

# Irish History Podcast Project (Phase 1): Plan

Use the template in this document your Plan for a robust, well-organized data analysis project as you prepare to address the *Irish History Podcast*'s challenge.

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# Irish History Podcast Project (Phase 1): Requirements

Your Plan must include the following elements (which are all included in the template):

**Situation:** Uncontroversial situation stakeholders believe to be true

**Complication:** Complication to that situation which creates tension

**(Implied Question):** Question created in the audience's mind by the Situation + Complication combination, usually implied

**Key Questions:** Questions that you will explore through your analysis

**Data:** Metric, Key Performance Indicator (KPI), or measure that you will collect and analyze

**Source:** TYPE where each piece of data can be found typically stated as some database, survey, or report that houses the data

Key these required elements directly into the space allowed on the next slide.

S: The Irish History Podcast enjoys a loyal following inside Ireland and Western Europe

C: The biggest audience (approx. 33 million) of Irish descent is in America

(Q): (How does Irish History Podcast expand into the American market?)

The Irish History Podcast should adapt its content and production to cater to the preferences of the US market

What are podcast listening trends in the US?

Research Trends  
(Google Trends)

Podcast Format  
(Statista)

Audience Insights  
(Statista)

Where do these trends exhibit the greatest intensity or fastest growth in the US?

Search trends by Location  
(Google Trends)

Podcast platform collected history  
(Acast, Apple)

Audience demographics  
(FB Insights)

How does Irish History Podcast (IHP) differ from content in US podcasts?

IHP content analysis (IHP, Acast)

IHP current platform reach  
(Google Trends)

IHP Demographics in US  
(Acast, Apple)