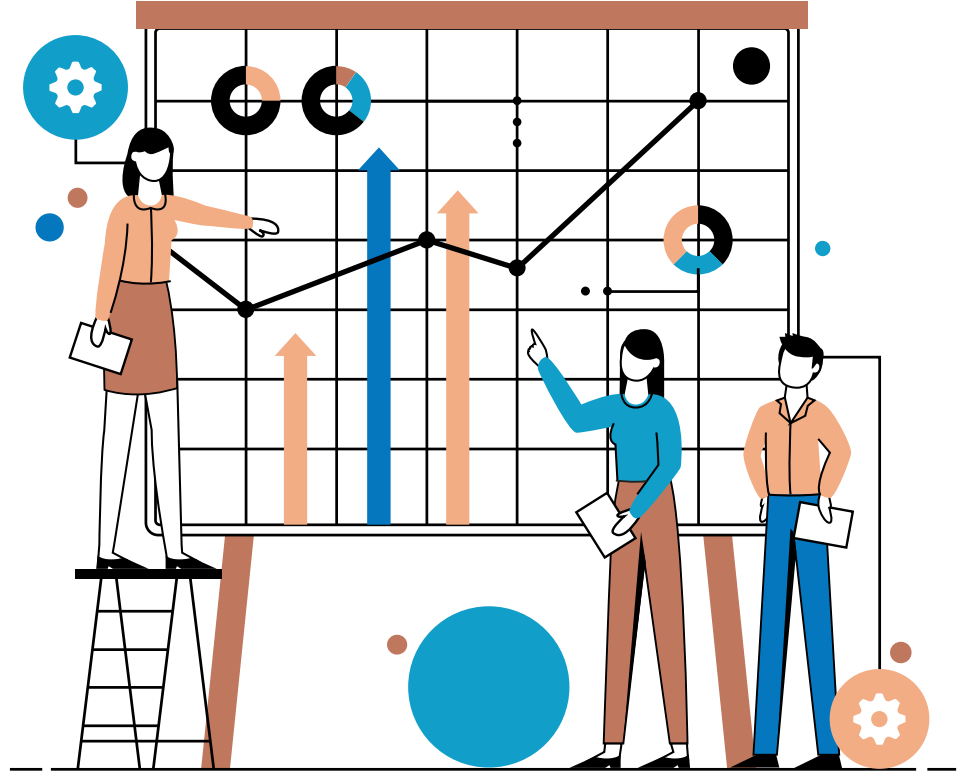# Objective
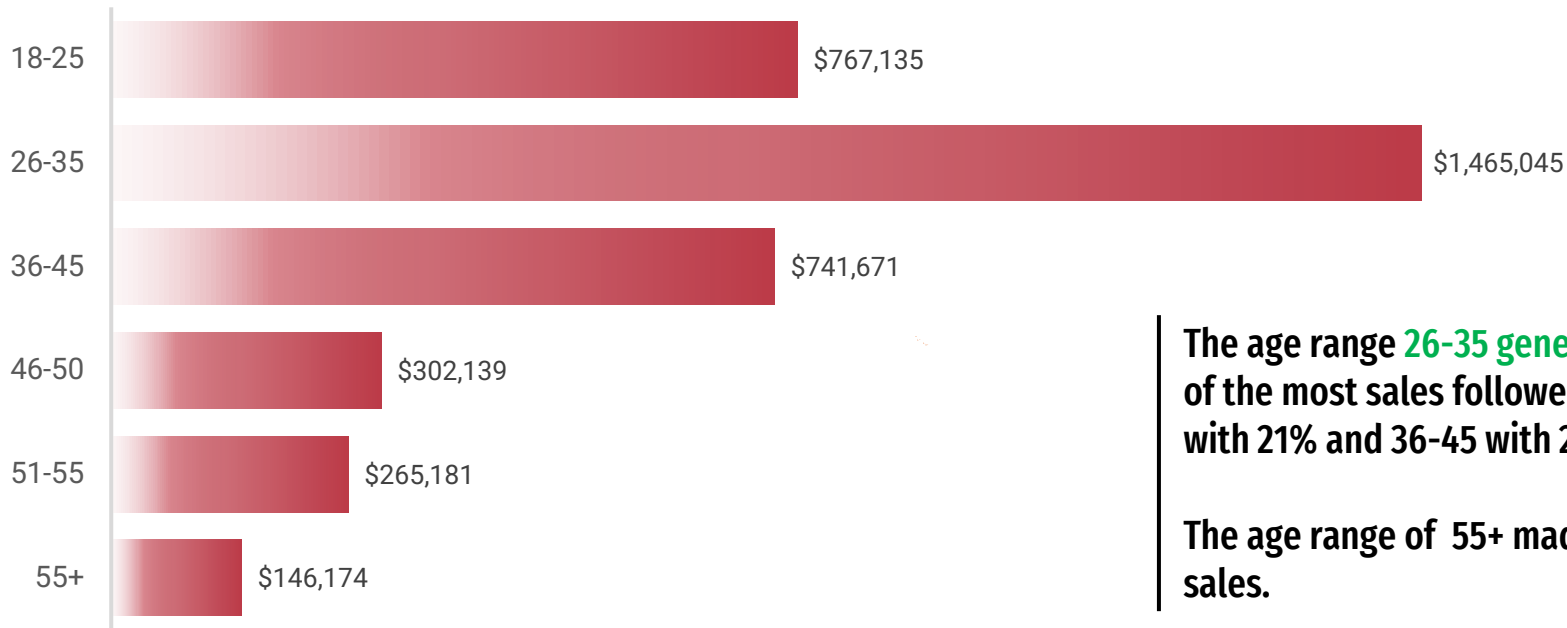
The Objectives are listed below, your job is to asses the data and report on the performance against the objectives:

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

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

Which Age-Range generated the most sales?

Age Range	Sales
18-25	$767,135
26-35	$1,465,045
36-45	$741,671
46-50	$302,139
51-55	$265,181
55+	$146,174

The age range 26-35 generated 40% of the most sales followed by 18-25 with 21% and 36-45 with 20% of sales.
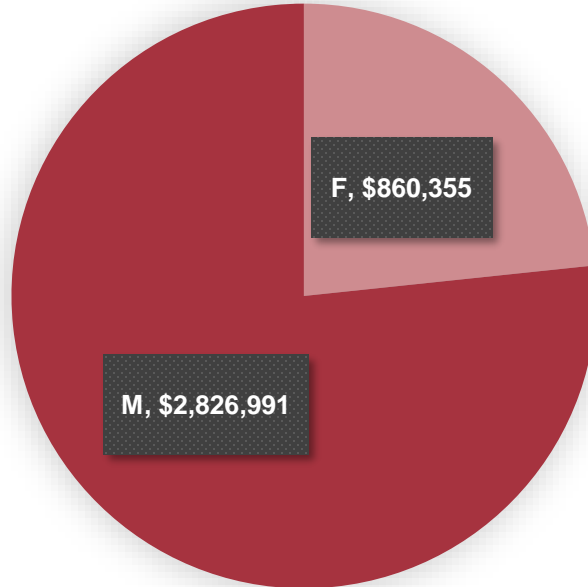
The age range of 55+ made 4% of sales.

Which Gender generated the most sales?
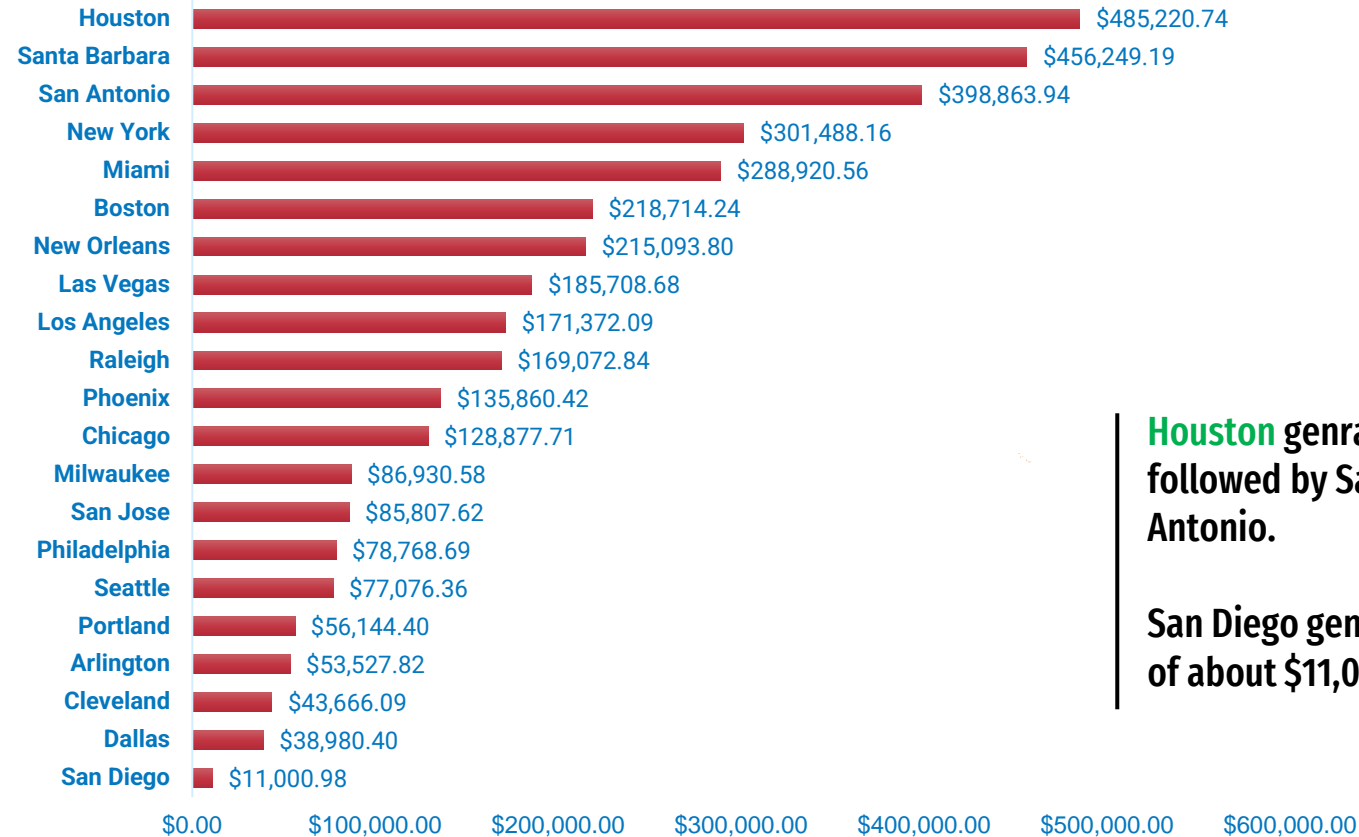
Gender breakdown

23% 🔴 Female

77% 🔴 Male

F, $860,355

M, $2,826,991

The Male Gender category generate the most sales than females.

Which City generated the most sales? Which City generated the least sales?

City	Sales
Houston	$485,220.74
Santa Barbara	$456,249.19
San Antonio	$398,863.94
New York	$301,488.16
Miami	$288,920.56
Boston	$218,714.24
New Orleans	$215,093.80
Las Vegas	$185,708.68
Los Angeles	$171,372.09
Raleigh	$169,072.84
Phoenix	$135,860.42
Chicago	$128,877.71
Milwaukee	$86,930.58
San Jose	$85,807.62
Philadelphia	$78,768.69
Seattle	$77,076.36
Portland	$56,144.40
Arlington	$53,527.82
Cleveland	$43,666.09
Dallas	$38,980.40
San Diego	$11,000.98

Houston genrated the most sales followed by Santa Barbara and San Antonio.

San Diego generated a very low sale of about $11,000.

How many repeat customers did we have?

Comparison Between Years

In 2017

In 2018

Total Customers
2304

Repeat Customers
1909

83%
Repeat
Customer Rate

85%
Repeat
Customer Rate

Total Customers
3031

Repeat Customers
2589

Was the ROI on our Paid Channel positive or negative? What was it?

Year	Total Sales	CPA	ROI%
2017	$656,431.42	$607,610.41	7.44
2018	$893,189.12	$837,155.55	6.27

There is an positive ROI for 2017 and 2018 but there is drop of 1.17% of ROI in 2018

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

Growth Rate

36%

$893,189

Growth Rate

32%

Growth Rate

23%

$656,431

$679,262

$519,981

$514,447

$424,035

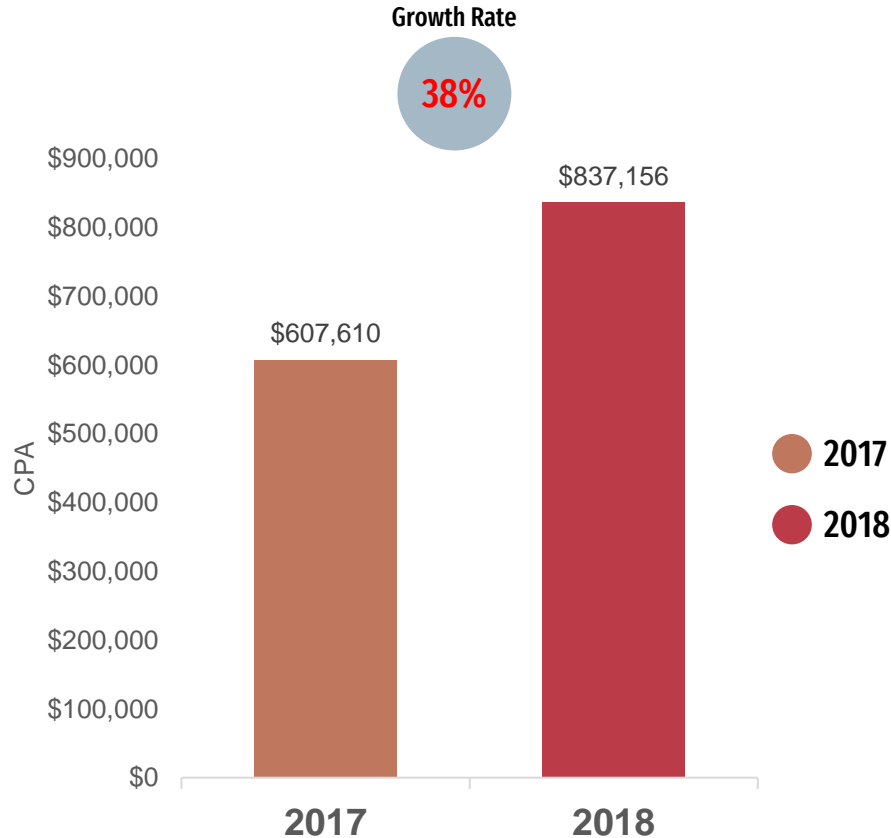| 2017 | 2018 | | 2017 | 2018 | | 2017 | 2018 |

● **Blog**   ● **Paid**   ● **Social**
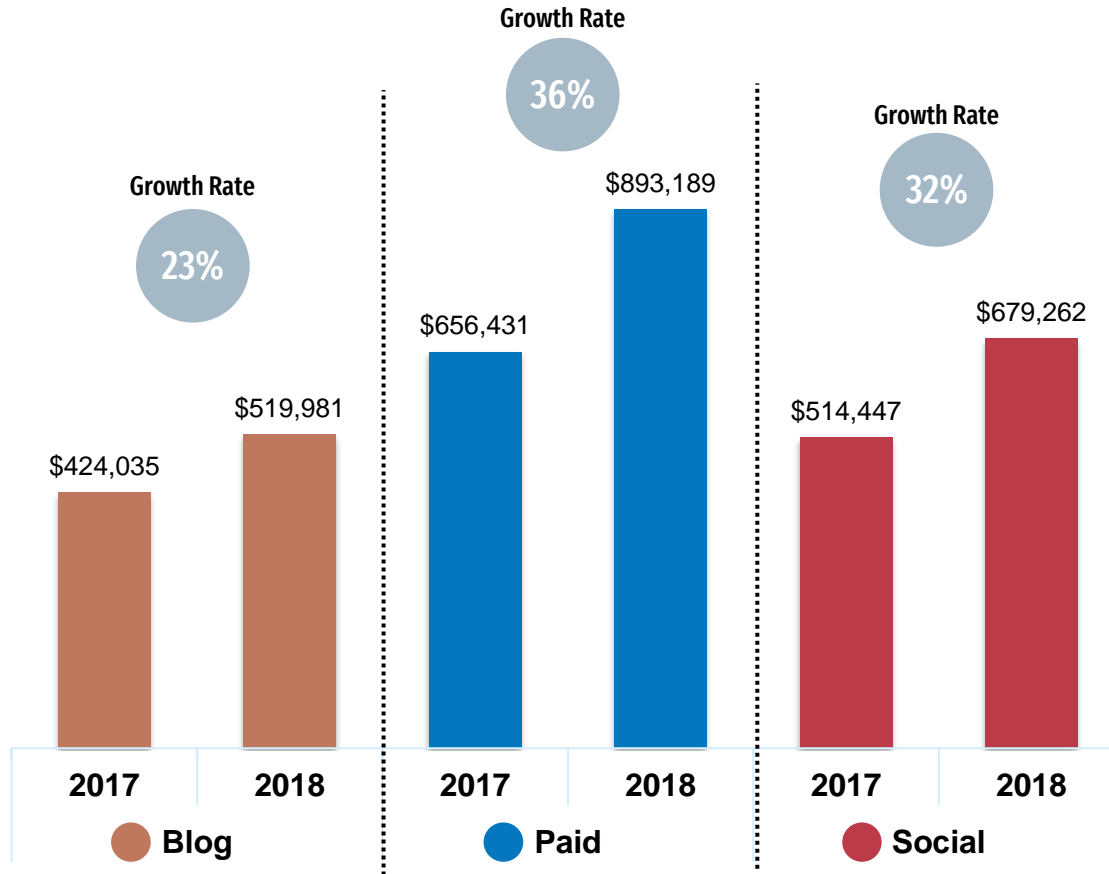
In the current column chart we can see the paid channel drives more sale FY 2017 and 2018.

Growth Rate

- In blogs channel we can a see 23% growth from 2017 to 2018

- In paid channel we can a see 36% growth from 2017 to 2018

- In social channel we can a see 32% growth from 2017 to 2018

Did we meet our CPA Objective?

Growth Rate

38%

$900,000

$800,000 — $837,156

$700,000

$600,000 — $607,610

CPA
$500,000

$400,000

$300,000

$200,000

$100,000

$0

2017   2018

● 2017
● 2018

In the current column chart we can see we didn't meet our CPA (Cost Per Acquisition) objective, but it increased by **38%.**

What was our average order amount? How much revenue did we generate in 2017 and 2018?
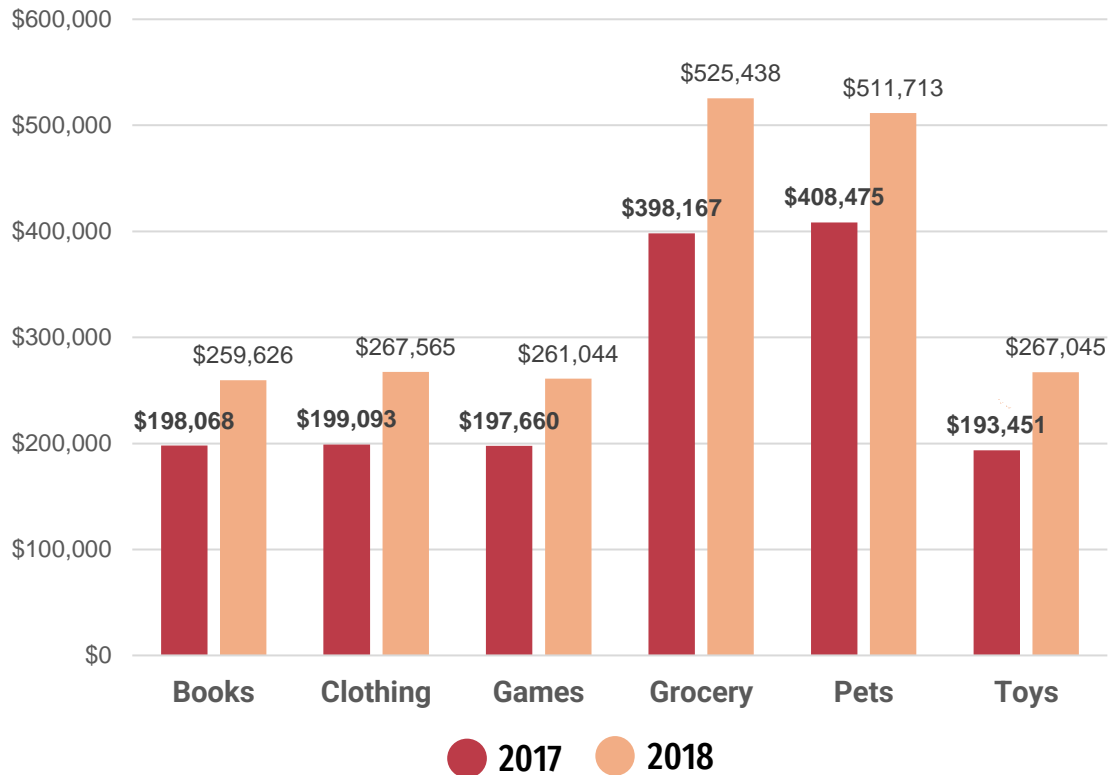
Growth Rate

31%

$2,500,000

$2,000,000

$1,500,000

$1,000,000

$500,000

$0

Revenue

$1,594,914

$2,092,431
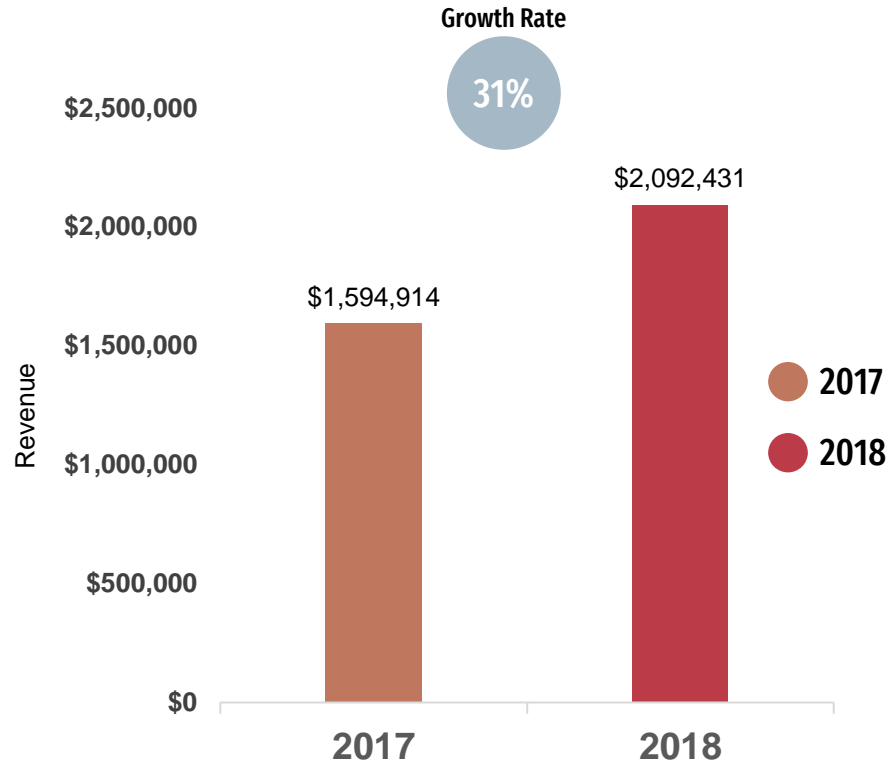
● 2017

● 2018

2017   **2018**

Average order amount

Year	Avg Sales
2017	$92.13
2018	$93.45

1. As we saw a **31% increase** in sales between 2017 and 2018 we **meet our sales objective**.
2. The Average order amount between 2017 and 2018 is $1.

Which product category was most popular in 2017 & 2018?

Product category yearly sales

Product Growth Rate	
Product Category	**Growth Rate**
Books	31%
Clothing	34%
Games	32%
Grocery	32%
Pets	25%
Toys	38%

In the given column chart we saw the most popular product category are Grocery and Pets which generated high revenue

If we look at the growth rate for time Toys category made highest growth of 38%

Conclusion

- Objective was achieved we saw Increase of total sales by 31%.
- The most popular age range is 26-35 which generated 40% of sales followed by 18-25 with 21% sales.
- Major sales are generated Males about 77%.
- We saw Houston genrated the most sales followed by Santa Barbara and San Antonio.
- Grocery and Pets are the most popular category.