

Google Ads

- Returns:
 - Total Returns of \$455.67 over 15 weeks
 - Highest returns can be seen in week 12 (\$ 121.59), followed by week 4 (\$ 111.96)
 - 8/15 weeks yield \$ 0 returns, and money was spent on campaigns over these weeks.
 - Overall, the returns fluctuate throughout the period, this is seen by a sharp increase in the starting weeks following a sharp decline for the next 6 weeks. Following which was again a sharp increase. Due to the short timeline over which the data has been collected, such trends cannot be characterized as seasonal trends. For comprehensive study, it is recommended to study the company over a longer period
- Cost:
 - Total Cost of \$ 2,757.23 over 15 weeks, mostly in "EK_Generic_Quad_Tri-Tok_Yoga" (\$ 822.86) which brings total returns of \$233.55
 - The company spent the most in the 9th week, it can be observed that the number of customers who were interested in the product is also the highest in this week. But the returns are only \$ 47.62 this week, being the 5th highest out of 15 weeks.
- Campaigns:
 - EK_Generic_Tri_Tok_Reservation: Best performing campaign, yielding \$233.5. And the company has spent \$ 435.57 on the same.
 - 10/15 campaigns yield \$0 returns. It is important to note that the number of views is high, but the conversion rate is 0. Therefore, it is important to understand the interest of the viewers to attract them to try out the product.

In conclusion, the company has a good reach, but needs to change the strategies in order to attract more customers, thereby increasing the profit.

Listing Site

- Returns:
 - Total returns of \$ 3815.57
 - Unites States has been the most profitable location for the company, the profits are spread over various categories such as “Reservations”, “Parks and Recreation”, and “Class Registration” to mention a few.
 - The company earned the most in February’21, \$8186, it has also spent the most during this month. Therefore, it can be said that February’21 has been a profitable month.
- Cost:
 - Total Cost of \$ 25,223.25, majorly spent in ads relating to “Reservations”
 - The spending pattern is marked by gradual increases and decreases, as the data from May’21 to August’21 is missing, it is hard to conclude the trend the company is following.
- Channels:
 - Capterra has been a well performing channel, 84.73% of the total payments are made through this channel. This information can be used to allocate the resources and strategize, focusing more on Capterra channel and take advantage of its performance and maximize the profits.
 - Capterra is the only channel that has earned this all the countries (ignoring Australia, where the returns are \$0). Software Advice and GetApp have only performed in United States.
- Categories:
 - “Scheduling”, “reservations”, and “Parks and Recreation” have performed well, with “Scheduling” earning the highest (\$ 4768)
 - Though different categories have performed well in different countries, “Scheduling” has done well in all the countries.

In conclusion, the trends in categories can be matched to the months. Categories like “Parks and Recreation”, “Camp Management”, “Swin School” to list a few, are seasonal. The company can utilize this information to divert their resources amongst these categories and maximize profits.