

# Create a Proposal for the Next Quarter

REVIEW

HISTORY

## Requires Changes

2 specifications require changes

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START

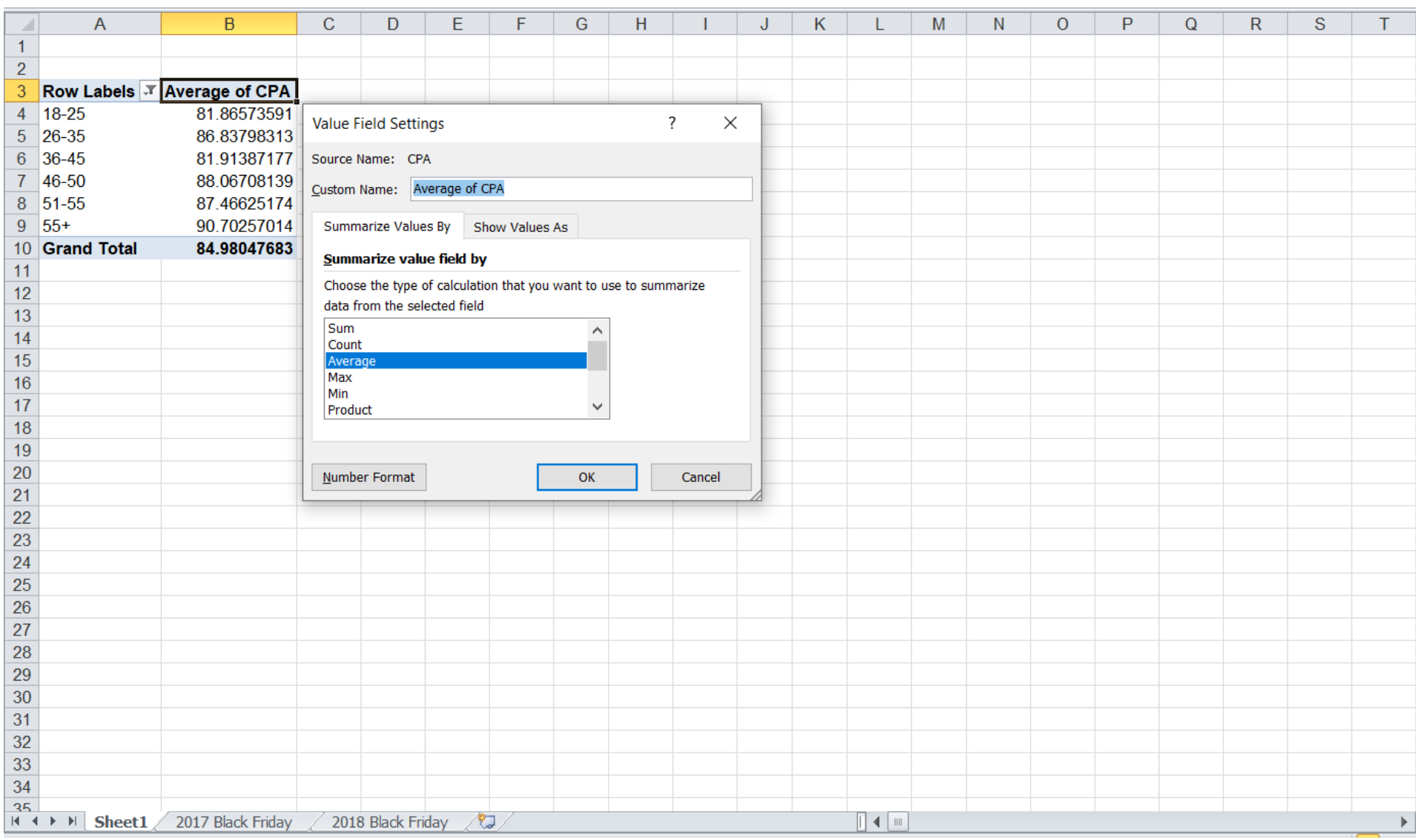
### Part 1: Objectives Results

- ✓ Student visually (in an appropriate table or graph for the data type) demonstrates the total number of sales for each year, and displayed the percent change from 2017 to 2018.  
Student indicated whether the example goal was met or was not met.  
Student used proper chart labels, headings, and any legends.  
Student restated the goal, so it was evident why they were presenting the information on each slide  
Student did this for both the Ad Spend goal and the Sales goal.
- Good job. The bar chart and table are great for representing the sales and ad spend data for 2017 and 2018. They are ideal for representing different groups of data and changes over time. Please feel free to use [this reference](#) as a cheat sheet for choosing each type of visual.
  - Restating the sales and ad spend goals give context to the analyses and conclusions drawn.
  - The student clearly indicates that the sales goal was met, and the ad spend goal was not met.
- From the chart and the table, we observe that we did achieved the goal to increase our sales on Black Friday of 2018 by 30% of 2017 Black Friday, So Increasing Sales Goal by 30% was met.
- On the other side, we see that we spent more for Ads on '2018 Black Friday' than 2017 one with an increasing fund of 38%, So decreasing Ads spend Goal by 30% was not met.

### Part 2: Evaluate the Audience

- ✓ For the required question The student should demonstrate the data points for every age range (18-25, 26-35, 36-45, 46-50, 51-55, 55+).  
The information should be easy to understand and they should provide a visual to reinforce it.  
Students may use multiple charts, or combined charts, to demonstrate the result.  
Students should include a description of the outcome.  
Charts should have proper labels, titles, and legends so it is clear to understand.
- Awesome job analyzing the sales data by age group, and city.  
The visuals are appropriate for the datasets presented; the bar have the relevant titles and labels.  
Short notes have been added to describe the charts.
  - If we would ask Which Age-Range generated the most sales?, we can find from the chart that the age range from 26 to 35 generated the highest sales amount of the Black Friday for both year 2017 and 2018 with the total values \$590,818.92 and \$874,226.41 respectively.
- Student indicated what question they are trying to answer.  
Student used proper chart labels, headings, and any legends.  
Student provided supporting text to any visuals provided to explain the information and why it was being presented.  
The information should be easy to understand and they should provide a visual to reinforce it.
- All relevant audience-related questions have been included.
  - Which Age-Range generated the most sales?
  - Which city generated the most sales?
- Supporting text has been included to describe the visuals and to answer the questions.

### Part 3: Evaluate the Marketing

- ✓ The information should be easy to understand and they should provide a visual to reinforce it.  
Students may use multiple charts, or combined charts, to demonstrate the result.  
Students should include a description of the outcome.  
Charts should have proper labels, titles, and legends so it is clear to understand.
- Good job presenting the ROI on paid channels and the CPA per age group.  
Supporting texts have been included to give context to the analyses and to answer the marketing questions.
  - The values of 8% and 7% for 201 and 2018.
- Student indicated what question they are trying to answer.  
Student used proper chart labels, headings, and any legends.  
Student provided supporting text to any visuals provided to explain the information and why it was being presented.  
The information should be easy to understand and they should provide a visual to reinforce it.
- Please review the computation of the CPA per age group. The reference should be made to the **average** CPA per age group as opposed to the total CPA per age group. When done, correctly, the values should be similar to those provided in the screenshot.
- On slide 6, please include the question that you are answering.

### Part 4: Evaluate the Sales

- ✓ The information should be easy to understand and they should provide a visual to reinforce it.  
Students may use multiple charts, or combined charts, to demonstrate the result.  
Students should include a description of the outcome.  
Charts should have proper labels, titles, and legends so it is clear to understand.
- All Sales information has been presented in the appropriate visuals.  
Short notes have also been included to report on the total revenue and average sales order for each year.  
The sales question for slide 8 has also been included.
- Student indicated what question they are trying to answer.  
Student used proper chart labels, headings, and any legends.  
Student provided supporting text to any visuals provided to explain the information and why it was being presented.  
The information should be easy to understand and they should provide a visual to reinforce it.
- To meet specifications, please include the question that is answered by the beautiful visuals and short notes of slide 7.

### Part 5: Evaluate the Product Categories

- ✓ The information should be easy to understand and they should provide a visual to reinforce it.  
Students may use multiple charts, or combined charts, to demonstrate the result.  
Students should include a description of the outcome.  
Charts should have proper labels, titles, and legends so it is clear to understand.
- Good job choosing the right metrics to determine the popularity of each product category; the number of orders. Notice that two products; A and B could sell for \$10,000. However, if product A was sold after 3000 orders and product B was sold after 100 orders, product A will be said to be more popular than product B even though the total sales values are the same. Please do this and update the supporting text accordingly.  
The sales values for each product category have also been included.
- Student indicated what question they are trying to answer.  
Student used proper chart labels, headings, and any legends.  
Student provided supporting text to any visuals provided to explain the information and why it was being presented.  
The information should be easy to understand and they should provide a visual to reinforce it.

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