

Udacity

Marketing Analytics

Nanodegree Program
Project: Craft a Report

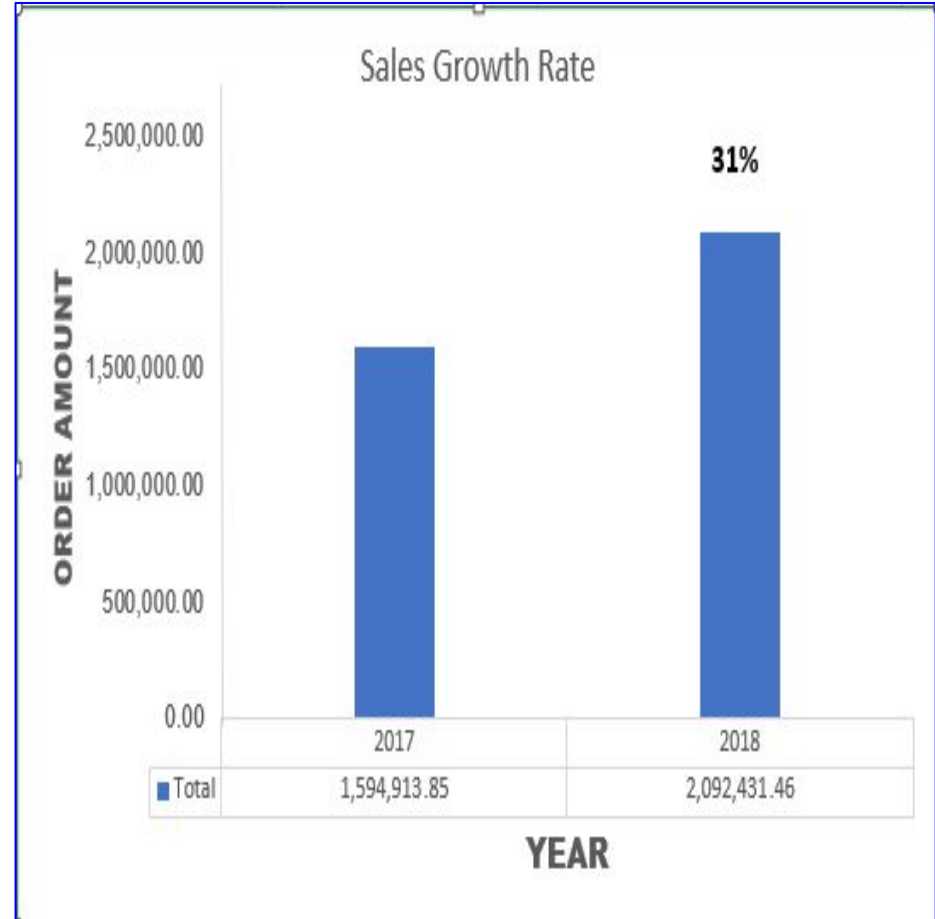
Did We get the Sales Growth Results We Expected in 2018?

During the fiscal year 2017, the store reported bringing in \$1,594,913,85 in black friday total sales. The following year 2018, they reported bringing in \$2,092,431,46 in black friday total sales.

and When assessing sales growth rate From 2017 to 2018, we found the store had an annual sales growth rate of 31,19% in black friday 2018.

When our objective was to increase by 30% On total sales between black friday 2017-2018.

According to these previous results Means we surpassed our objective.



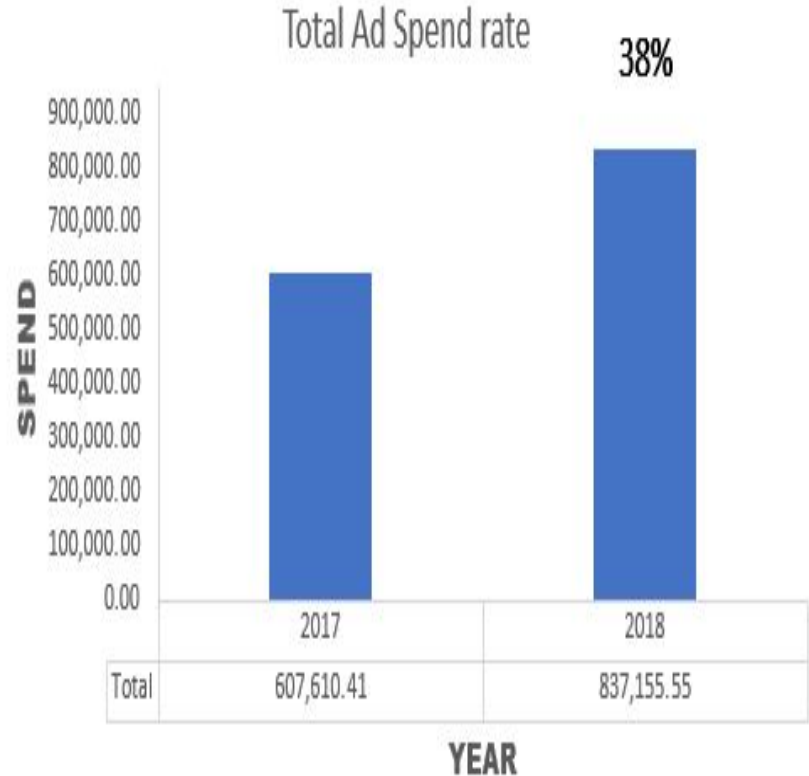
Did We get the Total Ad Spend Results We Expected in 2018?

During the fiscal year 2017, the store reported bringing in \$607,610.41 in black friday total Ad spend. The following year 2018, they reported bringing in \$837,155.55 in black friday total Ad spend.

and When assessing total Ad spend From 2017 to 2018, we found the store had an annual Total Ad spend of 38% in black friday 2018.

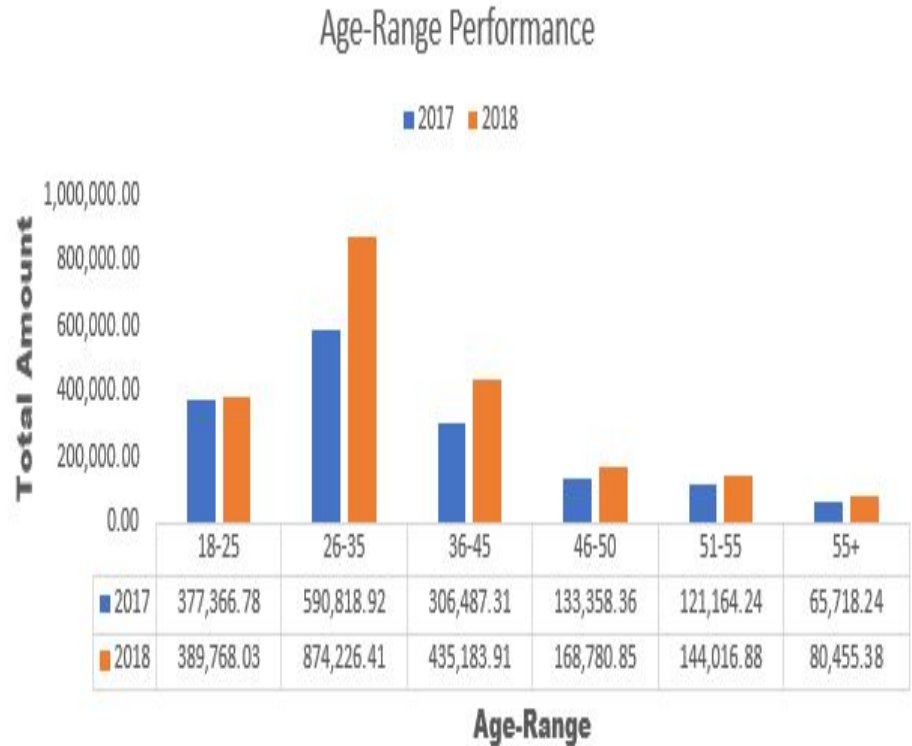
When our objective was to Decrease by 30% On total Ad spend between black friday 2017-2018.

According to these previous results Means we failed to achieve our objective.



Sales Performance between age group

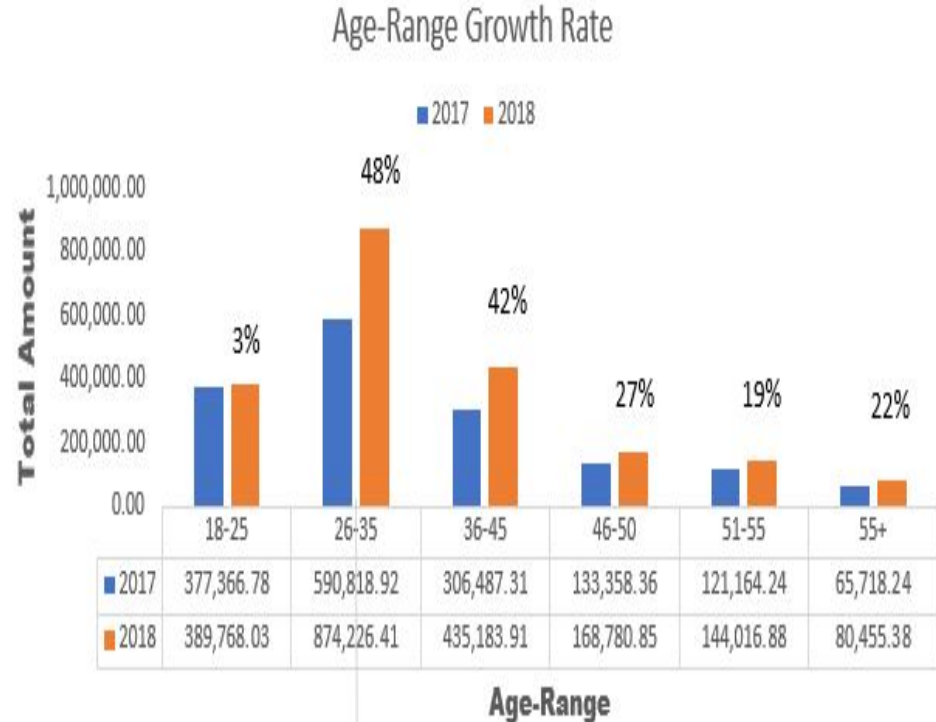
According to depicted visual that provided to reinforce the report we found the Total amount sales on store hiked through all the age groups compared between black friday 2017 and 2018.



Which Age-Range generated the most sales?

According to depicted visual that provided to reinforce the report we can see the majority of total sales came from 26-36 age-range group who attaining the best performance by total sales amount value taken in black friday 2017 \$590,818,92 and attainment 874,226,41 in black friday 2018,

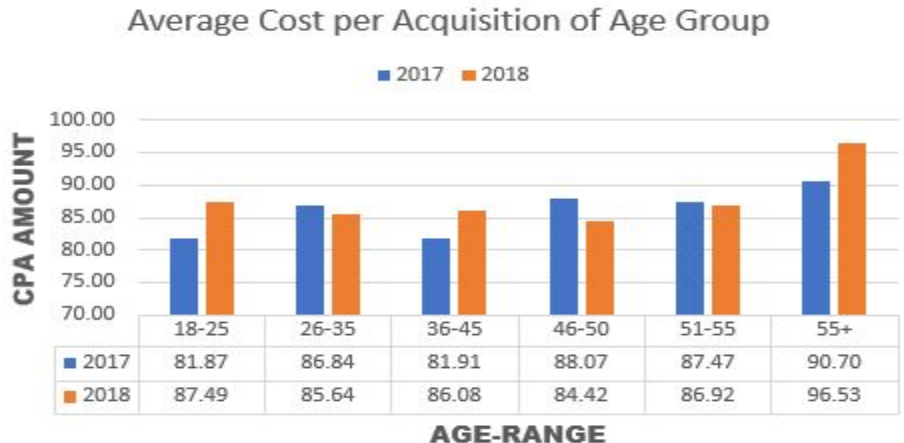
And saw the first biggest spike in the number of total sales growth at 48% from black friday 2017 to black friday 2018



Was the ROI on our Paid Channel positive or negative? What was it? Which age-range had the best CPA?

According to depicted visual that provided to reinforce the report we see the store has positive ROI in both years. and we could be seen profitable and We found our investment value exceeds our expenses but ROI has decreased in 2018 due of the high rising cost to revenue 6.69% after 8.03% in 2017

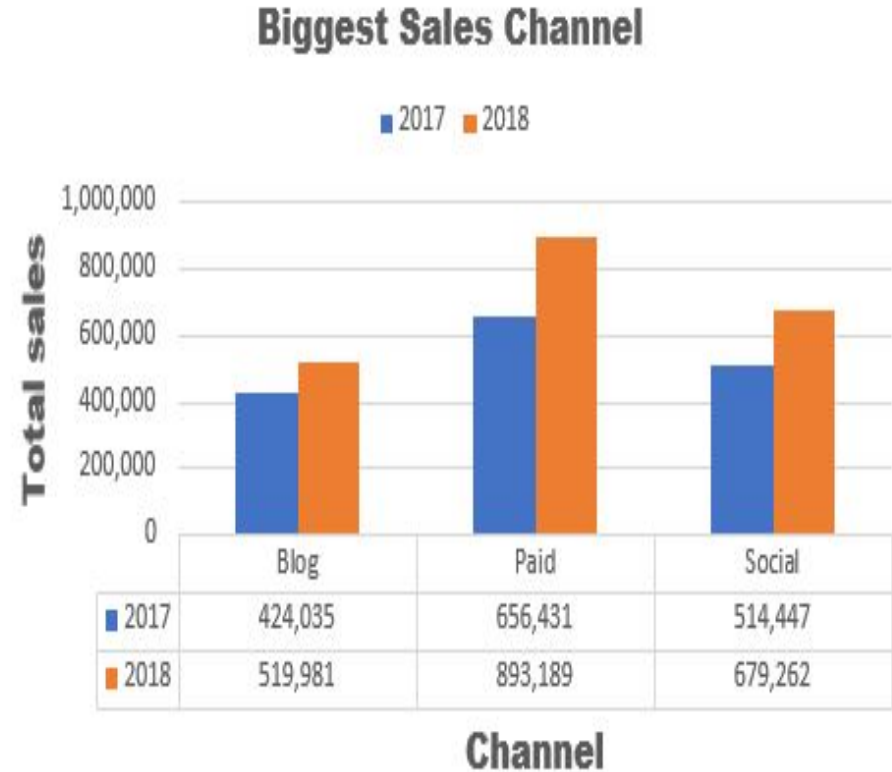
and we can see the best performing age-range in 2018 by best CPA was (46-50) who having the lowest average CPA taking \$84 in spend while the lowest average CPA in 2017 was (18-25) and (36-45) age-range with \$82 in spend



Which channel was the biggest driver in sales for 2017? For 2018?

According to depicted visual that provided to reinforce the report we see the best performing channel in 2018 by best total sales was paid channel who hasing the biggest driver in sales taking \$893,189 in total sales

while the best performing channel in 2017 by best total sales was paid channel who hasing the biggest driver in sales taking \$656,431 in total sales

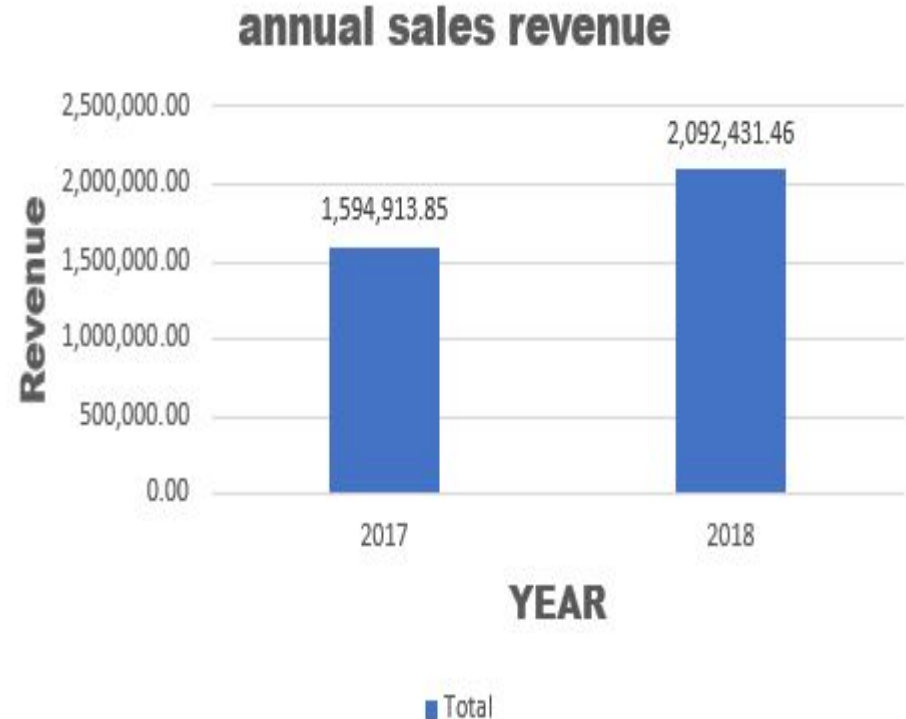


How much revenue did we generate in 2017? In 2018?

According to depicted visual that provided to reinforce the report we see

In in fiscal year 2017 the total revenue reached around \$1,594,913,85

And the total revenue in fiscal year 2018 reached around \$ 2,092,431,46

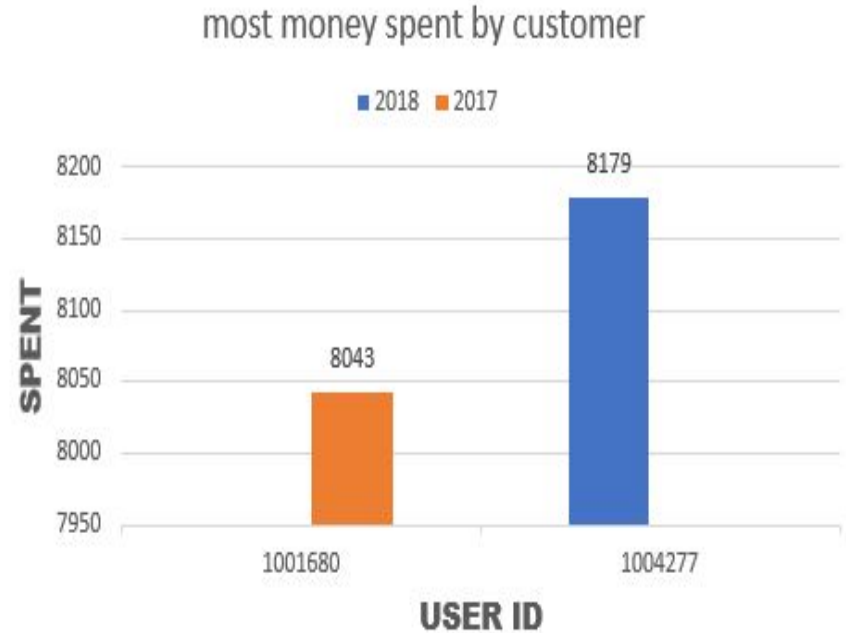


Which customer spent the most money?

According to depicted visual that provided to reinforce the report

we see the best user id 1004277 in 2018 who has the biggest driver in spent the most money Around \$ 8179

And we see the best user id 1001680 in 2017 who has the biggest driver in spent the most money Around \$ 8043

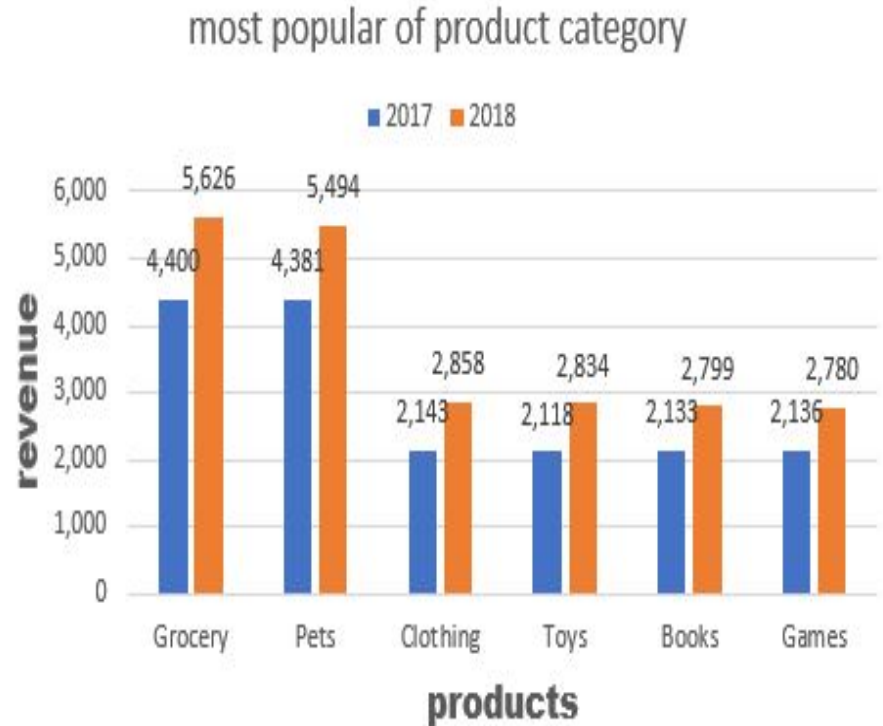


Which product category was most popular in 2017 & 2018?

According to depicted visual that provided to reinforce the report

we see the Grocery is best product attributed the most count of revenue in 2018 who hasing the biggest driver Around \$ 5626 of total sales

And we show the Grocery is best product attribute the most of total revenue where it responsible for \$4400 of total revenue in 2017



sales performance by product category

According to depicted visual that provided to reinforce the report we found the Total amount sales on store hiked through all the products compared between black friday 2017 and 2018.



Where do most of the costs come from? and what is the appropriate solution to reduce them? We find that groceries and pets products an increased in costs that reached 25% in 2017 and 2018, but we find in secret that clothing products, the expenditure rate reached 47% between 2017 and 2018, and there wasn't a significant increase in the sales growth rate, which reached 34% compared to costs, while For a product such as toys, the average cost amounted to 44%, in contrast, the sales growth rate rose to 38% between 2017 and 2018. Therefore, the return on investment from toy products is witnessing a remarkable rise that calls for increased attention and directing part of the expenses to investing in it and sufficient Ads for its growth

	Values	YEAR				
	Sum of CPA		sum of order amount			
Product Category	2017	2018	2017	2018		
Pets	152,319	206,236	408,475	511,713		
Grocery	149,629	201,416	398,167	525,438		
Clothing	75,872	111,475	199,093	267,565		
Games	76,306	106,741	197,660	261,044		
Books	78,831	103,873	198,068	259,626		
Toys	74,654	107,414	193,451	267,045		
Grand Total	607,610.41	837,155.55	1,594,913.85	2,092,431.46		
	% of total spent	% of total spent	rate	%of order amount%of order amount	rate	
Product Category	2017	2018	spent	2017	2018	amount
Pets	25%	25%	35%	26%	24%	25%
Grocery	25%	24%	35%	25%	25%	32%
Clothing	12%	13%	47%	12%	13%	34%
Games	13%	13%	40%	12%	12%	32%
Books	13%	12%	32%	12%	12%	31%
Toys	12%	13%	44%	12%	13%	38%