

Project 4: Developing and Implementing a Marketing Plan

(<https://leocontent.umgc.edu/content/umuc/tgs/mba/mba640/2225/projects/developing-and-implementingamarketingplan/start-here.html?ou=683998>)

Project 3: Digital Marketing Analytics

Step 3: Answer CompanyOne's Data Analysis Questions

The past few weeks have flown by. You have just completed the GA tutorial when you receive a memo from Ying (<https://leocontent.umgc.edu/content/dam/learning-resources/course-content/mba/mba640/MBA%20640%20Project%203%20Questions%20-%20Winter%202022.pdf?ou=683998>) marked CONFIDENTIAL. You scan the memo to find a list of client questions that have been assigned to you. You are expected to use Google Analytics to answer the 10 questions in the memo by the end of Week 7. The Google Analytics demo account will give you access to data from the Google Merchandise Store, which in this project represents CompanyOne's data.

Review these instructions for How to Activate the Google Analytics Demo Account (<https://leocontent.umgc.edu/content/dam/course-content/tgs/mba/mba-640/document/How%20to%20Activate%20the%20Google%20Analytics%20Demo%20Account.pdf?ou=683998>) .

Submit your answers to each of the ten questions and the accompanying screenshots in a Word document to the dropbox located in the final step of this project.

Remember to include one or more screenshots of the relevant Google Analytics page to support your answers. If you need help with creating screenshots, review these (https://www.umgc.edu/help/help-topic.cfm?id=kA0d000000DKK2CAO&table=FAQ_IT__kav&action=getArticle&fbSource=RelatedArticle) instructions on capturing screenshots (https://www.umgc.edu/help/help-topic.cfm?id=kA0d000000DKK2CAO&table=FAQ_IT__kav&action=getArticle&fbSource=RelatedArticle) for your Microsoft, Apple, or Android system. The next step provides a summary of all deliverables due during this project.

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