Helping Storage Businesses

Get
More Rentals

With Google Sheets Analysis

A self-storage marketing team needed help understanding their data to refine their marketing strategy. Leveraging Google Sheets, I analyzed data and made recommendations too help maximize their marketing efforts.

Approach

Reviewed Raw Data
Downloaded and cleaned the raw data (removed test sales and dates irrelevant to the focused time frame.

Connected Findings to Business Impact
Analyzed how this impacted specific business goals and aligned with needs.

Prioritized Findings
Prioritized findings based on which would have the greatest impact for upcoming quarterly campaigns.

Key Insights

Top peformers
- Analyzed YoY and MoM sales.
- Flagged locations consistently underperforming for further analysis.

Location Discrepancies
- Central location vs. outskirts of city.
- Sales cannibalization with facilities on the same street.

Identified Challenges and Opportunities
- Certain locations more ideal for customers.
- Some cities had greater sales but also greater competition.

RECOMMENDATIONS

Prioritize
Organic marketing tactics drove the most meaningful site interactions. Prioritize over paid ads.

Understand
Customers were interested in U.S. south and were budget conscious. These locations should receive priority for marketing.

Anticipate
U.S south locations = top performers. As they headed into moving season, expect this trend to continue, but also increased competition.

Outcome

The team applied these insights to upcoming campaigns. They prioritized organic marketing tactics to drive the greatest ROI and avoid unnecessary marketing spend. They also were able to understand why some locations were consistently over/underperforming and anticipate how to attract more customers with key buyer persona characteristics that shaped customer behavior/likeliness to convert.