

Udacity

Marketing Analytics

Nanodegree Program
Project: Craft a Report

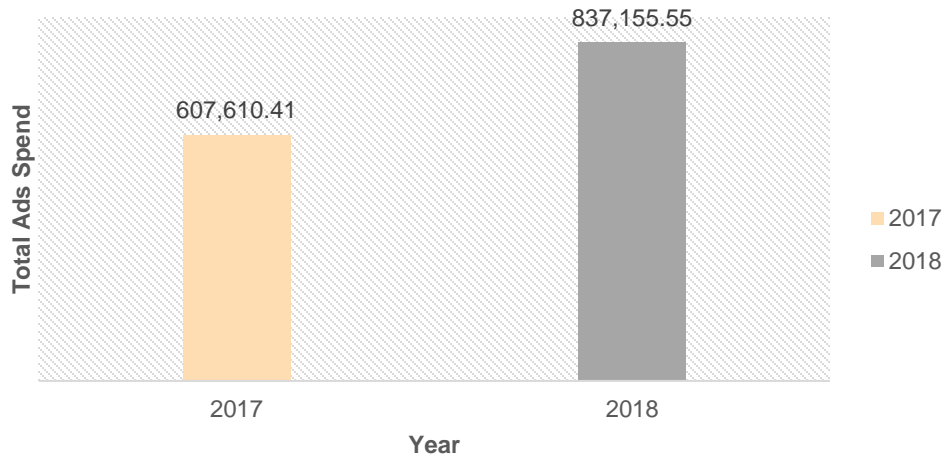
Objective Results

The Objectives are listed below, your job is to assess the data and report on the performance against the objectives:

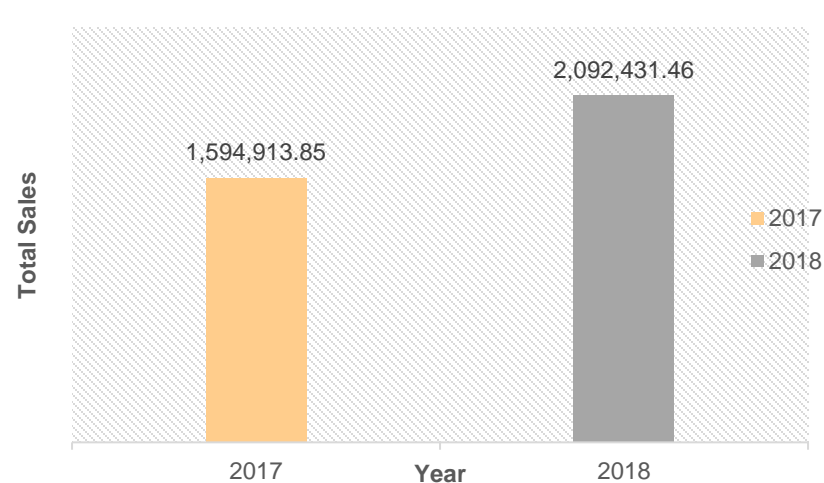
Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017.

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

Total Ads Spend



Total sales



Year	Total Ads Spend	Total Sales
2017	607,610.41	1,594,913.85
2018	837,155.55	2,092,431.46
Growth	37.78%	31.19%

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

From the above chart we see that the total sales was increased by 31.19%.

Hence the goal was met.

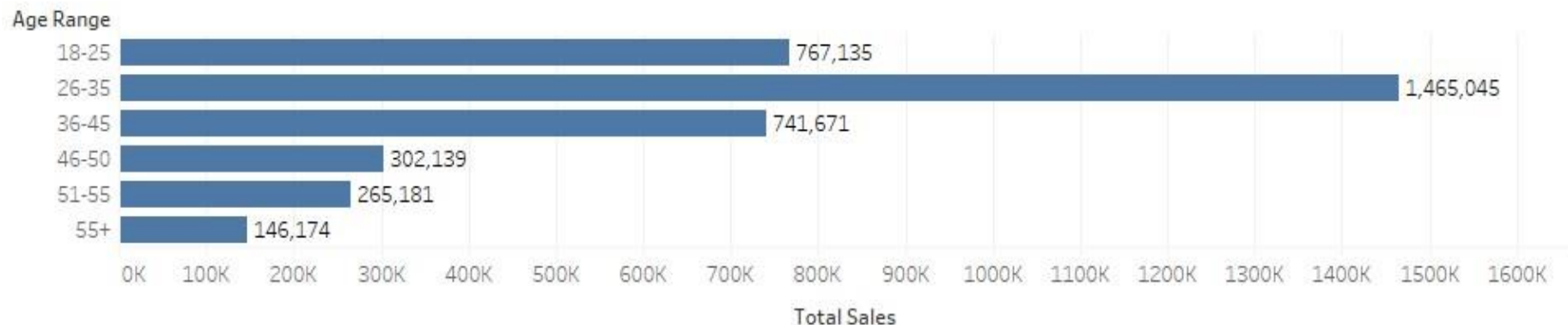
Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018.

Ad spend was increased by 37.78% from the previous year. Hence **the goal was not met.**

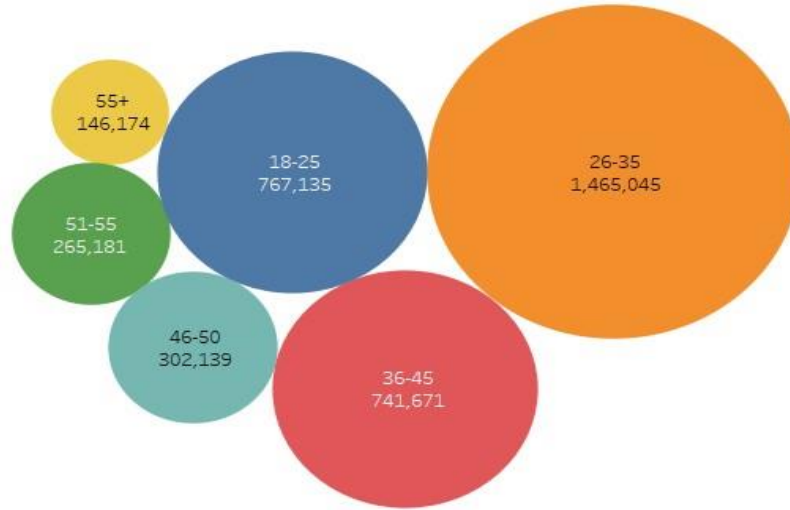
Evaluate the Audience

Demonstrate sales amount by age-range.

SALES BY AGE GROUP 2017-2018



SALES BY AGE GROUP 2017-2018



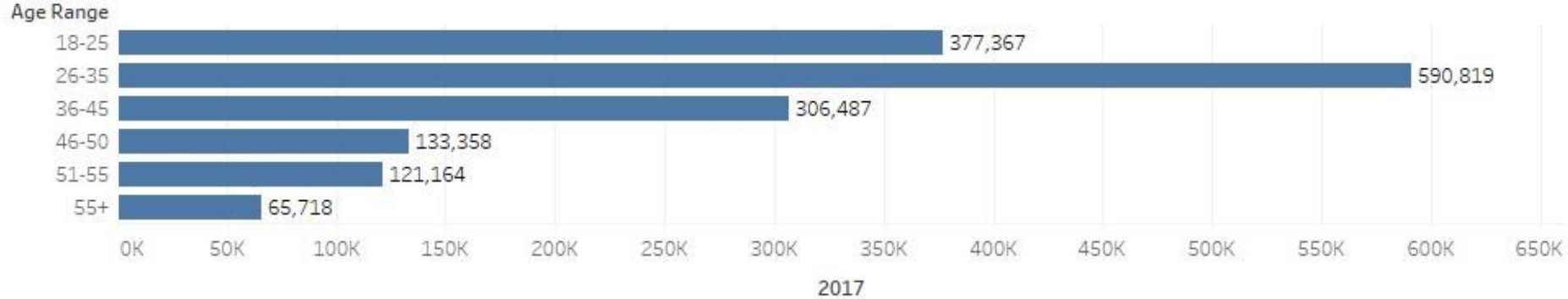
The Highest sales group was from age group 26-35. The lowest sale was from the age group 55+. The above two diagrams clearly helps us to understand sales according to age groups.

Evaluate the Audience

Which Age-Range generated the most sales?

For the year 2017-

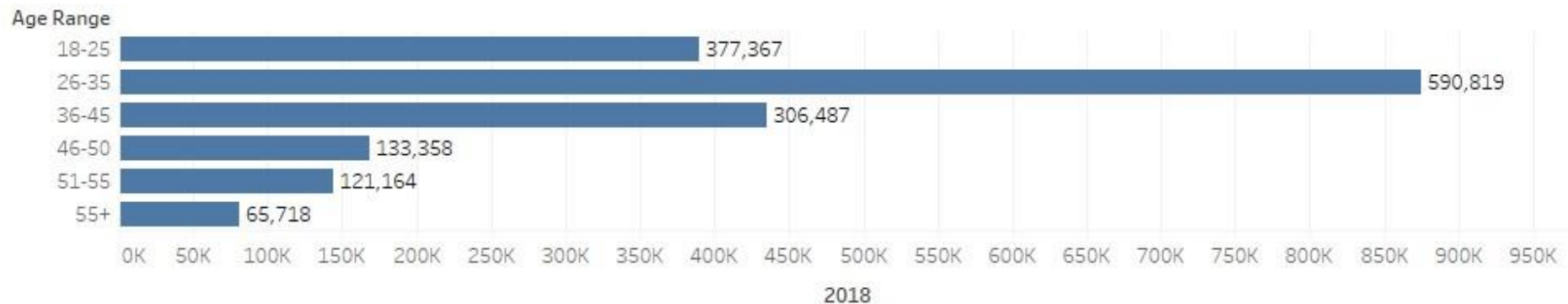
SALES BY AGE GROUP 2017



For 2017, 26-35 generated the most sales followed by 18-25, then 36-45 then 46-50 then 51-55 and finally 55+

- For 2018

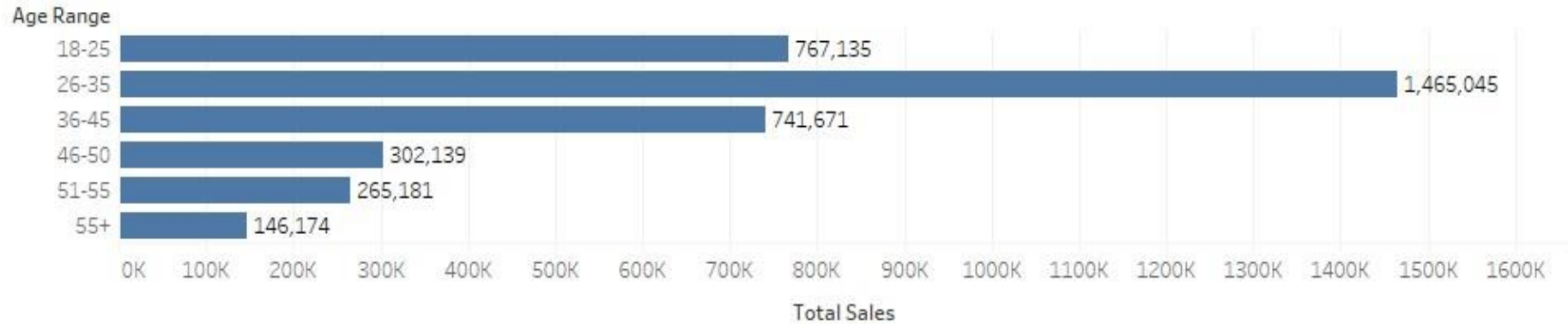
SALES BY AGE GROUP 2018



For 2018 26-35 had the most sales, followed by 36-45 and then 18-25, then 46-50, then 51-55 and finally 55+.

- For 2017 and 2018 combined-

SALES BY AGE GROUP 2017-2018



- For the combined years 26-35 had the most sales, followed by 18-25, then 36-45 then 46-50 then 51-55 and finally 55+.

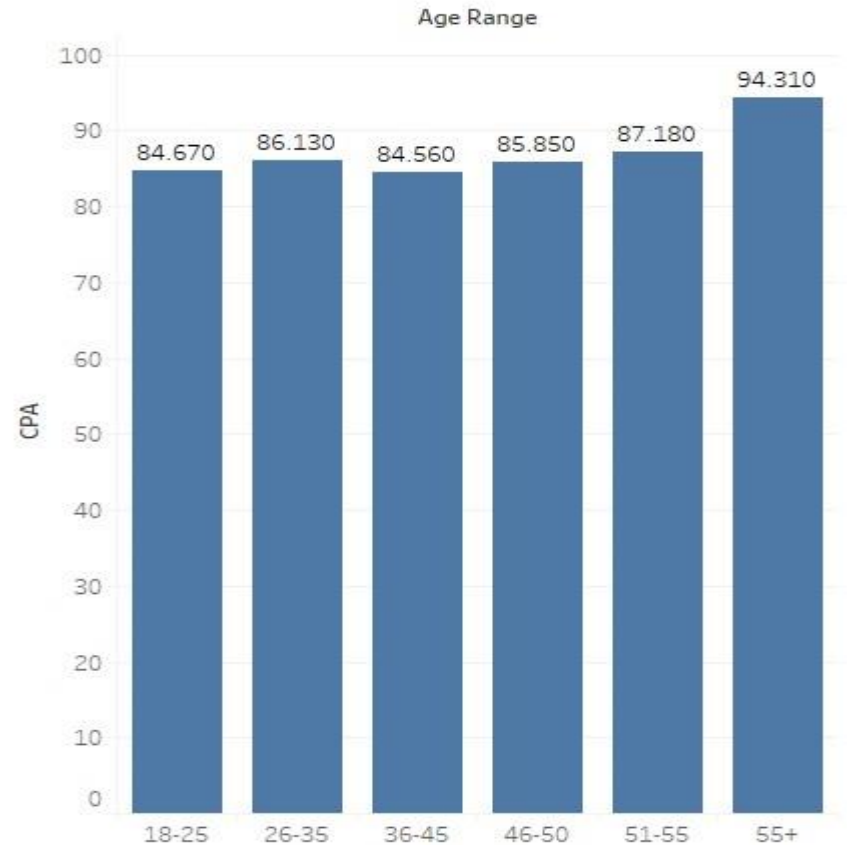
Evaluate the Marketing

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

Total Sales (Paid)	1,549,620.54
Total Ads Spend	1,444,765.96
ROI	7.26%

The ROI on our paid channel was positive. The ROI was found out to be positive at 7.26%. The ROI was calculated with the formula $(A2-B2)/B2$.

- The Age range 36-45 has the best CPA. The lowest value is usually the Best CPA. Then the second highest CPA is of age 18-25.



Evaluate the Marketing

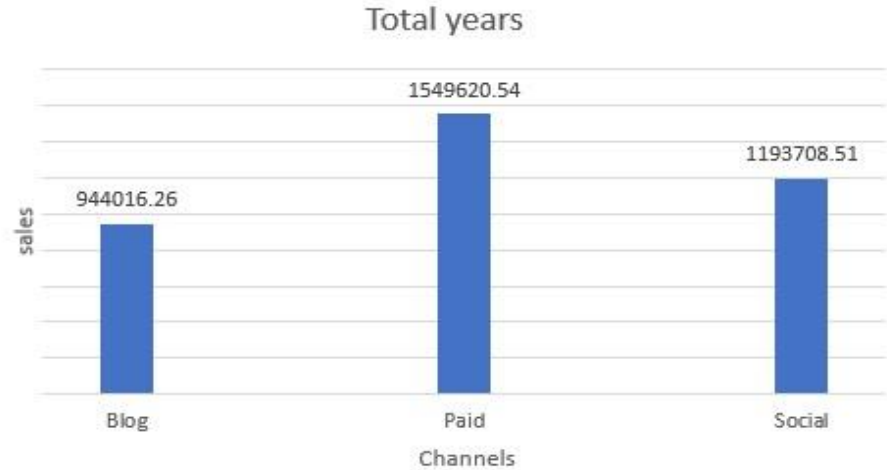
Demonstrate total sales by channel

- For the total years combined sales

Here we see the paid channel had the

Most sales followed social and then

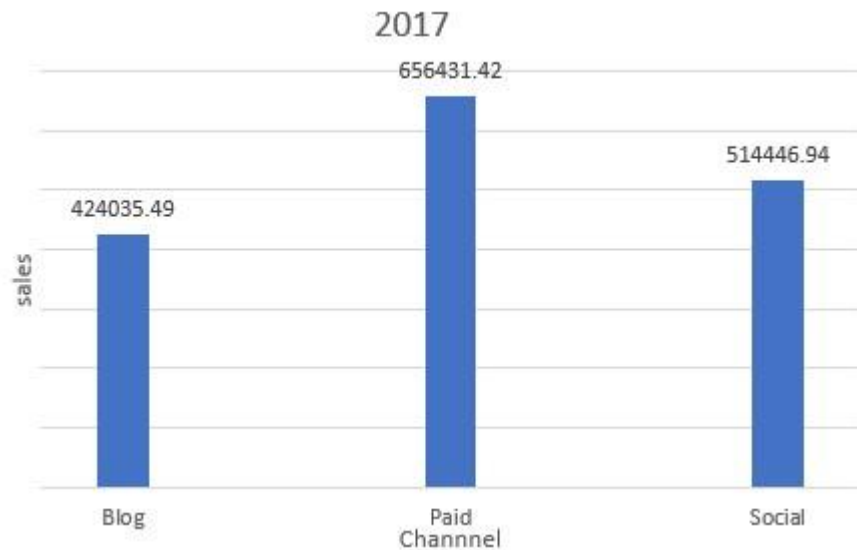
Blog.



	2017	2018	Total
Blog	424035.5	519980.8	944016.3
Paid	656431.4	893189.1	1549621
Social	514446.9	679261.6	1193709

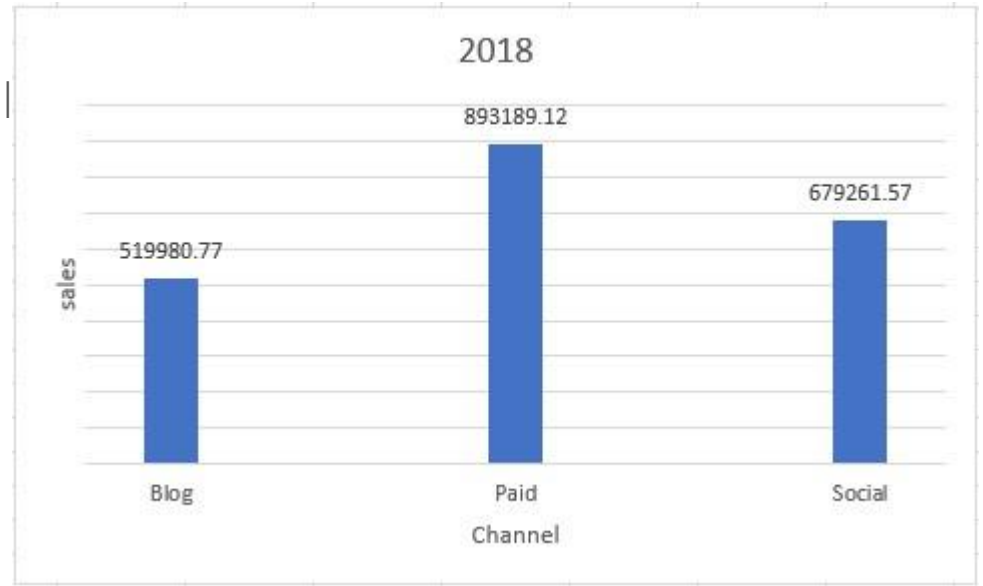
- FOR 2017

Same way in 2017
Paid channel had
The most sales.



- For 2018

For 2018 Paid channel also had
The most sales, followed by Social
And blog.

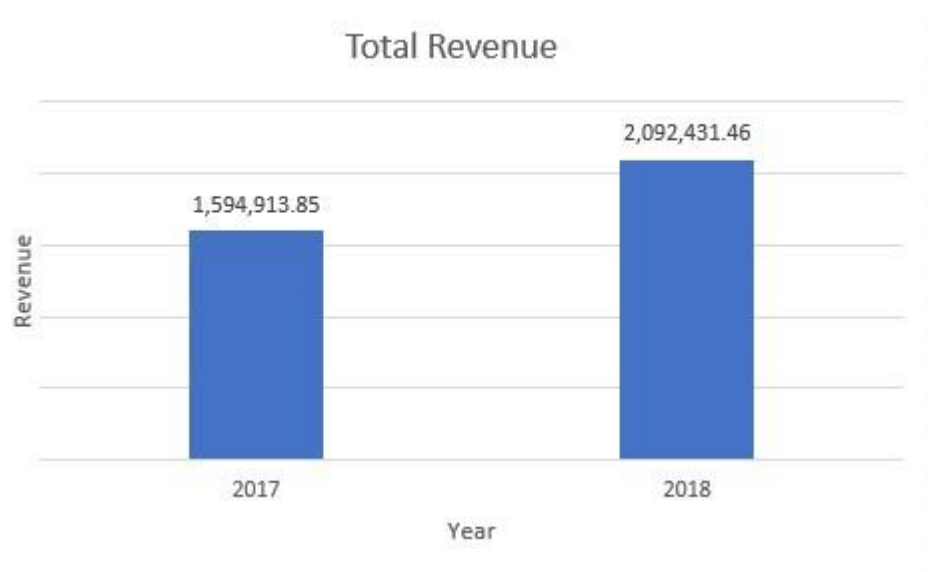


Evaluate the Sales

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

	Total Revenue
2017	1,594,913.85
2018	2,092,431.46

In 2018 there was the highest
Amount of total revenue. This was
Followed by year 2017.



Evaluate the Sales

What was our average order amount in 2017 vs 2018?

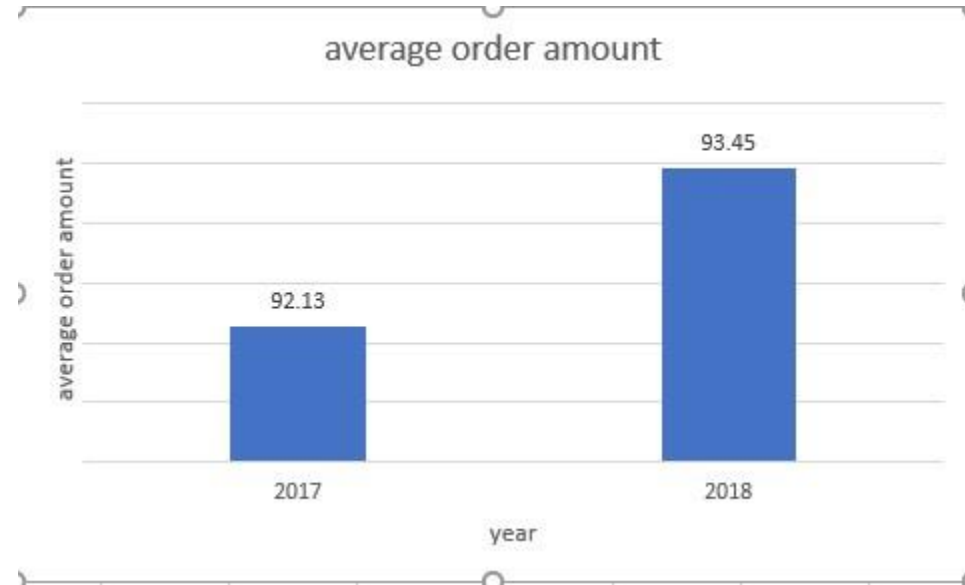
The average order amount for 2017 was

Calculated to be 92.13 and for 2018 it

Was 93.45. So 2018 has the highest

Average order amount.

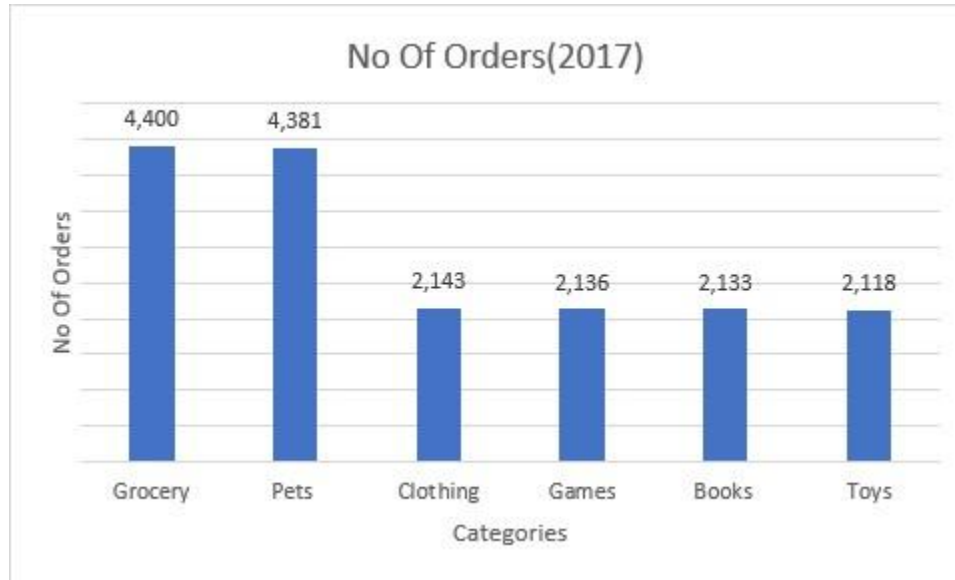
	average order amount
2017	92.13
2018	93.45



Evaluate the Product Categories

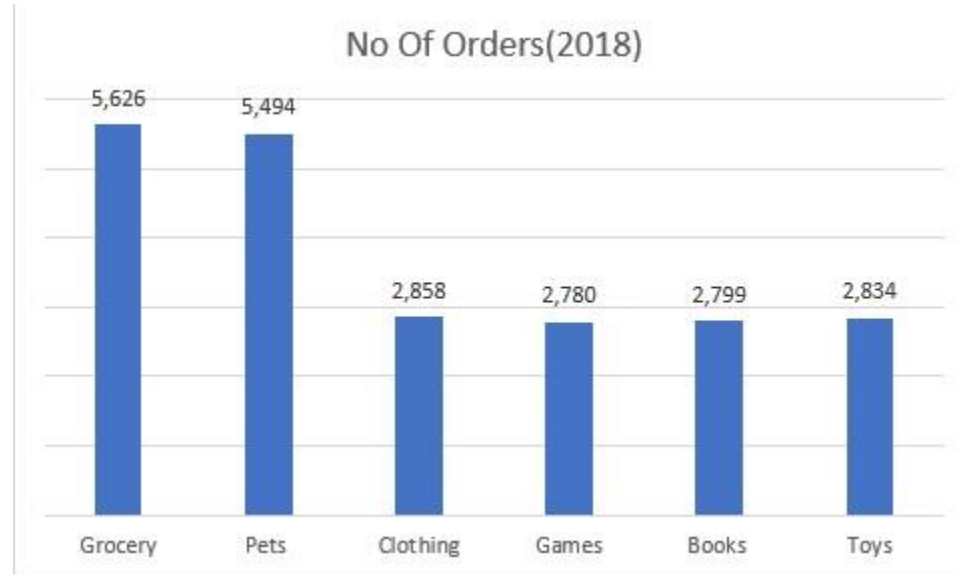
Which product category was most popular in 2017 & 2018?

For 2017-



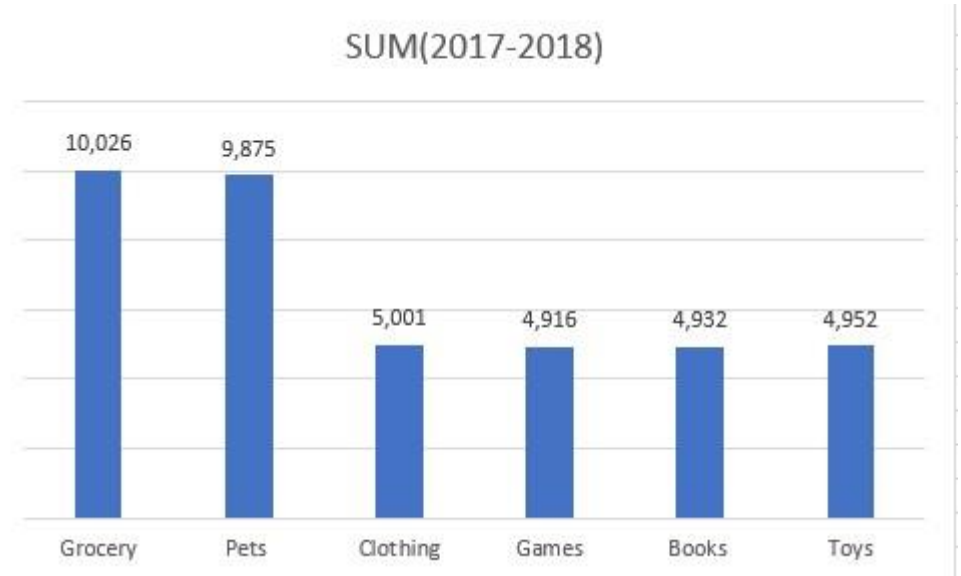
For year 2017 Grocery had the highest no of orders. Followed by Pets and then clothing and then games, and then books and toys

- For 2018



- For 2018 Grocery also had the maximum no of orders, followed by pets and then Clothing, Games , books and toys.

- For 2017 and 2018 combined



For both the years combined no of orders this followed the same trend. The maximum no of orders was from grocery, and then Pets followed by Clothing, games, books and toys.

Evaluate the Product Categories

Demonstrate sales by product category



- The total sales was maximum by grocery. The next total sale was then by pets, followed by clothing, games, books, toys. The maximum sale of grocery amounted as 923,605.54.

Everything Else

I used google to find out few ways to calculate. I used Excel and Tableau for diagrams, calculation ,etc.