



Total Sales

\$32K

7 % ROI (Return on Investment)

Online Sales

\$15K

12 % ROI (Return on Investment)

Social Media Sales

\$9,262

0 % ROI (Return on Investment)

Stores Sales

\$6,746

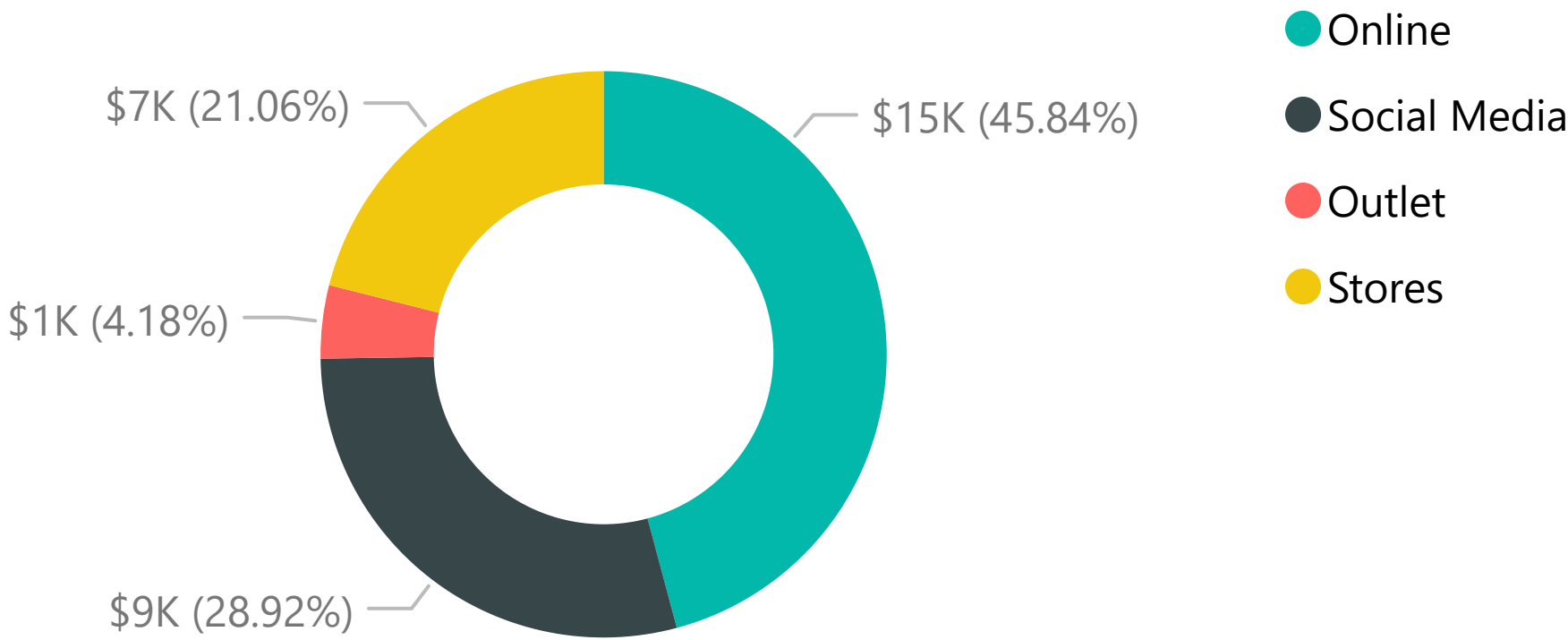
5 % ROI (Return on Investment)

Outlet Sales

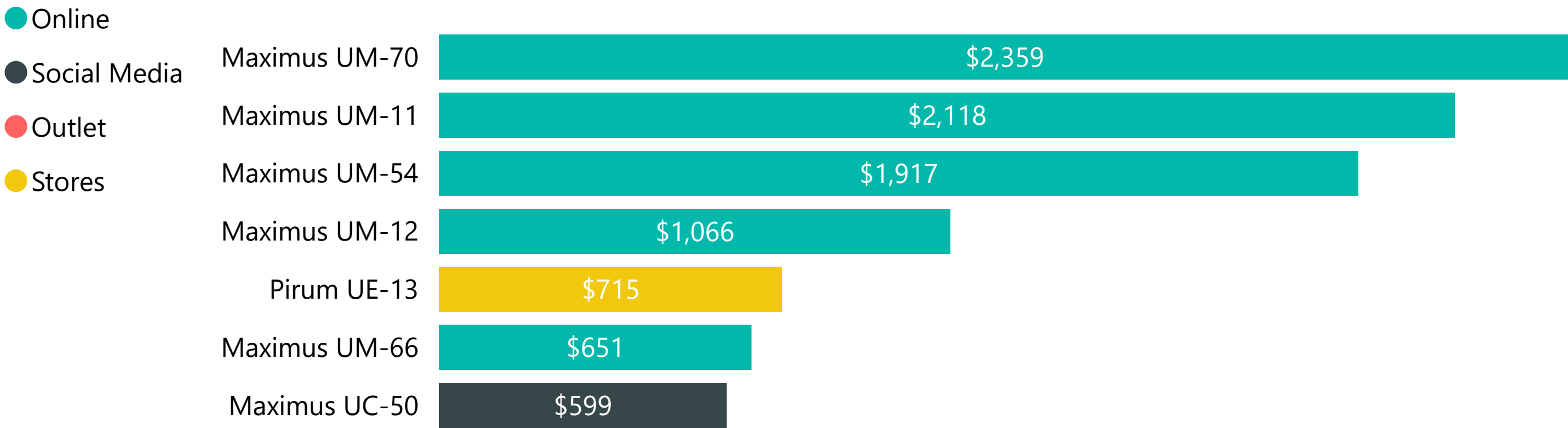
\$1,338

18 % ROI (Return on Investment)

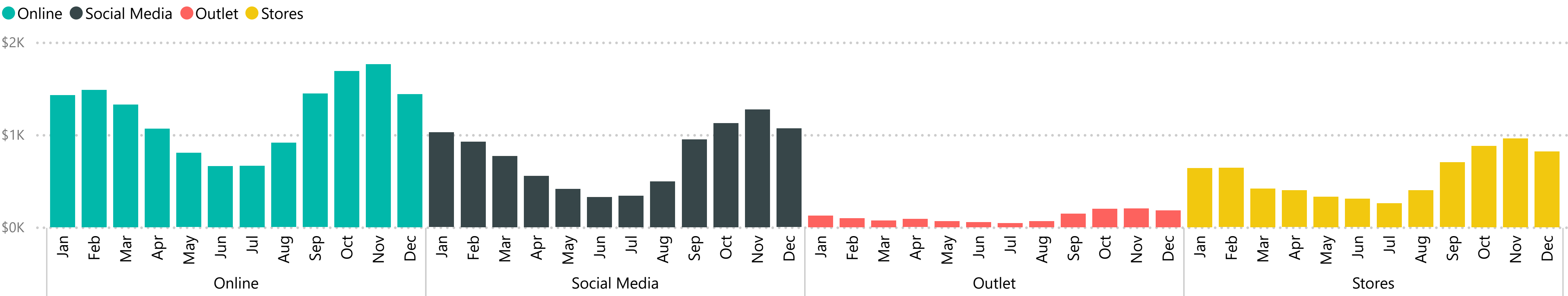
Total Sales by Channel



Total Sales by Product and Channel



Total Sales by Channel Over Time



COMPETITIVE MARKETING ANALYSIS REPORT

Sales by Region (Top 10)



Total Sales

\$11K

7 % ROI (Return on Investment)

Online Sales

\$4,335

12 % ROI (Return on Investment)

Social Media Sales

\$3,103

-1 % ROI (Return on Investment)

Stores Sales

\$2,886

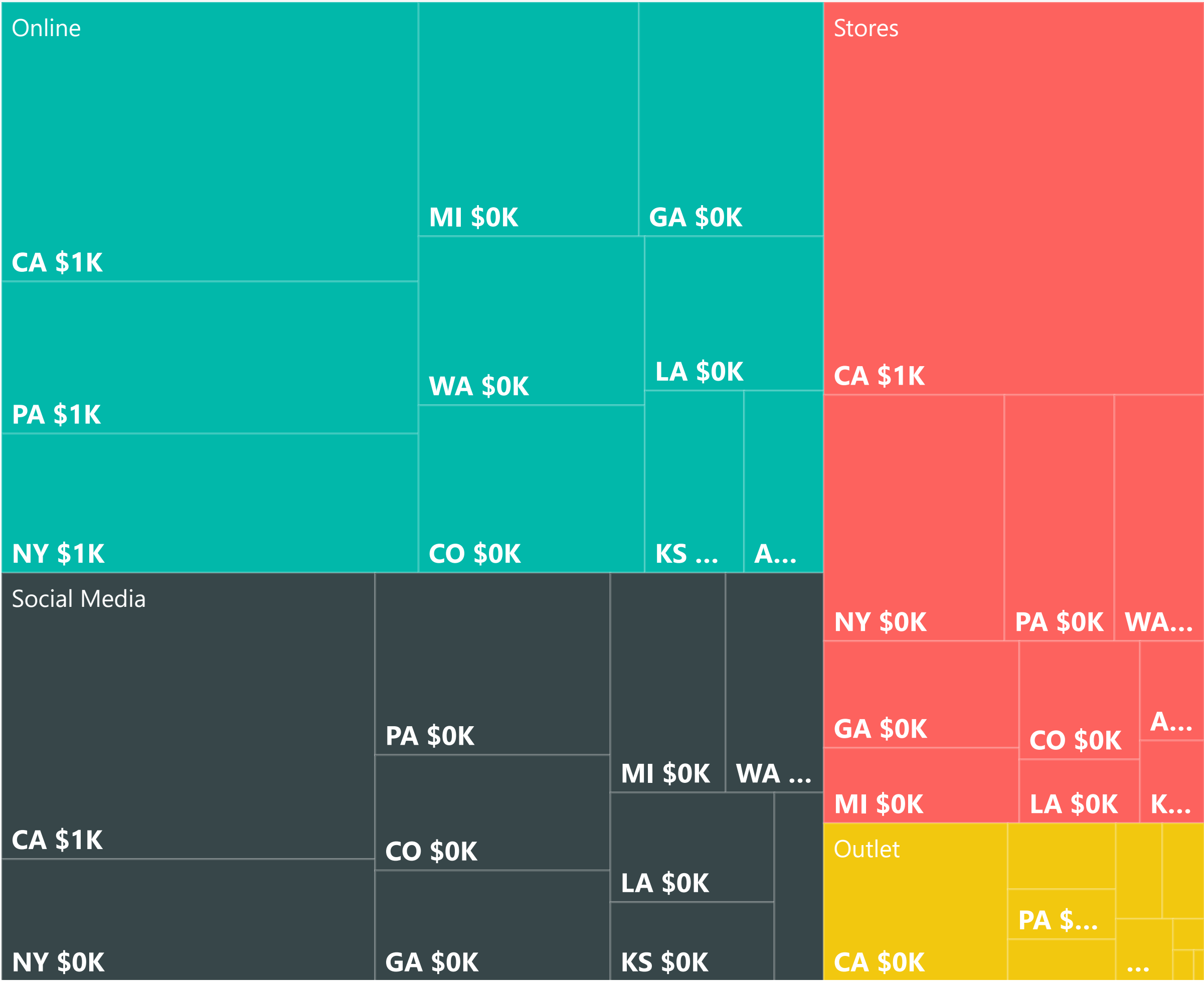
9 % ROI (Return on Investment)

Outlet Sales

\$556

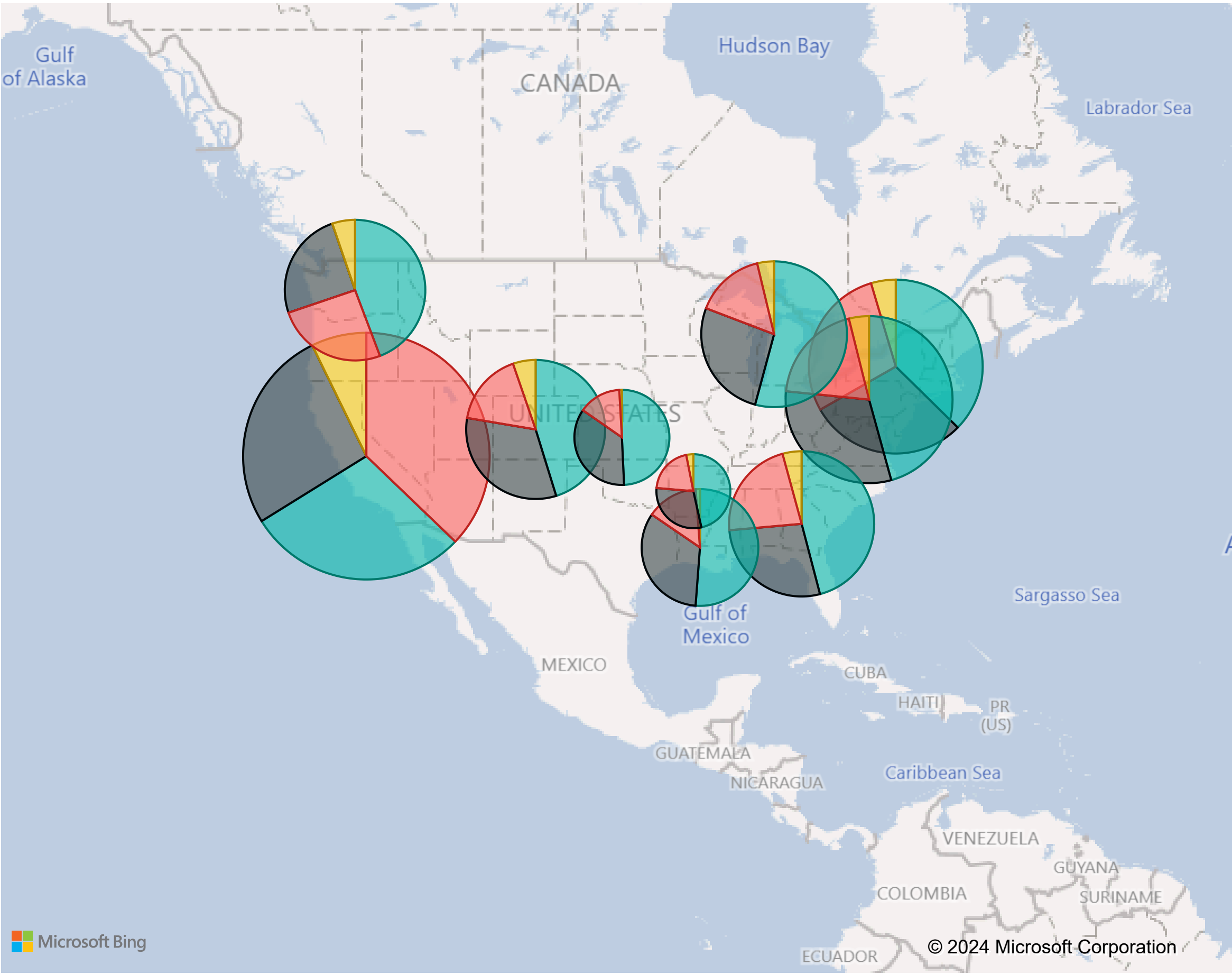
13 % ROI (Return on Investment)

Total Sales by Channel and State



Total Sales and ROI by State and Channel

Online Social Media Outlet Stores






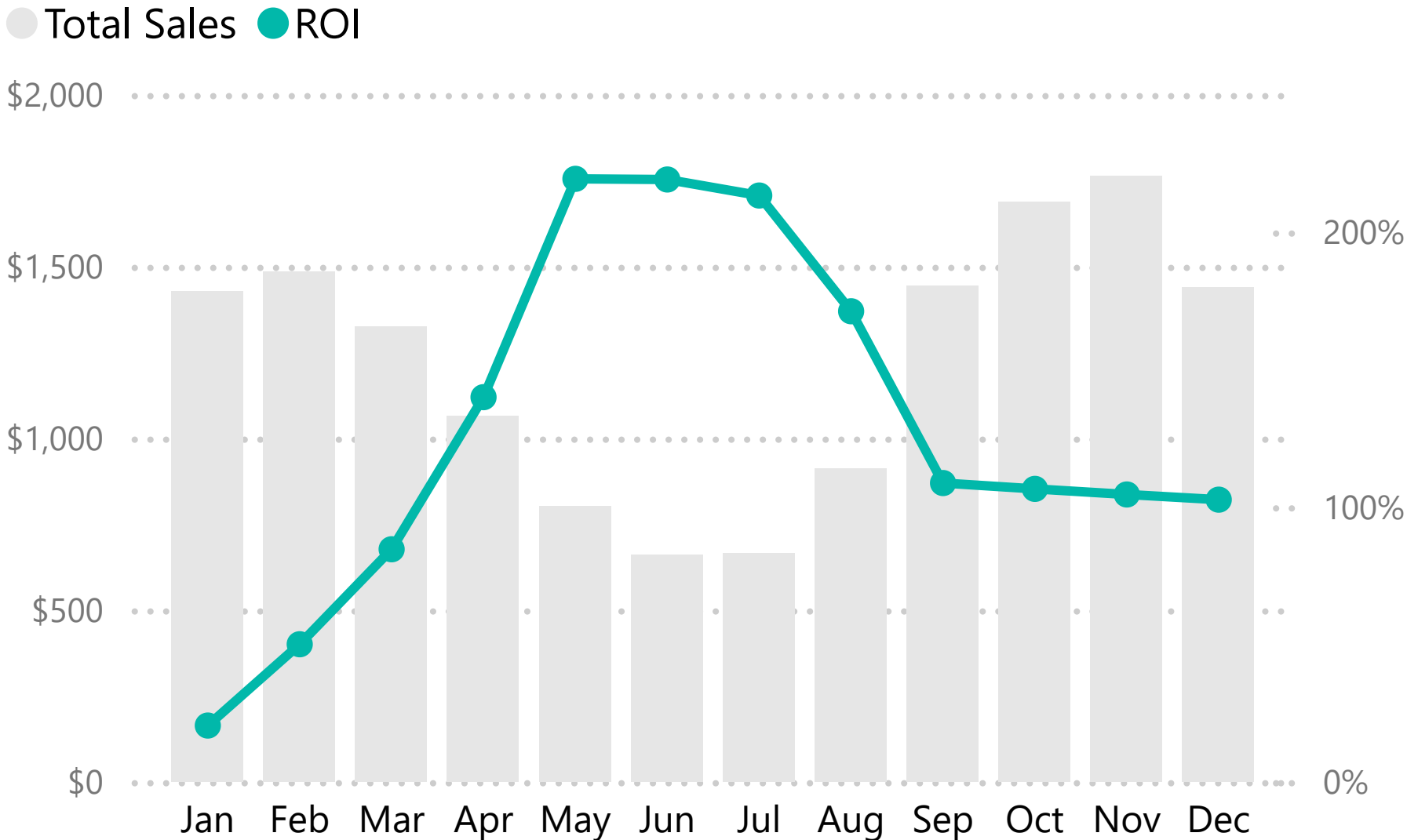
Return on Investment (ROI)



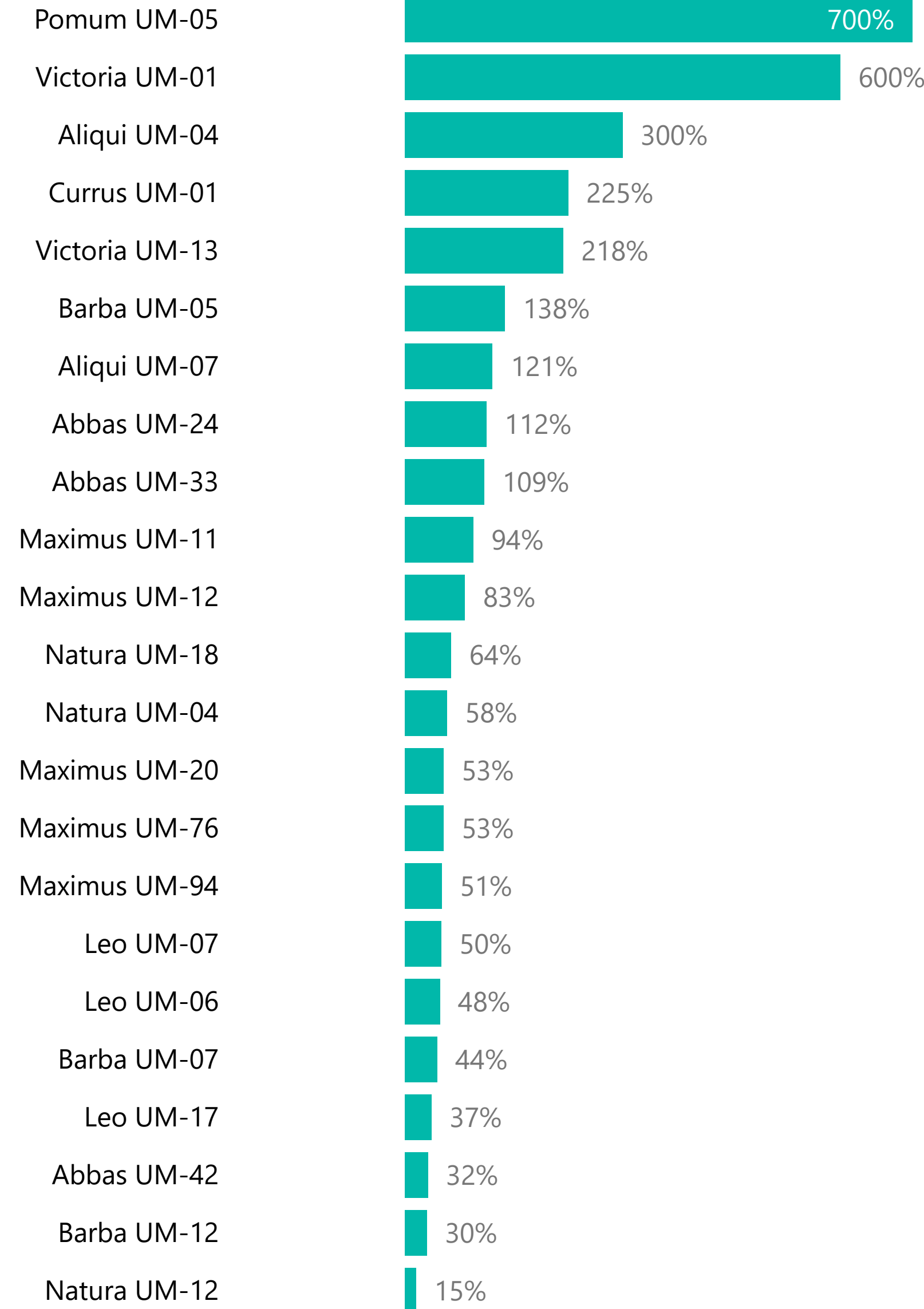
12%
ROI


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Sales and ROI Over Time



ROI by Product



Channel	Manufacturer	Product	Sales	Units Sold	ROI
<div><div></div>Online</div>	<div><div></div>VanArsdel</div>	Maximus UM-96	\$8,443	8,443	-0%
		Maximus UM-54	\$8,093	8,093	-24%
		Maximus UM-11	\$6,847	6,847	-31%
		Maximus UM-38	\$3,965	3,965	-0%
		Maximus UM-12	\$3,522	3,522	-30%
		Maximus UM-70	\$2,359	2,359	-100%
		Maximus UM-56	\$2,131	2,131	-28%
		Maximus UM-75	\$2,112	2,112	-16%
		Maximus UM-66	\$2,009	2,009	-32%
		Maximus UM-31	\$1,686	1,686	-0%
		Maximus UM-07	\$1,497	1,497	-4%
		Maximus UM-76	\$1,311	1,311	-43%
		Maximus UM-33	\$1,003	1,003	-18%
		Maximus UM-94	\$975	975	-11%
		Maximus UM-20	\$954	954	-10%
		Maximus UM-36	\$679	679	-18%
		Maximus UM-13	\$609	609	-3%
		Maximus UM-03	\$536	536	-8%
		Maximus UM-10	\$517	517	-9%
		Maximus UM-08	\$441	441	-4%
		Maximus UM-02	\$422	422	-39%
		Maximus UM-83	\$190	190	-1%
		Maximus UM-16	\$168	168	-13%
		Maximus UM-57	\$124	124	-11%

Total Sales by City

