Udacity
Marketing Analytics

Nanodegree Program
Project: Craft a Report

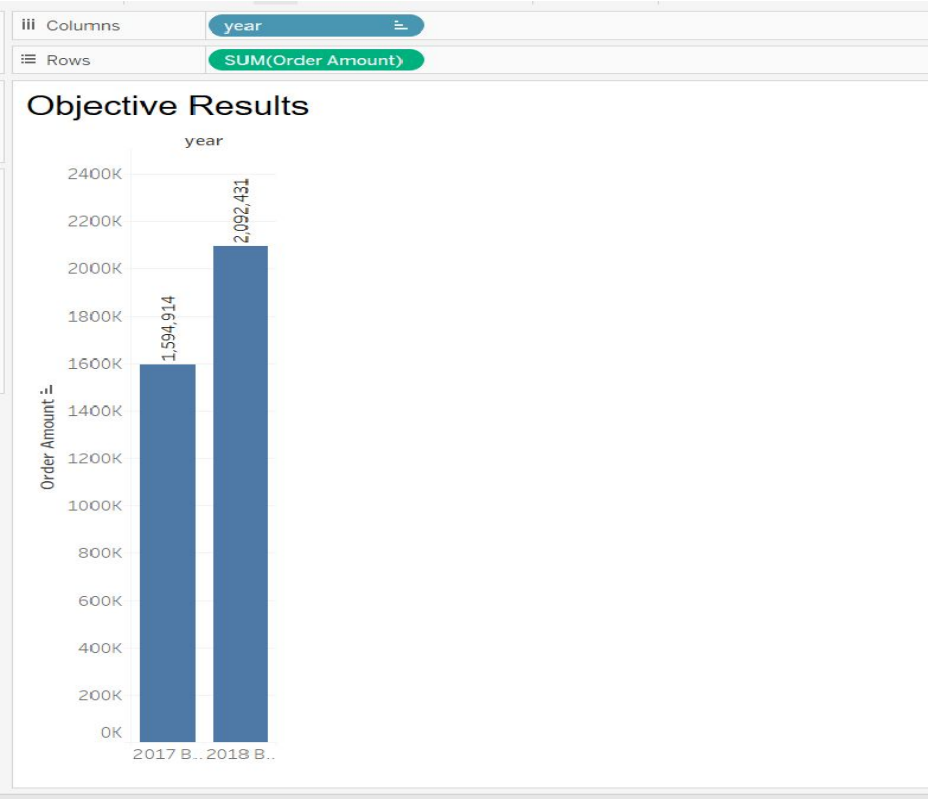
Objective Results

The Objectives are listed below, your job is to asses the data and report on the performance against the objectives:

Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017.

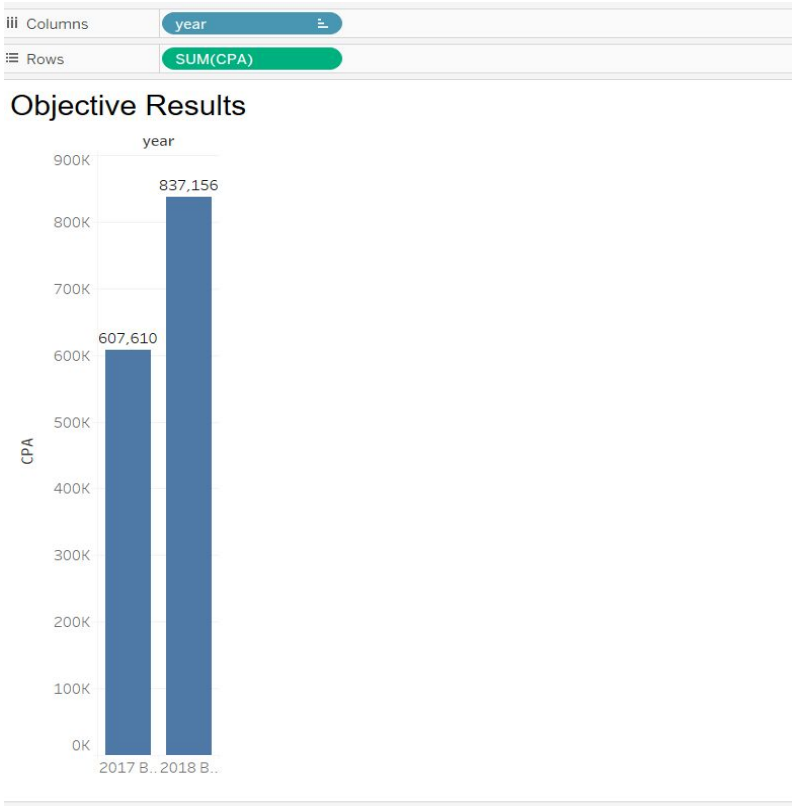
Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018.

Objective Results



- Total sales increased by 31% in 2018 black friday than 2017 black friday
- The objective increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017 **is achieved.**

Objective Results

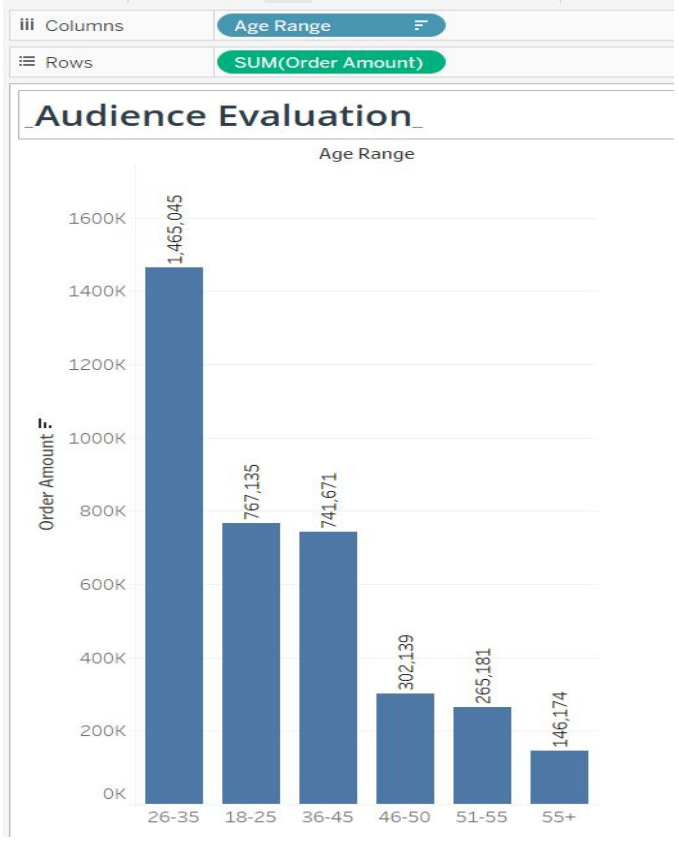


- Totaled spend increased by 37% in 2018 black friday than 2017 black friday
- The objective Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018 **is not achieved.**

Evaluate the Audience

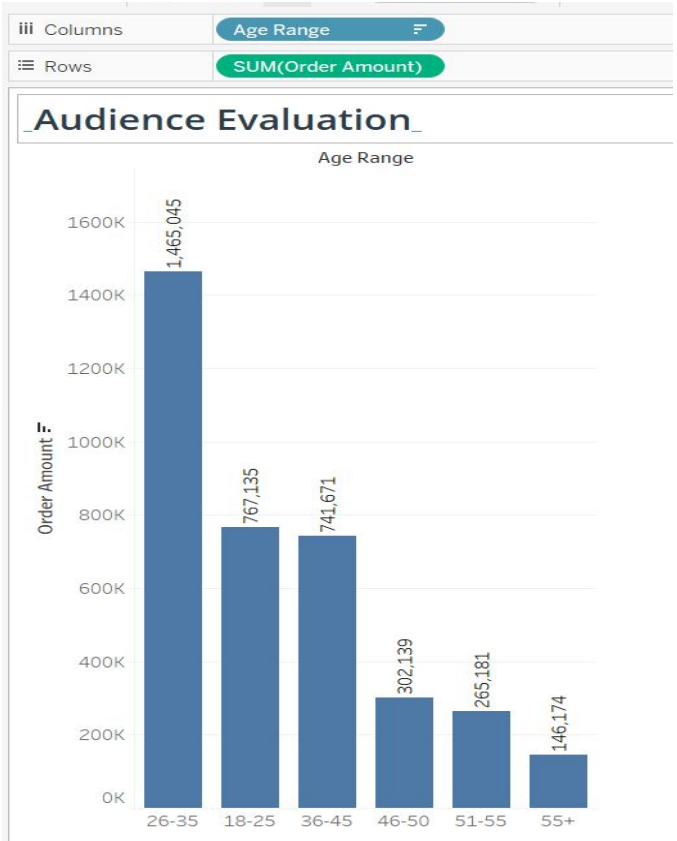
Demonstrate sales amount by age-range

- For both 2017 and 2018



Evaluate the Audience

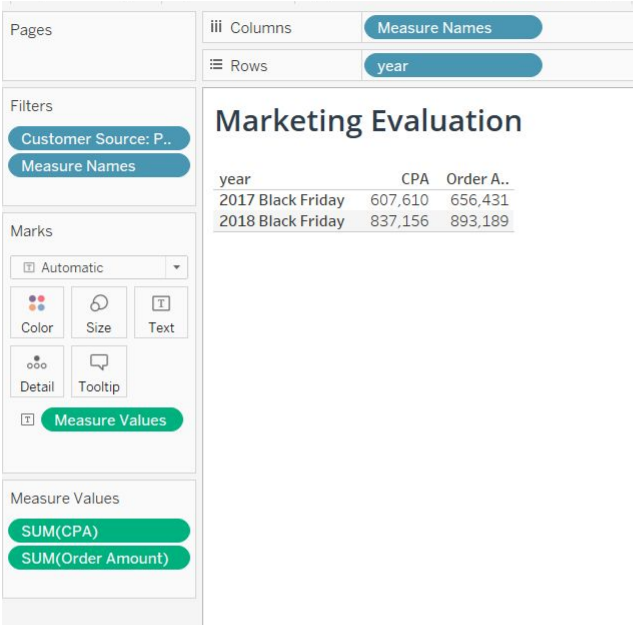
Which Age-Range generated the most sales?



- The customers in **age range 26-35** have the higher sales amount in total sales at 2017 and 2018 with total 1,465,045 orders

Evaluate the Marketing

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



ROI= (sales revenue - marketing cost)/(marketing cost)*100

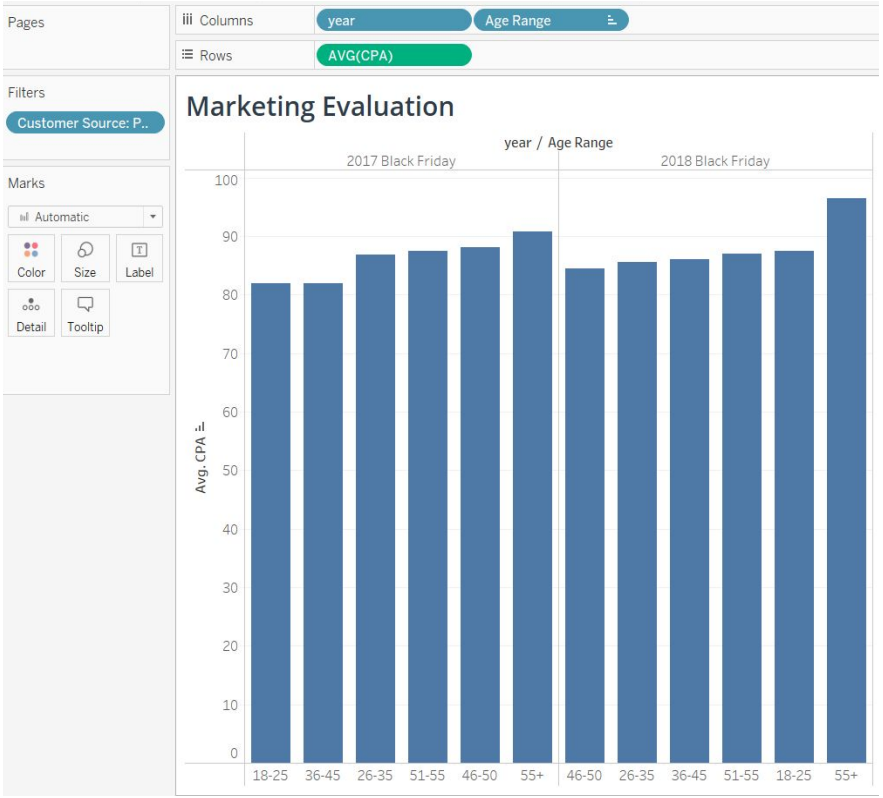
ROI for 2017 = (656431-607610)/(607.610)= 8.03

The ROI for 2017 is **positive** = **8.03**

ROI for 2018 =(893189-837156)/(837156)*100

The ROI for 2018 is **positive** = **6.69**

Evaluate the Marketing



Which age-range had the best CPA?

The best age-range that had the best CPA which has the lowest average CPA is

18-25 for 2017

46-50 for 2018

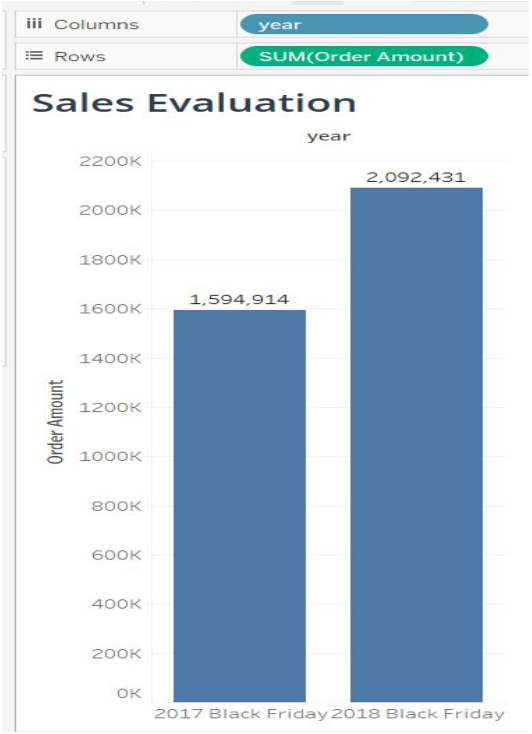
Evaluate the Marketing

Demonstrate total sales by channel

- The highest orders amount was from paid channels for 2017 and 2018
- The lowest orders amount was from blog channels for 2017 and 2018

Evaluate the Sales

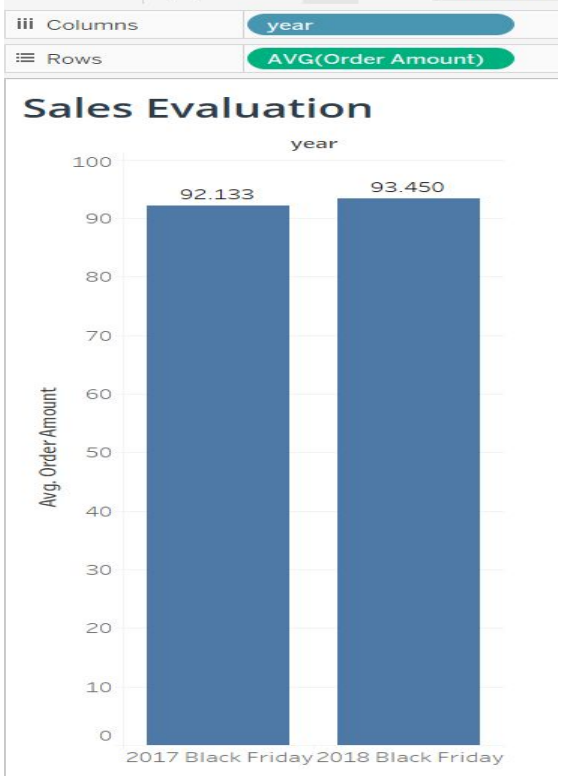
How much revenue did we generate in 2017? In 2018?



We generated revenue **1,594,914 for 2017** and **2,092,431 for 2018**

Evaluate the Sales

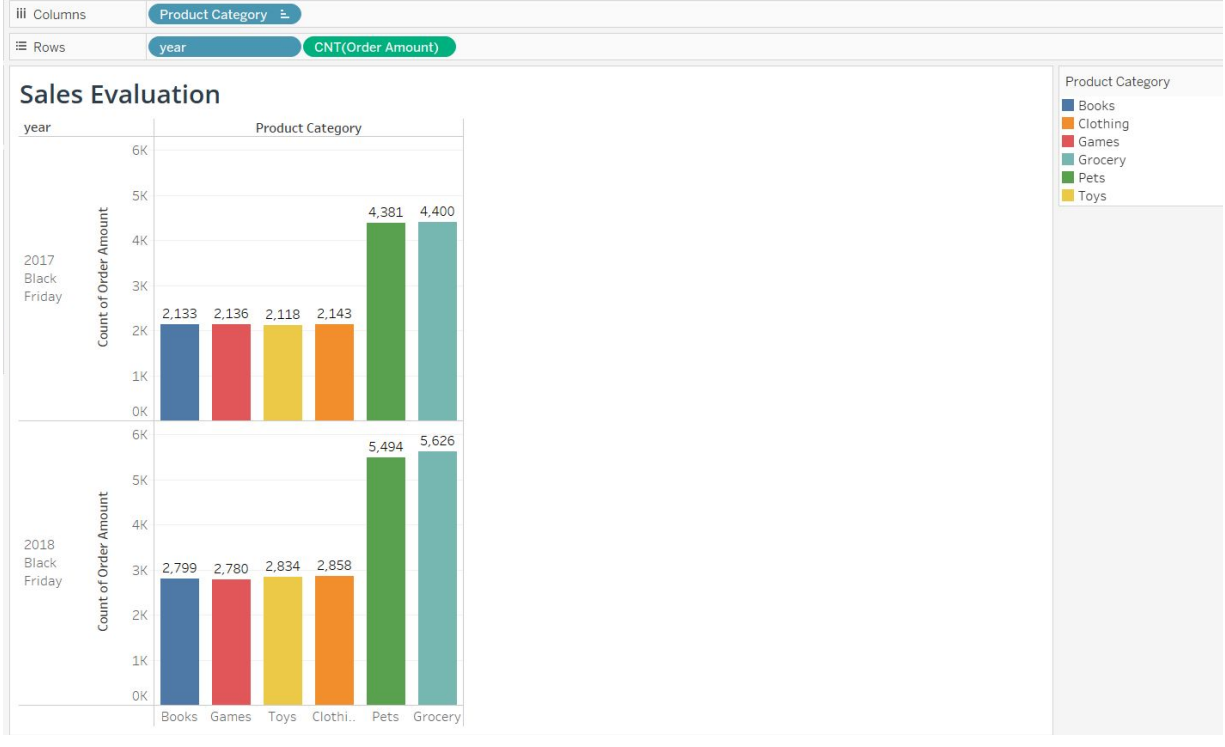
What was our average order amount in 2017 vs 2018?



The average order amount **for 2017 was 92,123** and **for 2018 was 93,450**

Evaluate the Product Categories

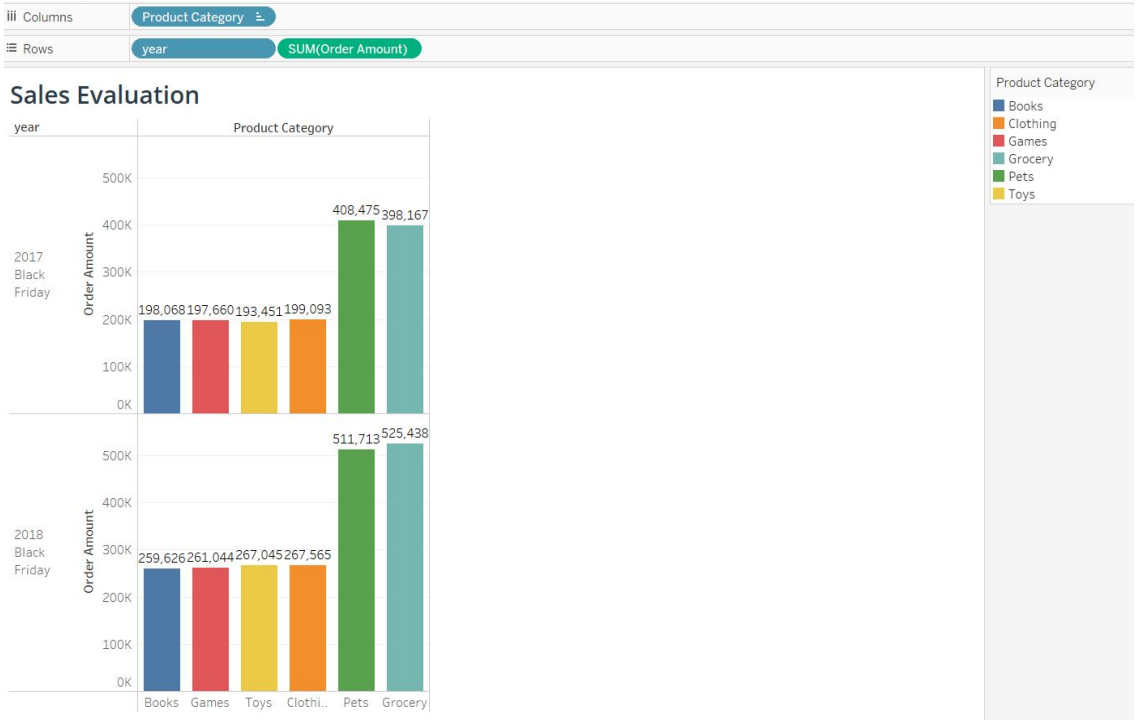
Which product category was most popular in 2017 & 2018?



Grocery was the most popular product category for both 2017 and 2018 black friday

Evaluate the Product Categories

Demonstrate sales by product category



- The higher product category in sales for both 2017 and 2018 was grocery
- The lower product category in sales for both 2017 and 2018 was books