Udacity
Marketing Analytics

Nanodegree Program
Project: Craft a Report

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Objective Results

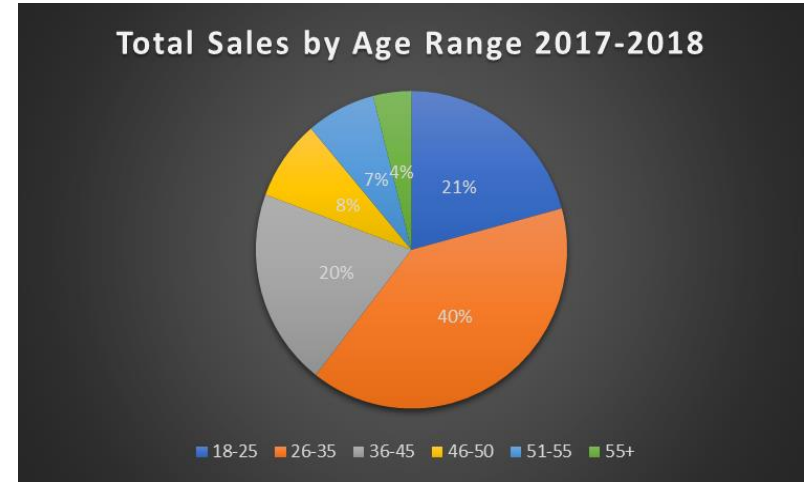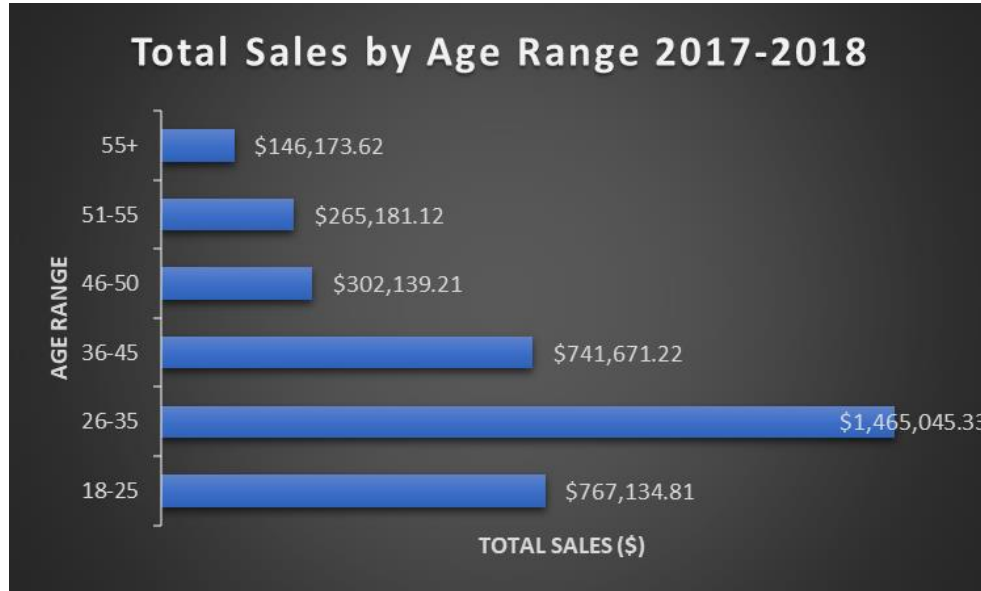| Year	Total Sales	Total Ad Spend
2017	1,594,913.85	607,610.41
2018	2,092,431.46	837,155.55
Growth	31.19%	37.78%
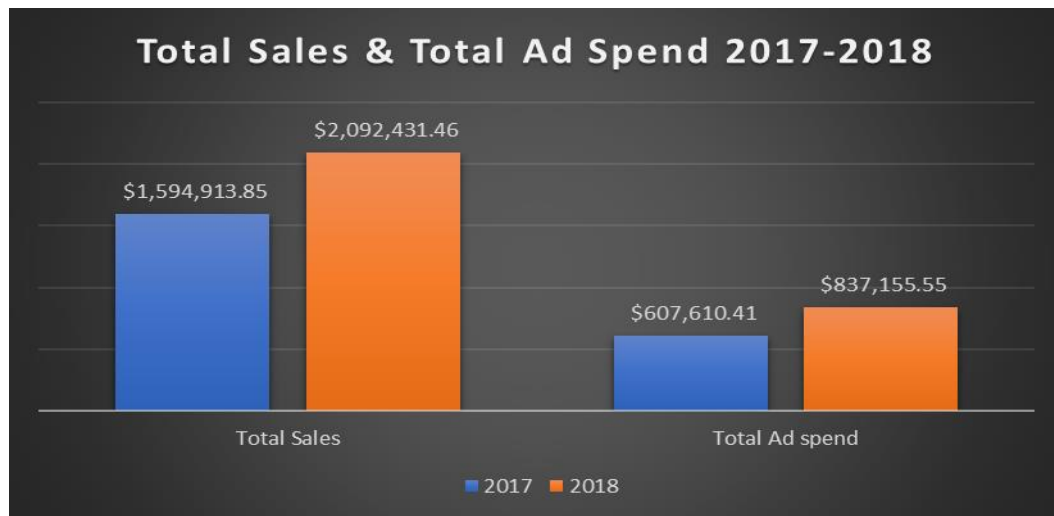
1. Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017.

Total sales increased by $497,517.61 (31.19% growth rate), so the objective was met.

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

Total ad spend increased by $229,545.15 (37.78% growth rate), so the objective was not met.

Total Sales & Total Ad Spend 2017-2018

$2,092,431.46

$1,594,913.85

$607,610.41

$837,155.55

Total Sales   Total Ad spend

■ 2017 ■ 2018

Evaluate the Audience

Total Sales by Age Range 2017-2018

AGE RANGE	TOTAL SALES ($)
55+	$146,173.62
51-55	$265,181.12
46-50	$302,139.21
36-45	$741,671.22
26-35	$1,465,045.33
18-25	$767,134.81

Total Sales by Age Range 2017-2018

21% | 40% | 20% | 8% | 7% | 4%

18-25 | 26-35 | 36-45 | 46-50 | 51-55 | 55+

Which Age-Range generated the most sales?

Age-Range 26-35 generated the most sales ($1,465,045.33, 40% of total sales).
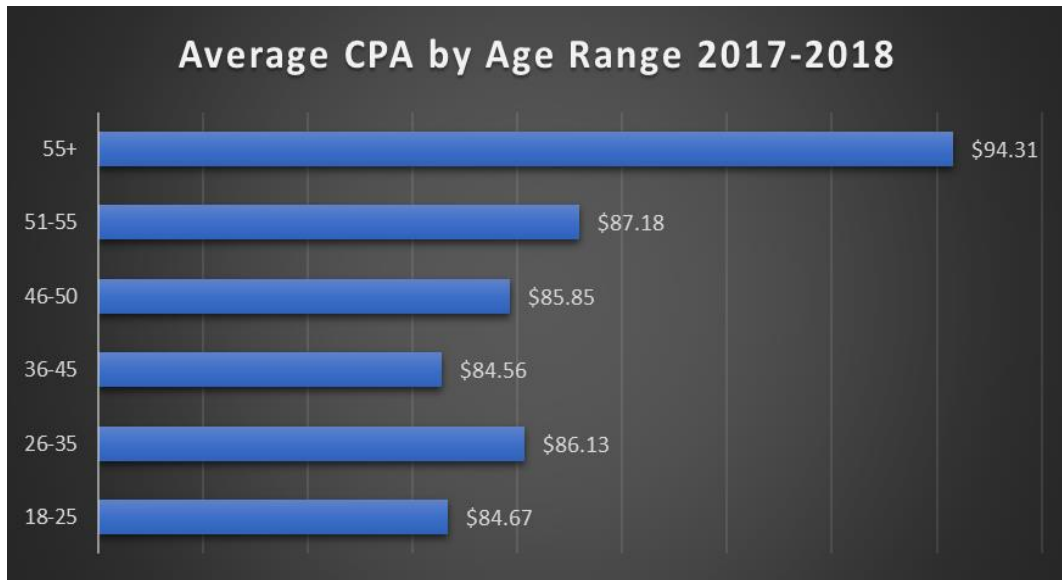
Evaluate the Audience

Total Sales by Age and Gender 2017-2018
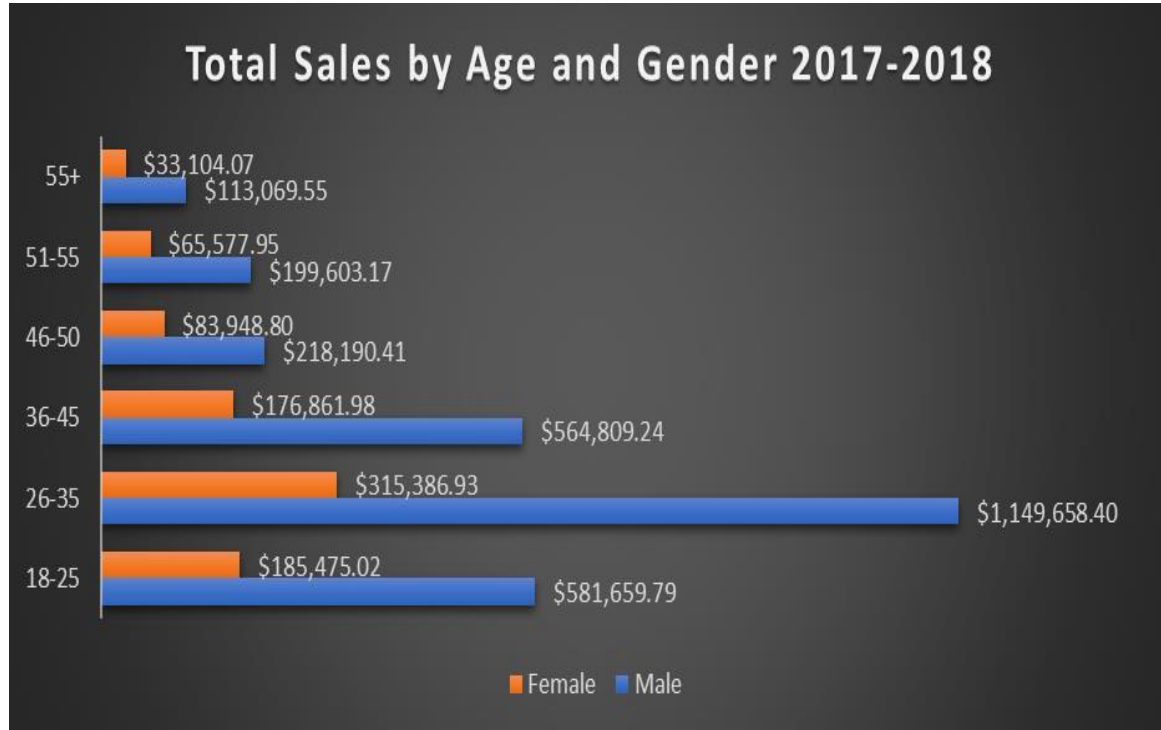
Who spent more, men or women?

Regardless of age ranges, men spent more than women.

Evaluate the Marketing

Total Sales (Paid Channel)	Total CPA	ROI
$1,549,620.54	$1,444,765.96	7.26%

Average CPA by Age Range 2017-2018

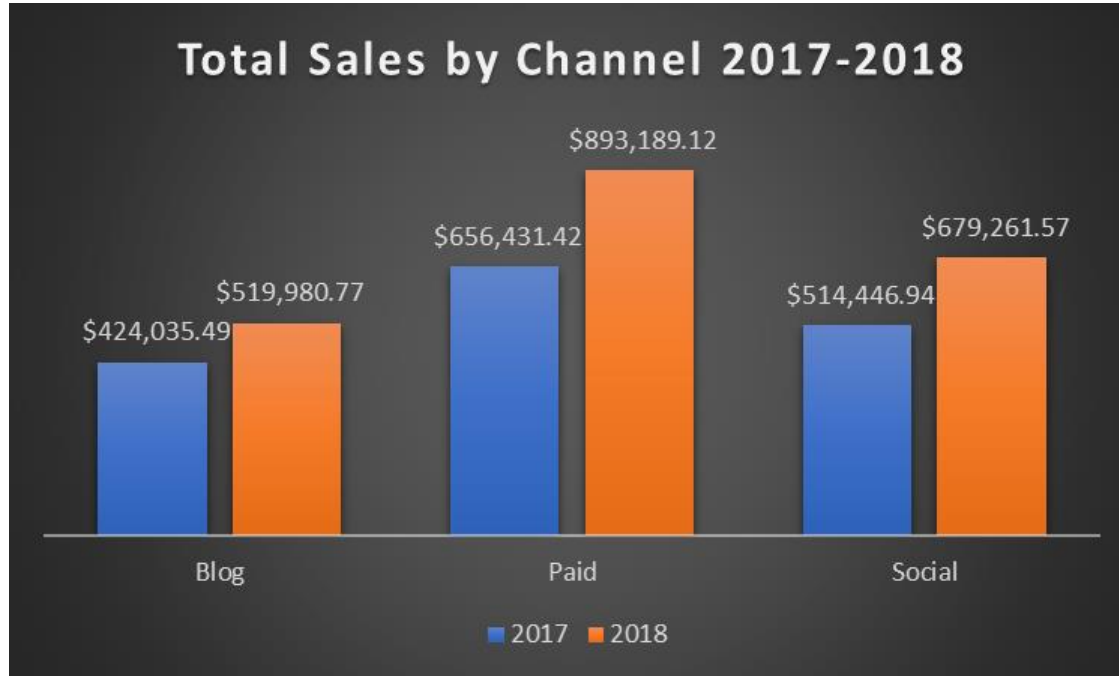| Age Range	Average CPA
55+	$94.31
51-55	$87.18
46-50	$85.85
36-45	$84.56
26-35	$86.13
18-25	$84.67

1. Was the ROI on out Paid Channel positive or negative? What was it?

It was positive at 7.26%.

2. Which age-range had the best CPA?
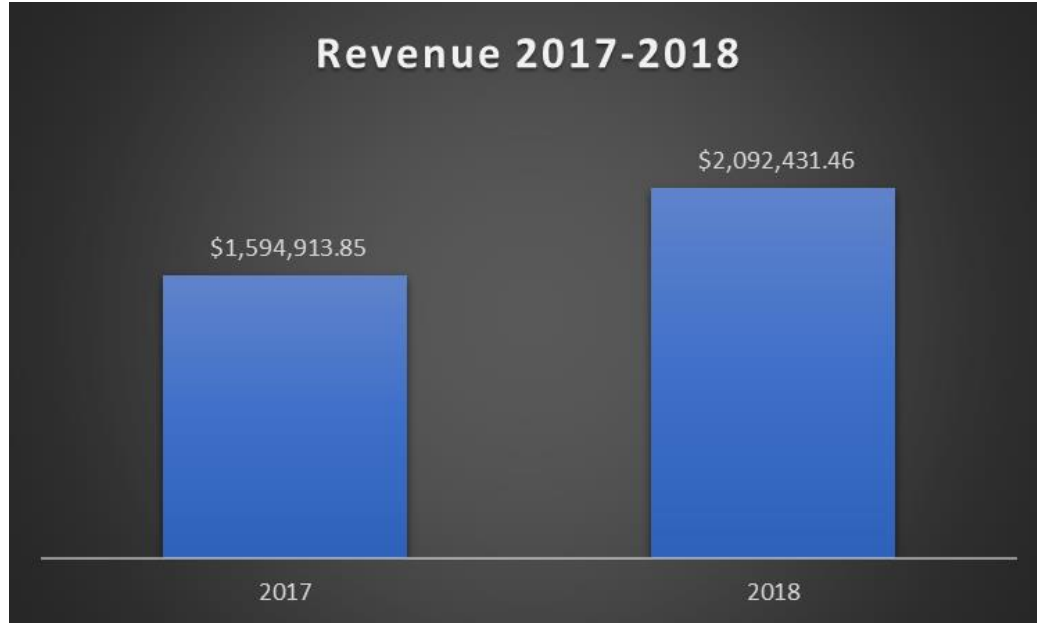
Age-range 36-45 had the best (lowest) CPA.

Evaluate the Marketing

Total Sales by Channel 2017-2018

$893,189.12

$656,431.42

$679,261.57

$519,980.77

$514,446.94

$424,035.49

Blog   Paid   Social

■ 2017 ■ 2018

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

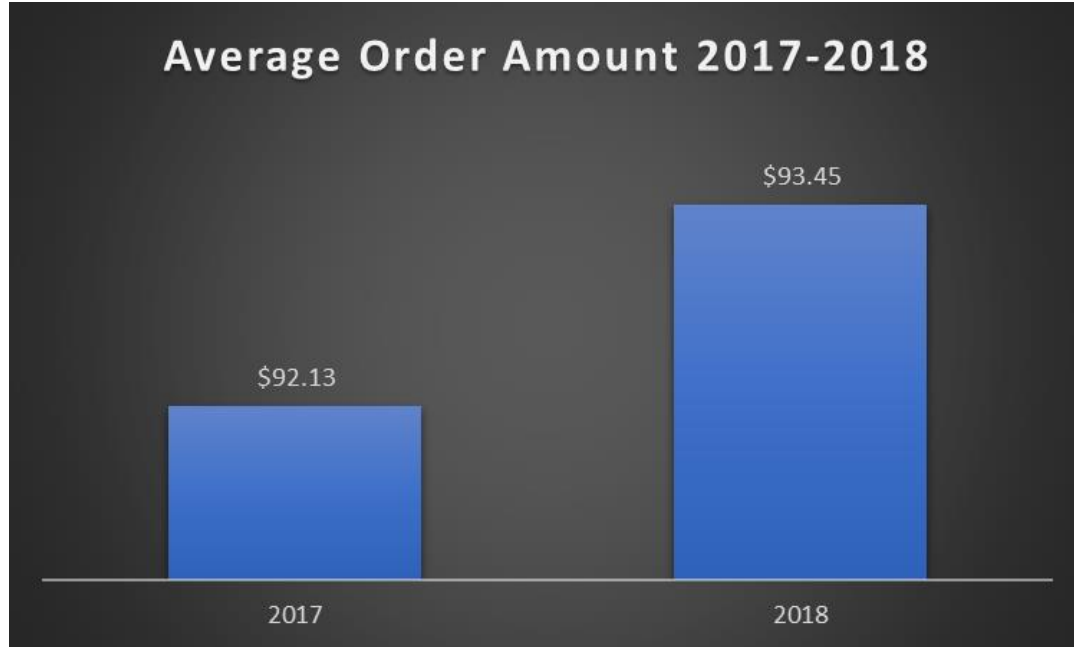Paid channel was the biggest driver for both 2017 and 2018.

Evaluate the Sales

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

The revenue was $1,594,913.85 and $2,092,431.56 for 2017 and 2018, respectively.

Evaluate the Sales
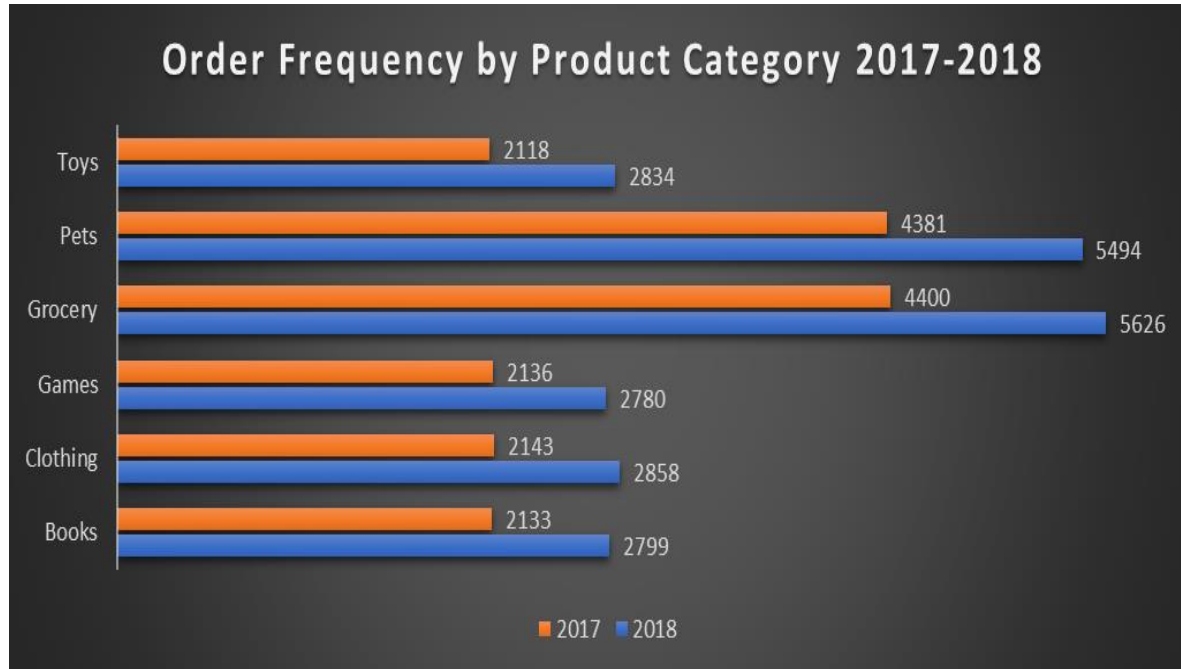

What was our average order amount in 2017 vs 2018?

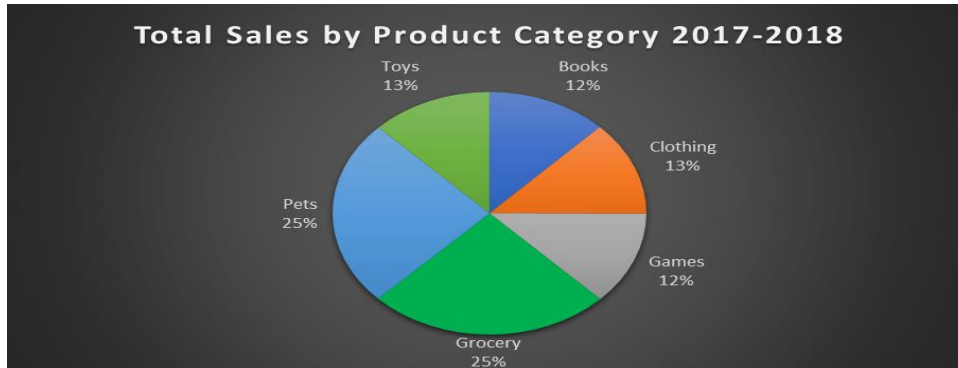The average order amount was $92.13 and $93.45 for 2017 and 2018, respectively.
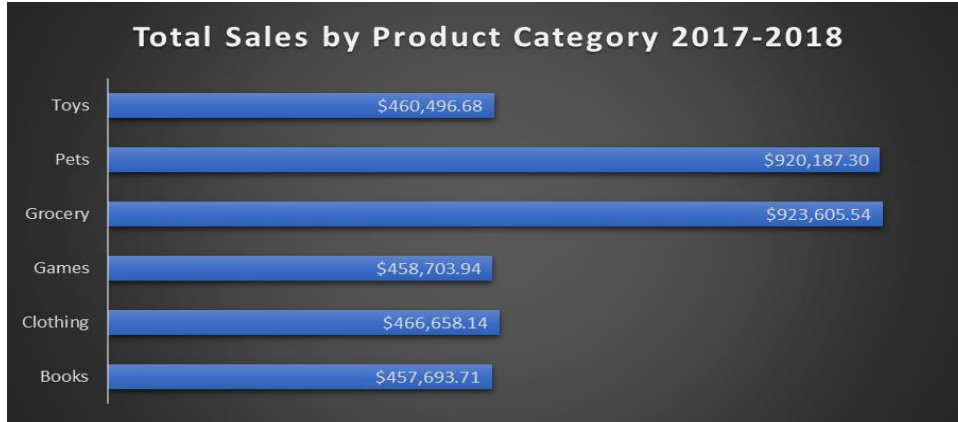
Evaluate the Product Categories

Order Frequency by Product Category 2017-2018

Which product category was most popular in 2017 & 2018?

Grocery had the highest order frequencies in 2017 & 2018, so it was the most popular product category.

Evaluate the Product Categories

Total Sales by Product Category 2017-2018

Category	Sales
Toys	$460,496.68
Pets	$920,187.30
Grocery	$923,605.54
Games	$458,703.94
Clothing	$466,658.14
Books	$457,693.71

Total Sales by Product Category 2017-2018

Toys 13%
Books 12%
Clothing 13%
Games 12%
Grocery 25%
Pets 25%

Demonstrate sales by product category.

Grocery was the biggest driver for sales ($923,605.54, 25% of total sales). Pets came next ($920,187,30, 25% of total sales). Others approximately contributed equally to the remaining 50% of sales.