**What:** Below is a case study for you to solve. Please go through the cases and let us know if you have any questions. Along with the analysis and results please share any assumptions that you would be taking.

**Next Steps requested of you & timelines**: Please send the output by Monday 9th March.

We will schedule a call upcoming week to discuss your outputs and recommendations regarding the case.

CASE STUDY – ONLINE SALES ANALYSIS

Help understand sales (promo / non promo sales) of a skin care brand online sales using use the below mentioned data sets

1. Data set I – Channel **2.** Data Set II – Website **3.** Data set III – Sales
2. Regular price of Skin Care product $55 and on promo the product is sold at 50% off.
3. Business questions
4. What are the top two channels to drive $ sales?
5. Which website has highest promotional $ sales? Which channel has highest $ sales?
6. What is the % sold on promo vs non promo across websites or channel overall?
7. What would be your recommendations given the data?

DATA SET I – CHANNEL

|  |  |  |
| --- | --- | --- |
| ID | ACCOUNT\_ID | CHANNEL |
| 2001 | 19 | FACEBOOK |
| 2002 | 18 | ADWORDS |
| 2003 | 11 | ADWORDS |
| 2004 | 3 | DIRECT |
| 2005 | 16 | DIRECT |
| 2006 | 1 | ADWORDS |
| 2007 | 20 | DIRECT |
| 2008 | 2 | ADWORDS |
| 2009 | 12 | DIRECT |
| 2010 | 10 | TWITTER |
| 2011 | 13 | TWITTER |
| 2012 | 15 | TWITTER |
| 2013 | 9 | DIRECT |
| 2014 | 14 | TWITTER |
| 2015 | 17 | DIRECT |
| 2016 | 8 | TWITTER |
| 2017 | 7 | DIRECT |
| 2018 | 4 | TWITTER |
| 2019 | 5 | FACEBOOK |
| 2020 | 6 | FACEBOOK |

DATA SET II – WEBSITE

|  |  |
| --- | --- |
| ID | WEBSITE |
| 2001 | AMZN |
| 2002 | FLPKRT |
| 2003 | FLPKRT |
| 2004 | AMZN |
| 2005 | AMZN |
| 2006 | FLPKRT |
| 2007 | AMZN |
| 2008 | FLPKRT |
| 2009 | AMZN |
| 2010 | FLPKRT |
| 2011 | SNPDL |
| 2012 | SNPDL |
| 2013 | AMZN |
| 2014 | AMZN |
| 2015 | AMZN |
| 2016 | SNPDL |
| 2017 | AMZN |
| 2018 | FLPKRT |
| 2019 | AMZN |
| 2020 | SNPDL |

DATA SET III – SALES

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ACCOUNT\_ID | TOTAL QUATITY SOLD | REGULAR QUANTITY SOLD | TOTAL $ SALES | CHANNEL |
| 19 | 43609 | 30000 | 2024247.5 | FACEBOOK |
| 18 | 55854 | 25000 | 2223485 | ADWORDS |
| 11 | 97257 | 60000 | 4324567.5 | ADWORDS |
| 3 | 5243 | 5000 | 281682.5 | DIRECT |
| 16 | 11773 | 5000 | 461257.5 | DIRECT |
| 1 | 33783 | 20000 | 1479032.5 | ADWORDS |
| 20 | 82189 | 35000 | 3222697.5 | DIRECT |
| 2 | 95613 | 40000 | 3729357.5 | ADWORDS |
| 12 | 41848 | 35000 | 2113320 | DIRECT |
| 10 | 24173 | 15000 | 1077257.5 | TWITTER |
| 13 | 49789 | 30000 | 2194197.5 | TWITTER |
| 15 | 71701 | 48000 | 3291777.5 | TWITTER |
| 9 | 97747 | 56000 | 4228042.5 | DIRECT |
| 14 | 53643 | 42000 | 2630182.5 | TWITTER |
| 17 | 34444 | 20000 | 1497210 | DIRECT |
| 8 | 69535 | 38000 | 2957212.5 | TWITTER |
| 7 | 25157 | 14000 | 1076817.5 | DIRECT |
| 4 | 71355 | 40000 | 3062262.5 | TWITTER |
| 5 | 96524 | 55000 | 4166910 | FACEBOOK |
| 6 | 73250 | 40000 | 3114375 | FACEBOOK |