

State-Level Analysis

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Introduction: Project Value

Why look at states?

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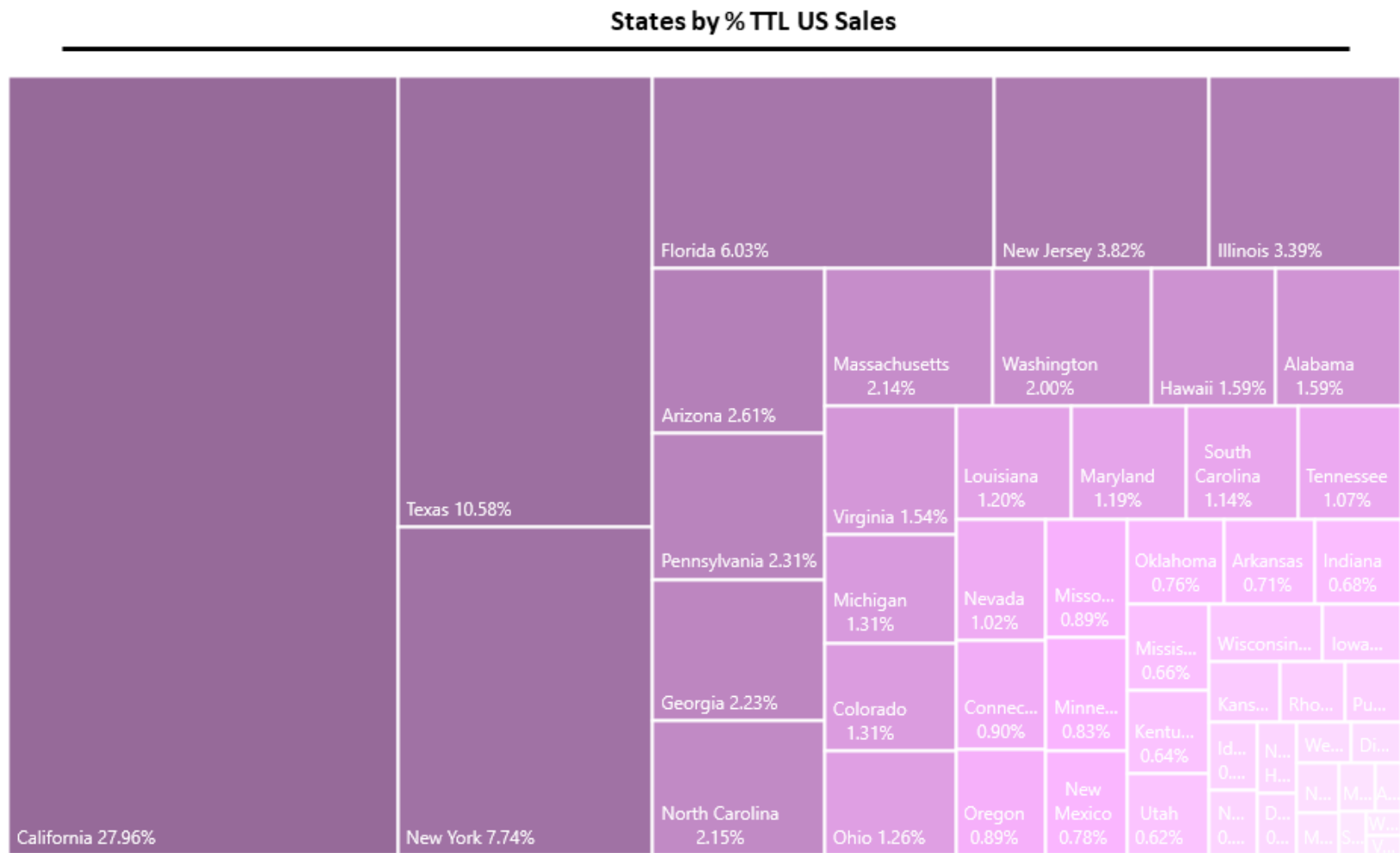
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Sales Breakdown

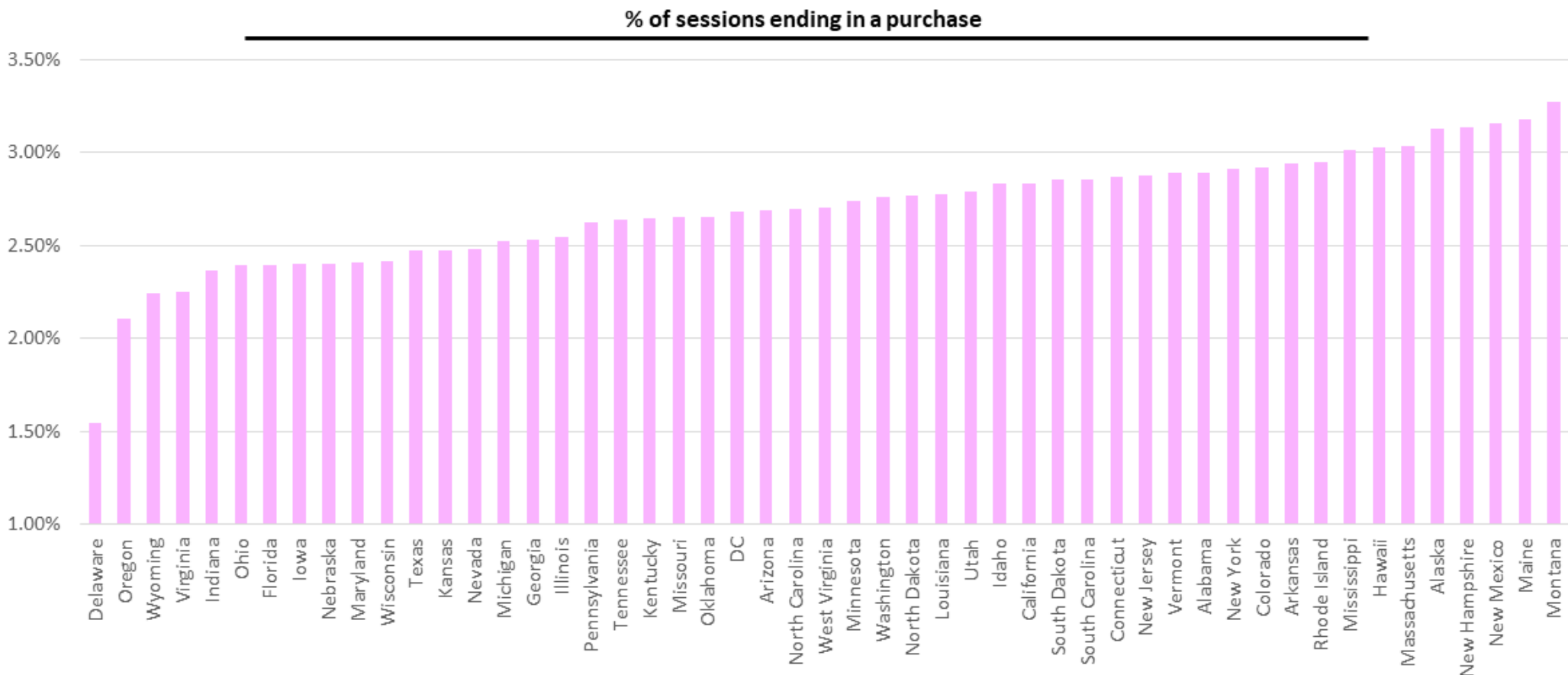
California	27.96%
Texas	10.58%
New York	7.74%
Florida	6.03%
New Jersey	3.82%
Illinois	3.39%
Arizona	2.61%
Pennsylvania	2.31%
Georgia	2.23%
North Carolina	2.15%
Massachusetts	2.14%
Washington	2.00%
Hawaii	1.59%
Alabama	1.59%
Virginia	1.54%
Michigan	1.31%
Colorado	1.31%
Ohio	1.26%
Louisiana	1.20%
Maryland	1.19%
South Carolina	1.14%
Tennessee	1.07%
Nevada	1.02%



Note: Data from average days January 2019 through July 2020

Conversion Rate (No Promo)

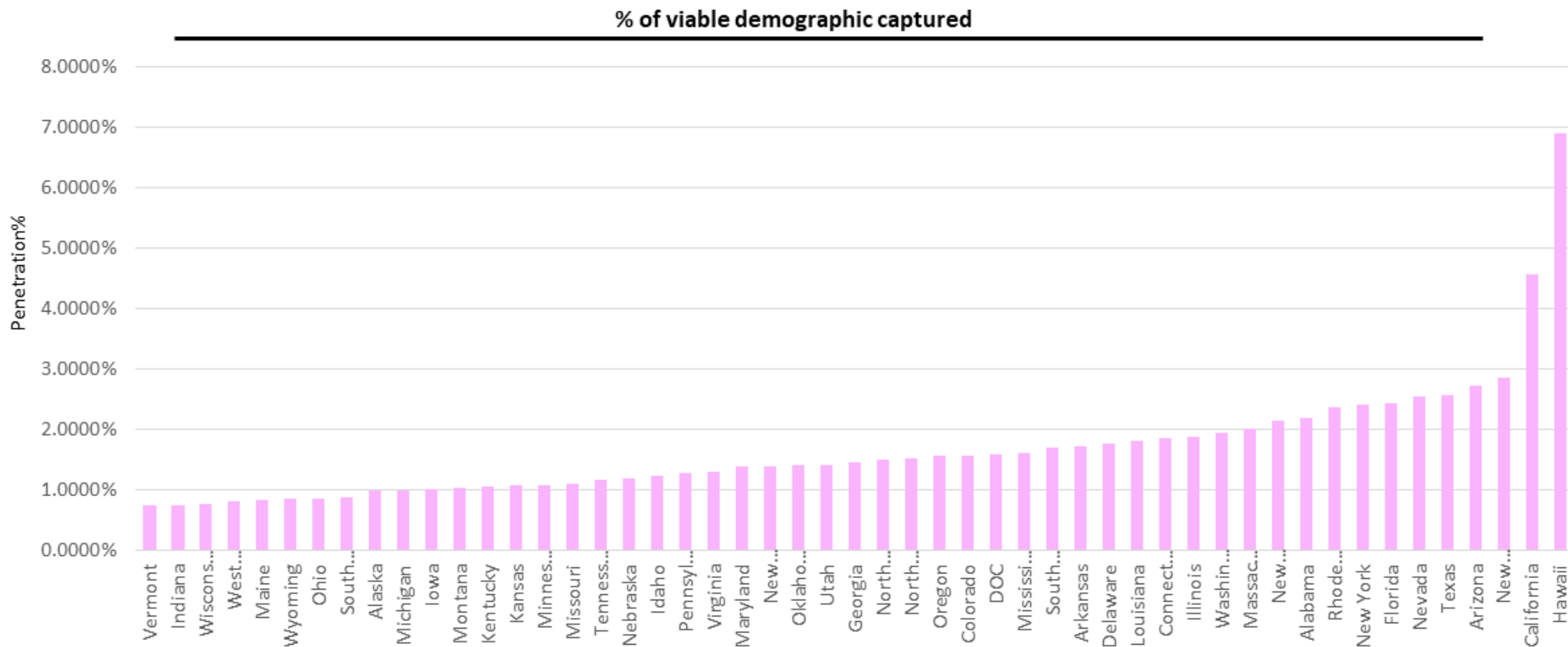
Conversion rate varies from 1.5% to 3.3%. No discernible trend is present.



Note: from 12 Jul 2019-12 Jul 2020

Customer Penetration

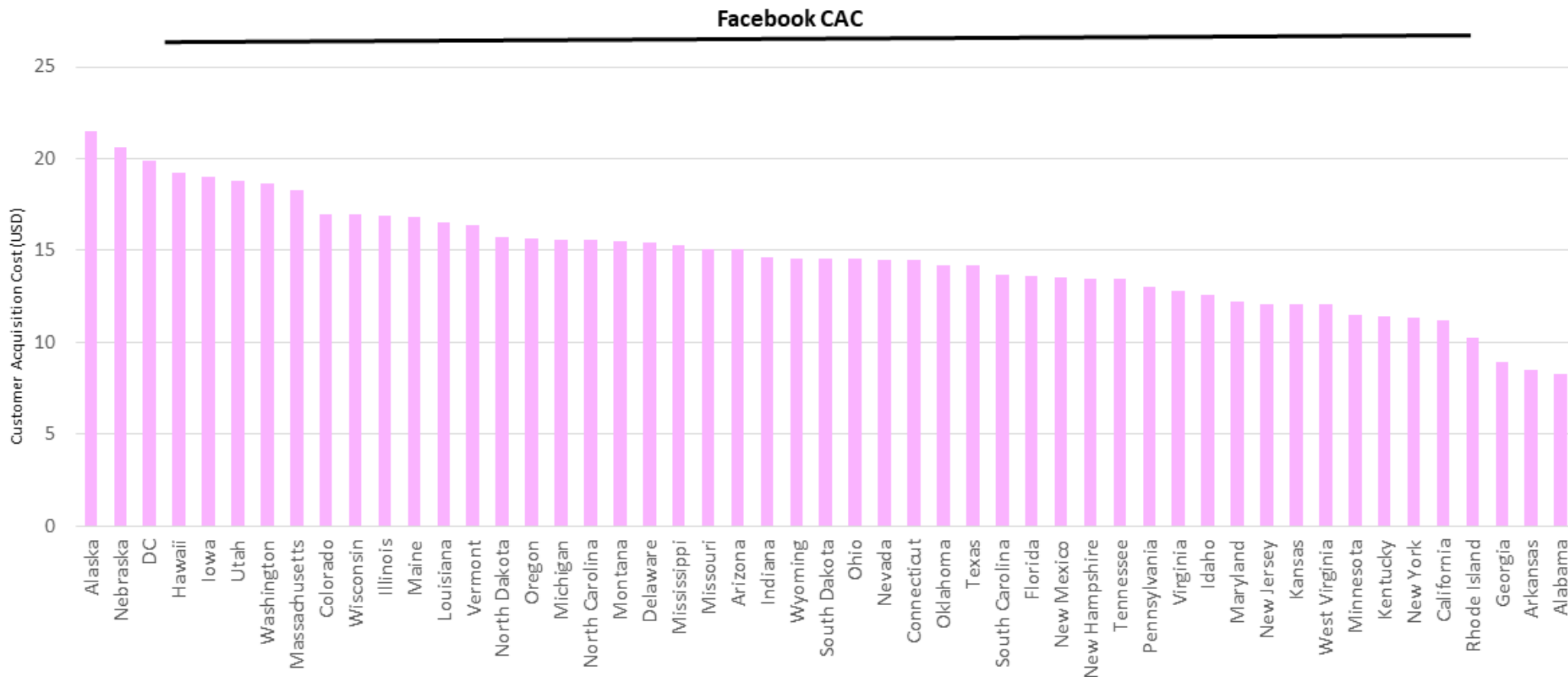
Customer Penetration demonstrates a huge range: 0.75% to 6.9%. California and Hawaii are tremendous outliers, illustrating their status as well-established states.



Note: Viable demographic considered women 18-45 and found using <https://statisticalatlas.com/United-States/Overview>. Data from Quay Lifetime Sales.

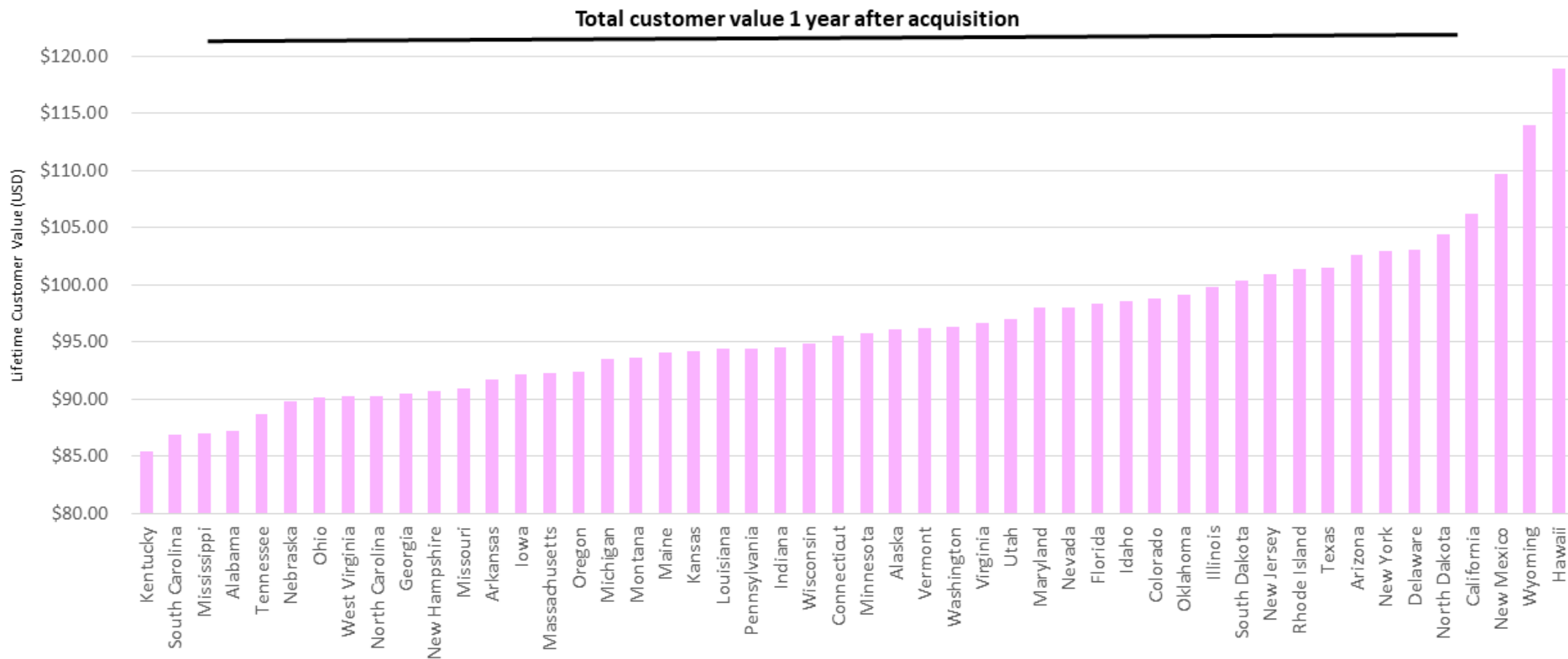
Facebook CAC

CAC is shown as decreasing here to be more easily comparable to other metrics. There exists also a large range: 21.5 to 8.3.



Note: Calculated from Facebook ad suite from 22 Apr to 15 Jul 2020 using average days only.

LTV varies hugely from state to state, with a minimum of 85 and a maximum of around 120. Southern states dominate the lower half.



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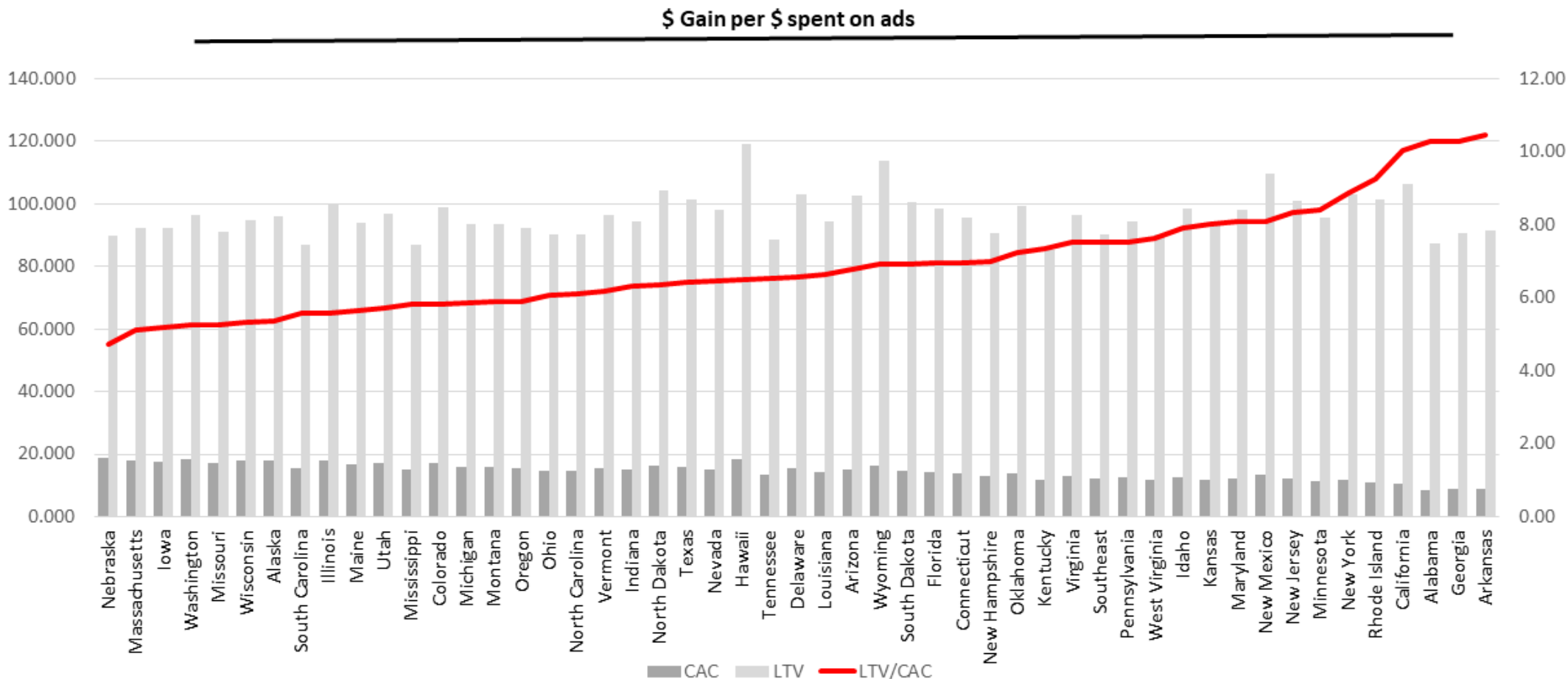
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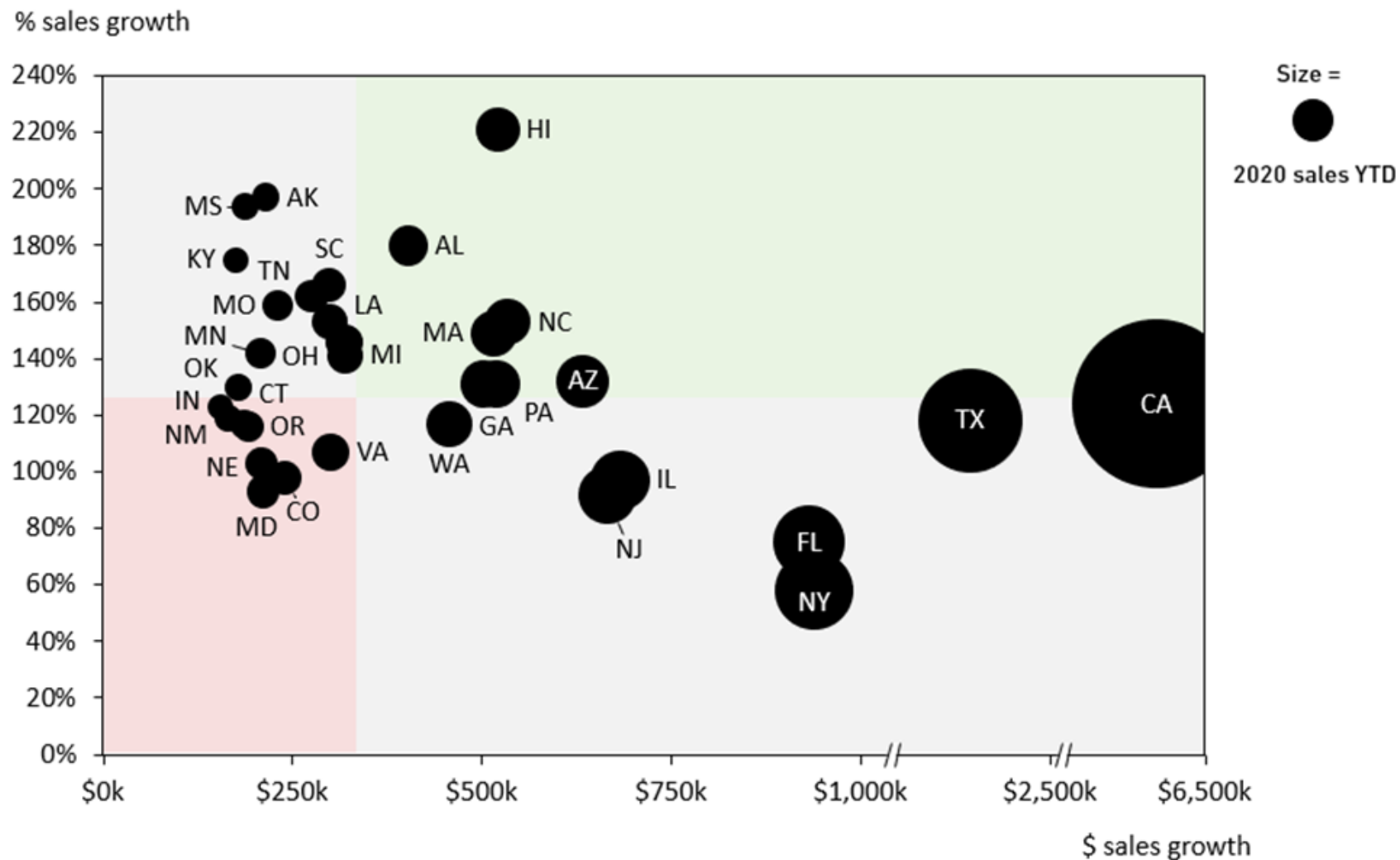
Summary

LTV/CAC (No Promo)

The LTV/CAC value acts as a rudimentary metric of the amount gained per dollar spent. For example, Arkansas, the state with the highest LTV/CAC, is earning back \$10.46 for every dollar put in. Also, notice that CAC is the primary determinant, not LTV.

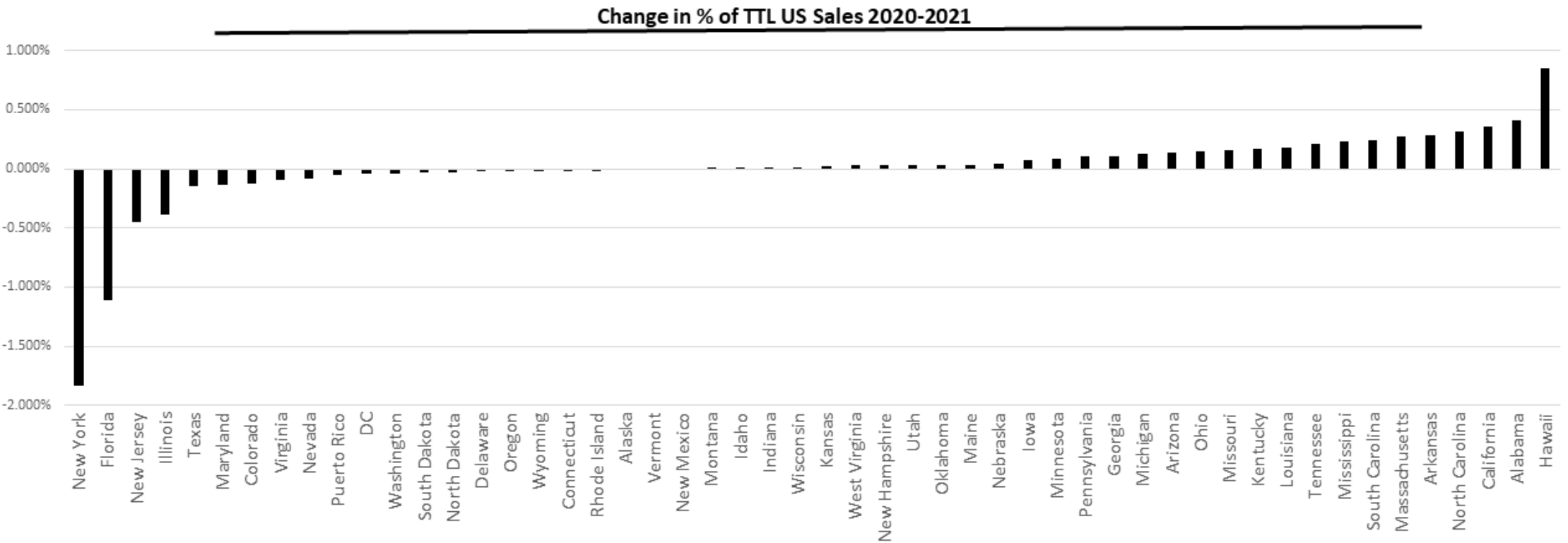


Growth v Net Sales



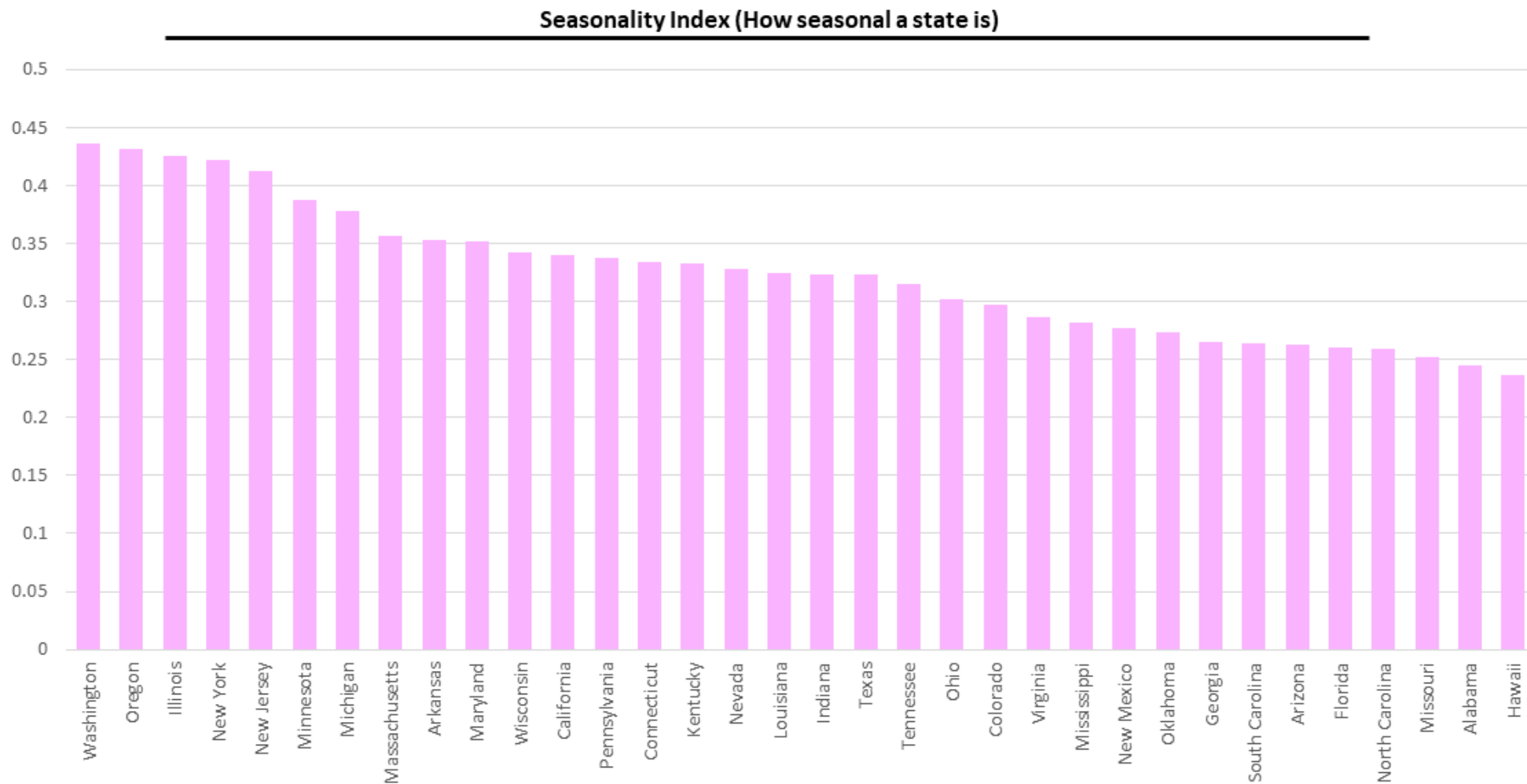
Future Growth: Where is the Money Going to be

This graph shows the gain or loss each state is expected to experience if current growth rates continue. The data has been expressed as the percentage of total 2021 sales projected via this model. I.E. New York will drop from 6.37% to 4.54% of total US sales.



Note: Made from Jan-Jul comparison between 2019 and 2020 average days

Seasonality Index



Blue Light

The table below shows states listed by the percentage of their sales that came from blue light. Various potential explanations and metrics were placed against this. Seasonality and penetration were notably unsuccessful, with AOV being a close fit.

Blue light as % TTL US Sales (Average Days)

Hawaii	27.3%	Virginia	18.6%	Michigan	16.8%	Tennessee	14.1%
DC	26.0%	Rhode Island	18.4%	Arizona	16.6%	Missouri	14.0%
Oregon	22.7%	Iowa	18.2%	Massachusetts	16.5%	Oklahoma	13.5%
Washington	22.0%	California	17.9%	Delaware	16.3%	Texas	13.4%
Utah	21.5%	Nebraska	17.8%	Indiana	16.0%	Georgia	13.4%
South Dakota	20.7%	Connecticut	17.7%	Kansas	15.9%	Arkansas	12.9%
Minnesota	20.4%	North Dakota	17.7%	Ohio	15.7%	South Carolina	11.9%
Alaska	19.9%	Maryland	17.7%	New Jersey	15.5%	West Virginia	11.5%
Nevada	19.9%	New York	17.5%	Wyoming	15.4%	Puerto Rico	11.5%
Vermont	19.4%	Maine	17.3%	Illinois	15.2%	Kentucky	11.3%
Montana	19.0%	Wisconsin	17.3%	New Mexico	14.5%	Louisiana	10.0%
New Hampshire	18.9%	Florida	17.1%	Idaho	14.5%	Alabama	9.3%
Colorado	18.6%	Pennsylvania	17.1%	North Carolina	14.3%	Mississippi	9.3%

Collaboration Analysis

The tables shown here present the state “lift” ranks for each promotional event chosen. This lift represents the amount sales swelled versus the average of normal days in the same period. Essentially, how much did this event augment sales in each state.

JLO Lift Rank

1	Puerto Rico
2	New York
3	New Jersey
4	Florida
5	Connecticut
6	California
7	Rhode Island
8	Illinois
9	Missouri
10	Massachusetts

46	Tennessee
47	Arkansas
48	Mississippi
49	Kansas
50	Alabama

Chrissy Teigen Lift Rank

1	Utah
2	Washington
3	Colorado
4	Tennessee
5	Wisconsin
6	Massachusetts
7	North Carolina
8	Virginia
9	Nevada
10	New York

46	Alabama
47	Mississippi
48	South Carolina
49	Oklahoma
50	Indiana

Lizzo Lift Rank

1	Nebraska
2	Oregon
3	Minnesota
4	Kansas
5	Iowa
6	Indiana
7	Oklahoma
8	Illinois
9	Wisconsin
10	Washington

46	South Carolina
47	West Virginia
48	Arkansas
49	Hawaii
50	Alabama

State by State Focus

Selected 15 of the most *important* states based on growth data and other metrics. These will be the states I go into deeper analysis with, and draft strategic suggestions for.

2020 sales YTD	State	Growth	AOV	CAC	LTV	Penetration	Population
	California	Mid	High	Low	High	High	39M
	Texas	Mid	High	Mid	High	High	27M
	New York	Low	High	Low	High	High	20M
	Florida	Low	Mid	Mid	High	High	20M
	Illinois	Low	Mid	High	High	Mid	13M
	New Jersey	Low	High	Low	High	High	9M
	Georgia	Mid	Mid	Low	Low	Mid	10M
	North Carolina	High	Low	Mid	Low	Mid	10M
	Massachusetts	High	Mid	High	Mid	High	7M
	Hawaii	High	High	High	High	High	1.4M
	Alabama	High	Low	Low	Low	High	5M
	Louisiana	High	Low	Mid	Mid	Mid	5M
	South Carolina	High	Low	Mid	Low	Mid	5M
	Tennessee	High	Low	Mid	Low	Low	7M
	Missouri	High	Low	High	Low	Low	6M

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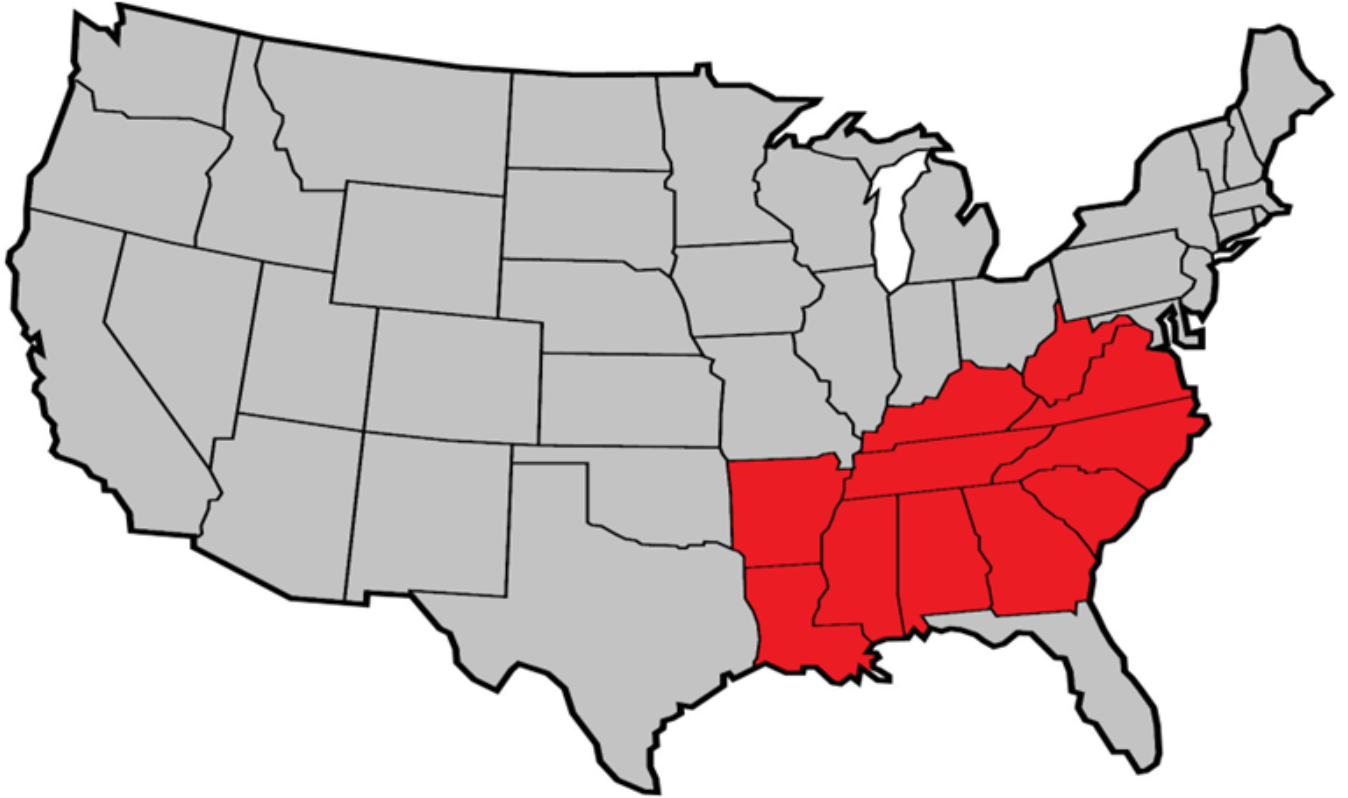
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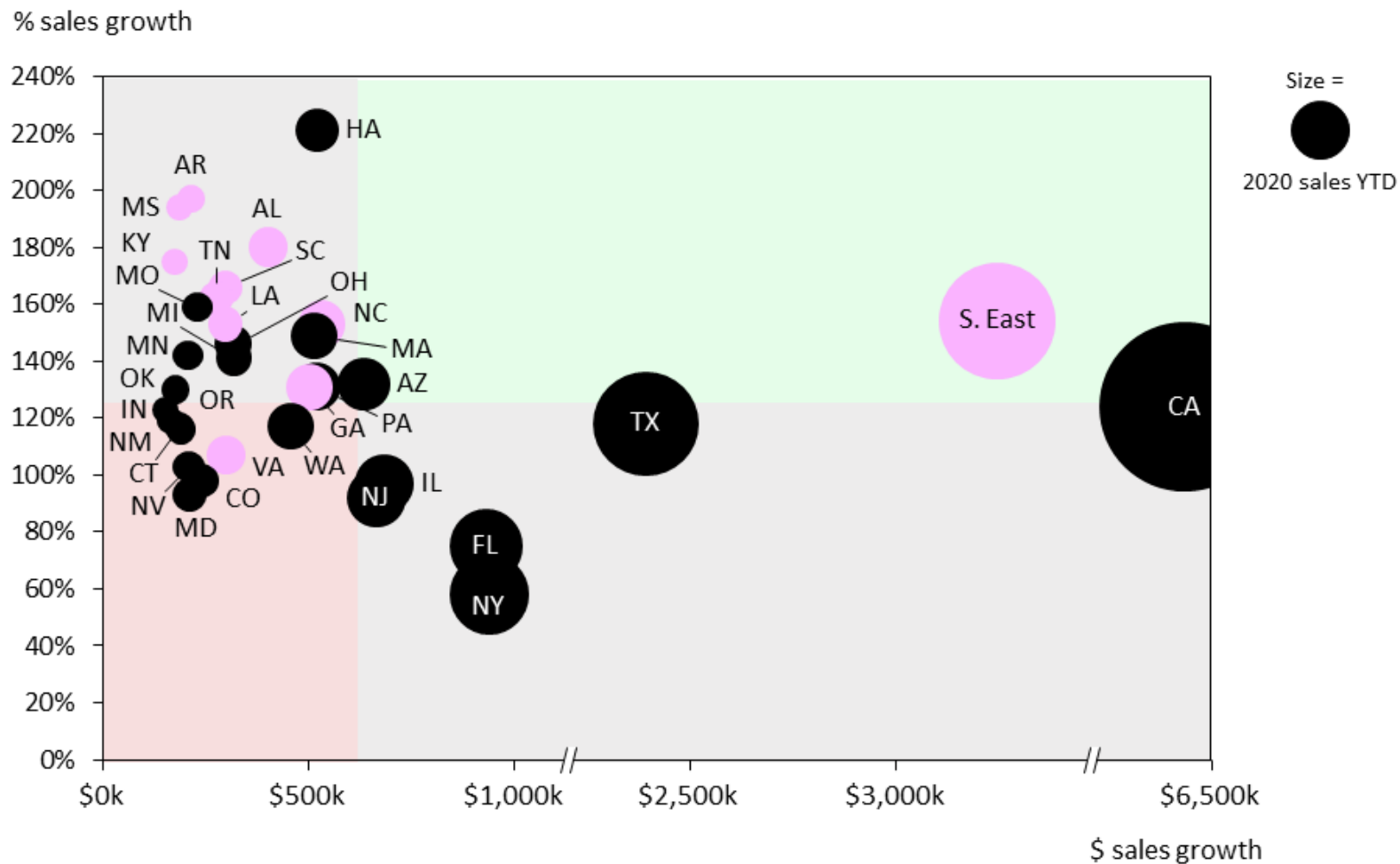
Summary

Defining the Southeast

- Map is clearly geographically intuitive, but it also represents similar underlying stats.
- Florida has been excluded from this grouping due to its unique and wildly different metrics (e.g. its growth of 76% versus the southeastern 154%)
- New region has profound value: now these states are comparable to majors.

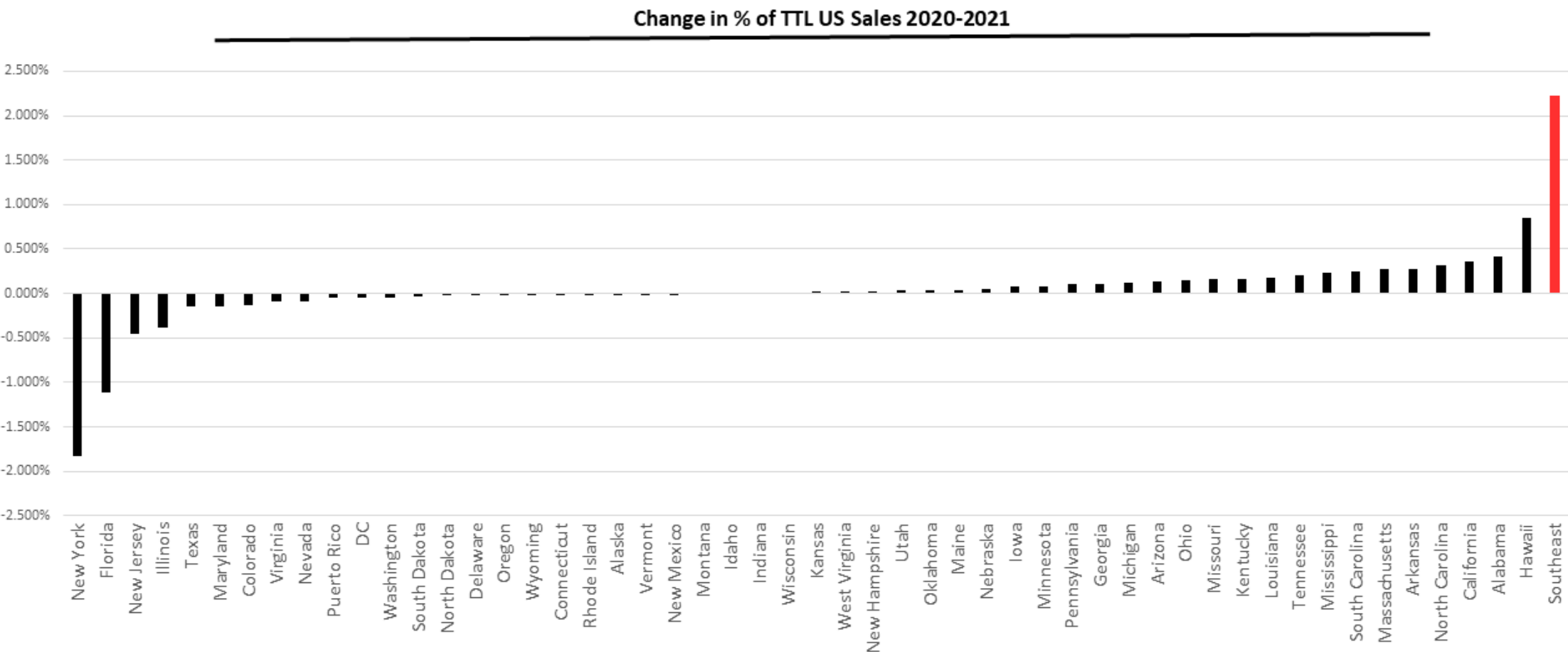


Southeastern Growth



Future Growth: The Southeast

Here the regional grouping of the **southeast** has been added, to demonstrate the regional nature of the growth trend. Total shift share shift is 4.6%, with 2.15% of this being southeastern.



Note: Made from Jan-Jul comparison between 2019 and 2020 average days

Southeastern Metrics

This table is here to allow for the comparison between the Southeast and major states. Southeastern growth is far above all others shown here. Although AOV and LTV are low, so is CAC. This means, as shown by the LTV/CAC, that although states have a lower return, they have a lower cost to match. The final piece is the low penetration, which can be seen by comparing population and sales.

State	Growth	AOV	CAC	LTV	LTV/CAC	Penetration	2020 Sales YTD	Population
California	Mid	High	Low	High	High	High	11.5M	39M
Texas	Mid	High	Mid	High	Mid	High	4.4M	27M
New York	Low	High	Low	High	High	Mid	2.5M	20M
Florida	Low	Mid	Mid	Mid	Mid	Mid	2.2M	20M
Southeast	High	Low	Low	Low	Mid	Low	5.7M	84M

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Summary of Insights

- The US is a tremendously large market which can and should be split into smaller markets that demonstrate similar consumer habits.
- The traditional strongholds of the business aren't necessarily the markets of the future.
- The southeast demonstrates tremendous potential as a growth opportunity.