

Reference: <https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>

<b>INITIAL GOAL</b>	Write the goal you have in mind  <b>Increase economic impact of Data Science team</b>
<b>S</b> <b>SPECIFIC</b>	What do you want to accomplish? Who needs to be included? When do you want to do this? Why is this a goal?  The Data Science team will help the Marketing team increase customer lifetime value and sales revenue by better targeting their customers through effective customer segmentation
<b>M</b> <b>MEASURABLE</b>	How can you measure progress and know if you've successfully met your goal?  Implement dynamic pricing models based on customer segments and increase basket size and average order value to expand revenue generated by 25%
<b>A</b> <b>ACHIEVABLE</b>	Do you have the skills required to achieve the goal? If not, can you obtain them? What is the motivation for this goal? Is the amount of effort required on par with what the goal will achieve?  The Data Science team would upscale itself to better segment customers based on demography, geography, and current trends to create targeted marketing campaigns to provide custom offers and discounts aiming for customer retention
<b>R</b> <b>RELEVANT</b>	Why am I setting this goal now? Is it aligned with overall objectives?  Accurate seasonal demand forecasting during Halloween to result in increased economies of scale and lowered list prices
<b>T</b> <b>TIME-BOUND</b>	What's the deadline and is it realistic?  Segmenting customers based on their expenditure will help us analyze their spending limits and optimize pricing relevantly to increase sales in the upcoming Halloween marketing campaign
<b>SMART GOAL</b>	Review what you have written, and craft a new goal statement based on what the answers to the questions above have revealed  <b>Drive the upcoming Halloween marketing campaign to success by implementing data driven sales strategies with a holistic view of customer and market trends</b>