

COMPETITIVE MARKETING ANALYSIS REPORT

Executive Overview



Total Sales

\$32K

7 % ROI (Return on Investment)

Online Sales

\$15K

12 % ROI (Return on Investment)

Social Media Sales

\$9,262

0 % ROI (Return on Investment)

Stores Sales

\$6,746

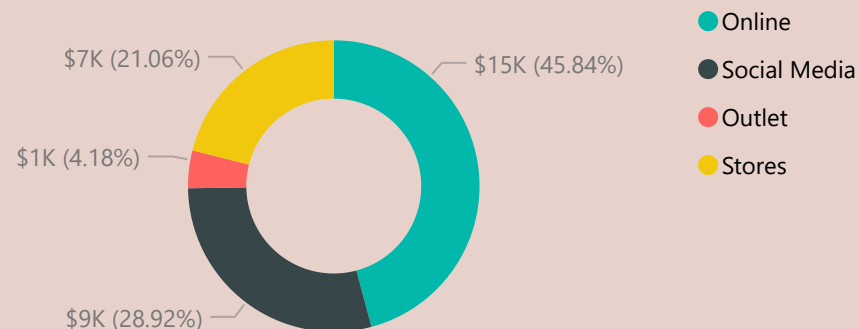
5 % ROI (Return on Investment)

Outlet Sales

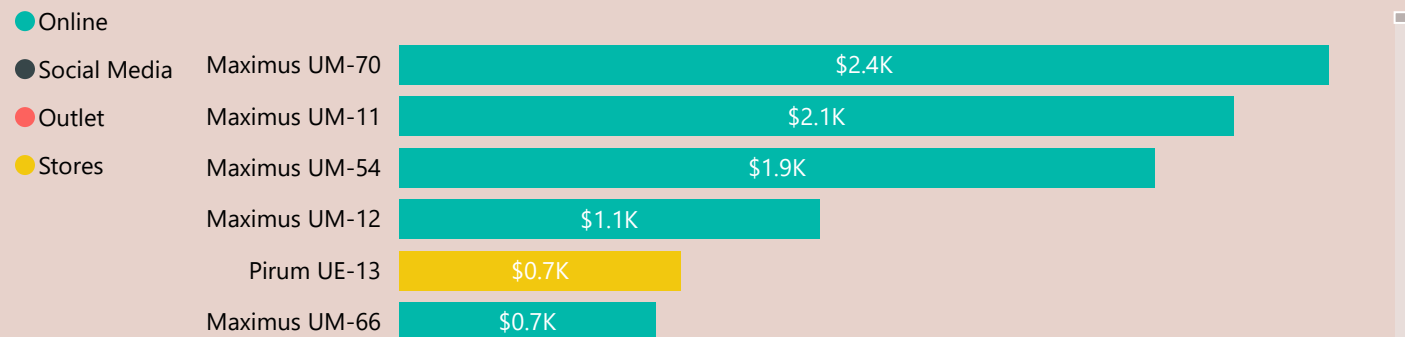
\$1,338

18 % ROI (Return on Investment)

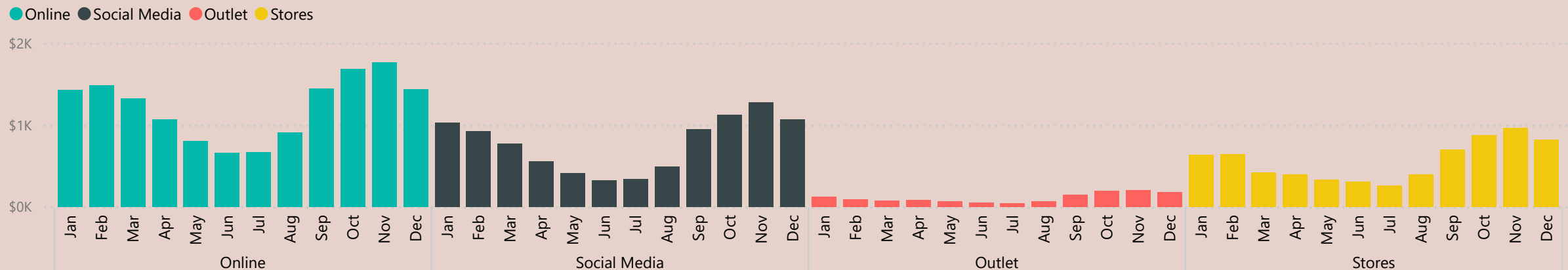
Total Sales by Channel



Total Sales by Product and Channel



Total Sales by Channel Over Time



COMPETITIVE MARKETING ANALYSIS REPORT Sales by Region (Top 10)



Total Sales

\$11K

7 % ROI (Return on Investment)

Online Sales

\$4,335

12 % ROI (Return on Investment)

Social Media Sales

\$3,103

-1 % ROI (Return on Investment)

Stores Sales

\$2,886

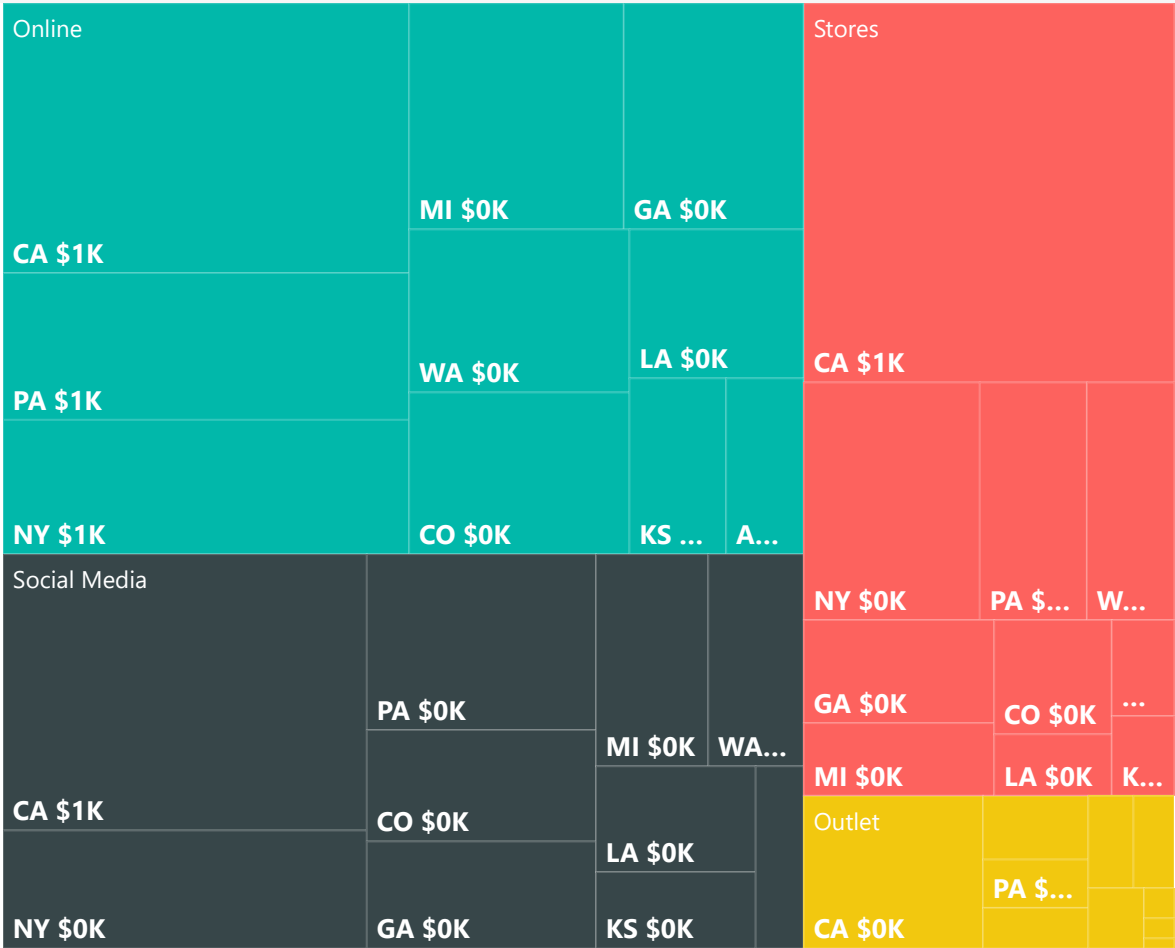
9 % ROI (Return on Investment)

Outlet Sales

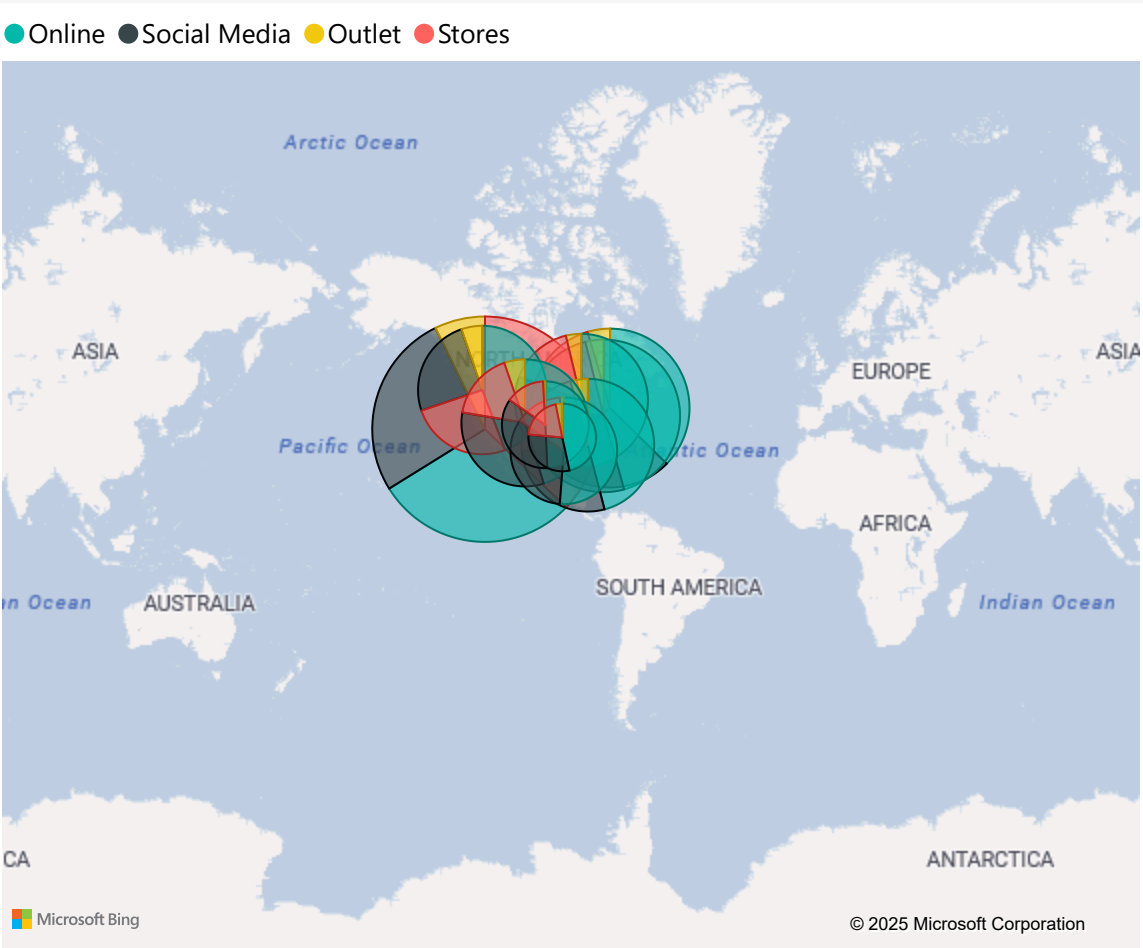
\$556

13 % ROI (Return on Investment)

Total Sales by Channel and State



Total Sales and ROI by State and Channel





Return on Investment (ROI)



12%

ROI

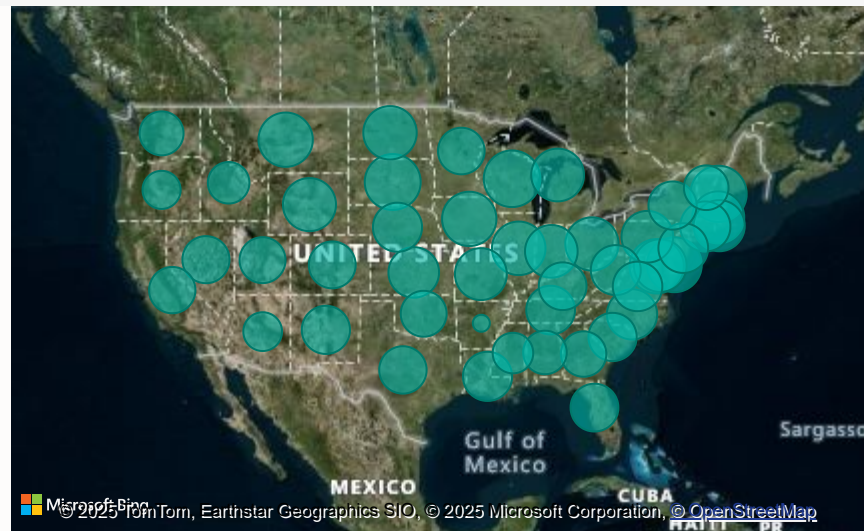
Online Sales

Social Media

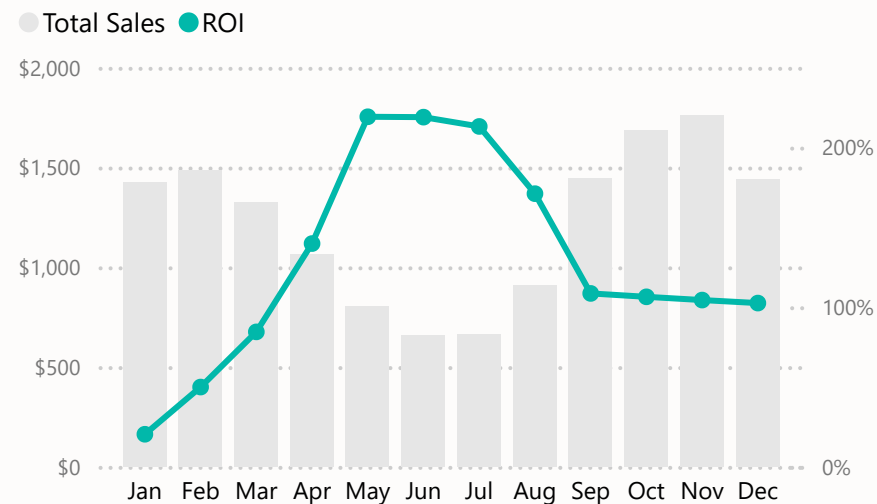
Store Sales

Outlet Sales

ROI by State



Sales and ROI Over Time



ROI by Product

