Udacity
Marketing Analytics

Nanodegree Program
Project: Craft a Report

Objective Results

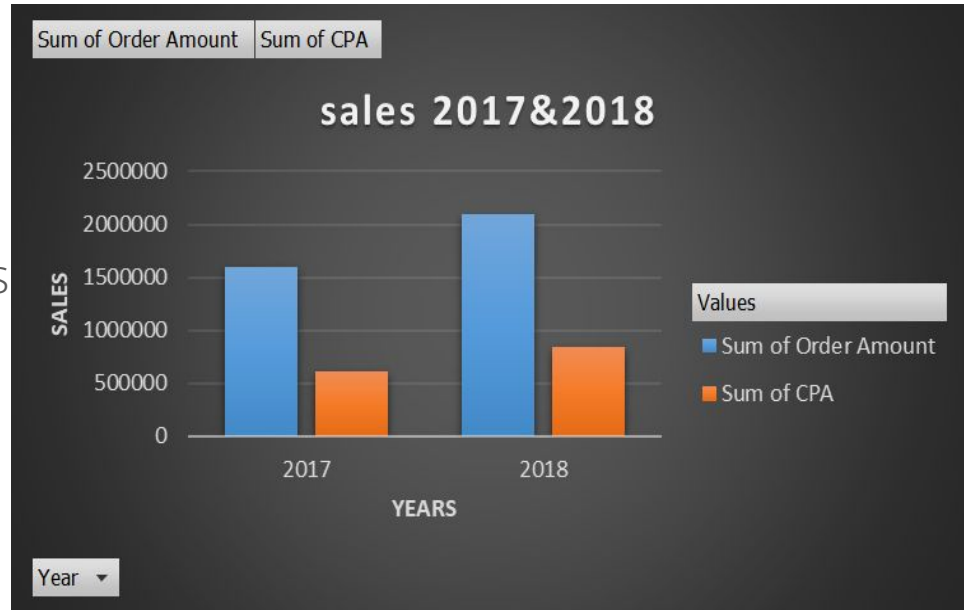Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017.

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

The first objective is meet sales

Increase from 2017 to 2017 by 32%

But the second objective dont meet as

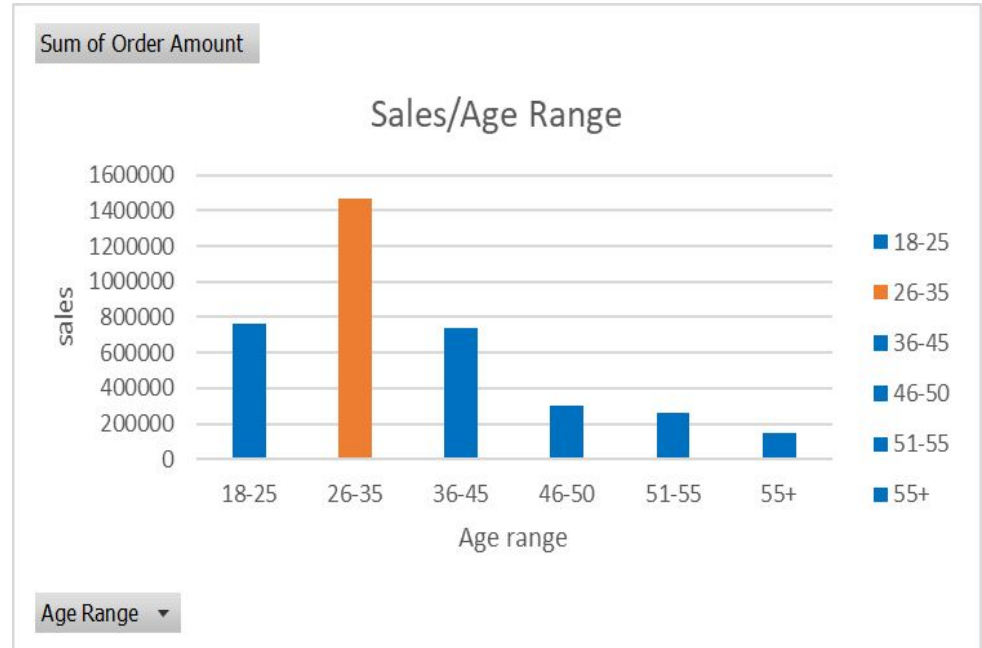CPA increased from 2017 to 2018.

Evaluate the Audience

Demonstrate sales amount by age-range

As shown that the largest age range sales is

between 26-35 years followed by 18-25 and 36-45

Age-Range generated the most sales is between 26-35
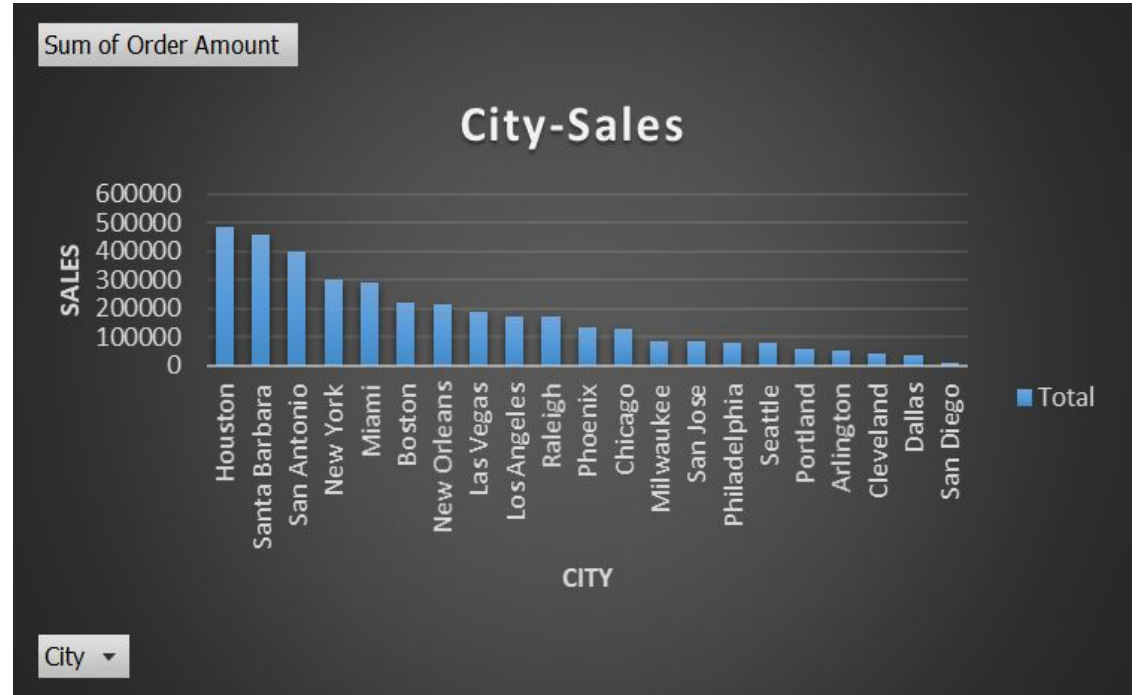
And the least is 55 years age range

Evaluate the Audience

City generated the most sales is Houston

By sales of about 485220 sales of

2017&2018.

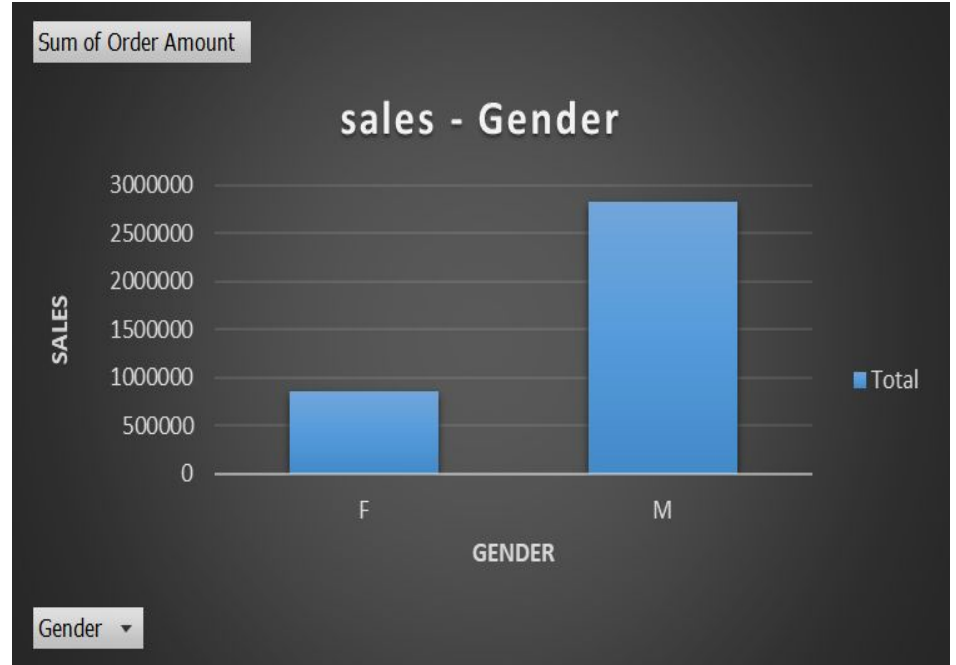The lowest city in sales is san dieago

Evaluate the Audience

Males spend more than female

Males spend about 2836990

Females about 860354

Evaluate the Marketing

ROI = (Revenue-cost)/Cost
ROI 2017 paid channel
0.08
ROI 2018 paid channel
0.07
sum of total
0.07
find that ROI for paid channel still **positive** in 2017 and 2018 with more customer acquired in 2018.
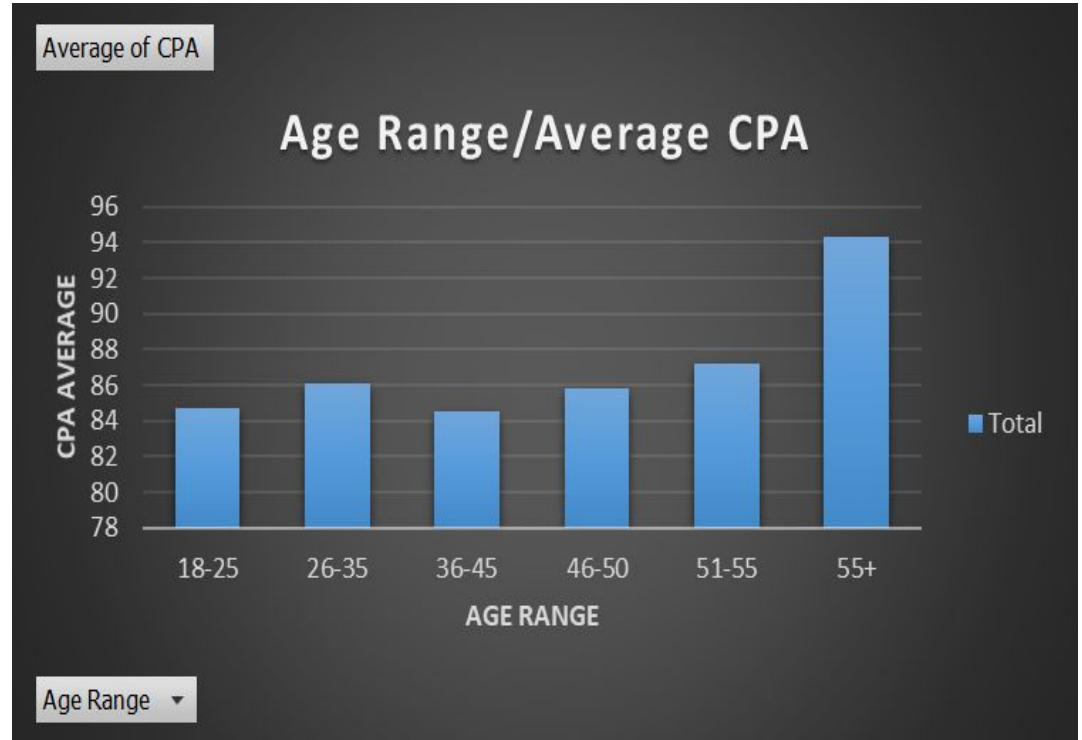
Evaluate the Marketing

Age range with Average CPA

Lowest average CPA is 36-45

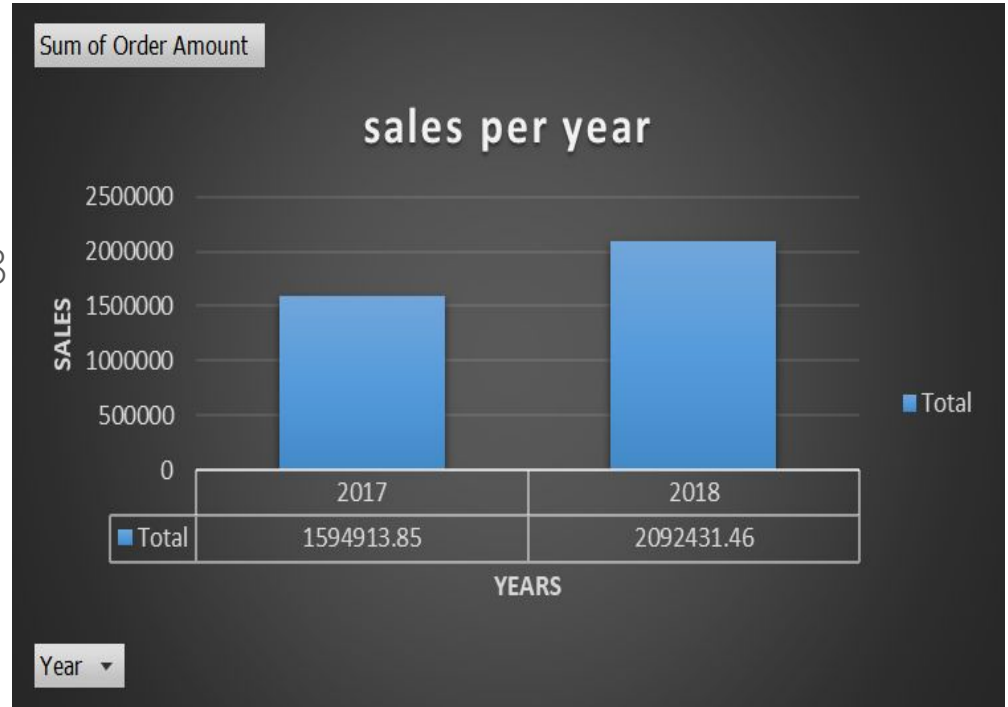and largest is 55 range

Also find that 18-25 have lowest

Average CPA

Evaluate the Sales

Sales of 2017 is 1594913

Sales of 2018 2092431

Sales increased from 2017 t0 2018

Evaluate the Sales

Average order amount increased in
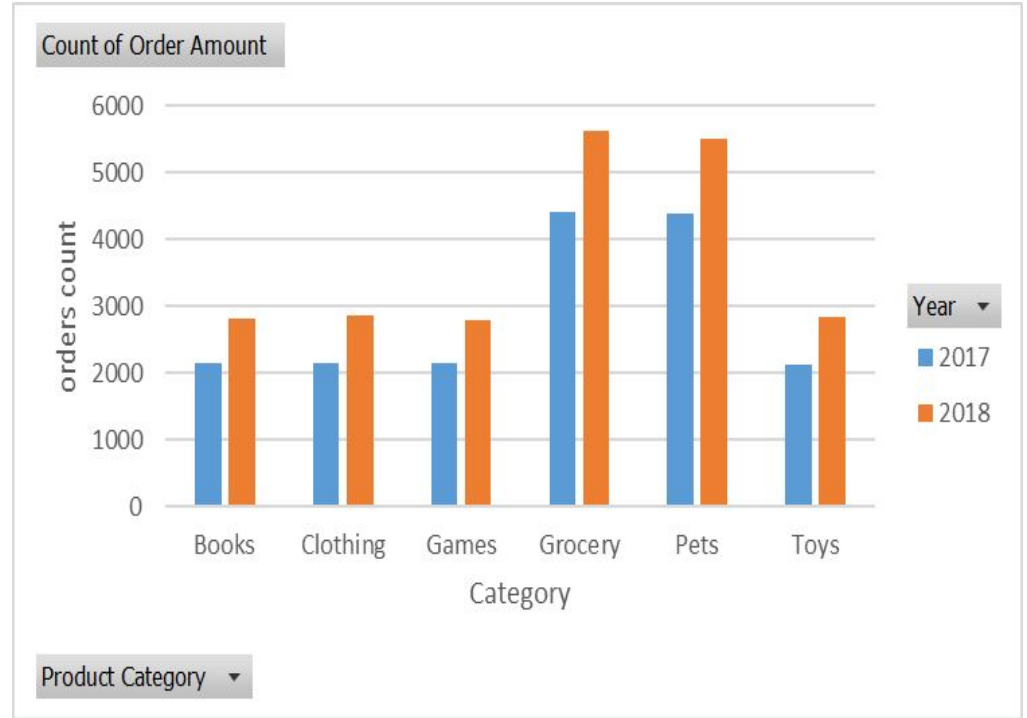
2018 compared to 2017

2017 92

2018 93

Average of Order Amount

average order amount

Evaluate the Product Categories

Grocery is most popular category

In 2017 and also in 2018

Evaluate the Product Categories

Grocery is largest category in

Sales by 923605 followed by pets

Category by 920187 total sales.

Everything Else

All your backup research, findings, or ways to add additional context