

Udacity

Marketing Analytics

Nanodegree Program
Project: Crafting an Analytic Brief

Business Story

Company: Udacity School of Business

Product: Learn for free for 30 Days in April 2020

Smart Goal: To convert 70% of the students to paid subscribers by the end of April 2020.

What relevant actionable segments exists?

1. New students
2. Udacity Alumni who enrolled in the free program

Which ones should we pursue and why?

We should pursue both of the segments. Both groups are possible to convert.

Customer Story

Where is our target audience?

In the U.S. and Europe [1].

Where is our effort?

Marketing campaigns are running on Udacity website, Facebook, Reddit and emails [3].

How effective is our effort?

Nearly 5,000 new enrollment recorded in the free access promotion in April. This response is tremendous [2].

Where should we focus changes?

All the new students are our target audience. Specially, those who have completed 50% or more of the curriculum in April, and are committed to finish the entire nanodegree by paid subscription.

What should we do, now or later?

We should offer a 1-on-1 mentorship service in mid April, to increase student engagements. A month by month subscription plan could be announced by the end of April, leading to 70% paid enrollments.

Testing and Learning Plan

What should we study further?

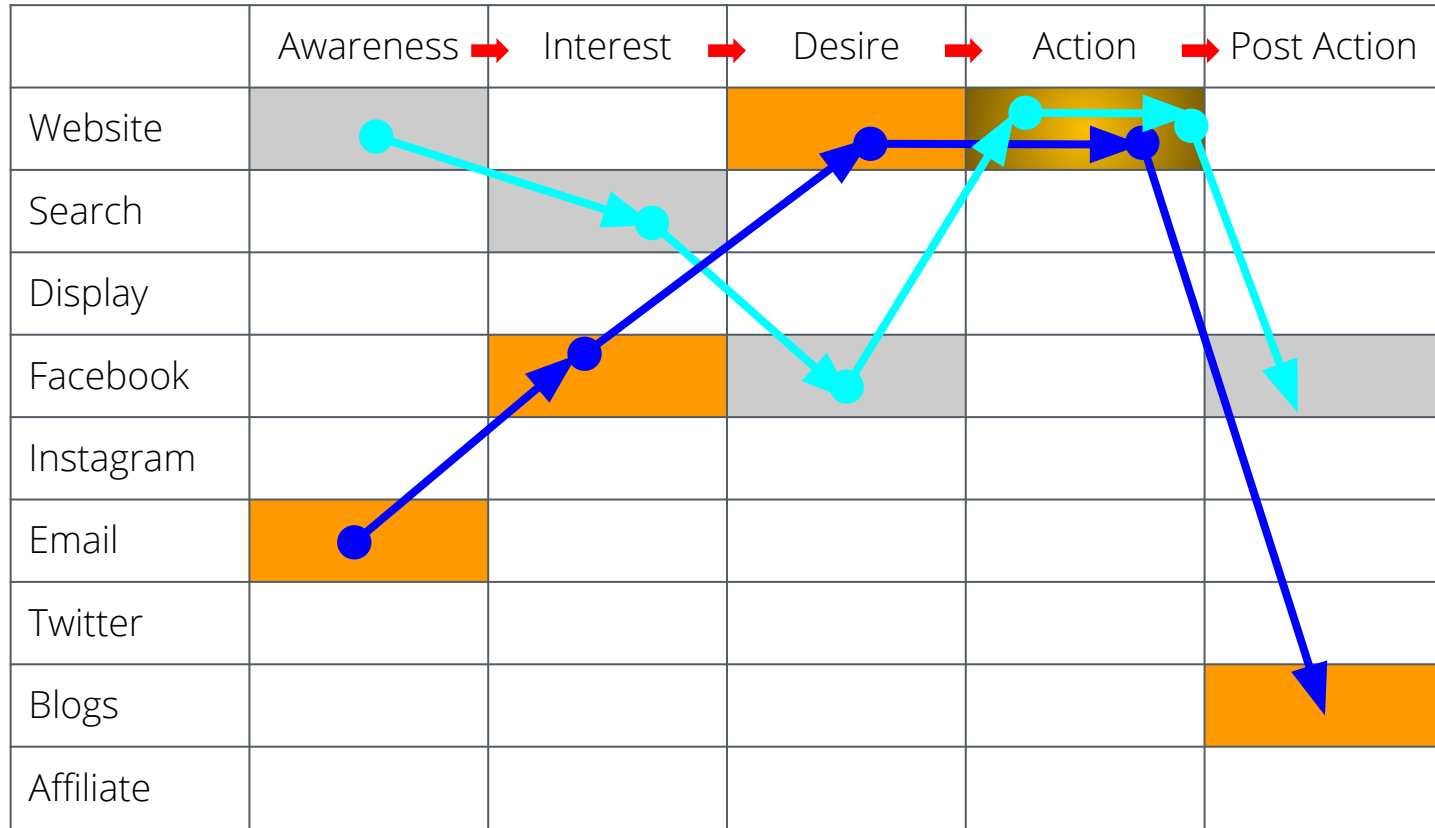
We should re-examine the cost of 1-on-1 mentorship service.

What should we try?

Organize live sessions (with Q & A) on the student hub to promote the special offers, and investigate if it reduces marketing campaign costs on other channels.

Purchase Process

Channels



Testing and Learning Plan

What analysis and data do we need?

- Marketing Campaigns: We should analyze and pull data to see how the campaigns are performing. Based on the results, we can reduce the marketing costs yet maximising the revenue.
- 1-on-1 Mentorship Results: A thorough investigation on how this service helped conversion in last year. It would project if re-launching the service would convert more students after the free access program.
- Monthly Subscription Plan: A/B testing or student survey could be performed to see if this offer would achieve better conversion.
- Udacity Student Hub: Data from these channels could be collected to see if the features of free one-month promotion are benefiting the students. This analysis would determine if our current approach is the best or to adding new incentives could achieve higher conversions.

Assumption

From the blog post [2], nearly 30,000 new enrollments occurred in April. As Udacity has six schools, we assumed at the School of Business, approximately 5,000 students got enrolled in the free access program.

Resources

[1] <https://blog.udacity.com/2020/03/one-month-free-on-nanodegrees.html>

[2] <https://blog.udacity.com/2020/04/one-month-free-on-nanodegrees-2.html>

[3] Google search for 'Udacity Free One Month'. It shows the channels where the campaigns are running.