README – Metric Definitions & Instructions for Candidates

Purpose of This Assignment

This dataset contains raw Amazon advertising, sales, and operational data from the BlissBaby brand. The goal is to evaluate your ability to analyze the data, build meaningful insights, and visualize results for upper management and decision-makers.

You may use any tool you prefer: Power BI, Excel, SQL, Python, Tableau, etc.

Metric Definitions

Use these to build your calculations:

Total Sales

Revenue generated for each SKU during the period.

Ad Sales

Revenue attributed to advertising campaigns.

Ad Spend

Total advertising cost for each SKU or campaign.

ACOS (Advertising Cost of Sale)

$$\text{ACOS} = \frac{\text{Ad Spend}}{\text{Ad Sales}}$$

TACOS (Total Advertising Cost of Sale)

$$\text{TACOS} = \frac{\text{Ad Spend}}{\text{Total Sales}}$$

Gross Profit

$$\text{Gross Profit} = \text{Total Sales} - \text{Cost of Goods Sold (COGS)}$$

Net Profit

$$\text{Net Profit} = \text{Gross Profit} - \text{Amazon Fees} - \text{Ad Spend} - \text{Other Costs (if applicable)}$$

Net Margin %

$$\text{Net Margin} \backslash \% = \frac{\text{Net Profit}}{\text{Total Sales}}$$

Candidate Instructions

Please analyze and visualize the dataset in any way you feel is appropriate for management-level reporting. You may reorganize, clean, or transform the data as needed.

Your submission should include:

1. Dashboard or Visualization(s)

Show:

- Overall performance
- SKU profitability
- TACOS/ACOS trends
- Wasted ad spend
- Key insights

2. Short Written Summary

5–10 sentences explaining:

- Your top insights
- Biggest risks
- Biggest opportunities
- Recommended decisions
- Any assumptions you made

3. (Optional) Technical Details

You may include SQL queries, Python code, Excel formulas, DAX, or notes on how you structured the dataset.

Note for Candidates

There is no single "correct" answer. We are evaluating:

- Analytical thinking
- Data modeling
- Visualization quality
- Creativity
- Communication ability
- Business understanding

Good luck!