw promotion info
- Post Action:
 - Instagram: engagement, review, post or picture with tag to Tesla
 - Twitter: engagement, review, post or picture with tag to Tesla