



# **Historical Analysis & Reports**

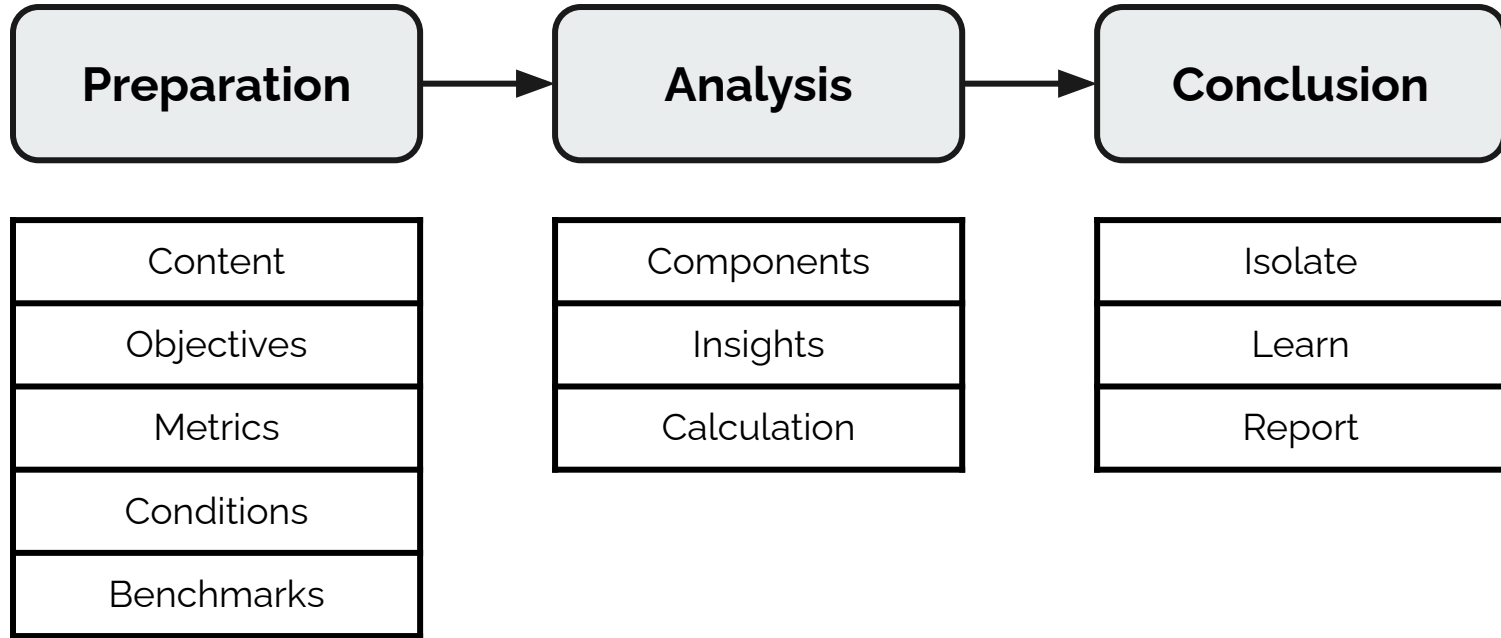
**Project : Fittlyf Analysis & Report**



# Historical Analysis :

- Historical analysis is where you **analyze historical data** and **identify opportunities that can help you improve** the way that you carry out your marketing activity in the future.
- **Looking back into the past** and just essentially **analyzing your historical data** to try and find ways to **improve your approach to marketing**.
- **Data —————> Analysis —————> Reports**

# Historical Analysis Process :



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<b>Preparation</b>	<b>Content</b>	Decide on what content you're going to analyze
	<b>Objectives</b>	Establish what the objective of the content was
	<b>Metrics</b>	Establish what metric, or metrics, you will focus on
	<b>Conditions</b>	Ensure you're comparing similar conditions
	<b>Benchmarks</b>	Compare success against historical benchmarks



# Project : Fittlyf Historical Analysis

You are assigned with the task to do **Historical Analysis** on the past months data sets of **Facebook Ad Campaign Data, Lead-To-Customer Data and Customer Survey Data**.

- Create report for **PPC Analysis**
- Create report for **Customer Analysis**
- Create report for **Survey Analysis**