

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Objective

Increase sales for the month upto National Basketball Association (NBA) tournaments by 15% above last year's sales by April end.

Business Story

What relevant actionable segments exists?

- Sports Enthusiasts
- Sport-Tech Enthusiasts
- Smartwatch Enthusiasts
- Basketball Enthusiasts

Which ones should we pursue and why?

- We should pursue all of them because Nike Adept is a contemporary concept covering all the above segments and since NBA Finals are coming up and Nike has Basketball Adept Shoes; we should target Basketball enthusiasts.

Customer Story

Where is our target audience?

- Online Customers, Audience invested in Sports and Technology

Where is our effort?

- Presently we are promoting the product on Instagram, Twitter and on e-mails to generate awareness and increase sales.

How effective is our effort?

- Using the above methods, we have seen an increase in sales of 7% when compared to the last year's records

Customer Story

Where should we focus changes?

- We should narrow down our segment by targeting sport-tech enthusiasts and focus on Basketball Enthusiasts since the finals are approaching, and offer coupons on Nike Adept for the customers that are buying Nike related basketball merchandise.

What should we do, now or later?

- We should increase our advertising budget by 35% and advertise our product on sports channels in the advertisement breaks and on sports streaming channels which can generate a lot more audience. Additionally, we can promote our product by collaborating with influencers or sports-stars.

Testing and Learning Plan

What should we study further?

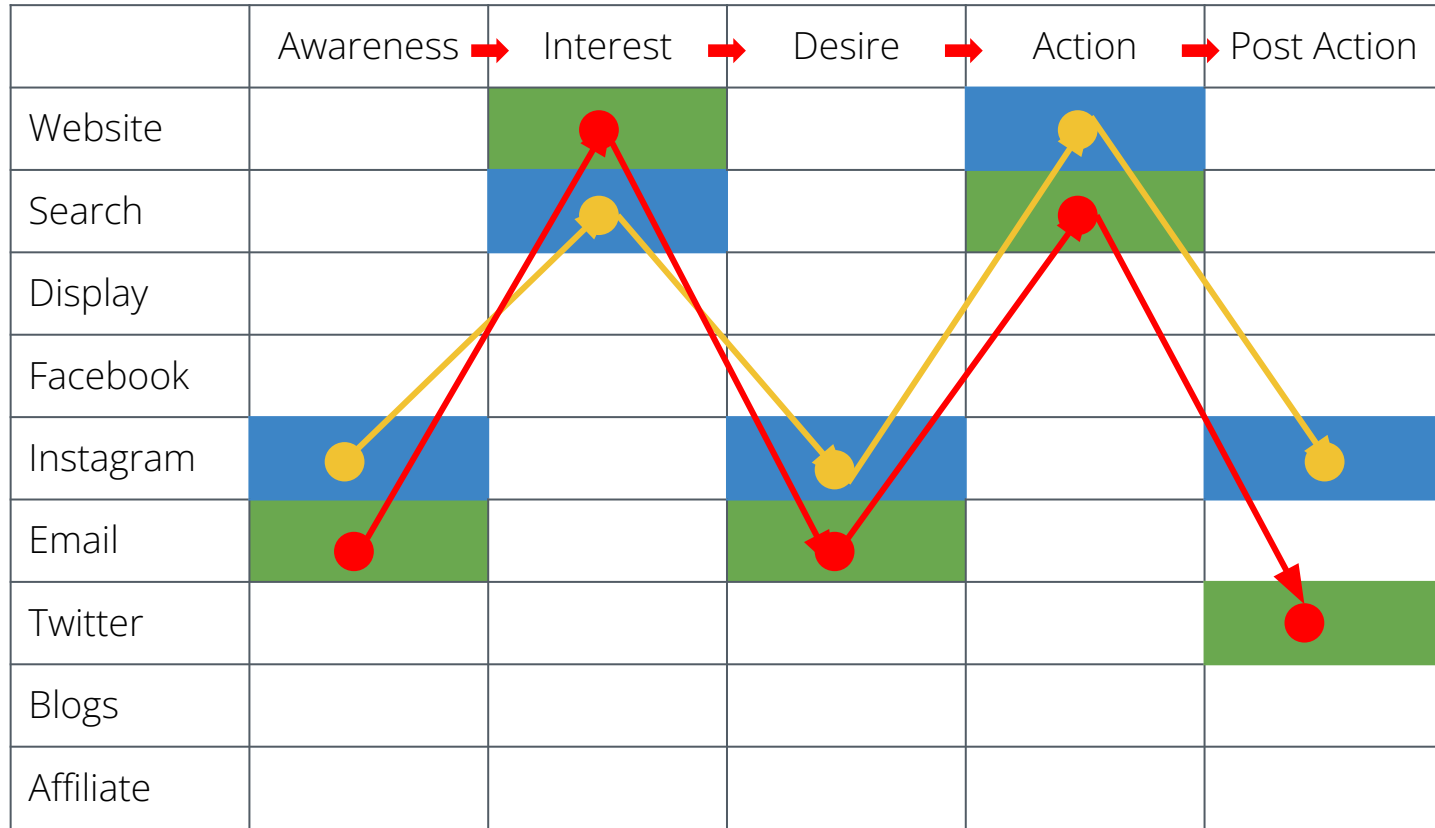
- We should compare the finances and segments of past couple of years and look for areas of improvement so that we can decrease unnecessary finances. We should also focus more on Instagram and Twitter.

What should we try?

- Certainly try out coupon codes or free merchandise while sending out emails about Nike Adapt.
- Collaborate with Apple and Android companies and promote the products through their social media handles as well.
- Conduct Live sessions and display the efficiency of the product

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

- Data of consumer demographics, segments and finances(Sales , profits and losses)
- We would be performing audience analytics to understand and segment customers
- Content analytics to see how our social media handles are performing
- Search analytics tools to ensure we are using the right keywords and promoting the product