



Capstone Project // Project Based Learning (PBL) // Data Analytics

Marketing Analytics Project

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Project Overview

Scenario

Your cohort is working at a marketing agency. Your client, a telecommunications company activating media across various channels, outsourced their campaign reporting needs to your entire team.

Task

Your client needs your expertise to maximize their future strategies for better performance and efficiency by analyzing the data for Spatial/Location, Audience, Creative, and Inventory.

Action

Your cohort will use the data provided by the client to identify and benchmark performance relative to overall campaign goals, analyze KPIs based on Spatial/Location, Audience, Creative, and Inventory data, identify insights and provide recommendations

Final Deliverables

Your entire cohort will **present one cohesive slide deck** to the client representatives (your captains), showing visualizations, key findings, insights, and recommendations. Your cohort will submit a **one-page report** summarizing key findings and final recommendations.

Overall Campaign Benchmark Goals

Primary Goals (Performance/Conversion-Focused)

KPI	Benchmark Goal	Purpose
Cost Per Conversion (CPCV)	\$50	Track spend per valuable action.
Click Through Rate (CTR)	10%	Reflect ad relevance and user engagement.
Cost Per Click (CPC)	\$25	Cost-efficiency per user click.
Desktop Conversion Rate	50%	Evaluate how well desktop users are converting.
Smartphone Conversion Rate	50%	Evaluate mobile performance.

Overall Campaign Benchmark Goals

Secondary Goals (Efficiency & Visibility-Focused)

KPI	Benchmark Goal	Purpose
Cost Per Mille (CPM)	\$2,500	General cost per 1,000 impressions.
Viewable CPM (vCPM)	\$5,000	Cost per 1,000 viewed impressions.
Viewability Rate	70%	Measure ad exposure likelihood.

Team Structure

- Fellows will select a role (Spatial, Audience, Creative, Inventory).
- Fellows be placed in **teams by role**, not by pods.
- In the first few project nights, fellows will work within ROLE groups.
- During the cross-functional night and moving forward, all role groups will collaborate and work together as a cohort to deliver a cohesive presentation.

Roles & Responsibilities

Cohort-wide

- Ensure the dataset is **cleaned once** to create a **single source of truth**. Avoid duplicating efforts by generating multiple cleaned datasets. Teams can then apply filters or views to the master dataset to extract the columns relevant to their tasks.
- Distribute **responsibilities equitably** and define **clear workflows**. Set **communication expectations** within and between teams to promote **transparency** and **collaboration cohort-wide**.
- Maintain **timely communication** with captains to **address conflicts** and **proactively ask** for **project clarification** when details are unclear.
- **Collaborate** with the **entire cohort** to develop the slide deck and **participate as a speaker** during the presentation.

Roles & Responsibilities (cont'd)

Spatial Analyst

- Create maps and visualizations to represent spatial data effectively.
- Analyze geographical performance data based on different levels of detail (region, state level, urbanicity) to provide insights and recommendations related to location-based concerns.

Audience Analyst

- Segment and visualize audiences in distinct groups based on demographic (age, gender, education, occupation, income, marital status, family size), psychographic (segment interests), and behavioral factors (active days/times).
- Create 2-4 detailed personas based on KPIs to highlight potential high-performing target audiences.

Creative Analyst

- Identify the top performing creative sizes, messaging, devices, ad formats, and ad positions that align with benchmark goals.
- Evaluate creative performance data to identify patterns, uncover insights, and provide actionable recommendations to inform strategies and support shaping brand messaging, positioning, and brand identity to resonate with target audiences.

Inventory Analyst

- Analyze inventory performance data to identify the top performing ad exchanges, deal types, auction types, and websites suitable for direct contracts, aligned with benchmark goals.
- Examine inventory data to uncover trends and deliver actionable insights and recommendations related to programmatic advertising inventory sources.

One-page Report Guidelines

Required

- 1. Executive summary**
 - a. Background + objective + business problem
 - b. Problem statement (why is this problem worth solving?)
- 2. Key highlights**
 - a. 1-2 digestible charts or visualizations
 - b. Major metrics and KPIs
- 3. Key takeaways + next steps**
 - a. Solutions and recommendations
 - b. Future plan

Recommended

- 1. Key Stakeholders**
 - a. Who are the decision makers? Who is impacted by your findings and how?
- 2. Challenges**
 - a. Identify forces negatively impacting progression at goal or desired outcome

Optional

- 1. Header**
 - a. A clear and eye-catching title at the top of the page
 - b. Include name of your organization
- 2. Appendix**
 - a. Additional resources and findings related to your project