ONLINE COURSE REPORT

On

MARKETING ANALYTICS

Authorized By

UNIVERSITY OF VIRGINIA

Offered by

COURSERA

SUBMITTED BY

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MBA PHARMACEUTICAL MANAGEMENT

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Table of Contents

1. COURSE DESCRIPTION

Marketing Analytics conducted by the Darden School of Business at the University of Virginia, gives the tools to measure brand and customer assets, understand regression analysis, and design experiments as a way to evaluate and optimize marketing campaigns. The course focuses on a solid understanding to use marketing analytics to predict outcomes and systematically allocate resources.

Marketing Analytics enables marketers to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment (ROI). Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends, which can be further utilized for future marketing and business decisions.

The course provides a comprehensive marketing experience in solving a real-life marketing issue for a client. The experience consist of conducting a customer insights project, creating a segmentation scheme, and writing various marketing plans to help the client with their business issue in marketing. The course allows students to integrate their acquired experience in gaining customer insights through marketing research along with their knowledge in core marketing concepts.It gives a detailed teaching to use probabilistic models and optimization tools to model customer demand forecasts, pricing sensitivity, Lifetime Value and to leverage such data to make optimal decisions on designing new products, marketing segmentation and strategy.

The content of this course has been elevated to such an extent that will help to receive training that is deliberately tailored to meet the demands of the hiring market. Across virtually all industries, marketing and business analytics represent areas of extreme growth.

In a practically driven manner, this online course will expose to a sequence of hands-on-experiences intended to replicate a data-driven approach to real world managerial decision making.

2. OBJECTIVES OF THE COURSE

Marketing Analytics is the art and science of developing and utilizing quantitative marketing decision models to plan, implement, and analyze marketing strategies and tactics. Concurrently, marketing is so rapidly evolving that it is no longer based on its conceptual content alone. Even though many still see traditional marketing as an art, the new and emerging marketing increasingly looks like engineering, by combining art and science effectively to solve marketing problems. Marketers need more than concepts to fully make use of varied rich data available to them. Therefore, this course is designed to help students move from qualitative marketing to quantitative marketing. Market analysis is a diagnostic process to uncover the root causes and not just the symptoms of why markets underperform for poor people. A thorough market analysis will help to understand how the market operates and how it affects the poor.

Using quantitative marketing cases and related exercises, it will develop marketing plans in various decision contexts. This course will introduce a wide variety of quantitative metrics and models to improve marketing decision making in such areas as sales forecasting, customer segmentation/targeting, product/brand positioning, price, and promotion.

Key Objectives:

- It will help with the learning to build and define a brand architecture and to measure the impact of marketing efforts on brand value over time.
- To measure customer lifetime value and use that information to evaluate strategic marketing alternative
- To design basic experiments so that you can assess your marketing efforts and invest your marketing dollars most effectively
- To set up regressions, interpret outputs, explore confounding effects and biases, and distinguish between economic and statistical significance.

3.COURSE CONTENTS

1. **The Marketing Process:** Understanding the customers and their need and want is at the heart of successful marketing strategies. This module will explore to identify and classify customers and the different methods that marketing professionals use to shed light on how they make purchase decisions. The chapter will cover Marketing Fundamentals, Product, Pricing and Channel Decisions, Building Strong Brands and Communication Strategy.

2. **Metrics for Measuring Brand Assets:** This module will gives the tools to measure brand and customer assets, understand regression analysis, and design experiments as a way to evaluate and optimize marketing campaigns. This chapter will provide a solid understanding to use marketing analytics to predict outcomes and systematically allocate resources

3. **Customer Lifetime Value:** This module shows the economic factors behind pricing based on cost and the pros and cons of a cost-based pricing approach. It enhances the practical and research-based models and methods that need to set prices that maximize the profits. This chapter builds the knowledge of basic economics to make better pricing decisions .Recognize opportunities for price discrimination, selling the same product at different prices to different buyers and recommend strategies to maximize sales and profits. It teaches to calculate three types of price elastic ties to determine the impact of price on demand. Analyze and apply different pricing models cost-plus pricing ,Marginal cost-plus pricing ,Peak-load pricing ,Index-based pricing and evaluate the impact of channel intermediaries and customer lifetime value on pricing

4. **Marketing Experiments**: This module will explore to design basic experiments so that it can assess marketing efforts and invest marketing dollars most effectively. It will help to avoid a gap between test results and field implementation, and explore web experiments that can be implemented cheaply and quickly. The chapter will be able to design and conduct effective experiments that test marketing campaigns and then use the results to make future marketing decisions.

5. **Regression Basics:** The module will showcase to set up regressions and interpret outputs, explore confounding effects and biases, and distinguish between economic and statistical significance.

This chapter will help to describe regressions, the tools which are used in marketing. And interpret integration outputs in marketing and regression allows to understand customer behavior and connect them to business and marketing decisions.

4. LEARNING METHODOLOGY

The pedagogical philosophy in this course embraces the principle of learning by doing. Students are expected to struggle at times, which is the learning by doing process. Unlike most marketing courses that focus on conceptual material, this course provides quantitative skills to translate conceptual understanding into specific operational plans.

The course will combine relevant theoretical material with a selection of applied cases. Usually the lecture will use assigned readings as a starting point to investigate selected topics in greater detail. There is a variety of handouts and cases that students will have to prepare for each class.

Marketing Analytics course offers great deal of learning in the field of global healthcare quality through a well-designed and planned course structure. To maximize the learning the course provides knowledge and field experience of various top healthcare professionals through one and one interaction of the course instructor with these professionals, captured and later shared with the students in the form of videos.

- Main source of learning are pre-recorded videos on various topics related to the course of Marketing Analytics.
- Each module contains minimum three quiz and are mandate with maximum 80% passing grades for the evaluation criteria.
- At the end of module, submission of assignments helps to build the clear concept and a better understanding of the module.
- Discussion Forums – one of the most attractive part of this course where the viewpoints can be shared, different topics can be debated related to a particular module and get to gain some extra knowledge through the views and ideas shared by other students.
- Readings – At the end of each chapter reading sources have been shared to enhance our learning experience.

- Summary – After completion of each chapter it helps to recapitulate the important points discussed during that session and provides a condensed format by mentioning the key learnings of every topic.

5.COURSE LEARNINGS

To summarize the key learnings from the entire course the content will be enlisted with all the learnings chapter wise with apt explanations to focus and discuss all the objectives pertaining to each chapter.

Each session is taken by Mr. Rajkumar Venkatesan, faculty at the Darden School, University of Virginia.

LEARNING WEEK : 1

MODULE 1: MARKETING PROCESS

Various key objectives related to Marketing process were covered in this session.

- The topics covered were the core concept of Marketing Analytics along with understanding of three different kinds of Marketing Analytics: Descriptive , Predictive and Prescriptive. Today, most organizations emphasize data to drive business decisions, and rightfully. But data alone is not the goal. Facts and figures are meaningless if it cannot gain valuable insights that lead to more-informed actions. Descriptive analytics look to the past to explain what happened and why it happened. Predictive analytics and prescriptive analytics use historical data to forecast what will happen in the future and what actions you can take to affect those outcomes. Forward-thinking organizations use a variety of analytics together to make smart decisions that help businesses. Today, most organizations emphasize data to drive business decisions, and rightfully. But data alone is not the goal. Facts and figures are meaningless if you can’t gain valuable insights that lead to more-informed actions.
- Introduction to marketing process: the marketing process actually starts with the objectives of using the five Cs. It's about the customer, the company, competitors, collaborators and

content. The strategy which comprises of segmentation, targeting and positioning. Including Tactics followed by the four P’s of marketing, product, price place, and promotion.

- The insights of marketing planning process using the Airbnb case study showcase the Airbnb marketing process, its strategic challenge that Airbnb faced and including the Airbnb marketing strategy with data using text analytics. Utilizing data to improve marketing strategy and improving the marketing process with analytics. At the end of this case study it gives a better understanding of the marketing planning process, explaining how data-driven decision-making impacts marketing, describe how Airbnb used analytics to improve its marketing strategy, apply the marketing planning process to address your marketing challenges, apply the analytics process to your marketing challenges and how analytics affects the marketing planning process, and how the use of analytics helps to improve the way to address marketing challenges.

LEARNING WEEK: 2

MODULE 2: METRICS FOR MEASURING BRAND ASSETS

This session focuses on the firms that spend millions on branding for one reason: It allows them to charge more for their products and services. This module will explore the valuable, if intangible, asset. It will focus to build and define a brand architecture and to measure the impact of marketing efforts on brand value over time and measure and track brand value.

- The topics that were covered in this session were followed by the introduction to metrics for measuring brand assets that delve into the meaning of brands, to explore marketers build a brand's architecture, to understand the ways companies measure the value provided by brands and an understanding of explaining and evaluating a brand and brand architecture, to track the value of brands over time and measure the impact on brand value of marketing decisions.

- Developing Brand Personality: Taking example of various known brands and understanding that a brand is not just a name, logo, a shape or a color. It means a lot of different things. It's a complex entity. It could be about speed and recognition. For example Etch a Sketch, It brings down all the memories that have in childhood and all the beautiful moments, they're wrapped into this Etch a Sketch that is representative of all of those good things in childhood. And so, this whole personality needs to be understood, and the efforts that companies put in developing this personality have dividends in terms of what the brand means in terms of the value to the firm, and how they lead to additional sales because of the personality that resonates with the consumer.

- Developing Brand Architecture: Brand architecture connects product features and attributes to the emotional connection of brands with their consumers.It identifies aspects of consumer responses that need to be influenced by marketing actions.Markerters use analytics to evaluate affects the aspects of brand architecture. These are features, but these features actually give an emotional connection with the brand and that's what the brand architecture captures. Now the brand architecture tells what parts of the brand need to be influenced by marketing. It tells that the brand is a multi-dimensional concept that needs to be influenced across different ways.

- Measuring Brand Value: Brand valuation model is called the Inter brand valuation model.Inter brand is a consulting company that does this over a lot of years. And it comes out with this ranking of the most valuable brands.(Y&R) developed a model of brand equity called Brand Asset Valuator . Based on research with almost 200,000 consumers in 40 countries, BAV provides comparative measures of the brand equity of thousands of brands across hundreds of different categories. There are four key components or pillars of brand equity, according to BAV Model.

- Calculating Brand Value helps to identify if there are various circumstances that require a corporation to measure the financial value of its product’s brand and/or of its corporate brand. These include: Merger and Acquisition, Licensing, Brand Reviews, Financing and Budget Allocation. Brand value and brand equity represent two different, yet intricately linked, concepts. Brand value is the net present value of future cash flows from a branded product, minus the net present value of future cash flows from a similar unbranded product or what the brand is worth to management and shareholders. While measuring brand value has its usefulness, the act of measurement by itself will not make a brand more valuable or less risky. Quantifying and managing brand equity, however, using a customized measurement model, is critical to transferring value to a corporation's shareholders.

LEARNING WEEK: 3

MODULE 3: CUSTOMER LIFETIME VALUE

In learning stage three the module explores Customer Lifetime Value, or the future net value of a customer relationship. This forward-looking measure of the customer relationship helps to connect marketing strategies to future financial consequences and invest marketing dollars in the right place to maximize return over a customer's lifetime. It also teaches to measure customer lifetime value and evaluate strategic marketing alternatives based on whether they improve customer retention and lifetime value.

- Focusing on Customer lifetime Value it is an important aspect of marketing analytics because, customers are the key asset of any business. Without customers, there is no business. It also explores the phases of a customer's relationship life cycle with the firm, and learning to compute and apply, the value of this relationship life cycle. It also evaluates marketing alternatives or levers like sales call or price promotions that are effective in improving customer retention and lifetime value.
- Demonstration of customer life time value in Netflix and understanding the retention rates, identifying the value for a customer relationship, the acquisition rates and the base of understanding the money and value spend on each customer. It also focuses on customer lifetime value that computes the dollar value of an individual customer relationship.
- Calculation of CLV and understanding the importance of the Net margin, Gross Margin, Retention rate, Net profit and Discount rates which helps in resonating with audience and how much the customers like the products or services and how well it can be improved.
- CLV teaches to segment the customer effectively, Lift retention, Increase loyalty, improve forecasting and helps to recognize the best customers that help in the growth of the business.

LEARNING WEEK: 4

MODULE 4: MARKETING EXPERIMENTS

This session puts forth the marketing experiments that allow to understand the effectiveness of different marketing strategies and forecast expected ROI and to design basic experiments so that it can assess marketing efforts and invest marketing dollars most effectively. This module helps to avoid a gap between test results and field implementation, and explore that how web experiments can be implemented cheaply and quickly. It will help to design and conduct effective experiments that test marketing campaigns and then use the results to make future marketing decisions.

- Starting with the Experimental Designs also commonly known as AB testing that is a rapidly growing part of marketing analytics portfolio. This helps to define effective experiments to test the marketing hypothesis and also to understand to conduct basic experiments to assess the effectiveness and cause of the marketing efforts. It also throws light on the the concept of correlation and causation, Return on investment, achieving target sales and to determine the casual effect on marketing sales.
- The module also focuses on the teaching of the four rules that helps to establish causality:
- Calculation of Break Even and Lift: The demonstration of designing full factorial web experiments which allows finding out that generates maximum revenue. Focusing on designing and analyzing experiments with Etch A Sketch model. A break-even analysis is a useful tool for determining at what point the company, or a new product or service, will be profitable. It’s a financial calculation used to determine the number of products or services need to sell to at least cover the costs. When broken even, it says that there is neither gain loss or loss of money , but all of the costs have been covered. It also emphasize on Fixed and Variable cost.

LEARNING WEEK: 5

MODULE 4: REGRESSION BASICS

The last module of the course comprises with the discussion to set up regressions and interpret outputs, focusing on confounding effects and biases, and distinguish between economic and statistical significance. The better understanding of regression which is a very important part of the analytics tool kit and it is an important predictive analytics method because it allows understanding how two variables are related. In the marketing context, it really allows to know the concept of how marketing levers like advertising is related to sales. Majorly focuses on how to interpret regression outputs. Explore confounding effects and the biases introduced y missing variables and to distinguish between economic and statistical significance.

- Demonstration of the regression model followed by its main objective i.e dependent and independent variables and its importance in market research. Regression analysis is one of the most important statistical techniques for business applications. The analyst may use regression analysis to determine the actual relationship between these variables by looking at a corporation's sales and profits over the past several years. The regression results show whether this relationship is valid.

- In addition to sales, other factors may also determine the corporation's profits, or it may turn out that sales don't explain profits at all. In particular, researchers, analysts, portfolio managers, and traders use regression analysis to estimate historical relationships among different financial assets. They can then use this information to develop trading strategies and measure the risk contained in a portfolio..

- Understanding the use of price elasticity to evaluate marketing which shows improvements or declines in the effectiveness of the market and also show casing marketing mix models for better understanding of the topic.

6. CONCLUSION

The purpose of the Marketing Analytics course is testament to the reality of the skills gap, which the management students must know for higher quality problem solving. Imparting the knowledge on industry activity, there is no indication that demands for these skills will decline anytime soon. The case studies of the course offer rich insights about the development of the foundational strategies that the marketers implement.

Experimental learning theory and marketing analytics offers their framework in hopes that the experiences and results described were useful to address pedagogical goals in the marketing curriculum. This is success- oriented course that consist of assignments and opportunities to demonstrate understanding of the course material.

The session also enlightens the crucial role of research in understanding customer insights and shaping marketing strategies. Customer insights through a client-bases projects, identification of benefits and challenges of market research. It is an extensive study, conducted to understand the marketing analytics tool and its importance in prediction and potential of this line of business that are available in the session.

7.**REFERENCE:**

"Marketing Analytics | Coursera." https://www.coursera.org/learn/uva-darden-market-analytics (accessed Jul. 11, 2020).