

6.1.1 : Reflect on your final project

Did you help Amanda to understand how she can use marketing analytics and insights?

Think about

Use the following reflective questions to reflect on your final project:

- What part of your presentation did you find most challenging? Why?
- What lessons did you learn while creating your presentation?
- Are you confident that you can explain the key aspects of marketing analytics and insights to others?
- What aspects do you want to explore in greater depth?

6.1.1 Reflect on your final project

Did you help Amanda to understand how she can use marketing analytics and insights?

By using some of Amanda's sample data, I think I was able to provide a useful example of the importance of her data, how it can be used and some other options to improve her targeting and increase occupancy of the campground.

Some of the technical information on how this may actually work may not have been fully covered, but the outcomes were explained; and by explain some of the terms, their relevance and potential outcomes, this would have given Amanda an understanding what she could do and some of the appropriate terms to use when talking with others.

What part of your presentation did you find most challenging? Why?

There were several parts to this project that were challenging

- Generating the sample / dummy data
- Forming the Narrative
- Keeping within scope
- Recording the presentation
- Uploading the file

Generating the sample / dummy data

I am absolutely sure this will be representative of any project with any data of any size. Finding the right data...

I wanted to constrain the data with something that was not too complicated. I had an idea of what I needed to fit with the narrative.

A couple of shops that people visited, how often and when...

As it turned out, I suggested that the previous campground owners had purchased some O-Bikes when they exited the ride-sharing market. This allowed some tracking to be incorporated.

Designing the randomised data and visualising in a format that made some sense to match the context and background worked, but took some time...

However, the data was matching the story and was able to provide trends to develop tactics and strategies for marketing purposes. Some of the tactics changed to match the data to indicate a flow in the narrative and reduce time going back to review or update the data.

However, from previous experience, if the data is not there, the insights cannot be generated and the tactics and strategies cannot be developed correctly, or in full...

Forming the Narrative

It was difficult to know how much information to put in.

- High Level
- Low Level
- Lots of pictures and Lots of Talking
- Self-contained to make sense without audio commentary

I chose to continue with a previous background and context I had developed for Amanda's Coastal Campground during the course.

I was then able to place Amanda's Coastal Campground in a space, and further develop the presentation.

- Gathering images,
- Generating the data,
- Developing the insights,
- Making sure they all fit within the presentation requirements,
- Making sure the information made sense and was enough
- But not too much
- Making the presentation flowed
- Fitting the presentation within 5 - 10 minutes

Making sure there was a consistent storyline throughout the slide pack that flowed and made sense was an interesting challenge. Especially when the Background and Context were already set...

I think by having the information gathered and re-reading the scope helped for the narrative in the end.

Keeping within Scope

It was quite easy to get buried in the data, finding new sources or generating new sample data to make stories and to elicit more details and attributes to manipulate. It was also easy to begin starting to make a presentation and start without any real plan, just adding what you thought would be a good idea with more being better...

Having lots of data details may have been easy to slice and dice with a predetermined data set, but when generating your own; and thinking on the fly; and getting excited about possibilities. This made it very easy to fall down the rabbit hole into a Time Vacuum.

Every now and again I needed to re-read what was being assessed and then build a presentation and narrative around that. It was when I was almost complete that re-read the project outline again and realized I had the data and details; but maybe not quite in the right format.

So that required a bit of a re-write to simplify and explain the data presented, why it was important and how it could be used.

This took some more time to re-work the presentation as the submission deadline approached.

Recording the Presentation

Man! O! Man! O! Man!

I downloaded the CamStudio Open Source software before I went away to Deniliquin. I hadn't fully tried the screen capture software beforehand as this was a recommended software. However, when I was ready to record my presentation, I soon discovered I was not able to record PowerPoint in full screen. Some GoogleLearning mention Windows 10 Aero settings were an issue. I tried to find the Windows Screen settings options but was getting a bit flabbergasted at the time. Submission time was a while away, but I want to get the presentation uploaded well and truly before the cut-off time.

I tried to record the presentation using the video function on my mobile phone. Apart from a few interruptions from opening doors, it seemed to be going OK until my arm started to waver up and down. Making the slide presentation move around quite a bit. The screen would have been illegible due to the resolution – and the movements...

I was starting to worry until I stumbled across a Windows 10 native screen recorder used by gamers to record their game play.

GameBar (Windows Button  + G)

I then had to ensure the audio was being recorded. I use a Docking Station at home that is used for headphones, and presumably the microphone. I had to switch configurations between microphone jacks and laptop microphone and run through a couple of quick test recordings before running through the presentation again.

Confirming I had audio was switching between speaker options.

Once I heard audio in the first couple of seconds of video, I was confident (hopeful) the rest of the audio would be there...

Uploading the File

I was located out of Deniliquin, past Pretty Pine, in rural New South Wales. My internet connection was a portable 4G Wi-Fi Hotspot. However, using the mobile phone to confirm connection and reception etc. the reception seemed to be variable anywhere between 3G, H+ and H...

I tried uploading the completed presentation once, but according to YouTube, the file was stuck at an upload of 3% for bloody ages! So, I reset the portable Wi-Fi Hotspot and the laptop and started again...

I generated a new file URL, the file seemed to be uploading past the 3% sticking point before, and was making its way up. Very, Very, Slowly...

I started my second upload at 3:30pm. The file finished uploading and processing in YouTube by around 9:30pm.

I knew there was an 11:59pm submission shut off time, but it wasn't until about 60% upload that YouTube would give an indication of how long it would take to complete.