



Congratulations! Your agency **The COOPery** just secured [Chewy.com](https://www.chewy.com), an American online retailer of pet food and other pet-related products, as a client! As they onboard into the agency, you and your team (your pod group) are assigned to partner with Jenna on Chewy's in-house Marketing team.

Jenna is **Chewy's Paid Media Marketing Director**. She wants to learn more about their past campaign performance in **2024 Q1 and Q2**. They have only been working at Chewy for 2 months and do not have any context on the health of the Digital Marketing Paid Ads campaigns since they have focused on finding and transitioning to a new agency these past few weeks. As a result, they are asking your team to conduct **a performance report** on these set dates and would like you to pair your findings with **a presentation**. The client will want your team to identify growth opportunities for future media spending by analyzing categorical performance by dog, cat, and etc.

Your team joins Jenna in a Zoom call where she discusses what your team's deliverables are. Please **watch the video in the next section** to see what data Jenna would like to see in the performance report and presentation. Make sure to take notes of the action items that Jenna mentions. You must accomplish all the following tasks for your team to gain full credit on this Mini Project.