

OMNIFY ANALYSIS

Listing Site Data

Report

Channel

Category

Time Series

Geography

Profitable Month

May-2021

MONTH & WEEK REPORT

MONTH

WEEK

Date of Report

10/20/2020

11/13/2021

Channel

Capterra

GetApp

Software
Advice

Categories

Search

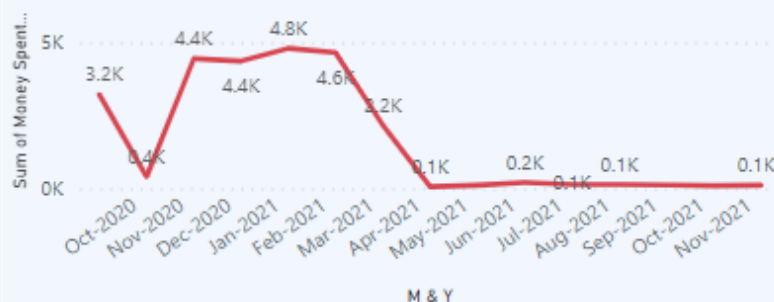
- ☐ Camp Management
- ☐ Class Registration
- ☐ Club Management
- ☐ Coaching

Location

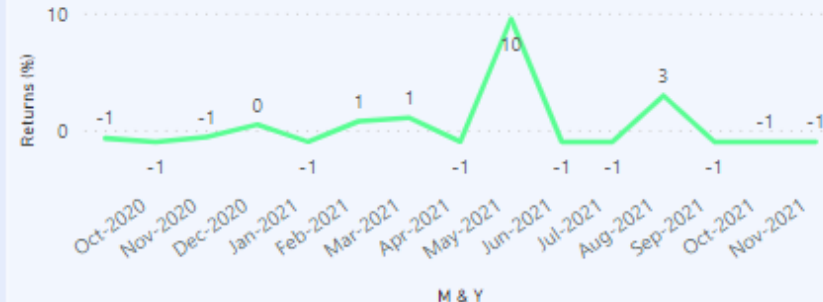
Search

- ☐ AUSTRALIA
- ☐ CANADA
- ☐ Middle East
- ☐ SINGAPORE

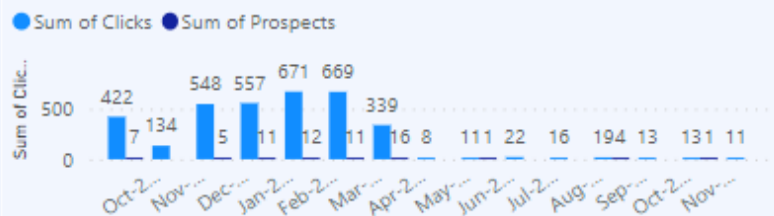
Sum of Money Spent (\$) by M & Y



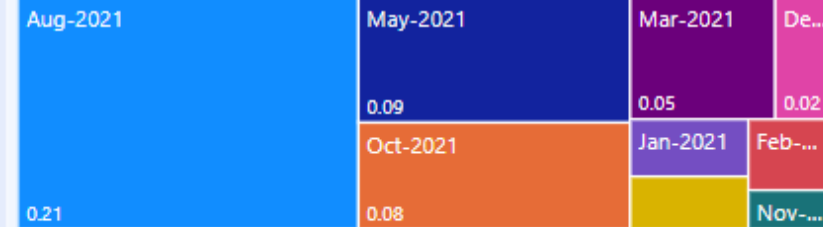
Returns (%) by M & Y



Sum of Clicks and Sum of Prospects by M & Y



View% by M & Y



M & Y	Num of channel	Clicks	Prospects	Money Spent (\$)	Paid	Returns	Returns (%)
Feb-2021	335	669	11	4,649.40	8168	3518.6	0.76
Mar-2021	228	339	16	2,170.85	4437	2266.2	1.04
Dec-2020	367	557	11	4,361.30	6344	1982.7	0.45
May-2021	9	11	1	113.00	1188	1075.0	9.51
Aug-2021	13	19	4	139.25	549	409.8	2.94

Omnify, MONTH & WEEK REPORT

Data updated on 23/7/23, 7:33 pm

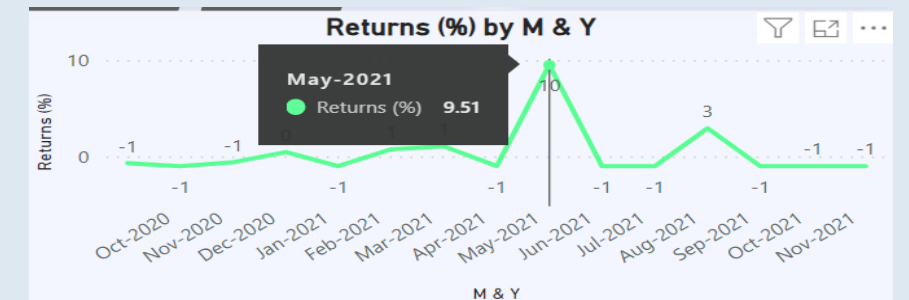
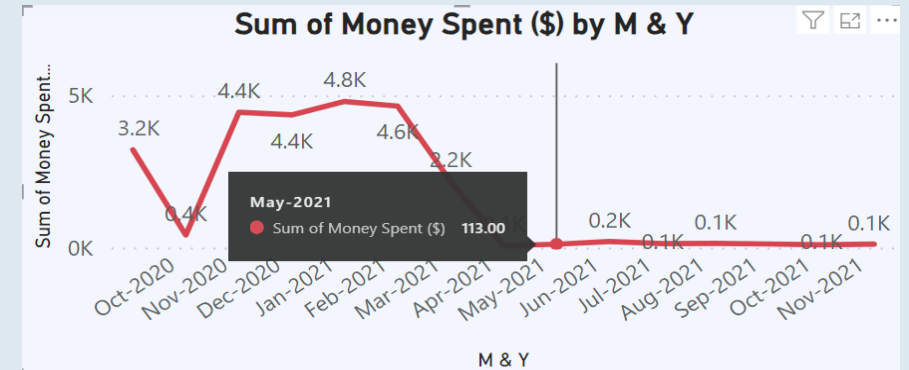


Link : <https://app.powerbi.com/reportEmbed?reportId=306caa20-bc2f-4e6f-8cf9-5d722c834cd6&autoAuth=true&ctid=a90703de-3b25-4520-a41b-56a6f50dff03>

1. Create a combined report with all key metrics (esp: Spends and Returns %) in a weekly and monthly format. Decide the number of data fields you would like to showcase here.

I. May is the most profitable month,

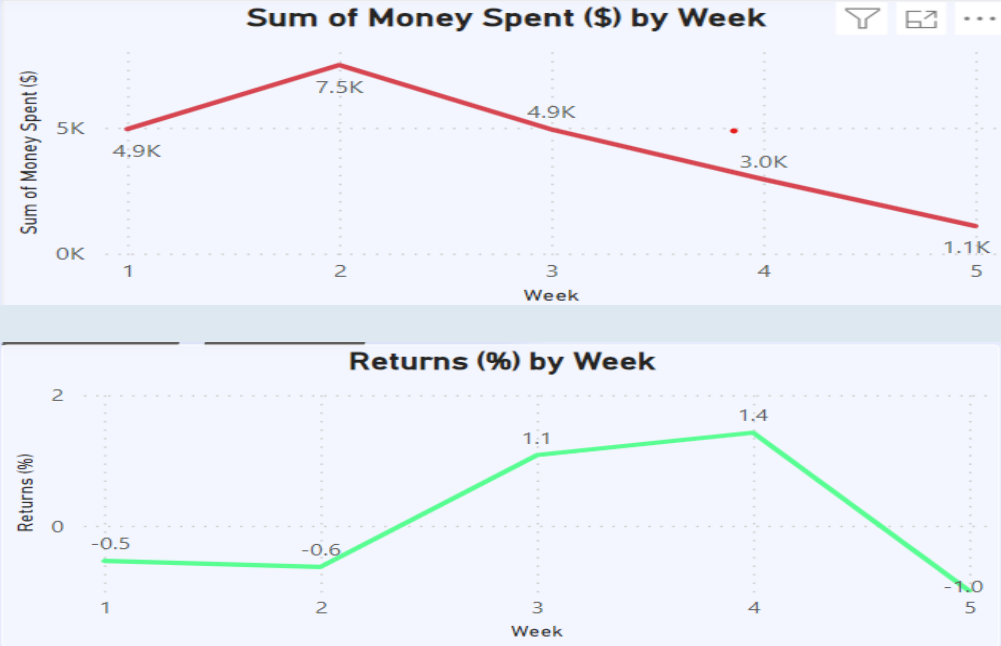
- With a cost of **\$ 113** and
- Returns of **\$ 2266.2**,
- Resulting in a Return% of **9.51%** and
- A view% of **0.09**.



M & Y	Num of channel	Clicks	Prospects	Money Spent (\$)	Paid	Returns	Returns (%)
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II. Fourth week is the profitable week because of high Return %,

- With a cost of \$ 2951 and
- Returns of \$ 4206.2,
- Resulting in a Return% of 1.42% and
- A view% of 0.02.

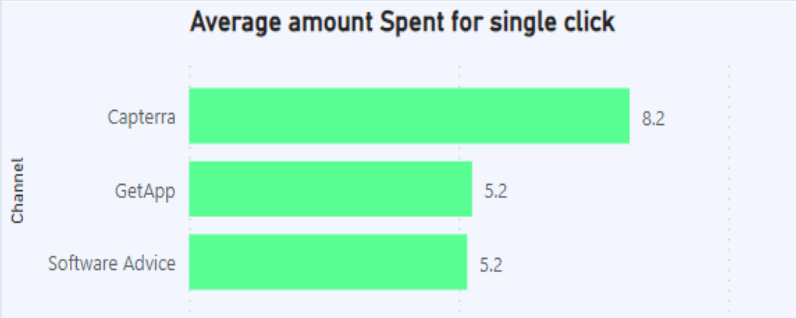
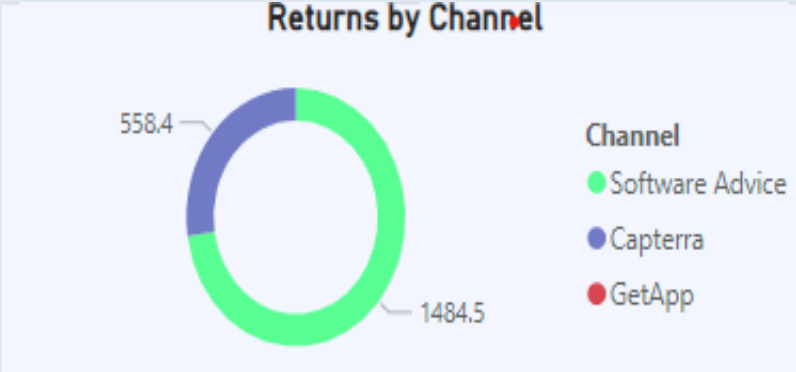


Week	Num of channel	Clicks	Prospects	Money Spent (\$)	Paid	Returns	Returns (%)
4	323	498	5	2,951.80	7158	4206.2	1.42
3	435	735	15	4,930.00	10268	5338.0	1.08
1	457	675	20	4,946.30	2286	-2660.3	-0.54
2	414	883	17	7,491.10	2768	-4723.1	-0.63
	268	422	7	3,215.95	980	-2236.0	-0.70

2. Which is the most profitable channel

Software Advice is the most profitable channel with a

- Returns of **\$1484.5**
- By Spending the amount of **\$ 309**
- For Average amount of **\$ 5.2** per click
- Resulting in a Return% of **4.80%**

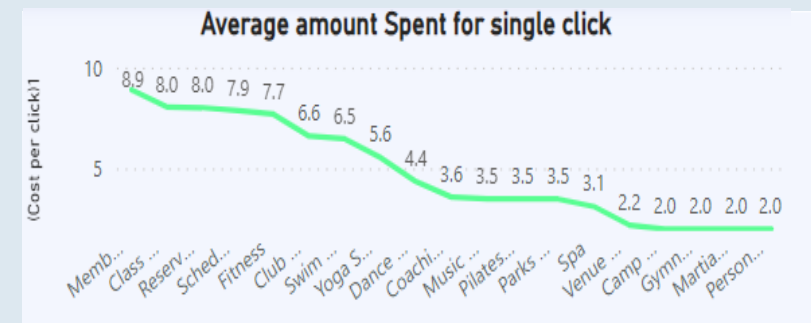
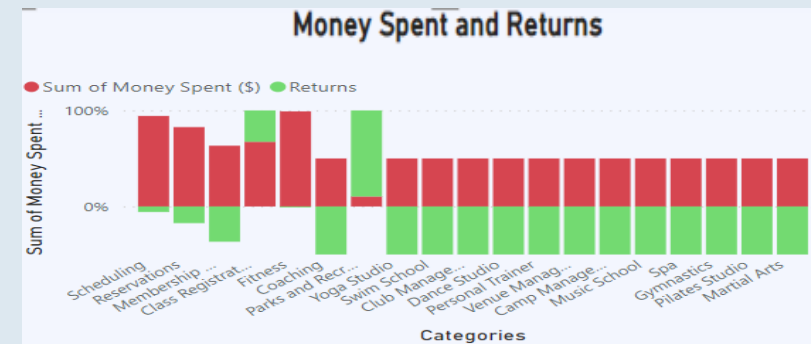
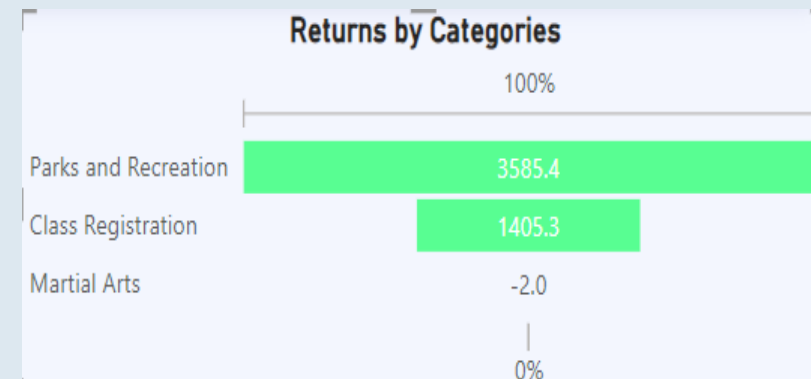


Channel	Num of Channel	Clicks	Prospects	Money Spent (\$)	Paid	Returns (\$)	Returns (%)
Software Advice	54	60	3	309.50	1794	1484.5	4.80
Capterra	1204	2364	50	19,319.60	19878	558.4	0.03
GetApp	816	1029	15	5,402.15	1788	-3614.2	-0.67

3. Which category is most profitable

Parks and Recreation is the most profitable category with a

- Returns of \$ **3585.4**
- By Spending the amount of \$ **414.65**
- For Average amount of \$ **3.48** per click
- Resulting in a Return% of **8.65%**

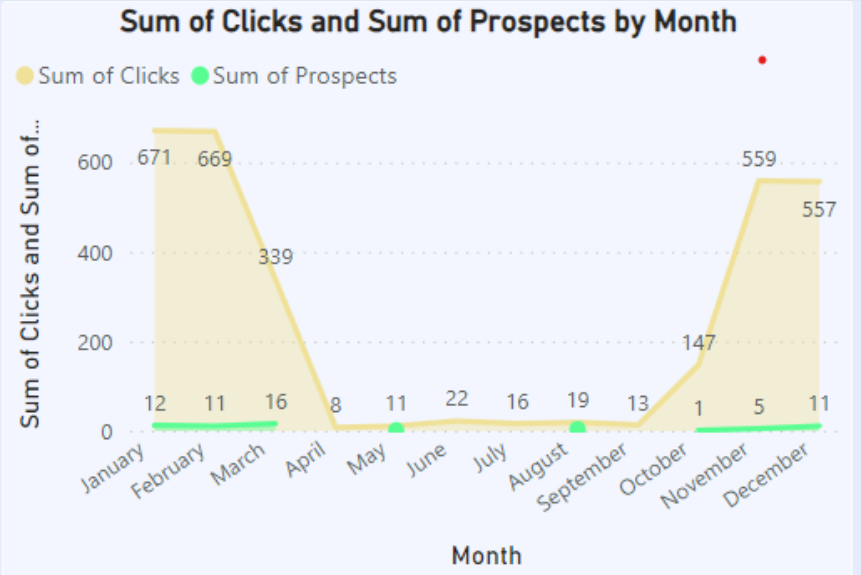
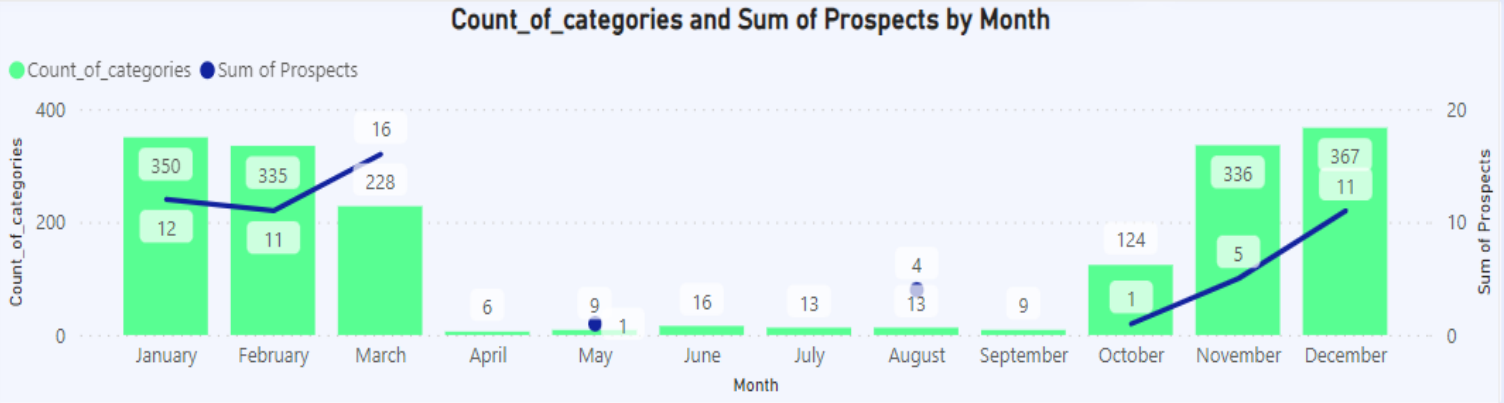
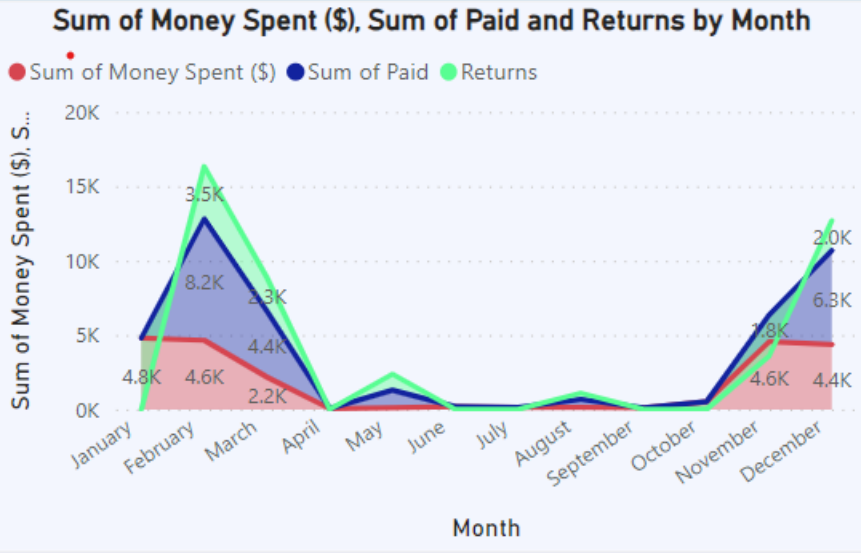


Categories	Num of Categories	Clicks	Prospects	Money Spent	Paid	Returns (\$)	Returns (%)
Parks and Recreation	107	119	2	414.65	4000	3585.4	8.65
Class Registration	249	360	16	2,897.75	4303	1405.3	0.48
Martial Arts	1	1		2.00	0	-2.0	-1.00

4. Look for insights by analyzing data points on Time Series Graphs

February is the highly active month with a

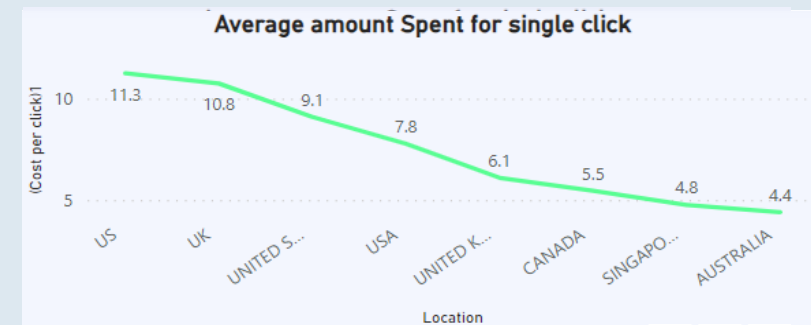
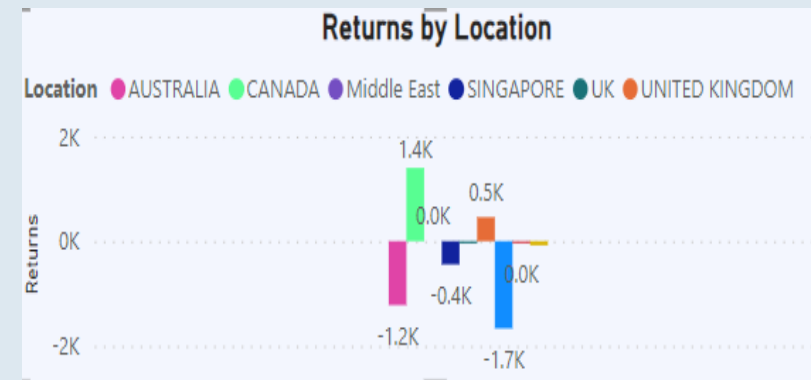
- Returns of \$ **3.5k**
- By Spending the amount of \$ **4.6k**
- With Prospects of **11** over **669** clicks



5. Analysis the Impact of geography

Canada is the most profitable location with a

- Returns of \$ **1398.3**
- By Spending the amount of \$ **1369.75**
- For Average amount of \$ **5.5** per click
- Resulting in a Return% of **1.02%**



Location	Num of Categories	Prospects	Money Spent (\$)	Paid	Returns (\$)	Returns (%)
CANADA	211	5	1,369.75	2768	1398.3	1.02
UNITED KINGDOM	412	7	4,309.35	4768	458.7	0.11
Middle East	1	1		0	0.0	0.00

Important Calculations :

Cost per click : Amount spent for single click calculated by dividing the money spent by the people view the ad

```
DIVIDE(SUM('Listing_Site_Data'[Money Spent ($)]), SUM('Listing_Site_Data'[Clicks]))
```

Returns : It is the profit percentage calculated by finding the Difference between the money earned and the money spent

```
(SUM(Listing_Site_Data[Paid]))-(SUM(Listing_Site_Data[Money Spent ($)])
```

Returns (%) : It is the profit percentage calculated by finding the difference between the money earned and the money spent, and then dividing it by the money spent.

```
(SUM('Listing_Site_Data'[Paid]) - SUM('Listing_Site_Data'[Money Spent ($)])) /  
SUM('Listing_Site_Data'[Money Spent ($)]) )
```

View% : It is the percentage of calculated by finding the difference between the number for people paid for the product and the people view the ad and then dividing it by the people view the ad then added with 1.

```
(SUM('Listing_Site_Data'[Prospects]) - SUM('Listing_Site_Data'[Clicks])) /  
SUM('Listing_Site_Data'[Clicks])+1
```

THANK YOU