

# Udacity

# Marketing Analytics

Nanodegree Program  
Project: Crafting an Analytic Brief

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## Project: Crafting an Analytic Brief



**Nike Hyper Adapt**

(Lacing Shoes)

# Business Story

## What relevant actionable segments exists?

- Athletes.
- Physical Fitness.
- People of healthy life style.

## Which ones should we pursue and why?

We should target them all ,especially the people of healthy life style.

There are several reasons for that first the all will be aiming for a comfortable design of sport shoes, with this new product coming in market even the tightness of the shoes is put in consideration which can be an advantages that distinguish the product.

# Customer Story

## Where is our target audience?

- Any where in the world  
(Urban areas International locations)  
That Nike's product can be shipped
- In the clubs

## Where is our effort?

Our main focusing point here is online marketing:

- Advertising on social media
  - Facebook.
  - Instagram.

## How effective is our effort?

There is an increase in our sales this year over the past year as the pandemic affects our sales.

## Where should we focus changes?

We should focus on

- Social Media Advertisements.
- The Company website.

## What should we do, now or later?

New campaign lead by the social media influencers , pay more for search term in different channels

# Testing and Learning Plan

## What should we study further?

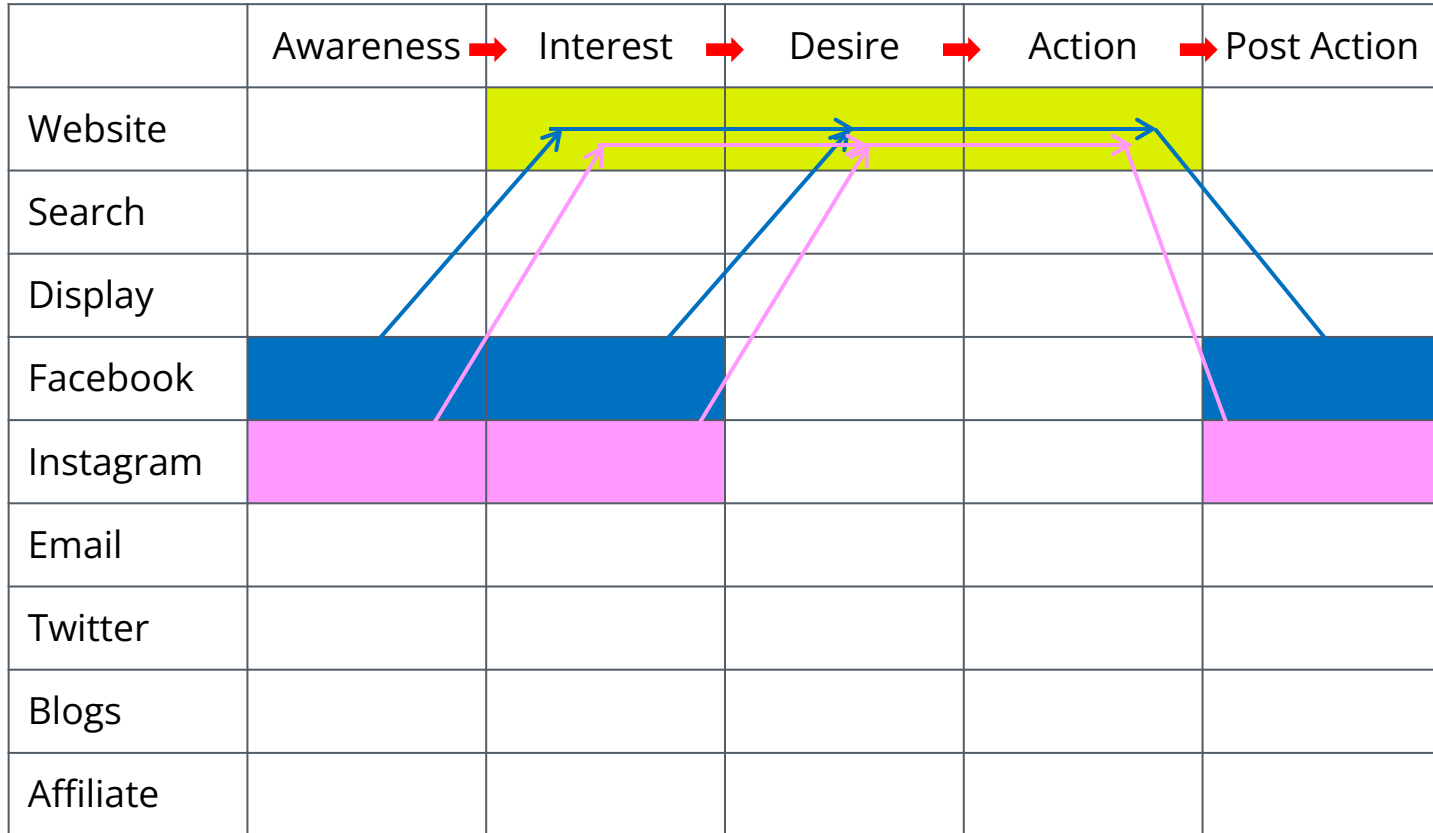
- Find each segment's need and try to supply them with these needs in the product.
- Study the market and the prices the offers, so our product can be reasonably for the customers.

## What should we try?

- Marketing campaign targeted for certain segments i.e for youth ,children and women.  
Include competition like racing marathons and the new product be the prize for winners.
- Offering discounts either for a certain amount or certain number who buy the item first.

# Purchase Process

## Channels



# Testing and Learning Plan

## What analysis and data do we need?

- **Awareness :**

The impression on either Facebook or Instagram on the ads.

- **Interest:**

The click through rate and the engagement in the pages of the brand on social media or on the website.

- **Desire:**

Website: new users and the returning ones the time spend on the website.

Social Media: the posts mention the brand and the number of likes or followers (the engagement rate).

- **Action:**

Adding items and buying will happen in the company website to monitor the traffic funnel of customer.

- **Post Action:**

Review writing on Facebook or images on Instagram to get codes for discounts in the next time the buy any product.