

Assignment: Google Trends for SaaS Email Marketing

Assignment Objective

- Analyze Google Trends data for the selected topic.
- Draft a professional newsletter presenting insights and actionable recommendations.

Instructions :

You are a Marketing Analyst / Email Marketer. A SaaS company offering AI-powered productivity tools plans to launch an email campaign targeting users interested in **“AI tools for business.”**

Your task is to:

1. Analyze Google Trends data for the topic **“AI tools for business in India in 2025”**.
2. Draft a trend analysis Identifying the overall search interest trajectory — whether it shows an upward, downward, or fluctuating trend.
& Highlight the peak interest periods and suggest possible reasons or events behind those spikes.
3. Based on these insights, draft a professional, visually designed newsletter (not just plain text) that clearly presents your findings to the business owner.
4. Avoid using AI to generate a copy for yourself. It gives incorrect data, gets detected and doesn't work.

NOTE-> MANDATORY-> The data you are analyzing needs to be added to a Google Sheet as a table, and this should be uploaded and submitted along with the assignment.