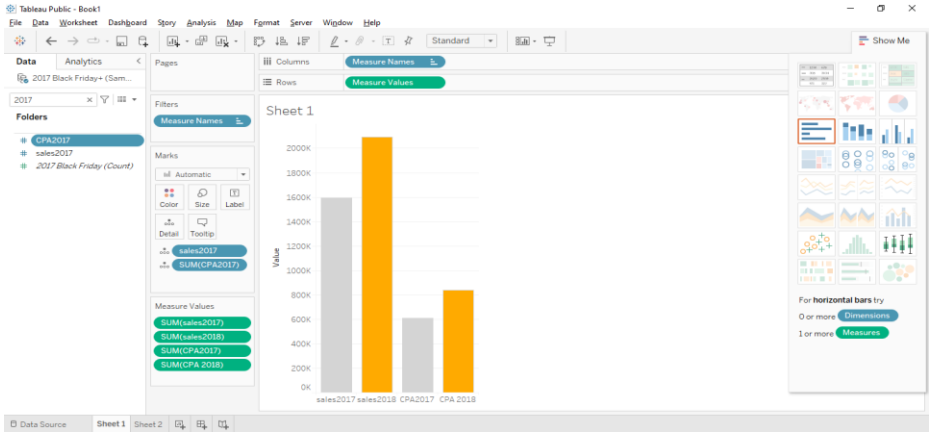
Udacity
Marketing Analytics

Nanodegree Program
Project: Craft a Report

Objective Results

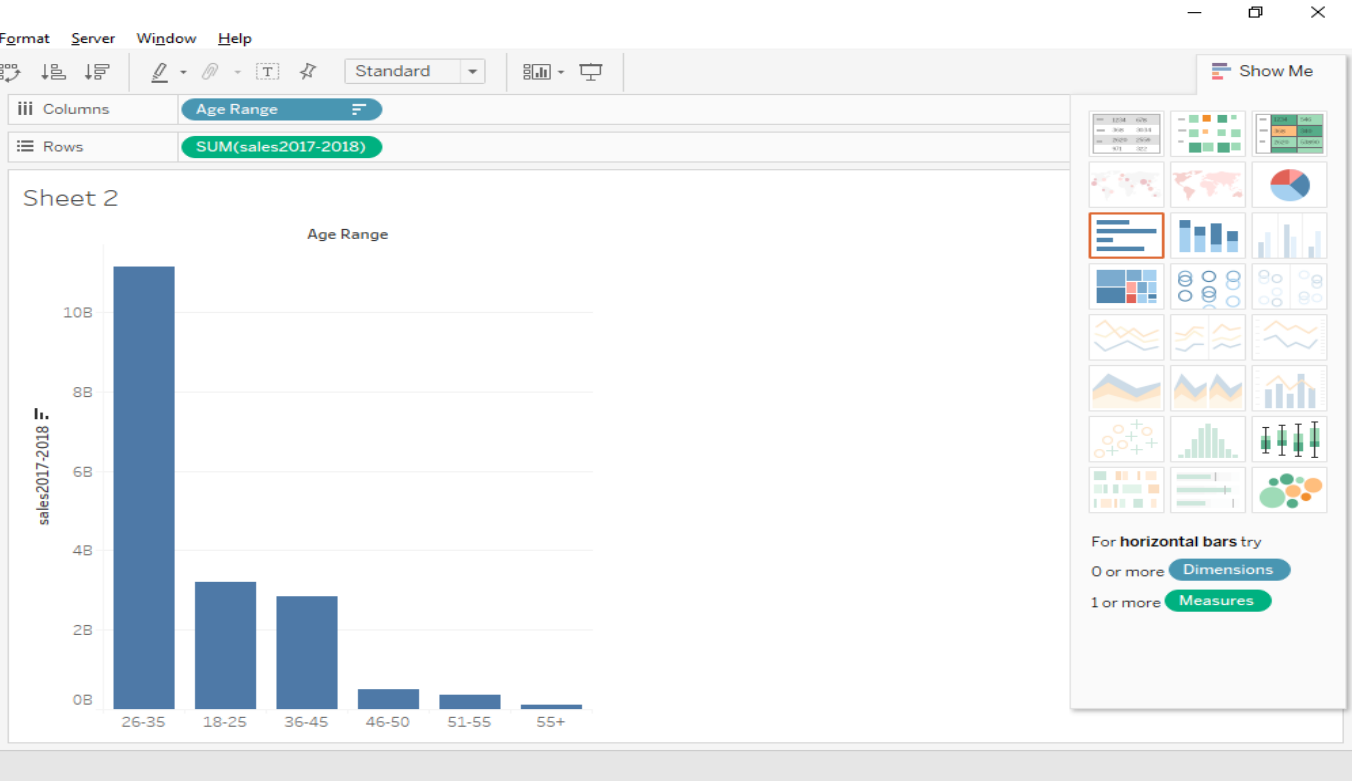
Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017.it has increased to2.092.341 from 1.594.914 .objective met

Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018.It has increased by229.546 represents 38% nearly. Objective wasn't met



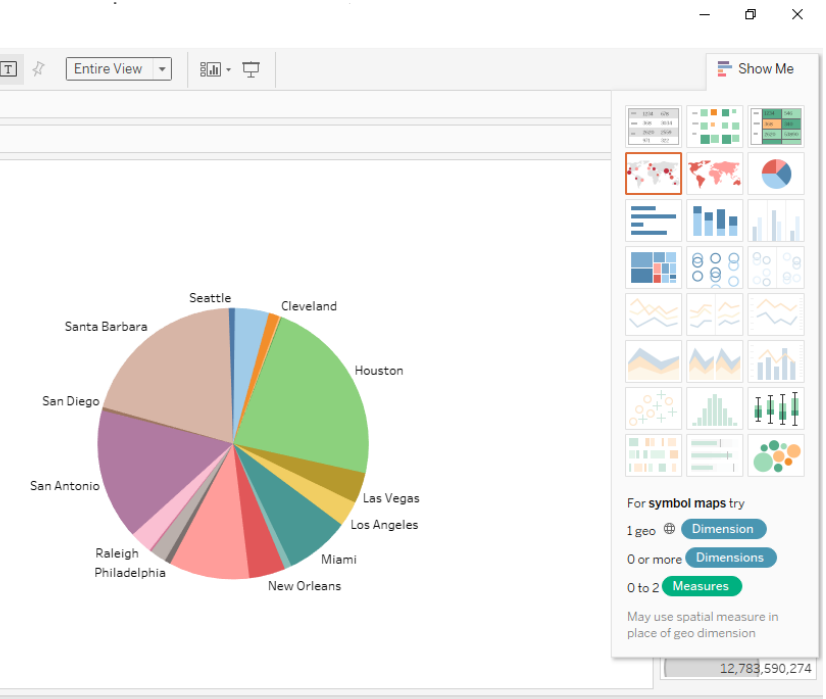
Evaluate the Audience

Which age range made most sales? Age range 26-35 generated the most sales by nearly 11billon



Evaluate the Audience

Which City generated the most sales? Houston by 2.893.216.681

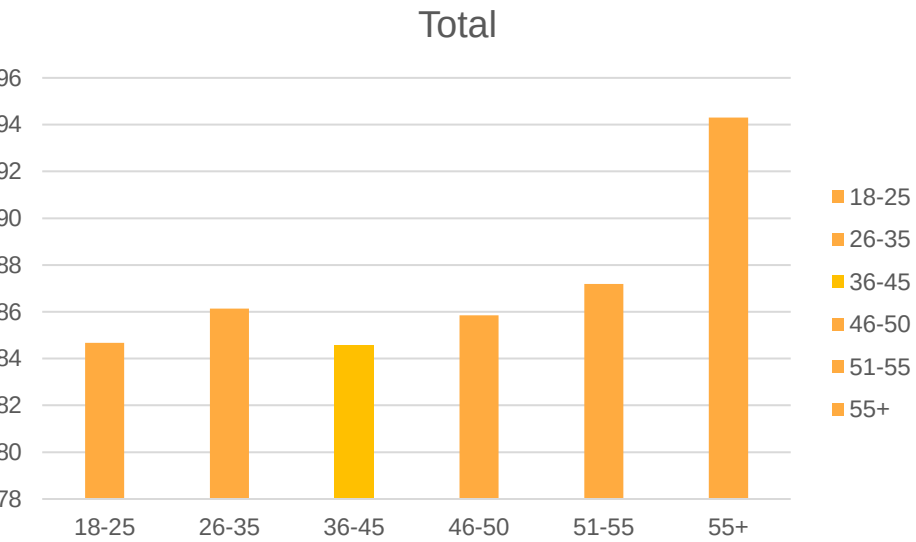


Evaluate the Marketing

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

ROI=total sale-totalcpa/totalcpa=1549620.54 -1444765.964 /1444765.964 *100=7.3% positive

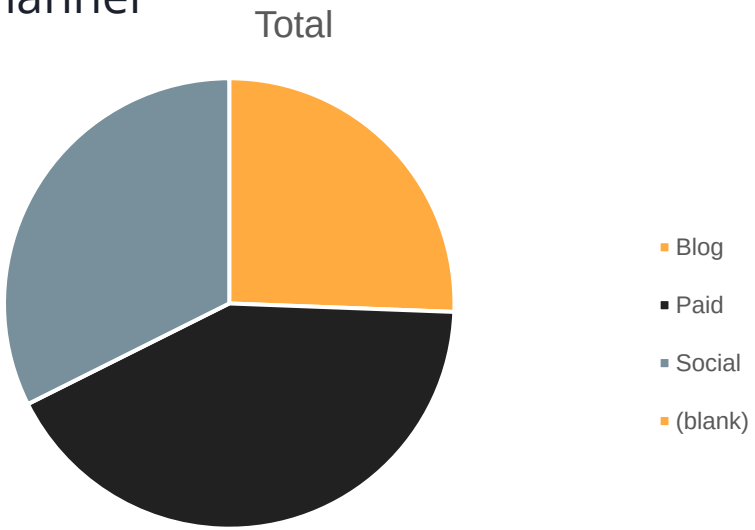
The best cpa was by 36-45 age range



Evaluate the Marketing

Demonstrate total sales by channel

Paid then social then blog

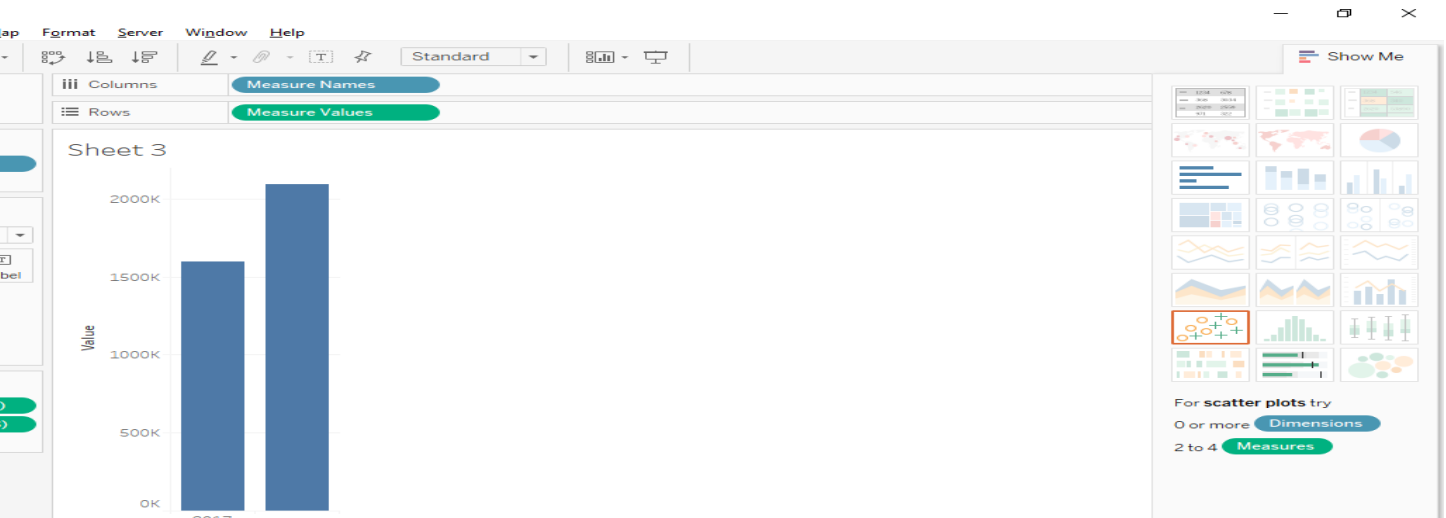


Evaluate the Sales

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

2017revenue was 1.594.914

2018was2.092.431

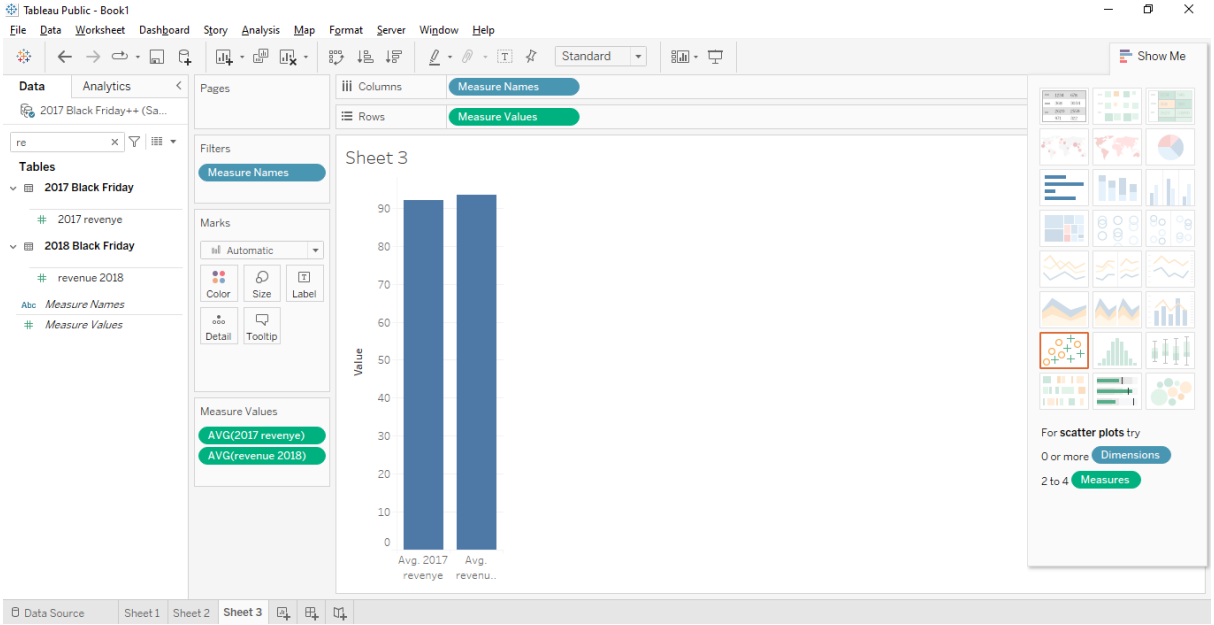


Evaluate the Sales

What was our average order amount in 2017 vs 2018?

2017 was 92.13

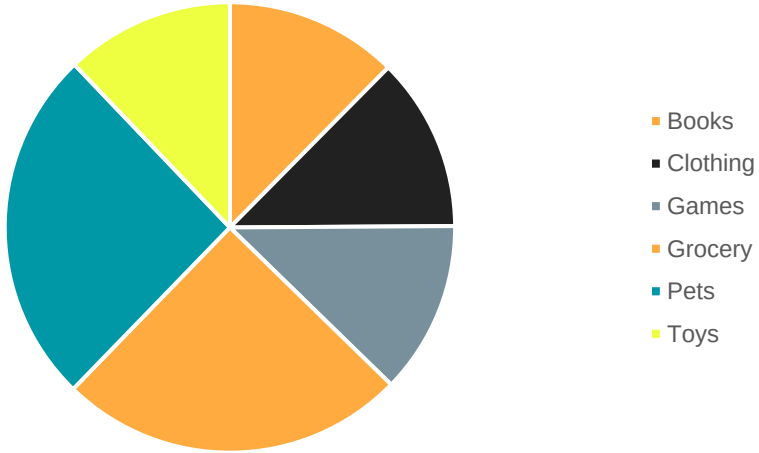
2018 93.45



Evaluate the Product Categories

Which product category was most popular in 2017 & 2018?

grocery

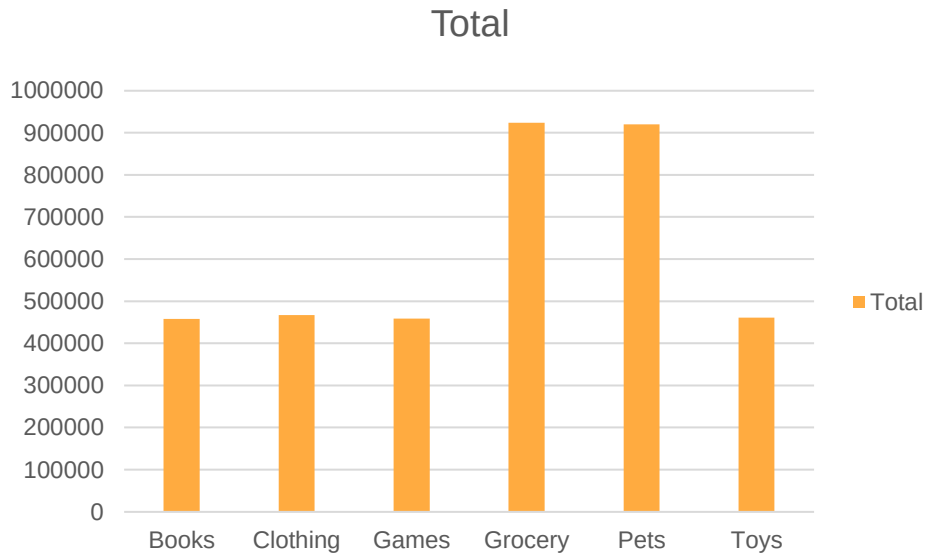


In 2018

Evaluate the Product Categories

- **Demonstrate sales by product category**

Grocery then pets then clothing



Everything Else

All your backup research, findings, or ways to add additional context

The data was from udacity and I used tableau and excel for representation