

COMPETITIVE MARKETING ANALYSIS REPORT

Executive Overview



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

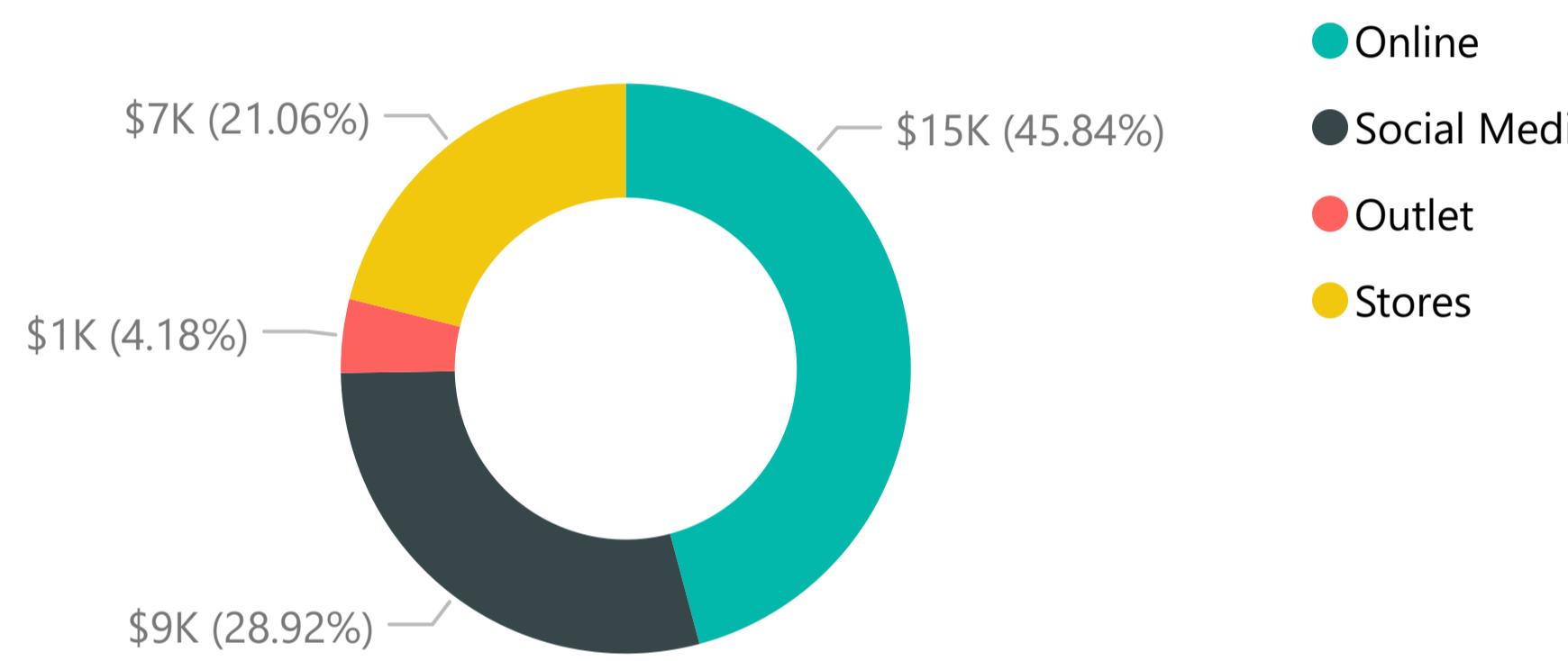
5 % ROI (Return on Investment)

Outlet Sales

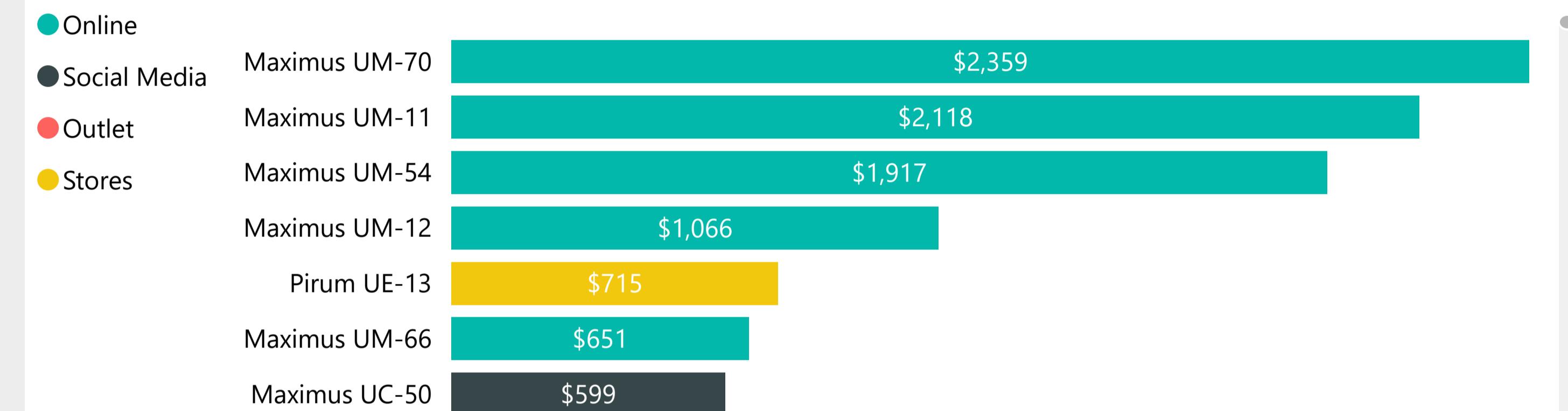
\$1,338

18 % ROI (Return on Investment)

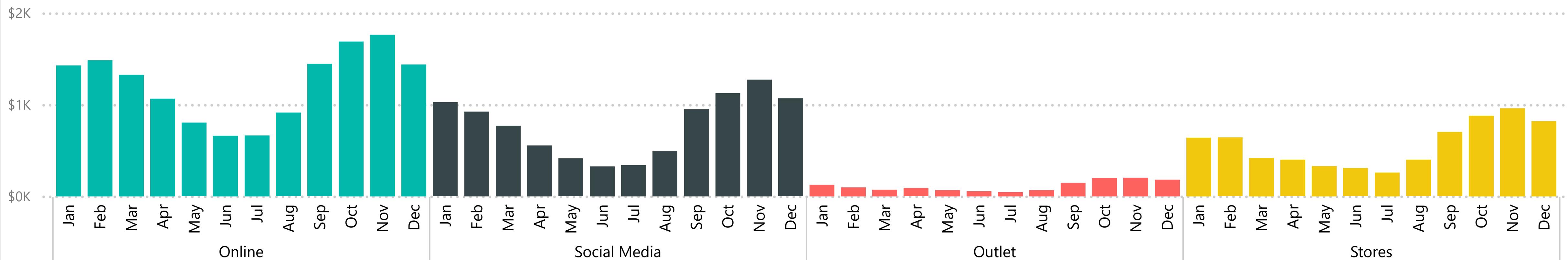
Total Sales by Channel



Total Sales by Product and Channel



Total Sales by Channel Over Time

● Online ● Social Media ● Outlet ● Stores

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



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COMPETITIVE MARKETING ANALYSIS REPORT

Return on Investment



Return on Investment (ROI)



12%

ROI

Online Sales

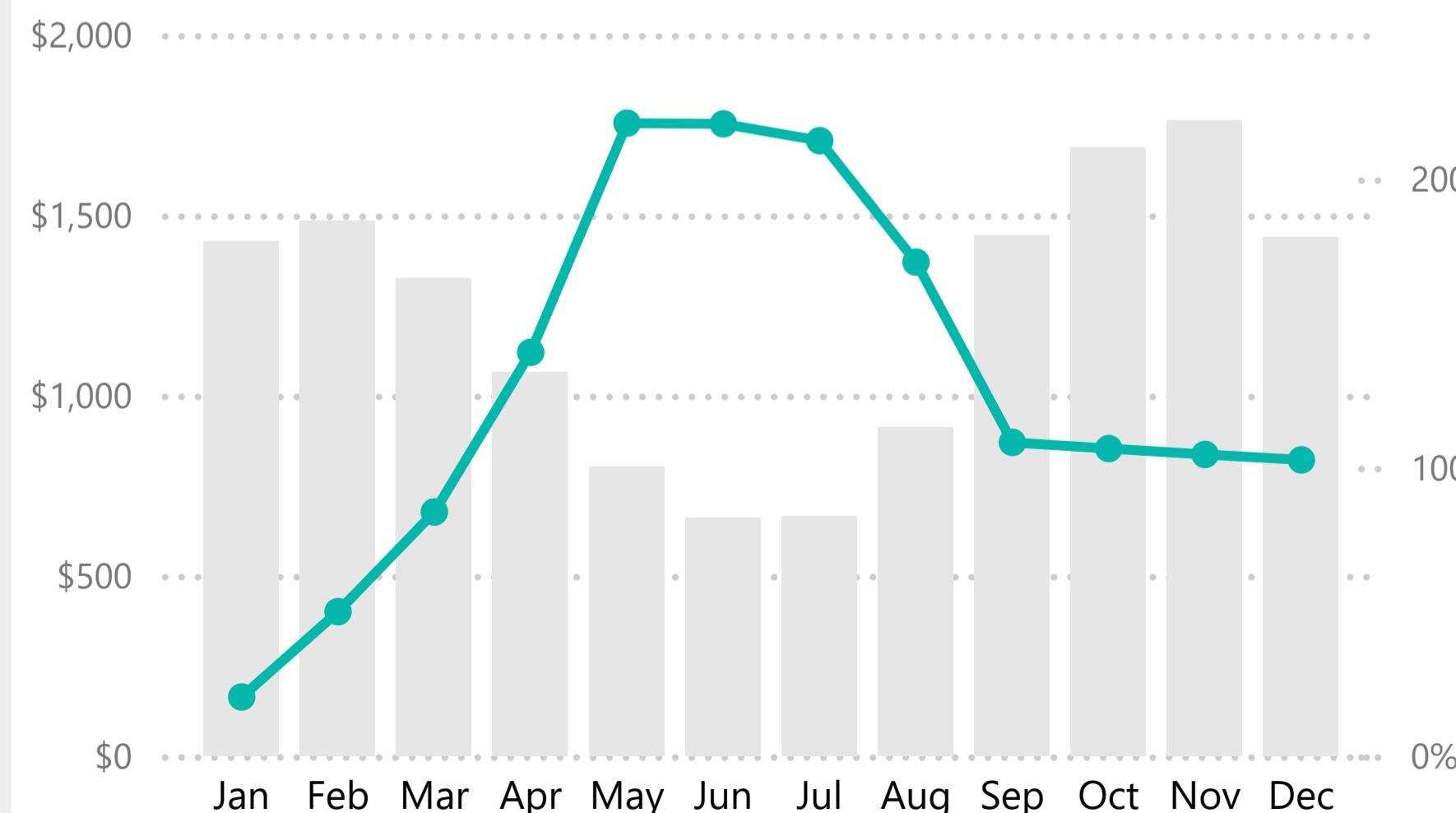
Social Media

Store Sales

Outlet Sales

Sales and ROI Over Time

● Total Sales ● ROI



ROI by Product

