

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

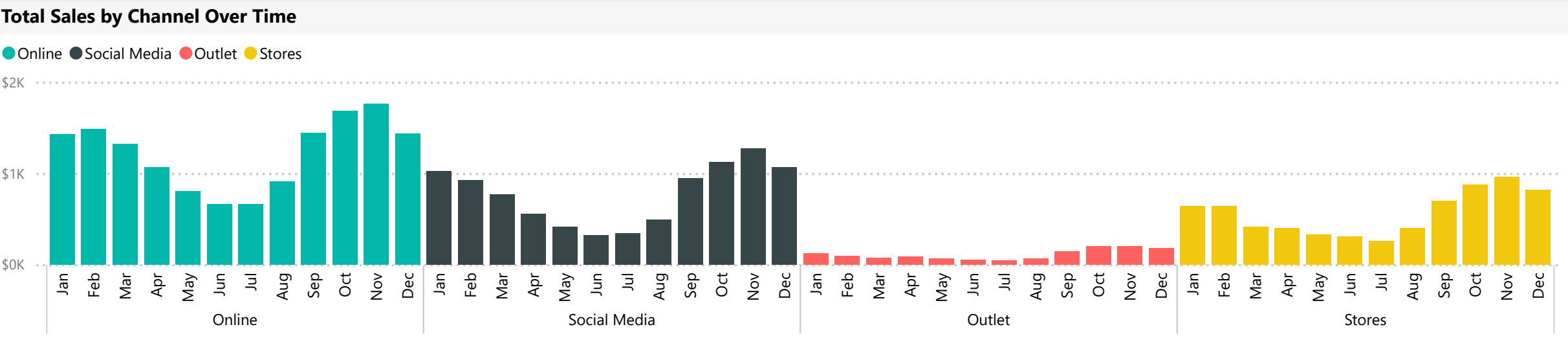
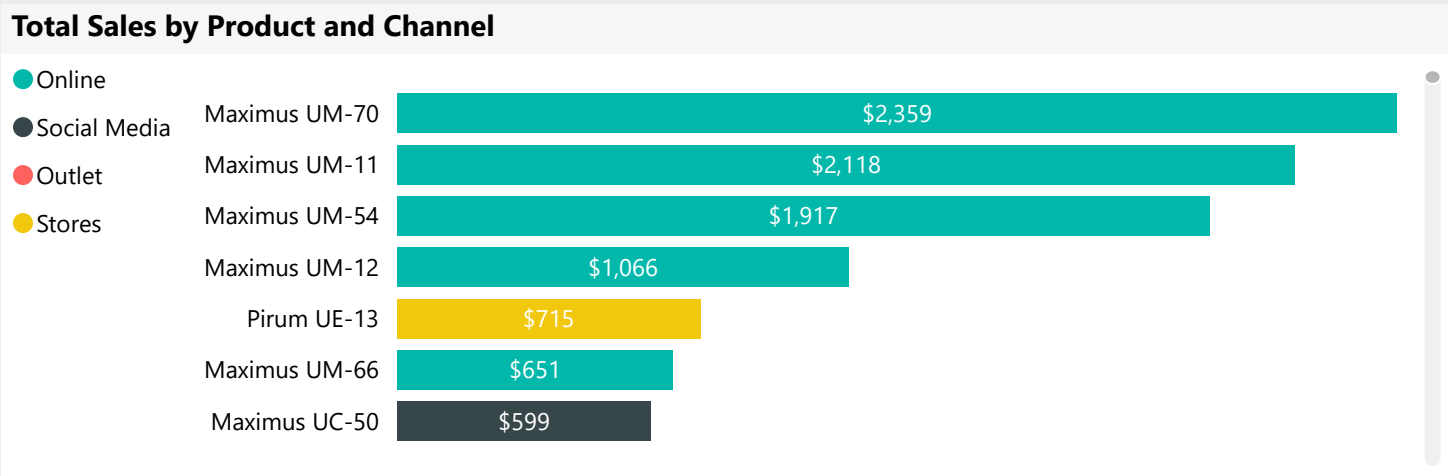
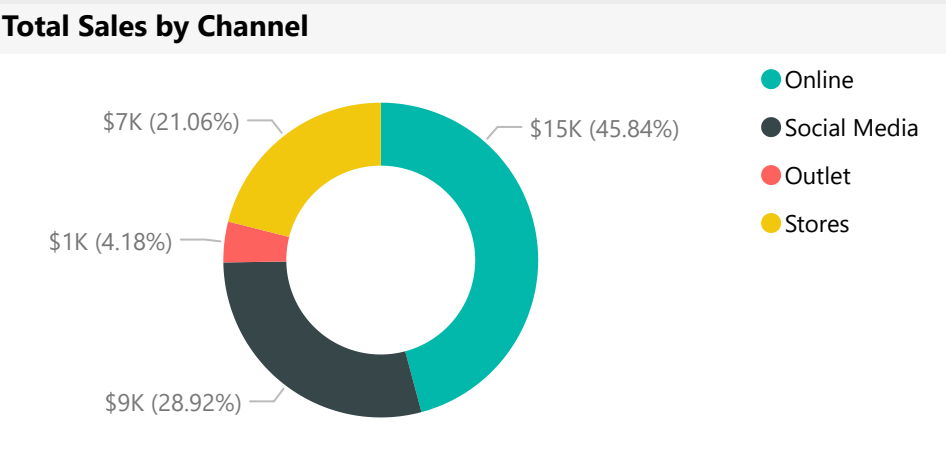
\$6,746

5 % ROI (Return on Investment)

Outlet Sales

\$1,338

18 % ROI (Return on Investment)



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

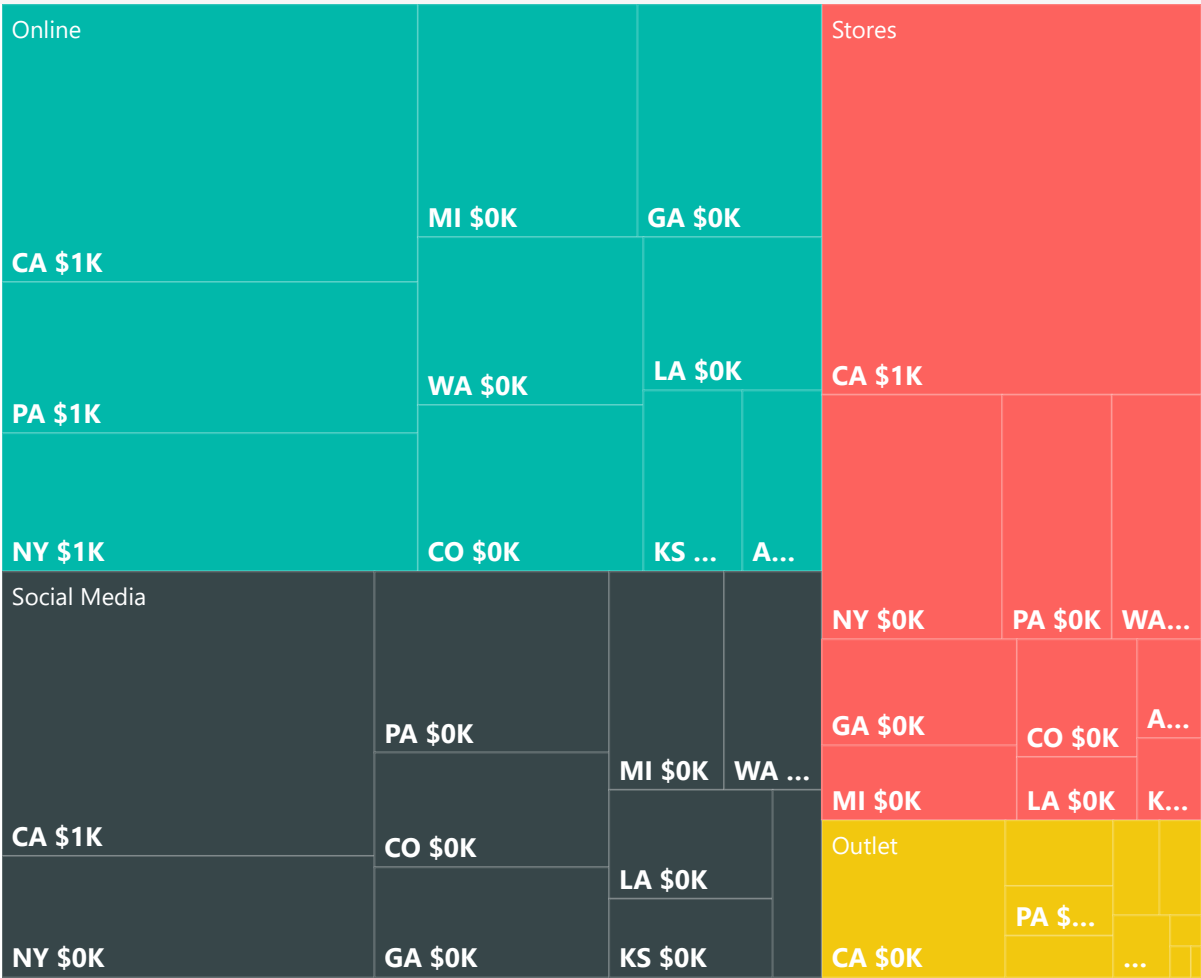
9 % ROI (Return on Investment)

Outlet Sales

\$556

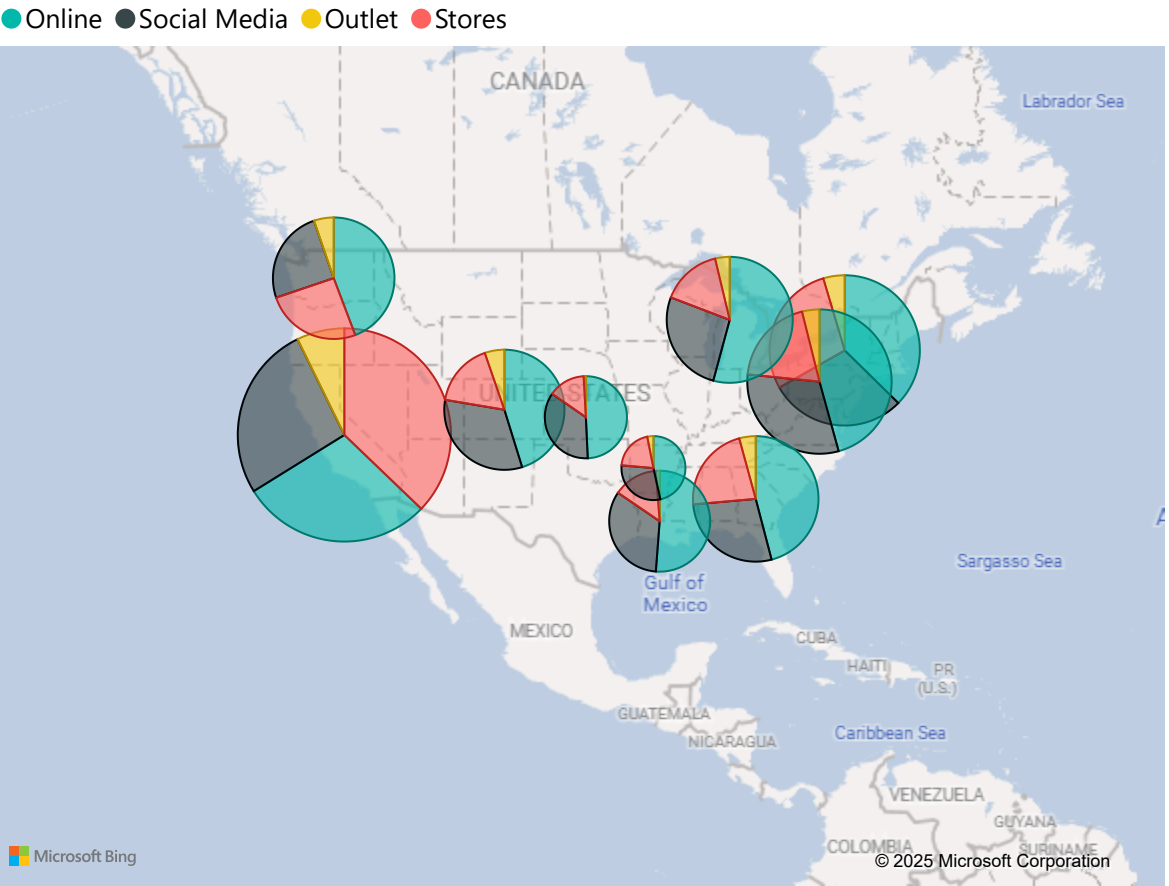
13 % ROI (Return on Investment)

Total Sales by Channel and State



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Total Sales and ROI by State and Channel





Return on Investment (ROI)

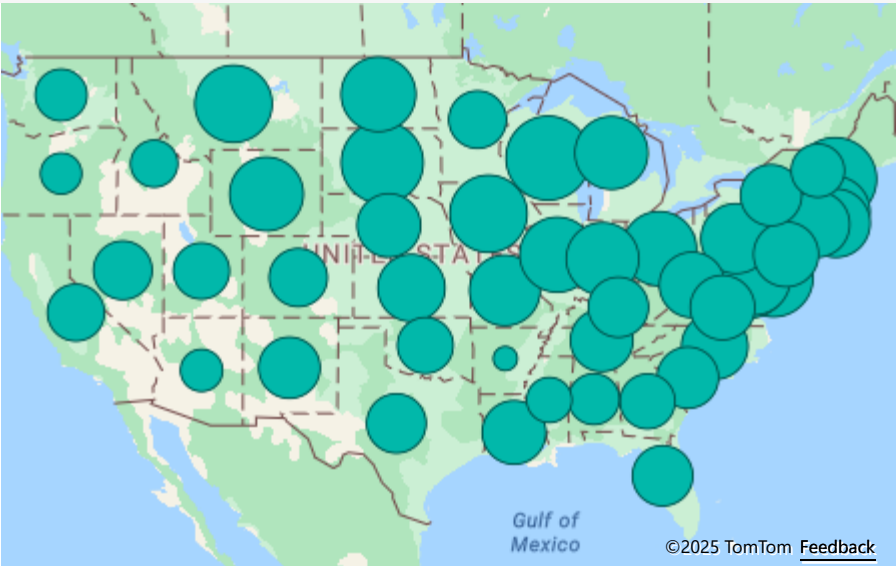


12%
ROI

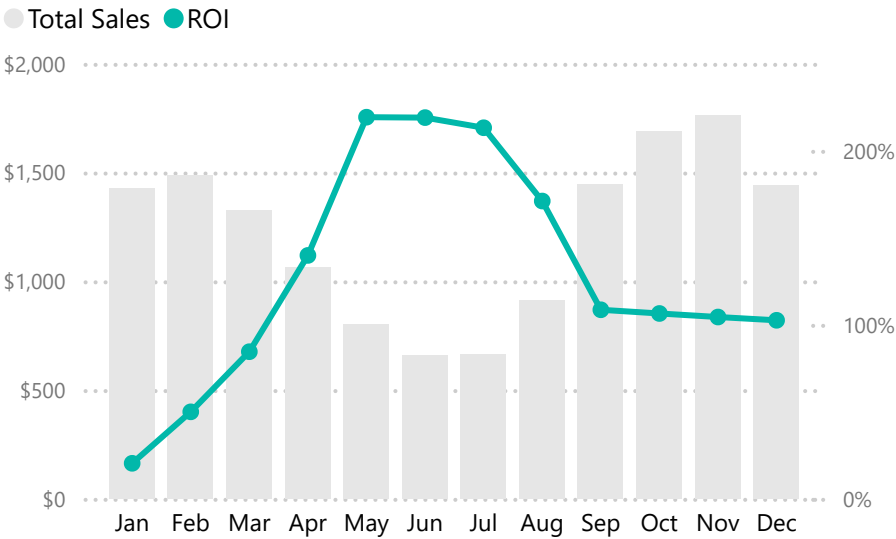
Online Sales

- Social Media
- Store Sales
- Outlet Sales

ROI by State



Sales and ROI Over Time



ROI by Product

