

Comparative annual report between the results of 2017 and 2018

total sales

total ad spend

Evaluate the Audience

Evaluate the Marketing

ROI

best CPA by age-range

newsletter subscriptions

Evaluate the Sales

Evaluate the Product Categories

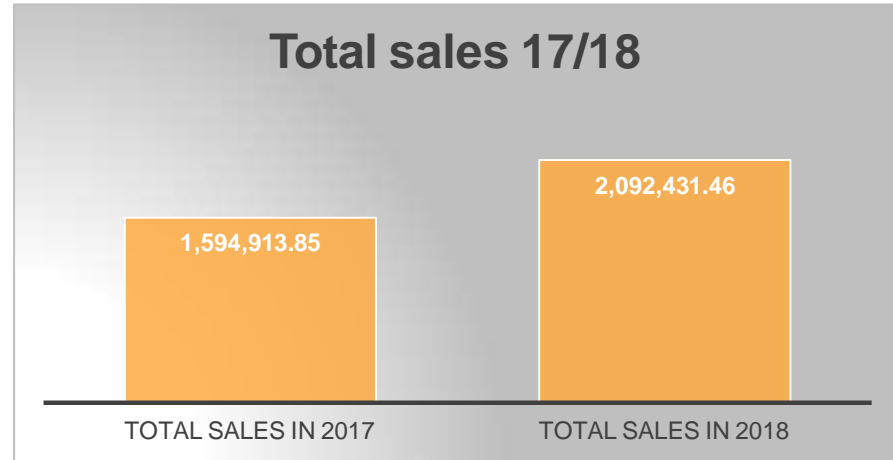
First objective

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

Increase % = 31%

The goal was 30%

We have achieved the target



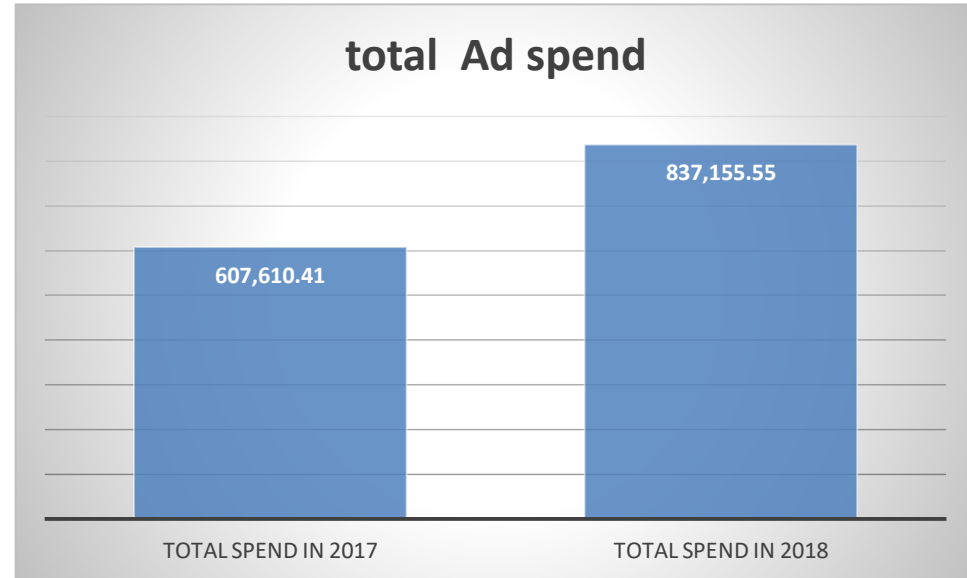
Second objective

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

Increase % = 37%

The goal was Decrease 30%

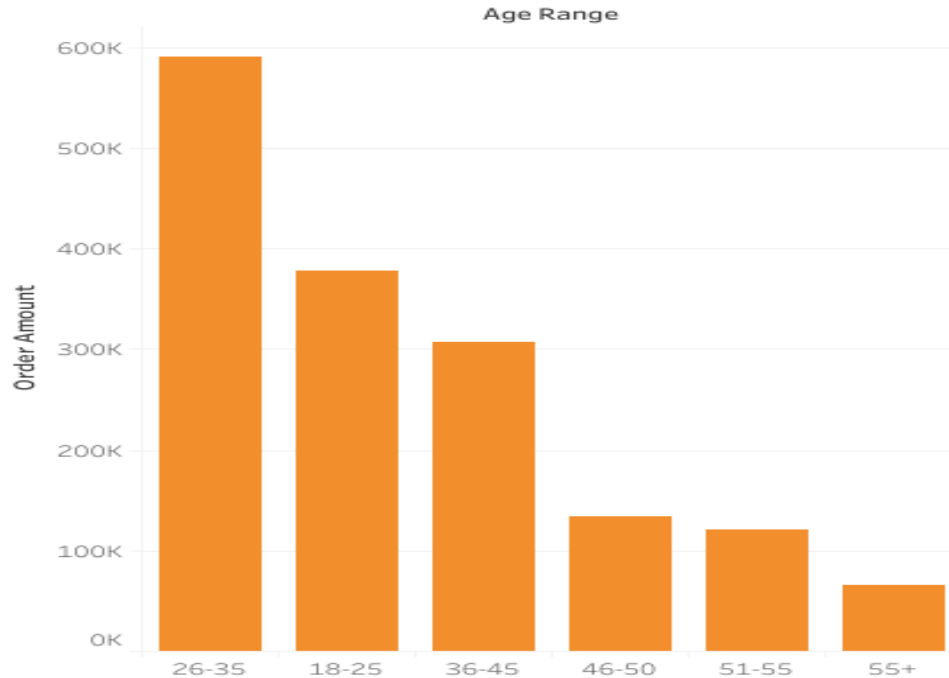
We have not achieved the target



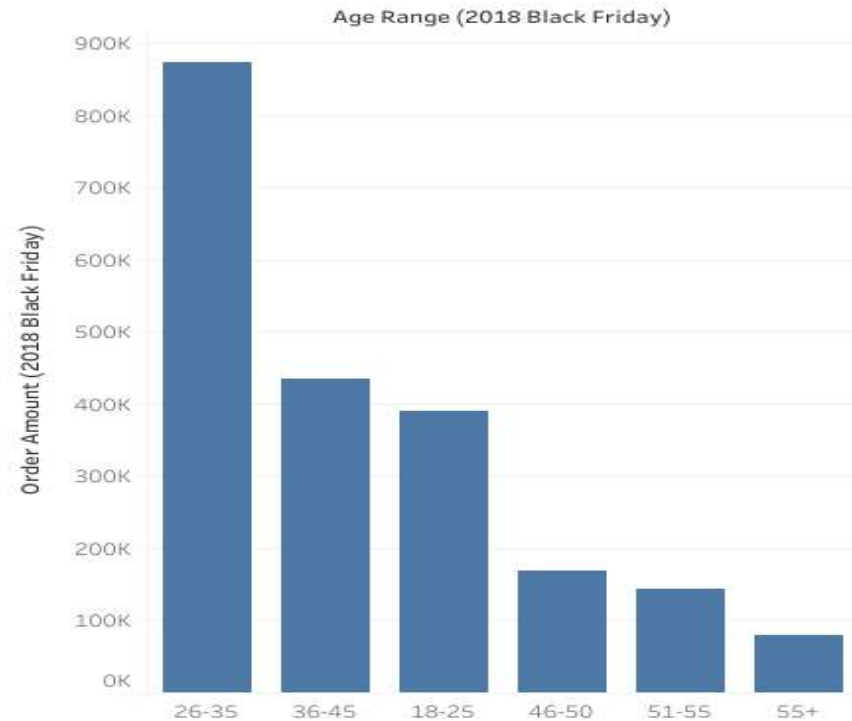
Evaluate the Audience

Demonstrate sales amount by age-range

sales by Age range (2017)



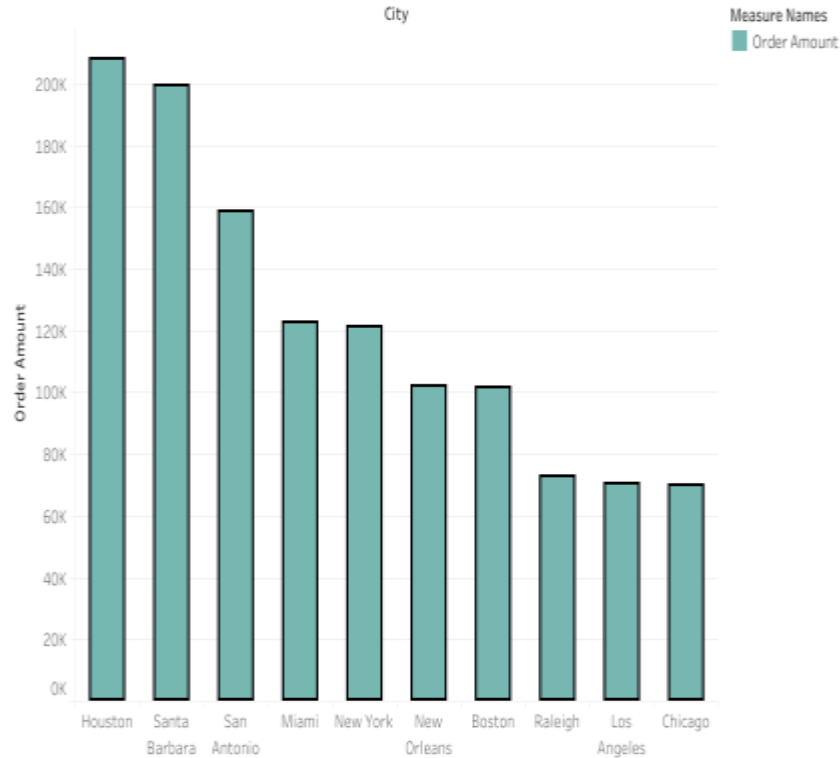
sales by Age range (2018)



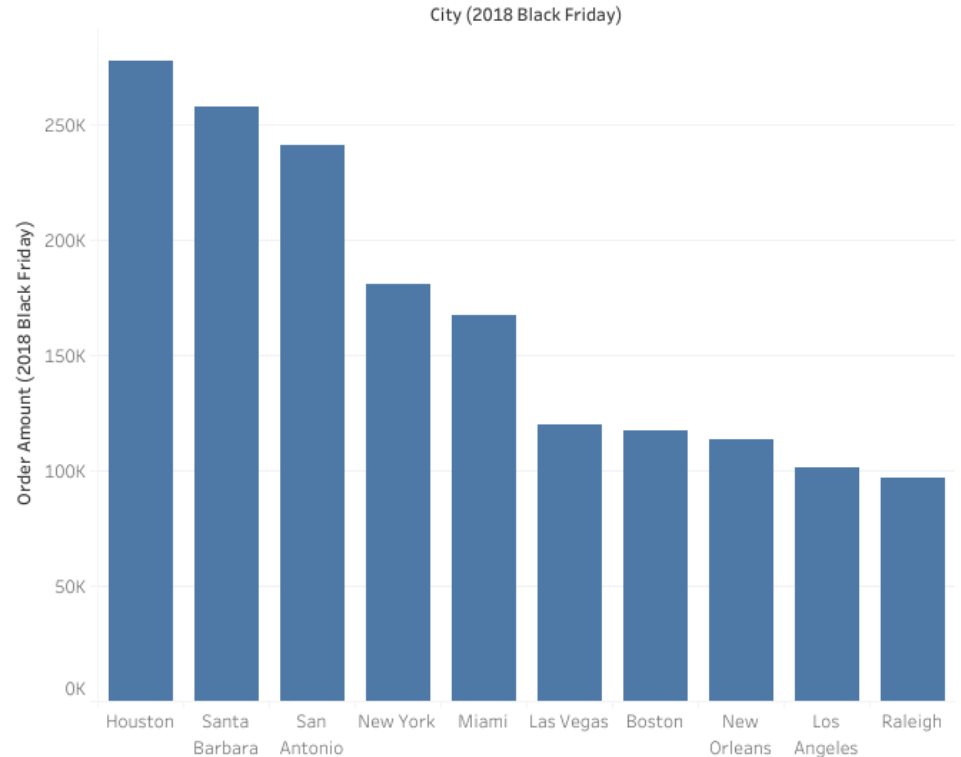
- The graph in 2017 and 2018 shows the most age range from which we achieved sales (26-35) and also shows the difference between the two years in the second most age range from which sales were achieved, as in 2017 the age group was between (18-25) while in 2018 it was (36-45)

The highest Cities that generated the most sales

top 10 cities in sales 2017



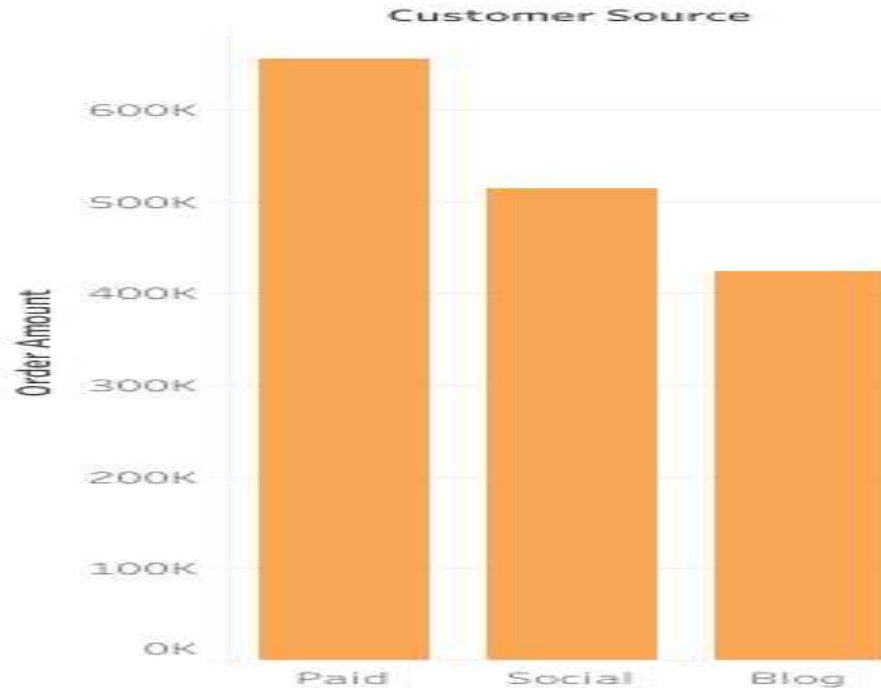
top 10 cities in sales 2018



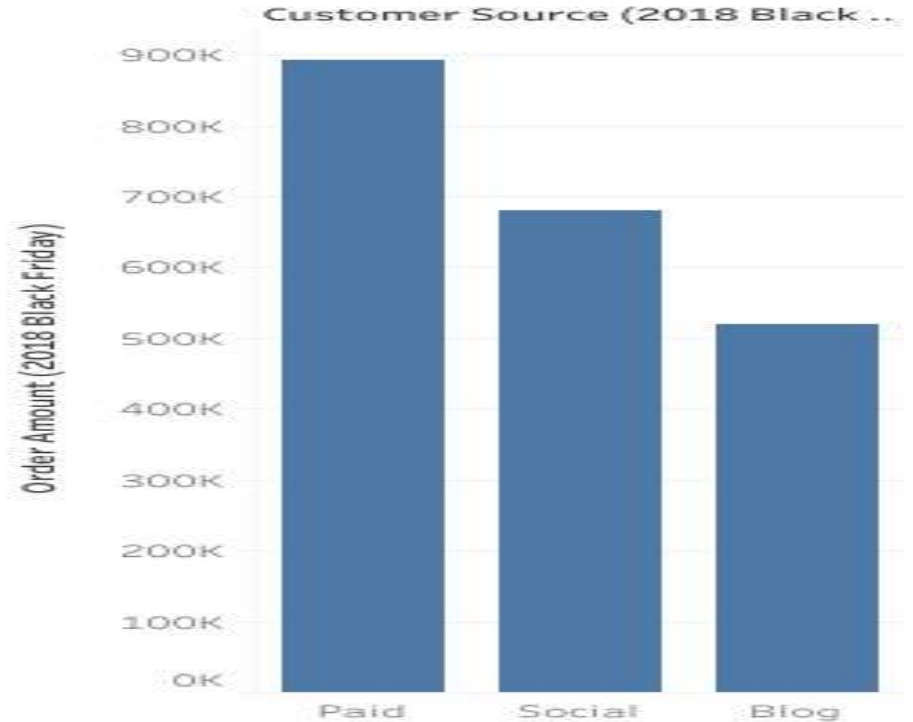
- Show in the graph the 10 most real cities for sales were Houston City the top in both years 2017&2018 and number two and three were the same but also there is a difference in the fourth place in 2017 was Miami and in 2018 was new york

Evaluate the Marketing

channals sales 2017



channals sales 2018



- In 2017 CPA was = 607,610
- Total sales was that came direct from paid channels =656,431

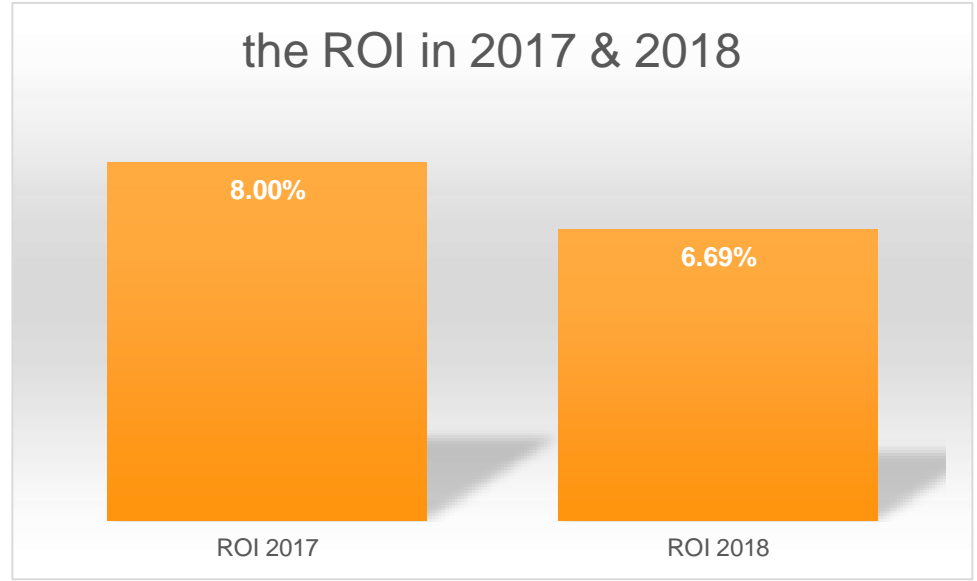
So the ROI was positive in 2017 and like the graph shows it the top channel in sales ROI $(656,431 - 607,610) / 607,610 = 0.080349 * 100 = 8.0 \%$

Also in 2018 CPA was = 837,156 and Total sales was that came direct from paid channels =893,189

So the ROI was positive in 2018 and like the graph shows it the top channel in sales ROI $(893,189 - 837,156) / 837,156 = 0.066933 * 100 = 6.69\%$

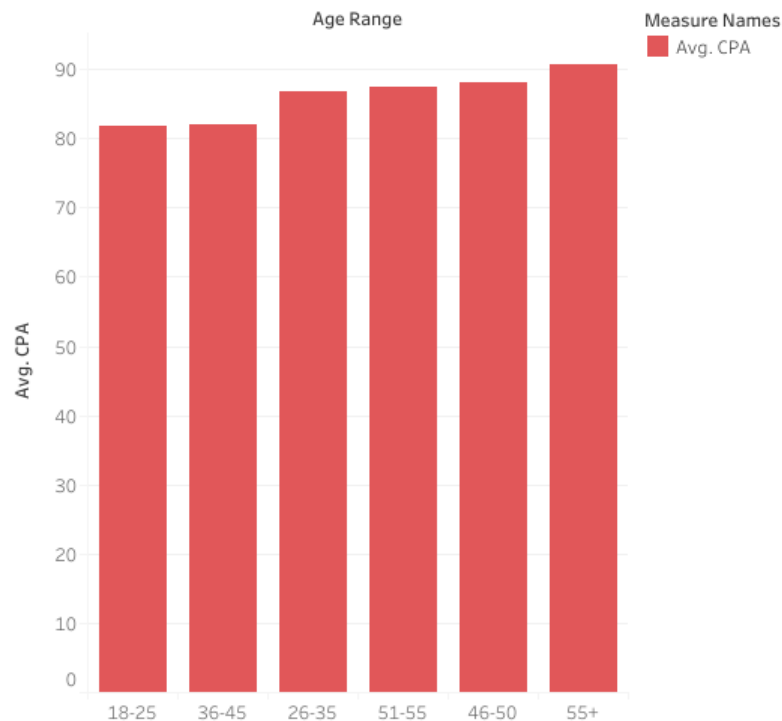
ROI

- Like a graph shows and as we Clarify in the slide number 10 The ROI 2017 was higher than 2018

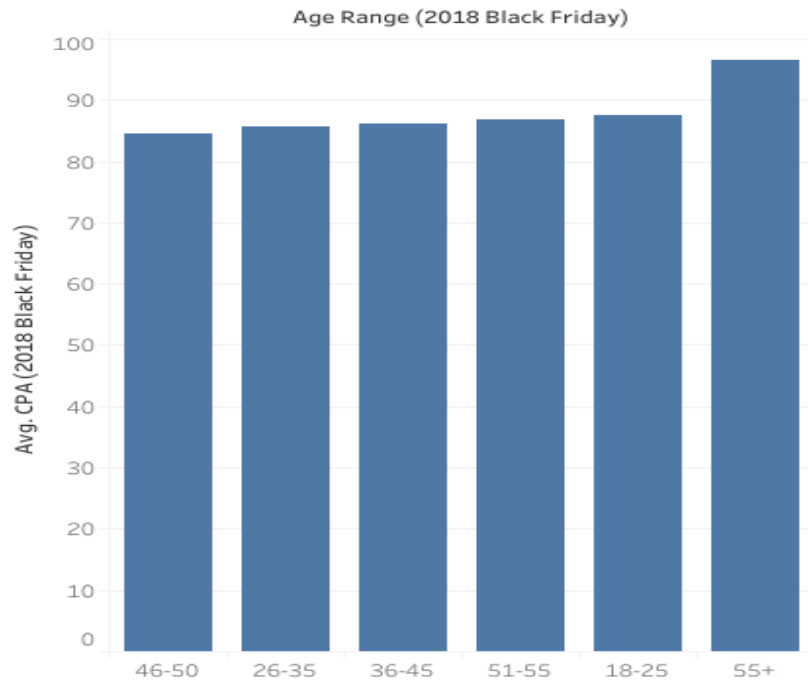


best CPA by age-range

AVG of CPA by Age-range 2017



AVG of CPA by Age-range 2018

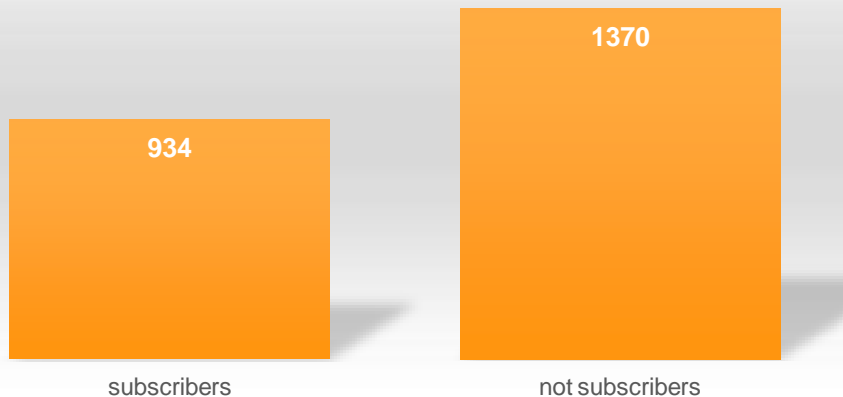


- As the graph shows The age-range Had the best AVG CPA was (18-25)
In 2017

The age-range Had the best AVG CPA was (46-50)
In 2018

newsletter subscriptions between the two years

subscribers 2017



subscribers 2018



- Like the graph shows in 2017 the total subscribers was 934 from total customers 2304 so the percentage of subscribers 40.5%
- But in 2018 the total subscribers was 1236 from total customers 3031 so the percentage of subscribers 40.7 %
- So there is a decrease in subscription by 0.02%

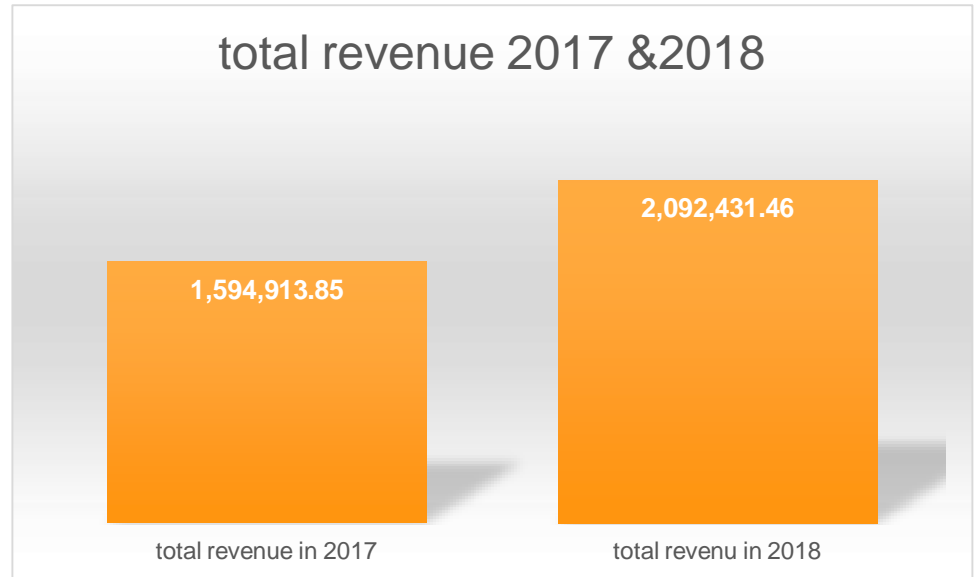
| SUB | 2017 | 2018 | total |
|-------------|------|------|-------|
| No | 1370 | 1795 | 3165 |
| Yes | 934 | 1236 | 2170 |
| Grand Total | 2304 | 3031 | 5335 |

Evaluate the Sales

Like graph shows revenue did we generate in 2017 was 1,594,913.85

And the revenue did we generate in 2018 was 2,092,431.46

So the percentage of increase in
Revenue 31%

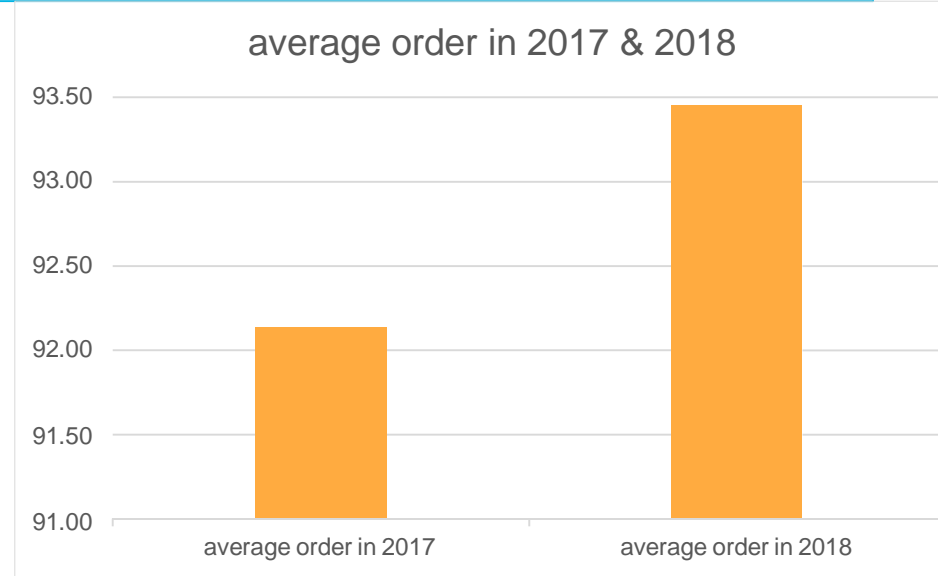


our average order amount in 2017 vs 2018?

average order amount in 2017= 92.13

average order amount in 2018 = 93.45

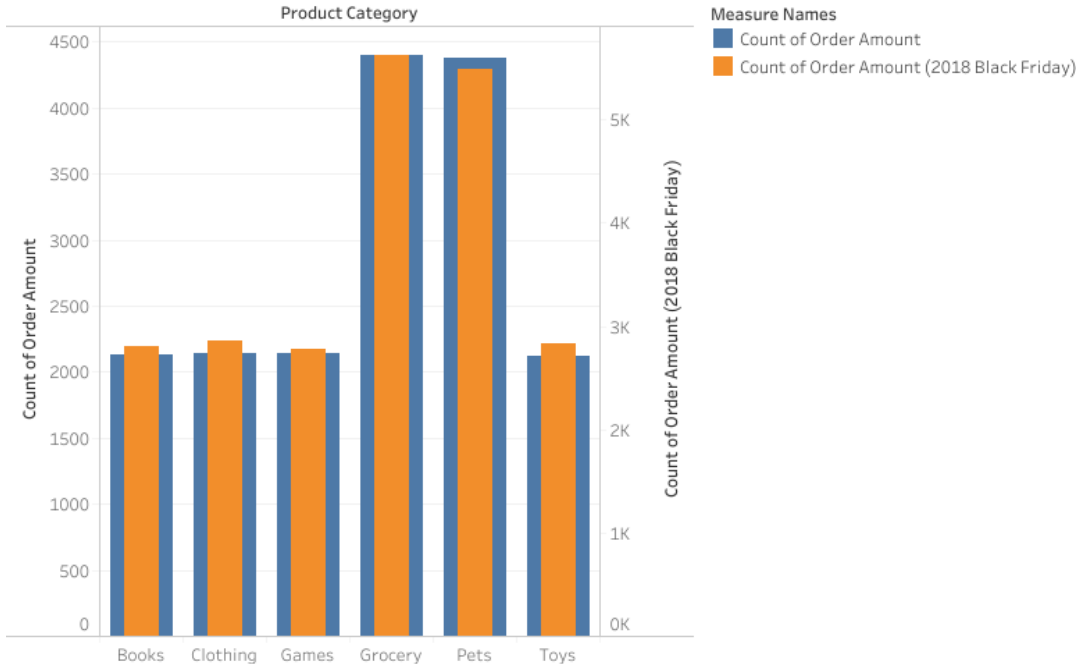
So increase by 1.32 %



Evaluate the Product Categories

The product category was the most popular in 2017 was grocery and the same was in 2018

Sheet 2



Evaluate the Product Categories

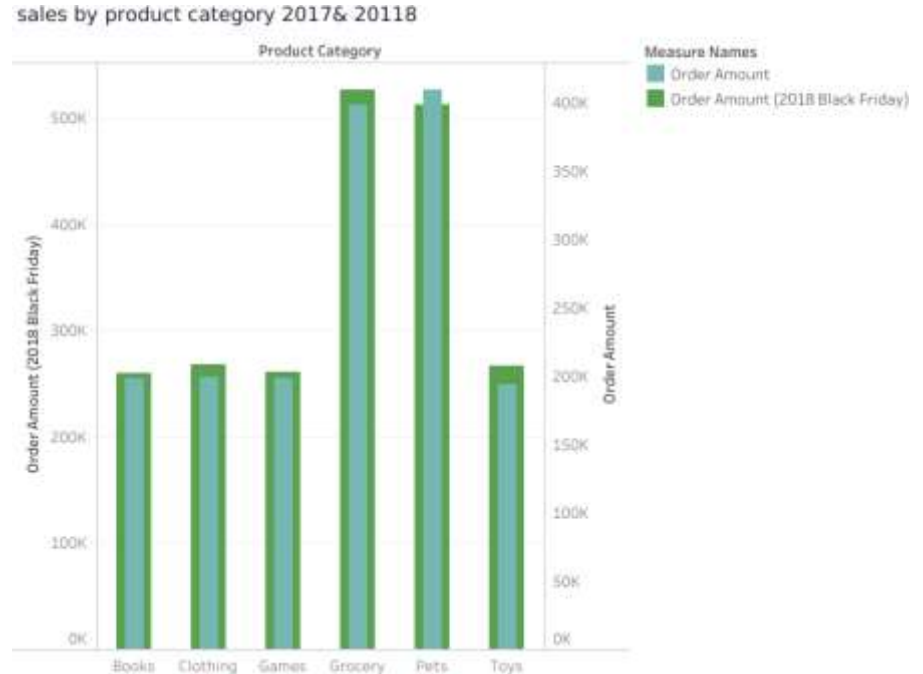
Demonstrate sales by product category

The most categories generate sales

In 2017&2018 is pets and grocery and

If we Combining both years

Grocery' took the lead



Evaluate the Product Categories

Demonstrate CPA by product category

The highest average CPA by product category
In 2017 was games

In 2018 was clothing

The best CPA was grocery in both year.

And If we compare CPA and sales by
Product categories the best category
Is grocery in both metrics

CPA by product category 2017& 2018

