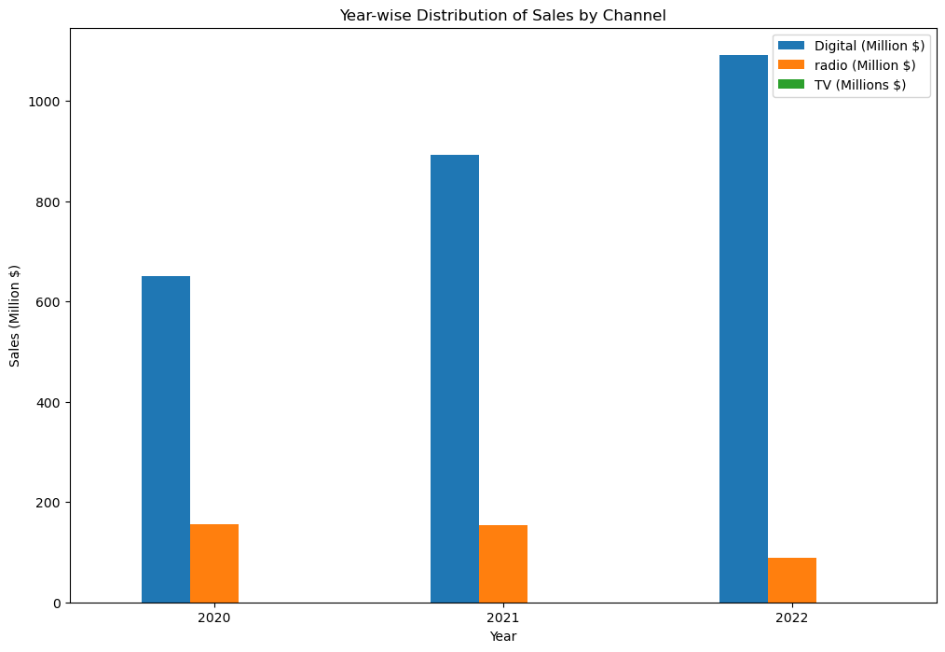
**ABC Retail Sales Analysis**

1. **A blue circle with a number of percentages

   Description automatically generatedAre all the media channels effective in driving sales/Revenue?**

Not all media channels are effective. The TV media sales are negligible when compared to other channel sales by ABC Company. The digital media channel is the most significant, holding 30.1%, whereas radio holds only 4.6%. Additionally, there are too many undefined categories, which collectively account for 65.3%.

1. **A blue circle with orange and blue text

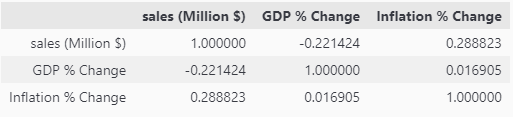
   Description automatically generatedWhich is the most important channel out of the three?**

Digital Channel is the most Important Channel Out of three.

1. **Does macro-economic factors have an influence on sales, below is a quarterly published values of GDP (% of change from preceding period) for your reference. (You can include any additional Macro data if necessary)**

A table with numbers and a number of sales

Description automatically generated with medium confidenceQuarterly Data

Correlation

Inflation is also an important macroeconomic factor, so I added it and got data from Trading Economics. (*https://tradingeconomics.com/united-states/core-inflation-rate*)

Macroeconomic factors do not have a considerable impact on sales based on the correlation between sales and GDP, and inflation. GDP has a weak negative correlation (-0.22), whereas inflation has a weak positive correlation (0.28).

Therefore, Macroeconomic Factors does not have an impact on Sales for ABC company

1. **A graph of a graph

   Description automatically generatedUS went through a tough period during COVID (2019 to 2020), for this analysis consider covid lockdowns placed in Q2-2020 and slowly relaxed in Q3-2020. Evaluate if COVID had an impact on sales and why?**

Yes, COVID lockdowns had an impact, as you can see that sales dipped in Q2 2020 and started to rise in Q3 2020, which is when the lockdowns started to slowly relax

Reason:

Because Many businesses across the country saw their supply chains interrupted, demand for their products and services decline, shortages in supplies and inputs, and government-mandated closures. At the same time, the federal government implemented programs designed to help keep employees on payrolls. This Spotlight on Statistics explores the pandemic’s impact on private industry businesses and workers.

*(*[*Impact of the coronavirus pandemic on establishments and employment by industry : Spotlight on Statistics: U.S. Bureau of Labor Statistics*](https://www.bls.gov/spotlight/2021/impact-of-the-coronavirus-pandemic-on-businesses-and-employees-by-industry/))

**LIMITATIONS**

* “The company invests heavily in its marketing activities to make sure its target customers of age group 12 – 45 years are aware of their brand.”

However, the given data does not support any demographic analysis.

* Although the brand has invested heavily in three major channels—TV, Digital, and Radio—they remain uncertain about which channel delivers the highest return on investment (ROI). However, the available data is insufficient for calculating ROI, as it lacks critical information such as detailed investment figures and profit margins.
* There are not many defined categories, so about 65.3% fall under 'others'.

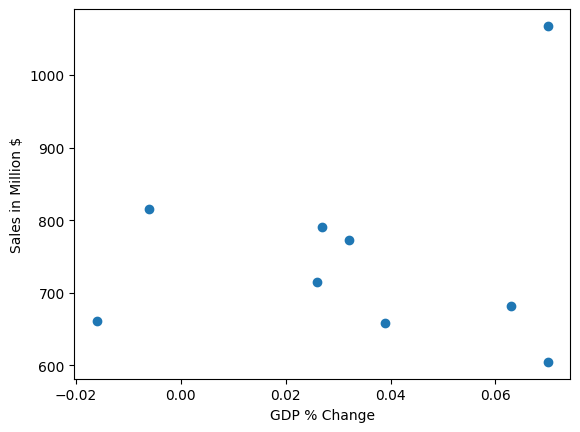
A graph with a line

Description automatically generated

1. In the Case Study although they target customers based on the age group (12-45) but I can’t make any insights out of it
2. A blue pie chart with a number of percentages

   Description automatically generatedROI can’t be figured based on the given data

Based on Insights some observations can be made

* Based on the above data TV sales Is negligible
* There are not many defined categories, so about 65% fall under 'others'
* A screenshot of a black screen

  Description automatically generatedA graph with blue and orange bars

  Description automatically generatedDigital is the most Important Channel
* Macro-economic Factors Doesn’t have an any considerable impact on sales based on the correlation between sales and (GDP, Inflation) because GDP has weak negative correlation(-0.22), whereas inflation has weak positive correlation(0.28)