

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.

The Irish History Podcast has a loyal following in Ireland and
S: Western Europe
To realize the podcast's full potential, it needs to expand its audience in the
C: United States where more than 33 million Americans identify as Irish American
How can the Irish History Podcast expand its audience in the United
(Q): States to reach a wider audience and achieve its full potential?

To expand its audience in the United States, the Irish History Podcast should focus on creating episodes that appeal to American listeners' interests, preferences, and values, using effective marketing strategies to reach new audiences, and building partnerships with organizations that can help promote the podcast.

What type of Irish History Podcast episodes would be most popular with the American podcast market?

Survey Data
Edison Research

Consumer behavior
Reuters

Market Analysis
Audience Project

Where can Dwyer find new, similar audiences and emerging trends in America?

Platform Analytics Data
Statista + Acast

Search Trends by Location
Google Trends

Consumer Survey Data
Statista

How can Dwyer most effectively use podcast listener trends to reach new audiences in America?

Audience Ethnicity Data
Nielsen

Demographic Data
Edison Research

Gender Distribution Data
Statista + Acast