

CUSTOMER ANALYTICS ASSIGNMENT

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Q1. Intent Segment Description

1.1. Segment: Evening MBA Program Seekers

This segment targets professionals who are looking for the best evening MBA programs to fit their busy schedules, usually working professionals. They seek programs that allow them to continue working during the day while advancing their education in the evenings.

1.2. Segment: Part-Time MBA Seekers

This segment includes individuals who are interested in part-time MBA programs and often seek advice and information on platforms like Reddits, usually entrepreneurs, small business owners and working professionals . They are typically looking to balance their studies with their job.

1.3. Segment: Executive MBA Weekend Program Seekers

This segment targets executives and senior professionals looking for weekend MBA programs that offer flexibility and fit into their demanding schedules. They seek programs that provide advanced business education without compromising their work commitments.

1.4. Segment: Competitor Program Seekers

This segment focuses on potential candidates who are considering competing programs, such as Berkeley's evening MBA. They are likely evaluating multiple options and can be swayed by highlighting the unique benefits of the UCLA EMBA program in term of ROI and location advantage (for people in south california)

Q2. Keywords and Justifications

2.1. Keyword: “best evening mba programs”

Justification:

- Relevance: This keyword is highly relevant to the intent segment of professionals looking for evening MBA programs.
- Alignment: It directly aligns with the offerings of the UCLA EMBA, targeting those who need flexibility in their study schedules.
- Search Metrics: It has a high average monthly search volume of 5000 and medium competition, indicating significant interest and potential reach.

2.2. Keyword: “part time mba reddit”

Justification:

- Relevance: This keyword targets individuals seeking part-time MBA programs and who use Reddit for information usually peer to peer feedback is considered to be more reliable.
- Alignment: It aligns well with the target audience who are active on social platforms and looking for part-time study options.
- Search Metrics: It has an average monthly search volume of 500 and low competition, making it a cost-effective option.

2.3. Keyword: “executive mba weekend programs”

Justification:

- Relevance: This keyword directly targets executives seeking weekend MBA programs, aligning perfectly with the offerings of UCLA's flexible weekend schedule.
- Alignment: It highlights the weekend structure, which is crucial for this segment.
- Search Metrics: It has an average monthly search volume of 50 and low competition, indicating niche but targeted interest.

2.4. Keyword: “berkeley evening mba”

Justification:

- **Relevance:** This keyword is used by individuals comparing evening MBA programs and considering Berkeley's program.
- **Alignment:** It targets potential candidates evaluating competitors, allowing UCLA to present its advantages.
- **Search Metrics:** It has an average monthly search volume of 50 and low competition, providing a strategic opportunity to attract competitive candidates.

Q3. Keyword Metrics

Keyword	Avg. Monthly Searches	Competition	Competition Index	Top of Page Bid (Low Range)	Top of Page Bid (High Range)
best evening mba programs	5000	Medium	43	\$4.49	\$24.29
part time mba reddit	500	Low	9	\$7.86	\$23.88
executive mba weekend programs	50	Low	0	\$0	\$6.85
berkeley evening mba	50	Low	24	\$2.80	\$9.17

Q4. Ad Copies and Justifications

4.1. Segment: Evening MBA Program Seekers

Keyword: best evening mba programs

Ad Copy:

- Headline 1: "Top Evening MBA Program"
- Headline 2: "Advance Your Career"
- Headline 3: "Flexible Evening Classes"
- Description Line 1: "Join the Best Evening MBA Program. Flexible Classes for Professionals."
- Description Line 2: "Advance Your Career Without Interrupting Your Day Job. Apply Now!"
- Display URL: "anderson.ucla.edu/flexiblemba"

Justification: This ad copy targets professionals seeking evening MBA programs, highlighting the program's flexibility and career advancement opportunities.

4.2. Segment: Part-Time MBA Seekers

Keyword: part time mba reddit

Ad Copy:

- Headline 1: "Part-Time MBA Recommended by Redditors"
- Headline 2: "Flexible & Affordable"
- Headline 3: "Join Our Student Community"
- Description Line 1: "Discover Part-Time MBA Options. Balance Work & Study Efficiently."
- Description Line 2: "Join Our Reddit Community for Exclusive Insights and Offers. Enroll Today!"
- Display URL: "anderson.ucla.edu/studentchoice"

Justification: This ad copy appeals to Reddit users looking for part-time MBA programs, emphasizing flexibility, affordability, and community engagement.

4.3. Segment: Executive MBA Weekend Program Seekers

Keyword: executive mba weekend programs

Ad Copy:

- Headline 1: "Weekend Executive MBA"
- Headline 2: "Designed for Executives"
- Headline 3: "Flexible Weekend Classes"
- Description Line 1: "Join Our Executive MBA Program with Weekend Classes. Perfect for Busy Executives."
- Description Line 2: "Advance Your Career with Flexible Scheduling. Apply Today!"
- Display URL: "anderson.ucla.edu/careerbooster"

Justification: This ad copy targets executives seeking weekend MBA programs, highlighting the flexibility and advanced career opportunities.

4.4. Segment: Competitor Program Seekers

Keyword: berkeley evening mba

Ad Copy:

- Headline 1: "Choose UCLA EMBA"
- Headline 2: "Top-Ranked Evening MBA"
- Headline 3: "Beat Berkeley"
- Description Line 1: "Consider UCLA's Evening MBA. Ranked Higher with Flexible Classes."
- Description Line 2: "Join a Top-Ranked Program. Apply Now to UCLA EMBA!"
- Display URL: "anderson.ucla.edu/whyanderson"

Justification: This ad copy targets candidates considering Berkeley's evening MBA program, emphasizing UCLA's higher ranking and flexible class options.

Q5. Description of Framework

The methodology for my selection was to create an exhaustive strategy with each intent segment having a well-defined purpose. The strategy also involved ensuring we could leverage all methods to increase conversions. Given that we only had four intent groups to create, I focused on meeting the strategy's goals while optimizing for the lowest cost and generally less competition for the same expected click rate.

Segment 1 and 2: Streamlined Selections

Objective: Target specific sectors based on intuitive estimations of what the potential candidate pool will look like, using the information available on the website.

Approach:

- Segment 1: Designed to target high-intent candidates who are actively searching for specific MBA programs. This segment includes keywords like "best evening MBA programs" and "part-time MBA Reddit," which are aimed at candidates looking for detailed and user-generated content.
- Segment 2: Focuses on candidates who are considering reputable institutions. Keywords like "Berkeley evening MBA" are used to attract candidates interested in well-known programs, leveraging brand recognition to draw clicks.

Segment 3: Broad Outreach

Objective: To ensure broad outreach and not miss out on potential candidates by streamlining too much.

Approach:

- This segment includes broader keywords that cast a wide net, targeting a larger audience who may be at different stages of their decision-making process. The goal is to increase visibility and brand awareness among a wide range of potential candidates.

Segment 4: Competitive Poaching

Objective: To capitalize on competitors' potential candidates by poaching their clicks.

Approach:

- This segment employs an offensive strategy, targeting keywords related to competitors' programs. The aim is to attract candidates who are considering competitor programs by offering compelling alternatives. For example, using keywords like "executive MBA weekend programme" to appeal to candidates who might be considering weekend executive programs from other institutions.

Implementation Framework

This thought framework is then fed into a guesstimation framework to infer what this overall implementation might look like. By breaking down the strategy into these four segments, I ensure a comprehensive approach that balances specific targeting with broad outreach and competitive poaching. This strategy aims to optimize for cost efficiency while maximizing the expected click rate and conversion potential.

- Segment 1 & 2 (Streamlined Selections): Focused and targeted, these segments aim to convert high-intent candidates by providing relevant and specific content.
- Segment 3 (Broad Outreach): Aims for maximum visibility and reach, ensuring we don't miss out on potential candidates.
- Segment 4 (Competitive Poaching): An aggressive approach to divert candidates from competitors by showcasing our strengths and offerings.

By integrating these segments, the overall strategy is robust, adaptable, and geared towards maximizing conversions and return on investment.

Guesstimate the Calculation of the AD and it ROI:

Keyword	Avg. monthly clicks	Profit per month per click	Top of page bid (high range)	Total Monthly Profit	Total Monthly Cost	ROI (%)	Total Yearly Profit	Total Yearly Cost	Yearly ROI (%)
best evening mba programs	200	205.15	24.29	41030	4858	744.5862495	492360	58296	744.5862495
part time mba reddit	20	205.56	23.88	4111.2	477.6	760.8040201	49334.4	5731.2	760.8040201
executive mba weekend programme	2	222.59	6.85	445.18	13.7	3149.489051	5342.16	164.4	3149.489051
berkeley evening mba	2	220.27	9.17	440.54	18.34	2302.071974	5286.48	220.08	2302.071974

ROI Calculations for Adwords Campaign:

Keyword 1: "best evening mba programs"

1. Average Monthly Clicks: 200

2. Profit per Month per Click: \$205.15
3. Top of Page Bid (High Range): \$24.29

Total Monthly Profit Calculation:

Total Monthly Profit = Avg. monthly clicks × Profit per month per click
Total Monthly Profit = $200 \times 205.15 = 41,030$

Total Monthly Cost Calculation:

Total Monthly Cost = Avg. monthly clicks × Top of page bid (high range)
Total Monthly Cost = $200 \times 24.29 = 4,858$

ROI Calculation:

$$\text{ROI} = (\text{Total Monthly Profit} - \text{Total Monthly Cost}) / \text{Total Monthly Cost} \times 100$$
$$\text{ROI} = (41,030 - 4,858) / 4,858 \times 100 = 744.8\%$$

Keyword 2: "part time mba reddit"

1. Average Monthly Clicks: 20
2. Profit per Month per Click: \$205.56
3. Top of Page Bid (High Range): \$23.88

Total Monthly Profit Calculation:

Total Monthly Profit = Avg. monthly clicks × Profit per month per click
Total Monthly Profit = $20 \times 205.56 = 4,111.2$

Total Monthly Cost Calculation:

Total Monthly Cost = Avg. monthly clicks × Top of page bid (high range)
Total Monthly Cost = $20 \times 23.88 = 477.6$

ROI Calculation:

$$\text{ROI} = (\text{Total Monthly Profit} - \text{Total Monthly Cost}) / \text{Total Monthly Cost} \times 100$$
$$\text{ROI} = (4,111.2 - 477.6) / 477.6 \times 100 = 760.9\%$$

Keyword 3: "executive mba weekend programme"

1. Average Monthly Clicks: 2

2. Profit per Month per Click: \$222.59
3. Top of Page Bid (High Range): \$6.85

Total Monthly Profit Calculation:

Total Monthly Profit = Avg. monthly clicks × Profit per month per click

Total Monthly Profit = $2 \times 222.59 = 445.18$

Total Monthly Cost Calculation:

Total Monthly Cost = Avg. monthly clicks × Top of page bid (high range)

Total Monthly Cost = $2 \times 6.85 = 13.7$

ROI Calculation:

$ROI = (Total\ Monthly\ Profit - Total\ Monthly\ Cost) / Total\ Monthly\ Cost \times 100$

$ROI = (445.18 - 13.7) / 13.7 \times 100 = 3,148.5\%$

Keyword 4: "berkeley evening mba"

1. Average Monthly Clicks: 2
2. Profit per Month per Click: \$220.27
3. Top of Page Bid (High Range): \$9.17

Total Monthly Profit Calculation:

Total Monthly Profit = Avg. monthly clicks × Profit per month per click

Total Monthly Profit = $2 \times 220.27 = 440.54$

Total Monthly Cost Calculation:

Total Monthly Cost = Avg. monthly clicks × Top of page bid (high range)

Total Monthly Cost = $2 \times 9.17 = 18.34$

ROI Calculation:

$ROI = (Total\ Monthly\ Profit - Total\ Monthly\ Cost) / Total\ Monthly\ Cost \times 100$

$ROI = (440.54 - 18.34) / 18.34 \times 100 = 2,302.4\%$

Summary of ROI Calculations:

- best evening mba programs: 744.8%
- part time mba reddit: 760.9%
- executive mba weekend programme: 3,148.5%
- berkeley evening mba: 2,302.4%

Thus we can say that this campaign may be expected to be successful.

Q6 GEN AI USAGE - OPTIONAL

For various parts of this homework, I used ChatGPT (GPT-4) to produce code and text responses. Here is the detailed information regarding the prompts and outputs:

Segment: ROI Calculations for Adwords Campaign

(A) Prompt or Sequence of Prompts:

1. Prompt: "Calculate the ROI for the given Adwords campaign data. Provide detailed steps and results."
2. Prompt: "Write the ROI calculation for each keyword in a word-friendly format."
3. Prompt: "Create a document in DOCX format with the ROI calculations and provide a download link."

(B) Identification of Generative Tool:

- Generative Tool: ChatGPT

(C) Generative Tool's Output: ROI Calculations by given data.

APPENDIX:-

Explanation of Results:

- Top 20%: The highest performing 20% of keywords generate the majority of the profits and clicks, representing 4 times the base value.
- Second 20%: This segment contributes significantly less, only 0.80 times the base value.
- Third 20%: Further reduced contribution at 0.16 times the base value.
- Fourth 20%: Minimal contribution at 0.032 times the base value.
- Bottom 20%: Negligible contribution at 0.0064 times the base value.

This distribution highlights the significant impact of the top-performing keywords on the overall campaign results, aligning with the Pareto principle that a small number of causes (keywords) contribute to the majority of the effects (profits and clicks)