

Udacity

Marketing Analytics

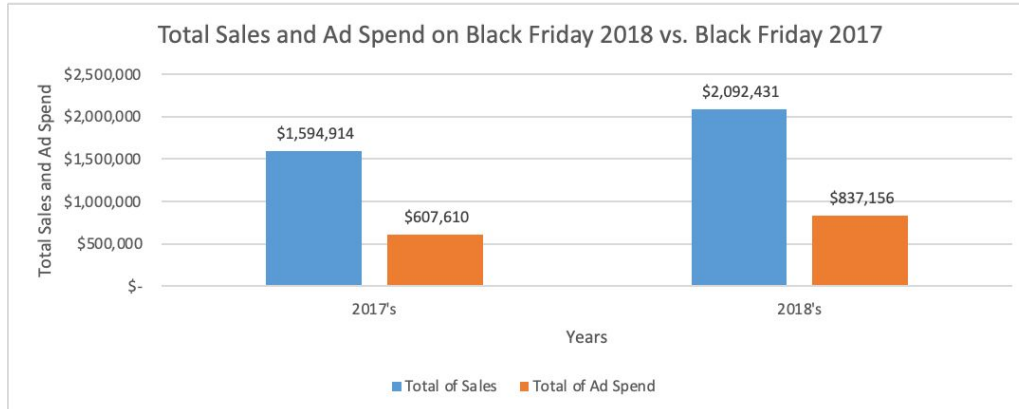
Nanodegree Program
Project: Craft a Report

Objective Results

	2017	2018
Total of Sales	\$ 1,594,914	\$2,092,431
Total of Ad Spend	\$ 607,610	\$ 837,156

Incremental/Decremental Rate:

Total of Sales	31.2%
Total of Ad Spend	37.8%



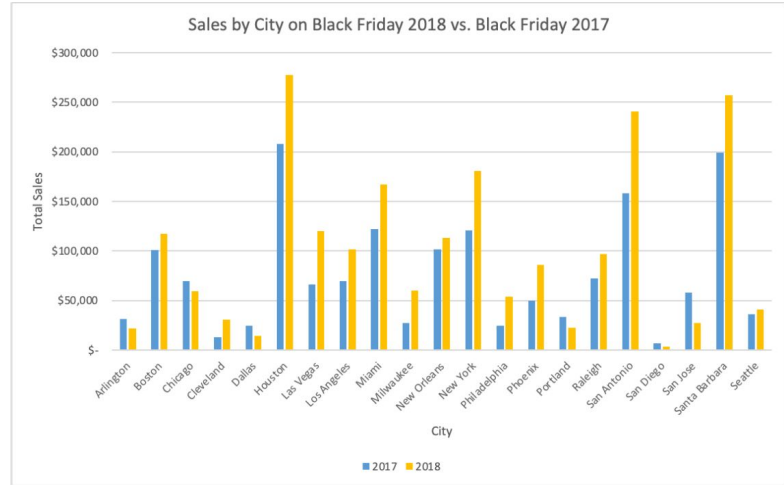
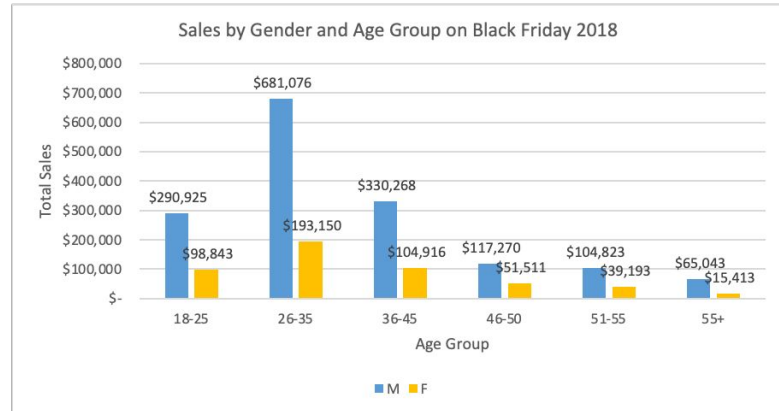
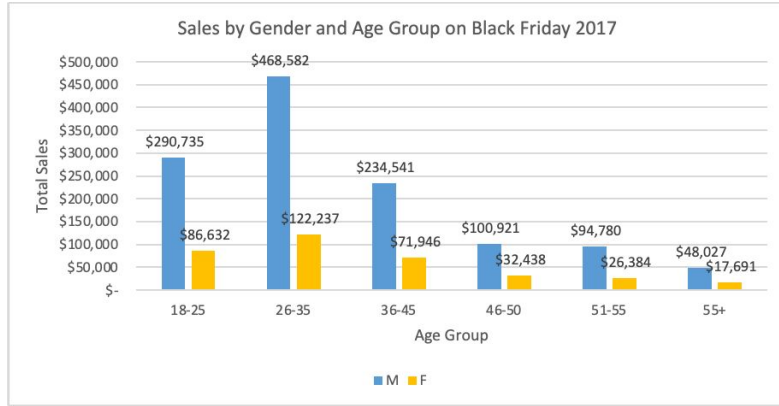
Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017.

Sales are up 31.2% from Black Friday 2017 to Black Friday 2018, according to the figures. The above objective was achieved by the rise in overall sales.

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

Ad spends are up 37.8% from Black Friday 2017 to Black Friday 2018, according to the figures. The above objective was not achieved.

Evaluate the Audience



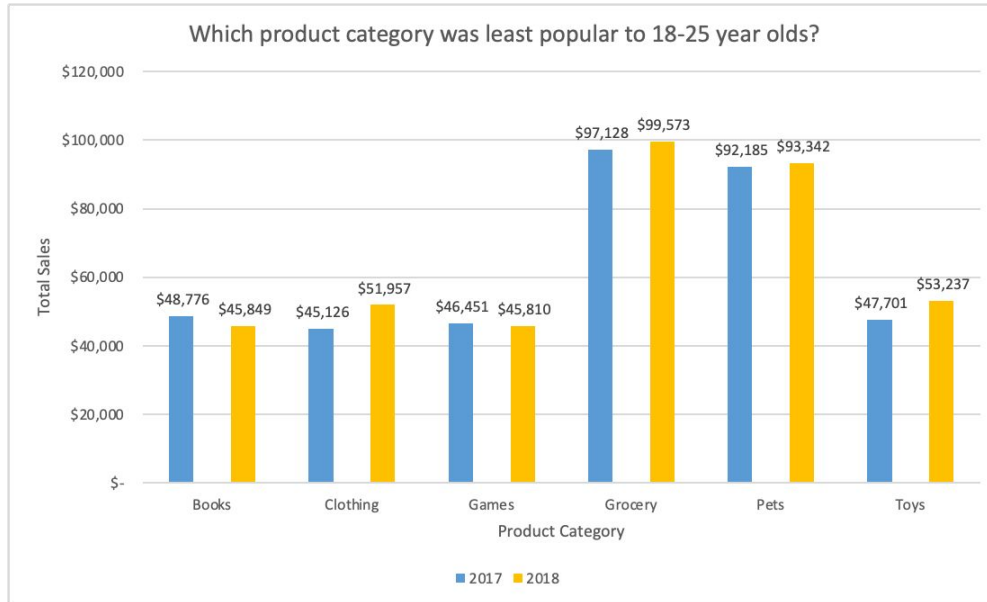
From the following charts, we can conclude that the majority of sales were made by male in both years, with total sales of \$1,237,586 in 2017 and \$1,589,405 in 2018.

The 26–35 age group made the most group sales in the two years, while the age group above 55 made the fewest group sales in the two years.

Houston had the highest Black Friday sales in 2017 and 2018, with a total of \$207,730 and \$277,491 respectively.

Evaluate the Audience

Which product category was least popular to 18-25 year olds?



By looking at the chart, we can see that the age group 18-25 is doing enough to bring the total sales by product to \$377,367 by Black Friday of 2017 and increase to \$389,768 by Black Friday of 2018.

Clothing had the lowest sales of any product category on Black Friday 2017, with \$45,126, while Games had the lowest sales on Black Friday 2018, with \$45,810.

Evaluate the Marketing

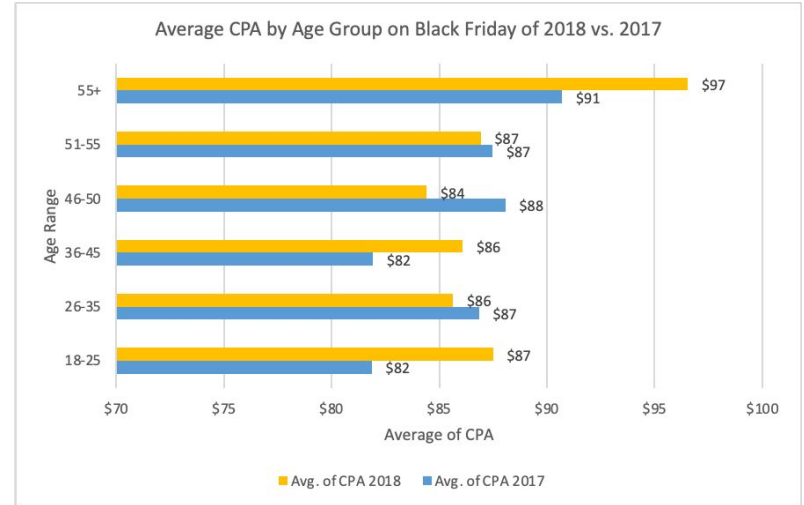
Was the ROI on our Paid Channel positive or negative? What was it? Which age-range had the best CPA?

Total of Sales 2017	\$	656,431	Total of CPA 2017	\$	607,610
Total of Sales 2018	\$	893,189	Total of CPA 2018	\$	837,156
Total of sales	\$	1,549,620	Total of CPA	\$	1,444,766
Sales of 2017 - sales of 2018	\$	104,854			

ROI 7.26%

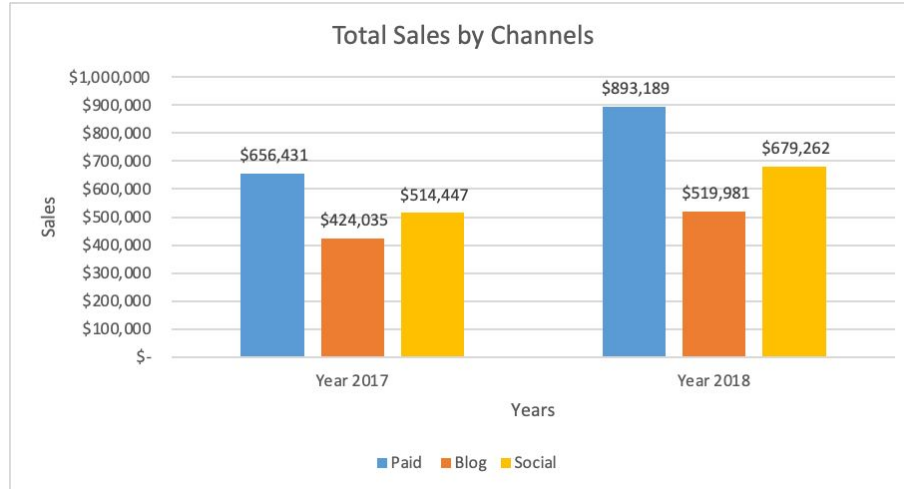
To determine the ROI, use the following equation:
(Total of Order Amount - Total CPA / Total CPA)

The ROI on paid channels is approximately 7.3%, which is a positive ROI.
The age range with the best CPA was the 46–50 age group with \$84.42 for the 2018 Black Friday, though the 36–46 age range had the best CPA with an average of \$81.91 for the 2018 Black Friday.



Evaluate the Marketing

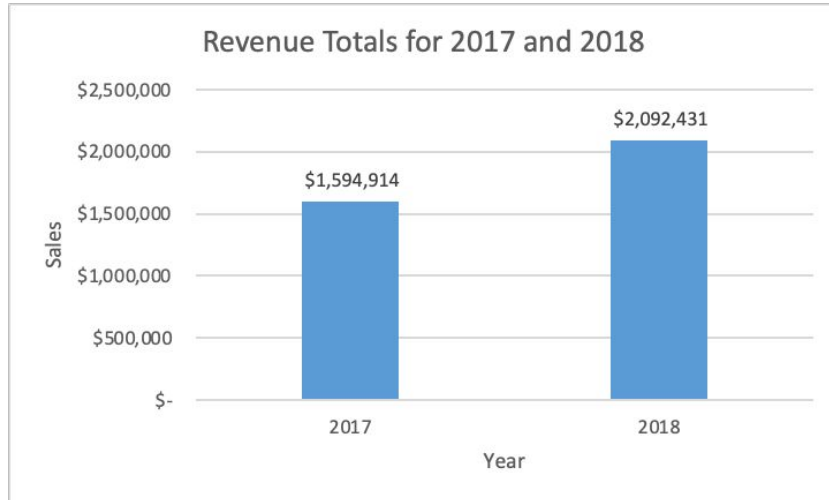
Demonstrate total sales by channel to determine which channel had the highest sales in 2017 and 2018



According to the chart, paid channels generated the most sales on Black Friday in 2017 and 2018, bringing in \$656,431 and \$893,189, respectively. Following the Social channel, the total values for 2017 and 2018 were \$514,447 and \$679,262, respectively. Finally, in 2017 and 2018, the Blog channel earned total sales of \$424,035 and \$519,981, respectively.

Evaluate the Sales

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

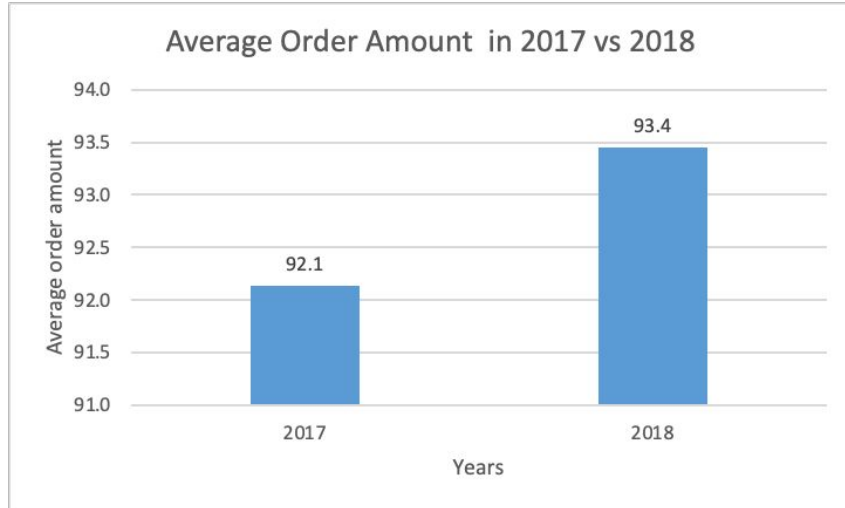


To determine the revenue use the following:
SUM(Total of Order Amount)

The revenue total for 2017 was \$1,594,914, while the revenue total for 2018 was \$2,092,431. The revenue from Black Friday in 2018 was higher at about \$497,518.

Evaluate the Sales

What was our average order amount in 2017 vs 2018?

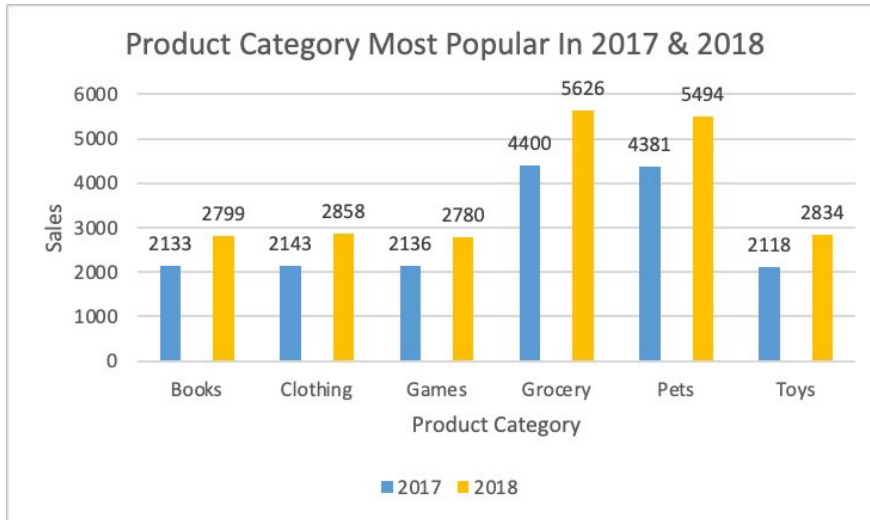


To determine the average use the following:
 $\text{AVG}(\text{Total of Order Amount})$

The average order amount for 2017 was \$92.1, while the average order amount for 2018 was \$93.4. The average order amount from Black Friday in 2018 was higher at about \$1.3.

Evaluate the Product Categories

Which product category was most popular in 2017 & 2018?

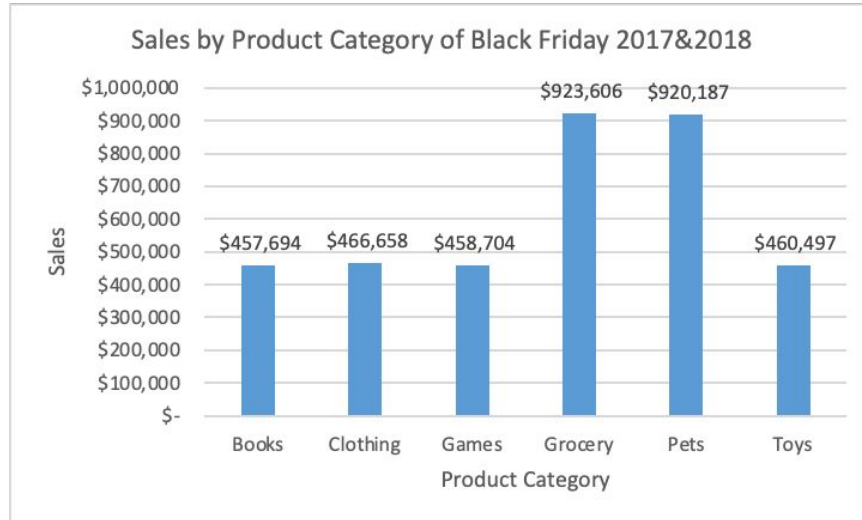


To determine the popular product use the following:
`Count(Product Category)`

The category that had the most popularity among other categories during Black Friday in both 2017 and 2018 was the Grocery Category, with 4400 on the 2017 Black Friday and 5626 on the 2018 Black Friday.

Evaluate the Product Categories

Demonstrate sales by product category



Grocery was the largest generator of sales, accounting for \$923,606 of total Black Friday sales throughout the two-year period. Pets were the second best-selling category, accounting for \$920,187 of total sales during that time period. The remaining four categories, games, toys, and books, had comparable sales figures ranging from \$457,694 to \$466,658.