MARKETING ANALYTICS NANODEGREE PROGRAM

8TH (FINAL) PROJECT: Create a Proposal for the Next Quarter

Evaluating The Sales Performance

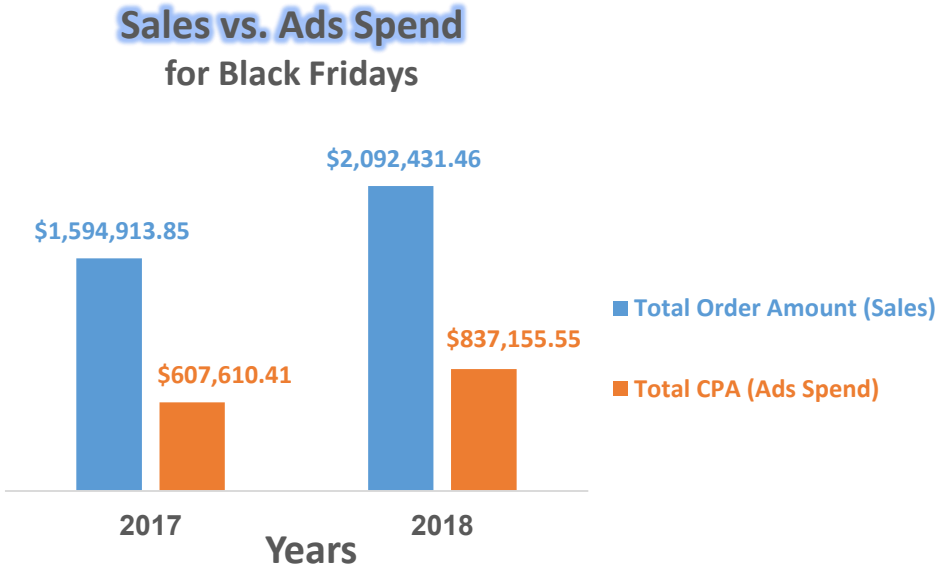
Of

Black Friday

For Years 2017 and 2018

"Jan 2021"

Objective Results



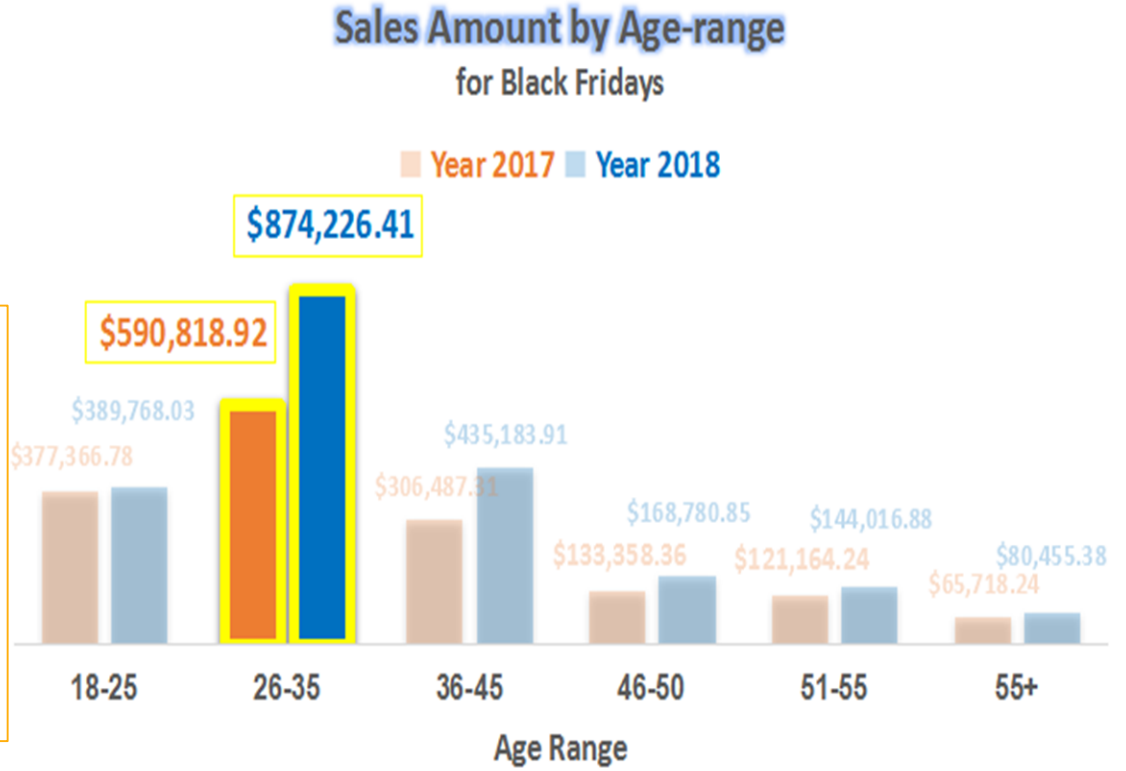
Year	2017	2018	Increment/Decrement
Total Order Amount (Sales)	$ 1,594,913.85	$ 2,092,431.46	31%
Total CPA (Ads Spend)	$ 607,610.41	$ 837,155.55	38%
Total Order Amount =Sum(Numeric Values of Order Amount Column Cells)			
Total CPA =Sum(Numeric Values of CPA Column Cells)			
Increment/Decrement =(Total of 2018-Total of 2017)/Total of 2017			

- *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.***

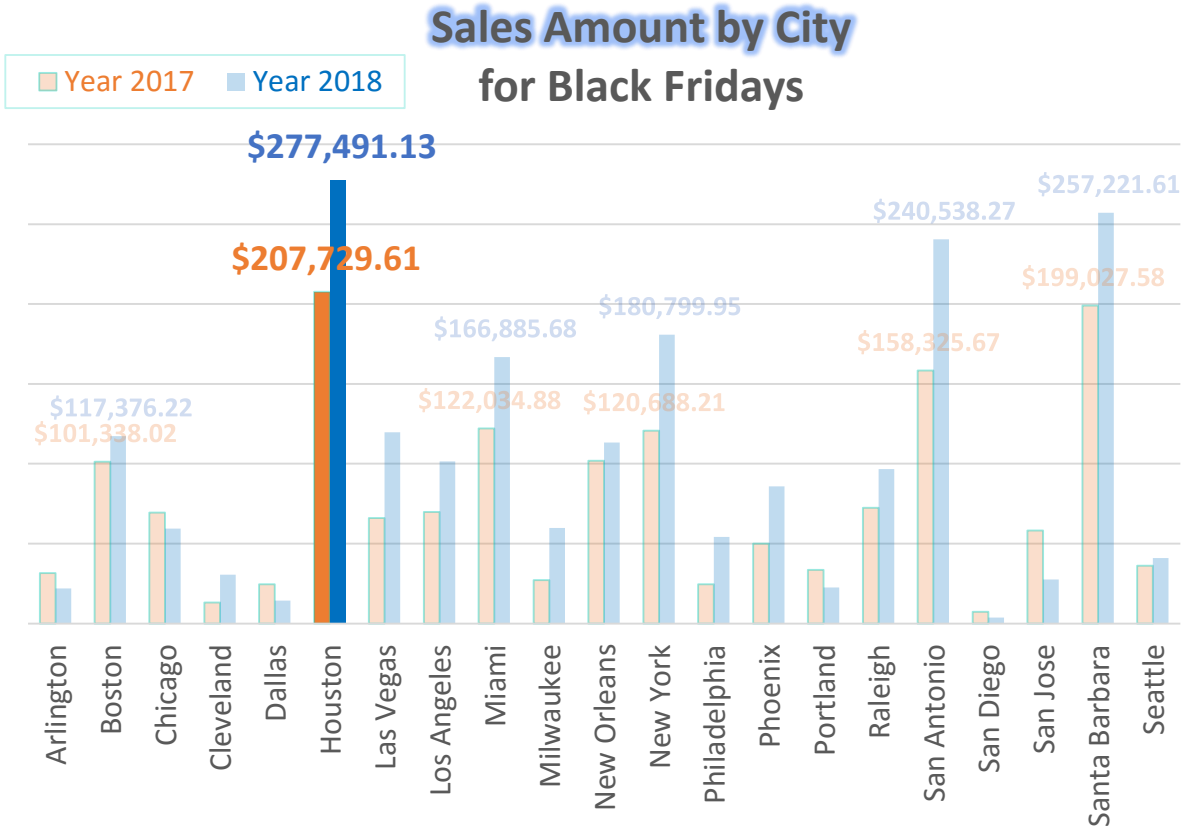
Evaluate the Audience: Sales amount by Age-range

Age Range	2017	2018
18-25	$ 377,366.78	$ 389,768.03
26-35	$ 590,818.92	$ 874,226.41
36-45	$ 306,487.31	$ 435,183.91
46-50	$ 133,358.36	$ 168,780.85
51-55	$ 121,164.24	$ 144,016.88
55+	$ 65,718.24	$ 80,455.38

- *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.***



Evaluate the Audience: Sales amount by City



- *If we would answer a question of **Which City generated the most sales?**, the chart on the left tells us that **'Houston'** generated sales amounts of the Black Friday **for year 2017 and 2018** with the total values **$207,729.61 and $277,491.13 respectively,** and those were **the highest among all peers.***

Evaluate the Marketing: ROI on Paid Channel & Best CPA for Age-range

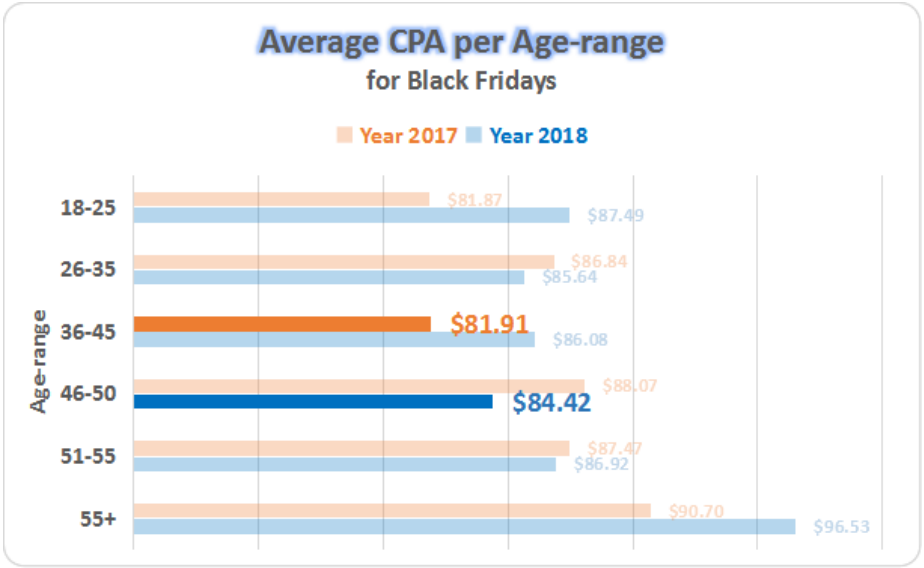
CPA per Age-range For Black Fridays

Age-range	Year 2017 Average CPA	Year 2017 Total CPA	Year 2017 ROI	Year 2018 Average CPA	Year 2018 Total CPA	Year 2018 ROI
18-25	$ 81.87	$145,229.82	$ 9,850.05	$ 87.49	$ 154,682.33	$ 9,378.78
26-35	$ 86.84	$239,846.51	$17,842.82	$ 85.64	$ 337,337.60	$ 20,498.74
36-45	$ 81.91	$102,146.60	$12,061.19	$ 86.08	$ 186,195.44	$ 12,956.05
46-50	$ 88.07	$ 52,047.65	$ 5,269.65	$ 84.42	$ 76,818.58	$ 7,715.27
51-55	$ 87.47	$ 55,278.67	$ 2,806.99	$ 86.92	$ 59,629.51	$ 4,463.61
55+	$ 90.70	$ 13,061.17	$ 990.30	$ 96.53	$ 22,492.10	$ 1,021.12

ROI Rate on Paid Channel For Black Fridays

Year	2017	2018
Total CPA	$ 607,610.41	$ 837,155.55
Total Order Amount	$ 656,431.42	$ 893,189.12
ROI Rate	8%	7%

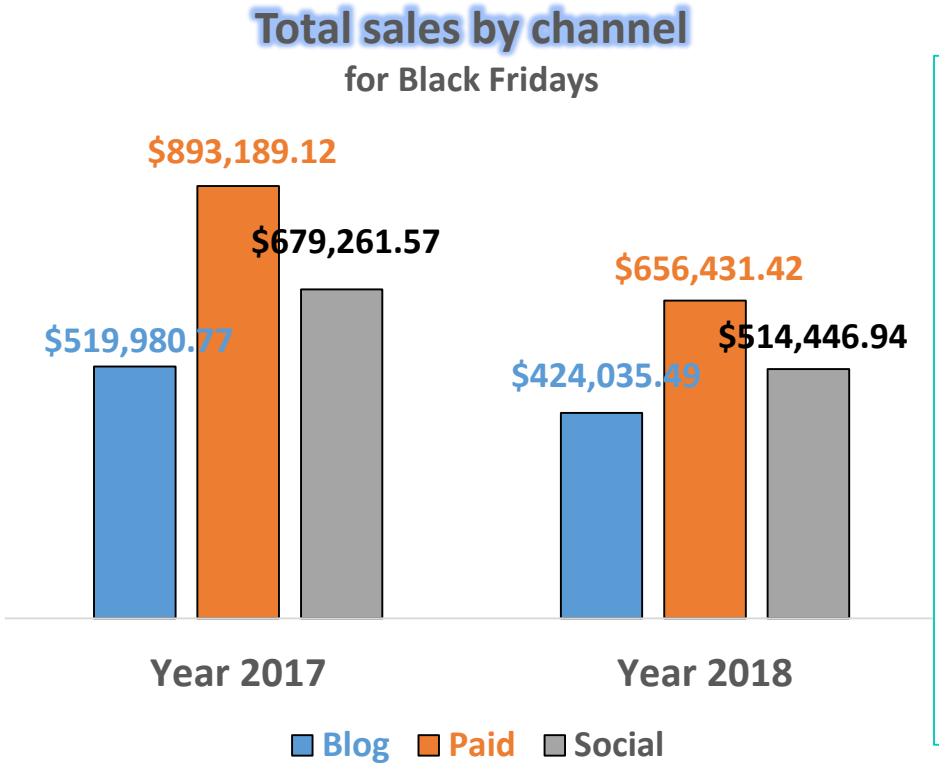
ROI Rate =(Total Order Amount-Total CPA)/Total CPA



- *A question of **Was the ROI on our Paid Channel positive or negative?** Or, **What was it?**, finds the answer on the second table with the values **8% and 7% for years 2017 and 2018 respectively**, and **it was positive per each**.*

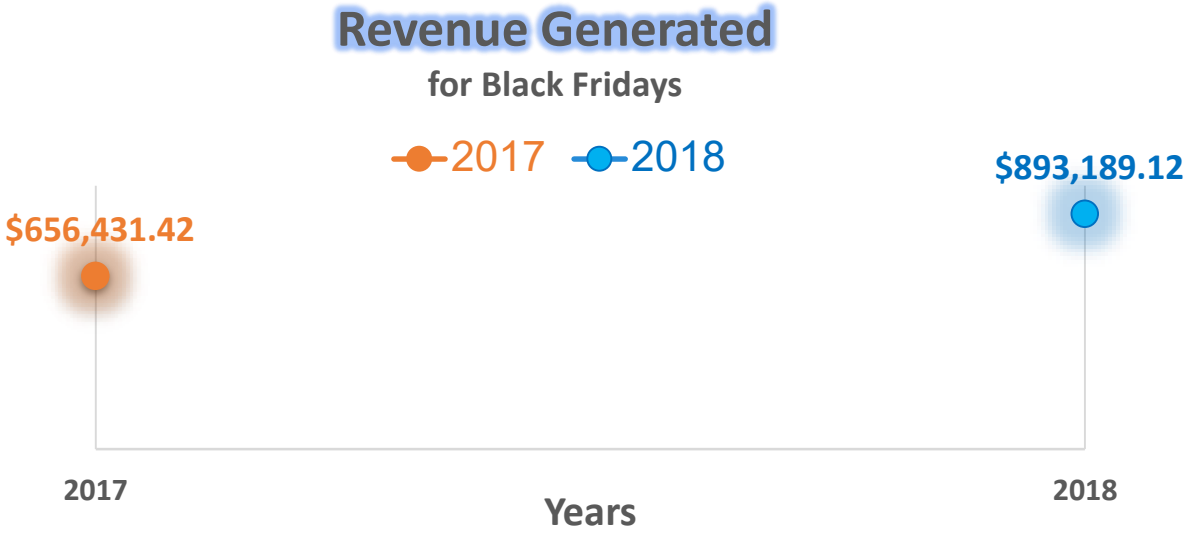
- *A question like **Which age-range had the best CPA?**, finds its answer by looking deeper into the above first table to know the lower cost with the higher **R**eturn **O**n **I**nvestment, so **the 36-46 Age-range** had had the best CPA **with average $81.91 for the 2017 Black Friday;** though **the 46-50 Age-range** had the best CPA **with average $84.42 for the 2018 Black Friday**.*

Evaluate the Marketing: Total sales by channel



- *When it comes to demonstrating total sales by channel to know **Which Channel generated the most sales?** the chart on the left tells us that **'Paid'** channels generated the largest sales amounts of the Black Friday **for year 2017 and 2018** with the total values **$893,189.12 and $656,431.42 respectively,** and those were **the highest among all peers.***
- *Then the **'Blog'** channel came with the total values **$519,980.77 and $424,035.49 for year 2017 and 2018 respectively.***
- *At last, the **'Social'** channels came with the total values **$679,261.57 and $514,446.94 for year 2017 and 2018 respectively.***

Evaluate the Sales: Revenue Generated in 2017 and 2018



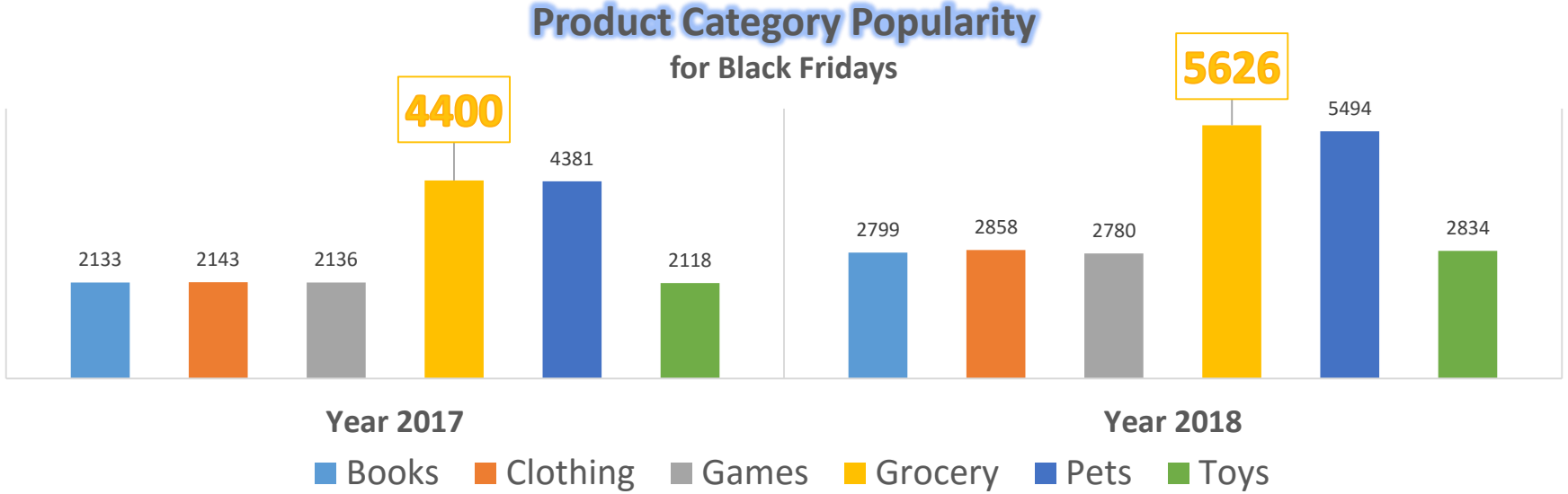
- *With respect to **How much of Revenue amount was generated?**, the **Black Friday for year 2018** had a larger revenue with the total value **$2,092,431.46** than **the 2017 Black Friday** that came with the total value **$1,594,913.85** of revenue.* Total Revenue=Sum(Numeric Values of Order Amount Column Cells)

Evaluate the Sales: Average order amount in 2017 vs 2018

- *When answering **What was our average order amount in 2017 vs 2018?,** the answer is that the **Black Friday for year 2018** recorded a larger average order amount with the value of **$93.45** than **the 2017 Black Friday** that came with the value of **$92.13** for average order amount.*

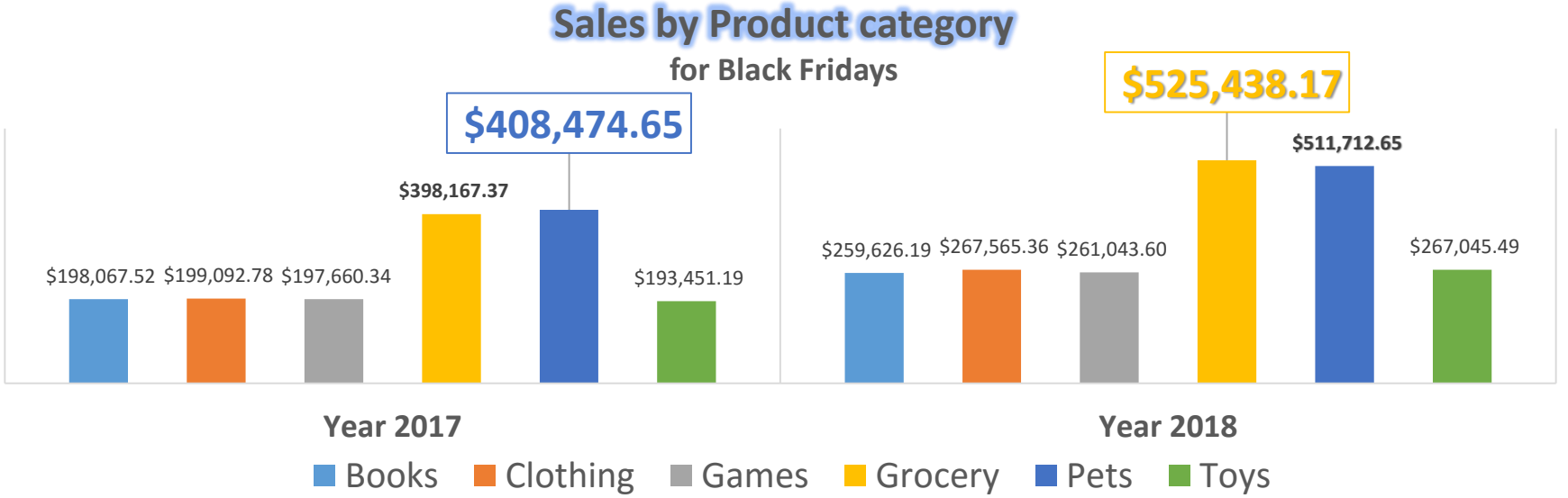
Average Order Amount = Average(Numeric Values of Average Order Amount Column Cells)

Evaluate the Product Categories: Most popular in 2017 & 2018



- *In response to the question,* ***Which product category was most popular in 2017 & 2018?,*** *as shown on the chart,* ***the Grocery Category had the most popularity ever*** *among other categories during the* ***Black Friday for year 2017*** *as well* ***the 2018 Black Friday.*** *It was within an order for* ***4400 times*** *of 2017 Black Friday, and for* ***5626 times*** *of 2018 Black Friday.*

Evaluate the Product Categories: Sales by Product category



- *By demonstrating sales by product category to know **Which Product Category generated the most sales?,** as on the graph, we notice that **the Grocery Category had the largest total sales amount** among other categories during the **2018 Black Friday** with the value **of $525,438.17;** though **the Pets Category had the largest total sales amount** among other categories during the **2017 Black Friday** with the value **of $408,474.65.***

Everything Else

- Dataset link
- Almost all of information were reached out by using ‘Pivot Table Tool’ then extracting desired Data into specific tables, then plotting the charts or graphs, finally the beauty touches come ☺

Thanks

May Allah -all praises to him- bring us together on guidance to obey Him and worship Him alone, with no partner or peer for His Almighty to permit us to reside in His permanent Paradise forever, with deathless and forgiveness, without torment, thanks to Him

Oh God, guide us on the straight path,
Grant me true faith, righteous deeds, good manners,
and make them seek your pleasures
Make me your obedient servant, and a good follower to your Prophets PBUT