



Thank you for completing the project. You have done really well. Your overall score is 83%. Kudos!

Here is how your submission has been graded. We hope you find it useful and helpful for your future submissions.

Parameter	Score	Comments
Parameter: Comprehension:	3	The learner has successfully drawn a visual representation of the main and branching terms and concepts and the relationships between them.
Parameter: Data Management:	2	The learner has used data but either the data is flawed or the data gathering/analysis process is flawed.
Parameter: Decision Making:	3	The learner leveraged data to develop creative alternatives and validated the alternatives to arrive at the best one while balancing the time factor of decision making.
Parameter: Solution Communication:	2	The learner has communicated 'the what' effectively but failed to communicate 'the how' and 'the why' needed for stakeholder buy-in.

Areas of Strength: (These are practices you should continue doing)

- The project is organized and structured in a number of valid sections that make together a consolidated informative report.
- I love the idea of focusing on sugar free, gluten free and low calories products which have become very trending recently due to the increasing awareness of the customers who tend now to go for healthy choices when it comes to desserts or bakery items.
- You have mentioned a wide range of marketing channels.

Areas of Improvement: (These are practices you should start doing)

- The SMART objective section is not very clear. What do you mean by (Click Through Rate)? Do you refer to the ads or are you going to have a website for Mycookie?
- Also "conversion rate" is not a KPI. It's a metric that could translate into a KPI.
- You have identified your customer segmentation but you missed mentioning how your product will appeal to all these categories of users. (Validation)
- You have mentioned your marketing channels but no clear marketing strategy. Also notice that you may need to focus on 2 channels at the beginning to be able to properly manage them and also explore which of them will bring you more customers. Later on you can explore a new channel while investing more in one of previous successful ones.
- The section "Customer Journey Channels" needed further elaboration.

Additional Comments:

Overall, nice submission that could have been awesome if more details were included. Keep it up!

Keep up the great work! And looking forward to receiving your next submission :)

