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Independent Study and Mentorship Program

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Product Progress

Research Assessment 19

Assessment:

Overview: For my final product, I am consulting for Boba+Donuts. As a consultant, it is necessary to identify a problem with how Boba+Donuts is running or work to improve Boba+Donuts and expand. After talking with the owners of Boba+Donuts, we identified the need for Boba+Donuts was to expand our marketing through social media. Some of my goals are to grow the Boba+Donuts following by 200 followers. At the start of the project, Boba+Donuts had 218 followers. Another goal of the project is to interact with on average fifty posts every other day with the hope of getting more customers in the store and increasing brand awareness. The final two goals, how we are measuring success with the project, is to have five specific targeted comments to appeal to different demographics, and to increase order number by ten orders on average per day.

Calendar: The project is currently ahead of schedule, with my mentor approving the posts at our most recent mentor visit on March 27th while the deadline was 4/4.

Mentor's Role: My mentor has great knowledge on how to connect this project to consulting, especially in regards to data analytics. Many consultants are data analysts prior to acquiring a consulting job. This is most often where college graduates start their journey to become a management consultant. Knowing this, I want to learn as much as possible about data analytics and how to use technologies like Pivot Tables. My mentor has given me a quick tutorial of this already and we will be using the numbers we pull from Boba+Donuts Instagram and orders per day to practice Pivot Tables. Understanding the role of a data analyst and how consultants use the work of an analyst as a high schooler, could potentially place me ahead for internship opportunities throughout college and entry level consulting jobs like a data analyst after graduation. In addition to my mentor teaching me crucial data analytics skills, she has been offering helpful tips on how to present effectively. We went through one of her recent successful presentations and she described how engaging the audience through fun questions and balancing graphics with text are two methods she uses when presenting. I will try to replicate some of her successful methods while presenting to The Vested group and on Final Presentation Night. Ms. Nguyen has also provided me with trusted leads to contact in the field of social media marketing.

Successes and Difficulties: This project has gone very well. Typically, I always meet deadlines, but my mentor has had such an impact on my work ethic, I am meeting deadlines ahead of schedule. Also, I have only posted once, but have seen a significant follower and profile visit increase. The beginning of the project Boba+Donuts following was at 218 on Instagram and is now, as of 4/7, at 263. The goal for the project was to gain 200 followers and it appears we are about a quarter of the way there. Some difficulties include my scheduled post times, based on the most interaction and my post planner, had to be pushed back as my boss posted on the account

too recently for a new post. This project has been a little challenging to track with the final product log as interacting with posts every other day or posting takes about two minutes, making the log take longer to fill out than the actual work took.

What's Left: The project has gone well so far, but there is still much left to do. I will continue to post, with four posts remaining, and to interact with fifty locational hashtags every other day.

The biggest component of the project left is the recording of data in one document and coming up with conclusions about customer conversion based on social media. This project is shaping up as I expected and as of right now exceeding my expectations. I am excited to see what the final results look like.