

Udacity

Marketing Analytics

Nanodegree Program

Project: Craft a Report

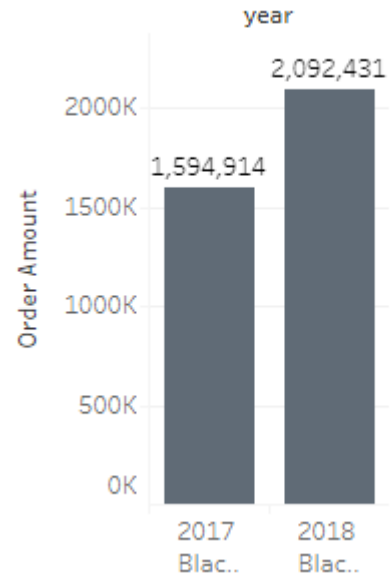
Mohamed Abdelwahab

Objective Results

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

Black Friday total sales Increased 31.19% from 2017 Black Friday, Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017 Objective was achieved

		Sum of Order Amount 2018	2,092,431	
		Sum of Order Amount 2017	1,594,914	
		increase %	31.19%	



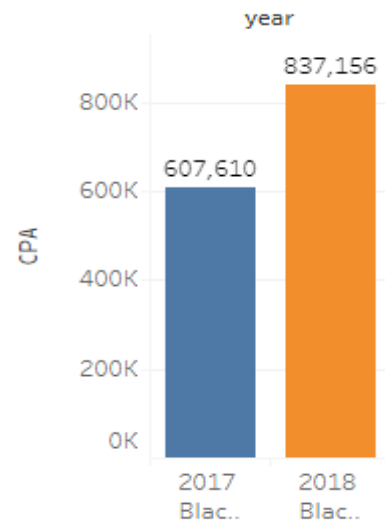
Objective Results

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

Black Friday total ad spend Black Friday 2018 Increased 37.78% from 2017 Black Friday,
Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018
Objective was not achieved

Sum of CPA 2018	837,156
Sum of CPA 2017	607,610
increase %	37.78%

SUM OF CPA



Evaluate the Audience

Demonstrate sales amount by age-range

Which Age-Range generated the most sales?

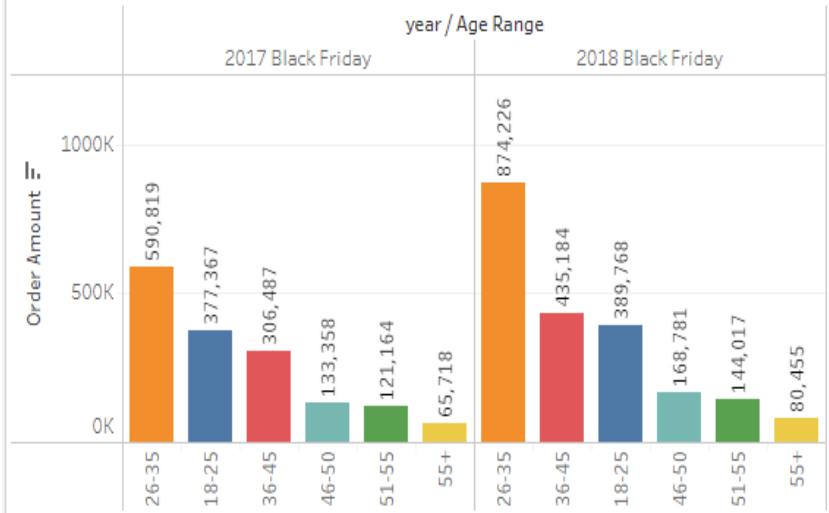
The Age-Range from 26 to 35 generated

the most sales of the Black Friday

for both year 2017 and 2018

Sum of Order Amount 2017	Sum of Order Amount 2018	Age Range
377,367	389,768	18-25
590,819	874,226	26-35
306,487	435,184	36-45
133,358	168,781	46-50
121,164	144,017	51-55
65,718	80,455	55+
1,594,914	2,092,431	Grand Total

sales by age range

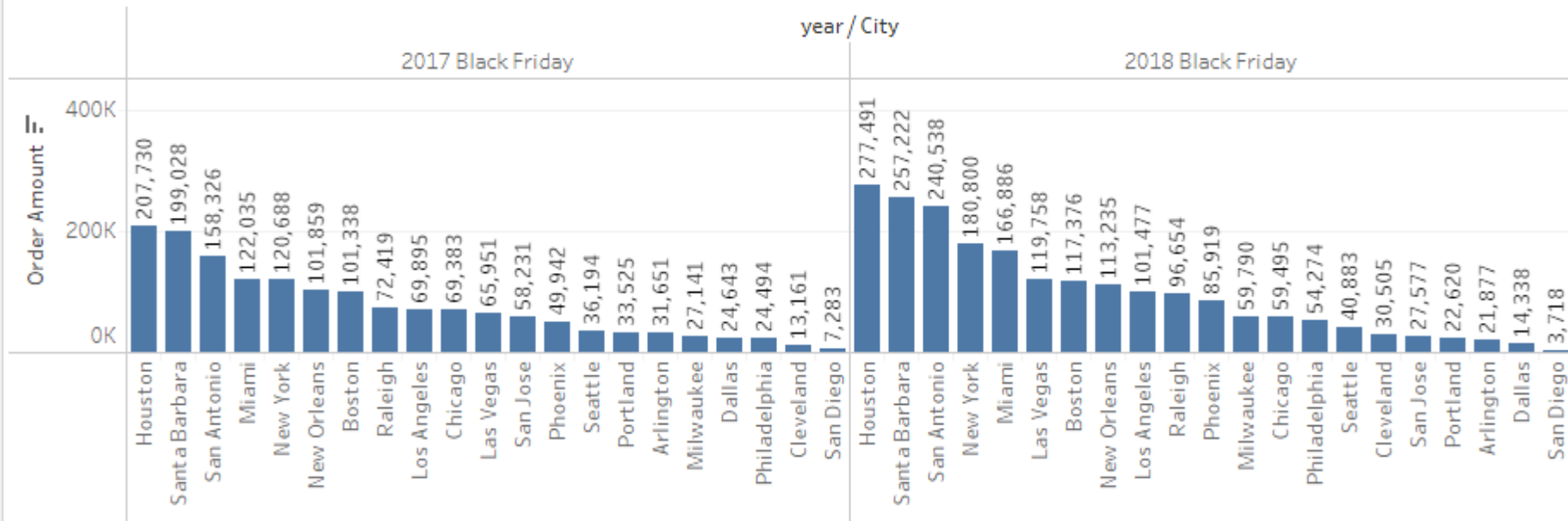


Evaluate the Audience

Which City generated the most sales?

Houston generated the most sales of the Black Friday for both year 2017 and 2018

Which City generated the most and the least sales?

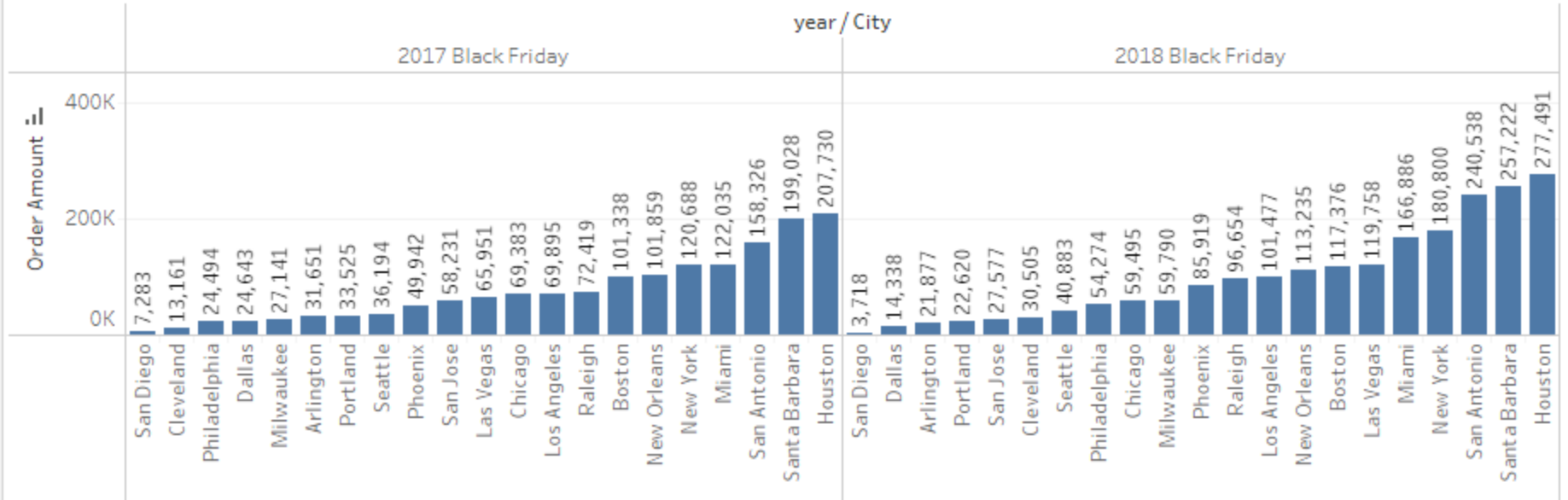


Evaluate the Audience

Which City generated the least sales?

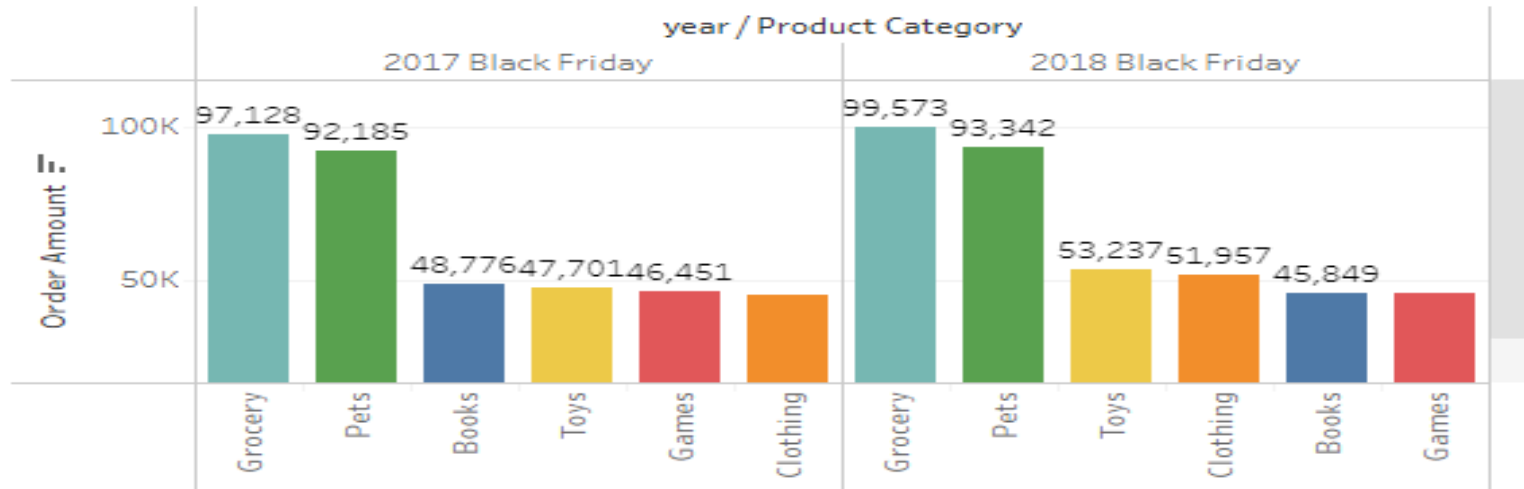
San Diego generated the least sales of the Black Friday for both year 2017 and 2018

Which City generated the most and the least sales?



Evaluate the Audience

Which product category was least popular to 18-25 year olds?



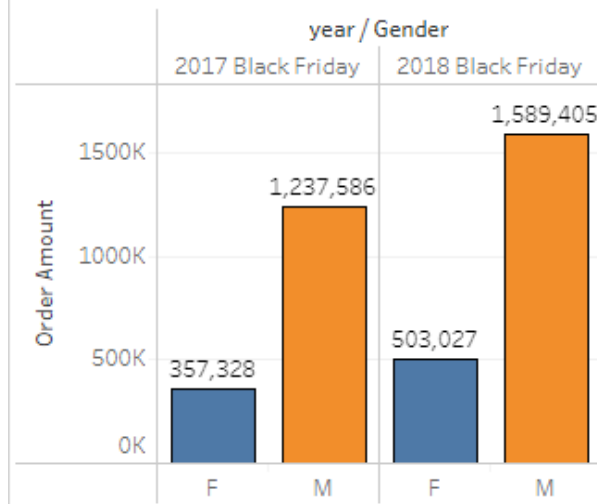
Clothing was least popular to 18-25 year olds in year **2017** Games was least popular to 18-25 year olds in year 2018

Evaluate the Audience

Who spent more, men or women?

Men spent more for both year 2017 and 2018

Who spent more, men or women?



Evaluate the Audience

What was the average
order volume for a user?

In 2017 from 84 to 98

In 2018 from 83 to 98

year	City	Avg. Or..	year	City	Avg. Or..
2018 Black Friday	San Diego	98	2017 Black Friday	Houston	92
	Houston	93		Santa Barbara	92
	Santa Barbara	91		San Antonio	93
	San Antonio	97		New York	88
	New York	89		Miami	97
	Miami	98		Boston	99
	Boston	99		New Orleans	84
	New Orleans	89		Las Vegas	94
	Las Vegas	95		Los Angeles	89
	Los Angeles	89		Raleigh	90
	Raleigh	95		Phoenix	98
	Phoenix	93		Chicago	95
	Chicago	95		Milwaukee	98
	Milwaukee	95		San Jose	92
	San Jose	93		Philadelphia	95
	Philadelphia	93		Seattle	88
	Seattle	97		Portland	96
	Portland	93		Arlington	88
	Arlington	89		Cleveland	83
	Cleveland	94		Dallas	91
	Dallas	83		San Diego	98
	San Diego	98			

Evaluate the Marketing

Was the ROI on our Paid Channel positive or negative? What was it? Which age-range had the best CPA?

In 2017 $\text{ROI} = \frac{656431 - 607610}{607610} = 0.0803 \times 100 = 8.03\%$ positive

In 2018 $\text{ROI} = 6.8\%$ positive

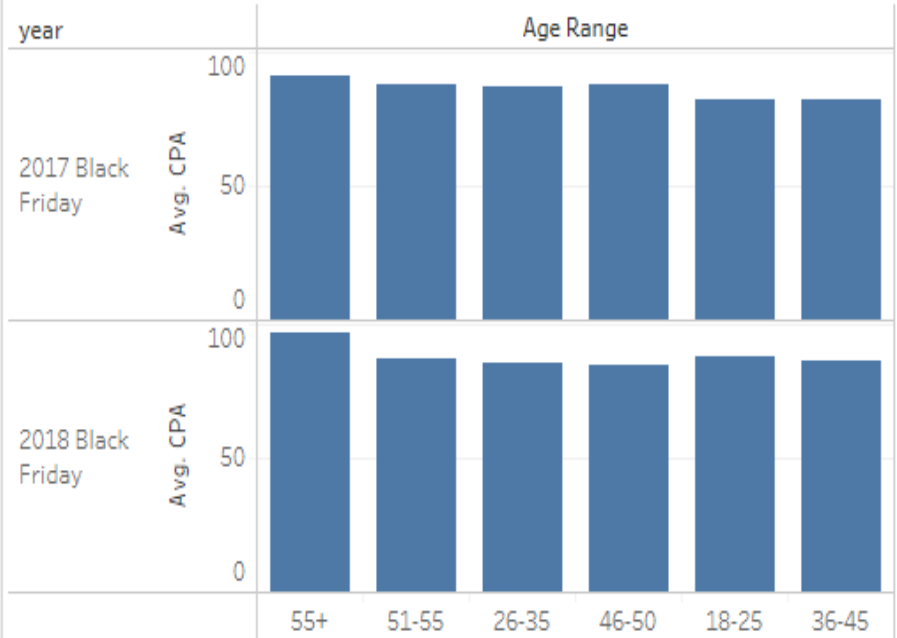
year	CPA	Order Amount
2017 Black Friday	607,610	656,431
2018 Black Friday	837,156	893,189

Evaluate the Marketing

Which age-range had the best CPA?

36-45 had the best CPA if compare with average CPA

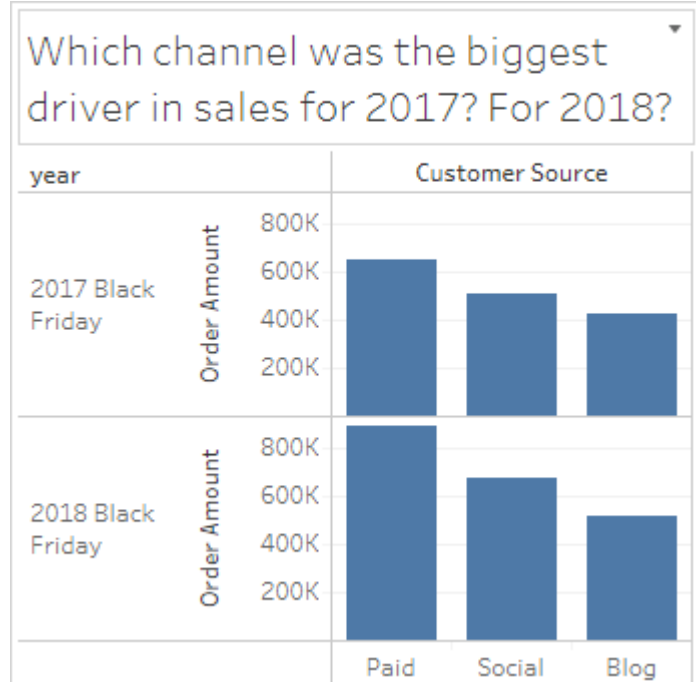
Which age-range had the best CPA?



Evaluate the Marketing

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

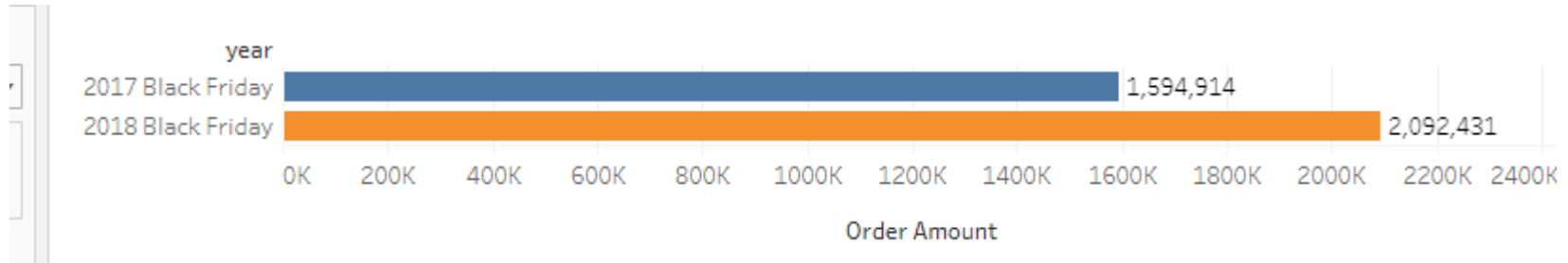
Paid channel was the biggest driver in sales for 2017 and 2018



Evaluate the Sales

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

year	
2017 Black Friday	1,594,914
2018 Black Friday	2,092,431



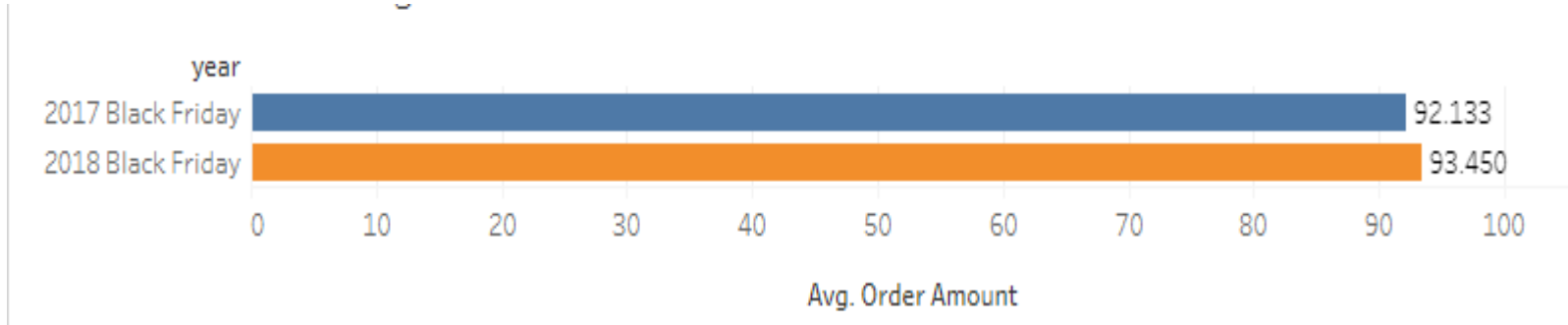
the revenue of 2018 is 2,092,431 and 2017 is 1,594,914

Evaluate the Sales

What was our average order amount in 2017 vs 2018?

year	
2017 Black Friday	92.133
2018 Black Friday	93.450

Average order amount in 2017 is 92.133 and in 2018 is 93.450



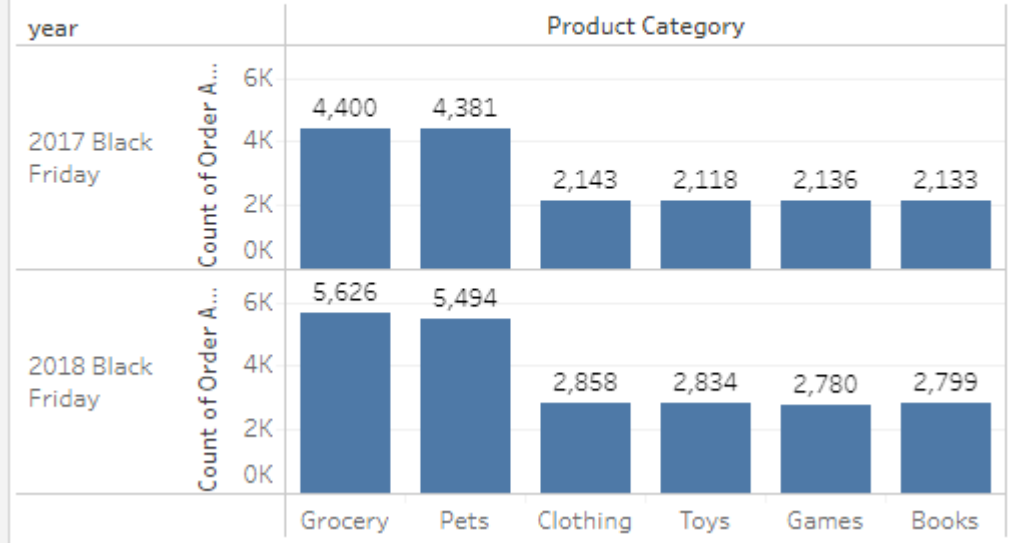
Evaluate the Sales

Which product category was most popular in 2017 & 2018?

In 2017 an 2018 Grocery was most popular in

2018 Black Friday Grocery	2018 Black Friday Pets		2017 Black Friday Grocery	2017 Black Friday Pets	
2018 Black Friday Clothing	2018 Black Friday Books	2018 Black Friday Games	2017 Black Friday	2017	2017
2018 Black Friday Toys			2017 Black Friday		

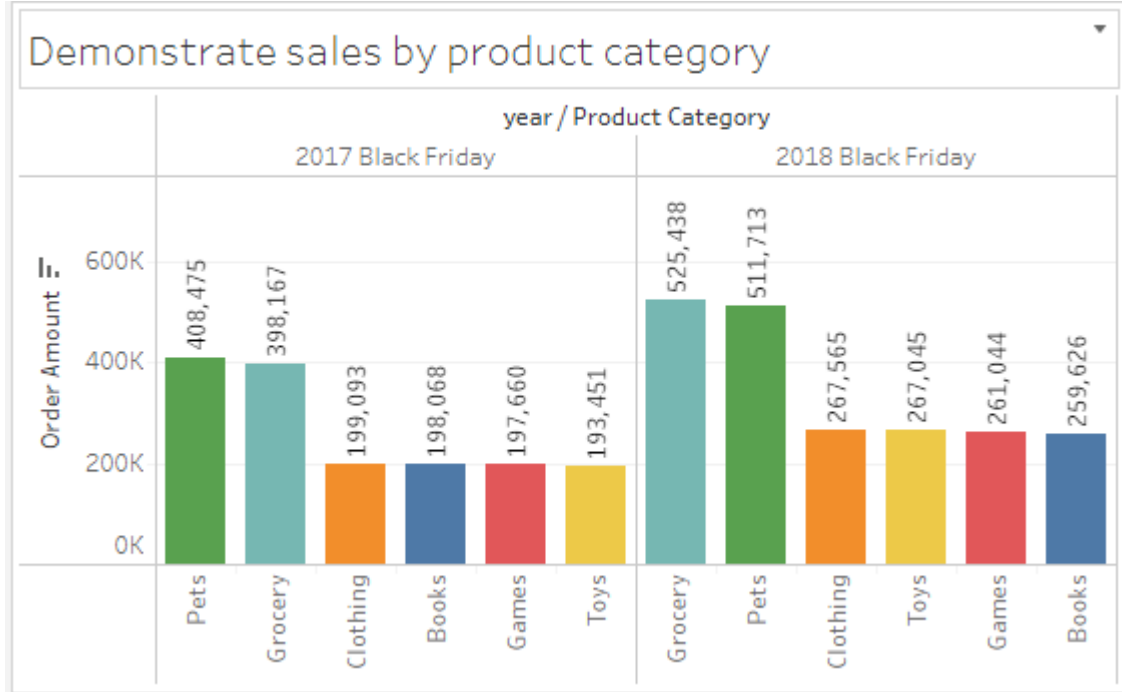
Which product category was most popular in 2017 & 2018?



Evaluate the Product Categories

Demonstrate sales by product category

Pets achieved the highest sales amount in 2017 and Grocery in 2018.



Evaluate the Product Categories

Demonstrate CPA by product category

