

# Udacity

# Marketing Analytics

Nanodegree Program  
Project: Craft a Report

# Assessment of Objective Results

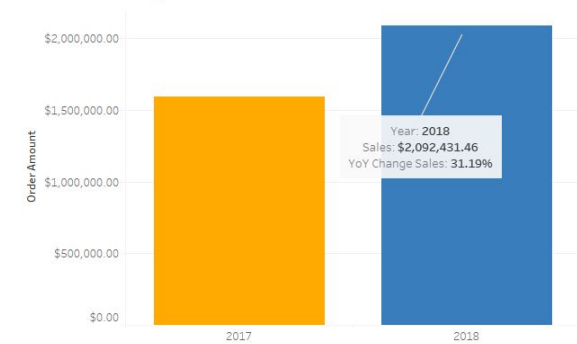
## Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017:

This objective is achieved, sales increased by 31.19% YoY, from 2017 to 2018.

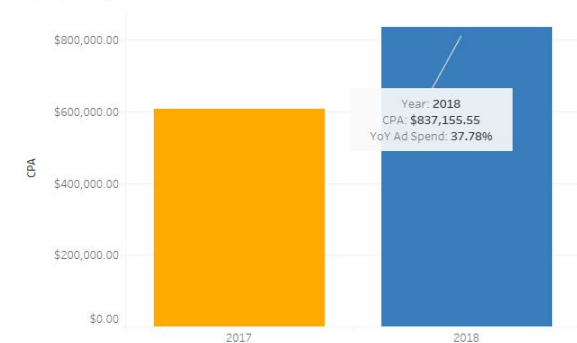
## Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018:

This objective is not achieved. YoY, Ad spend increased by 37.78%.

Sales - YoY Change



Ad - YoY Change



# Evaluate the Audience

Pie chart with sales amount by age-range

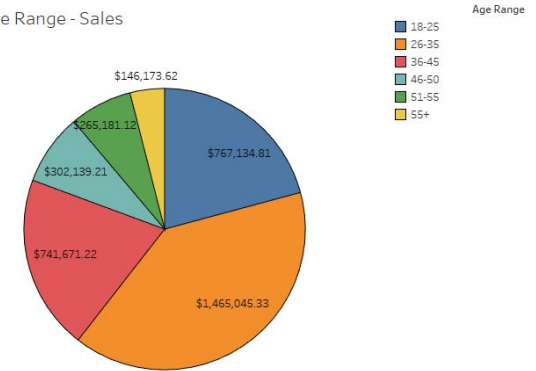
Which Age-Range generated the most sales?

The age range of 26-35 had most sales.

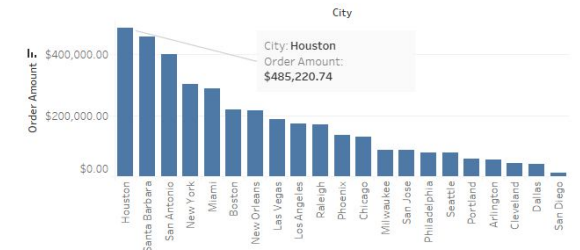
Which City generated the most sales?

Houston generated the most sales (\$485,220.74).

Age Range - Sales



City - Sales



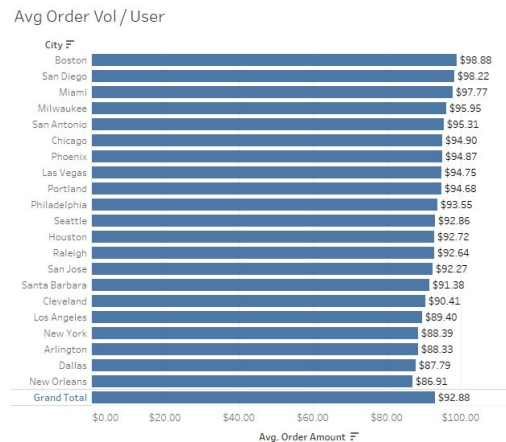
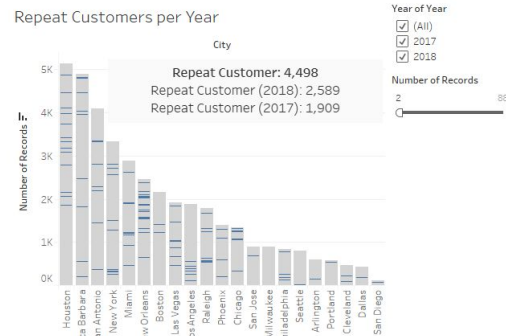
# Evaluate the Audience

## How many repeat customers did we have? Did that change between years?

We had a total of 4,498 repeat customers, 2,589 in 2017 and 1,909 in 2018. Houston had the most and San Diego the least amount of repeat customers.

## What was the average order volume for a user?

The avg. order volume for a user is \$92.88 (overall cities), with the highest avg. in Boston (\$98.88) and the lowest in New Orleans (\$86.91).



# Evaluate the Marketing

## Was the ROI on our Paid Channel positive or negative?

The ROI on the Paid Channel was positive in 2017 (+ \$48,821) and 2018 (+ \$56,034).

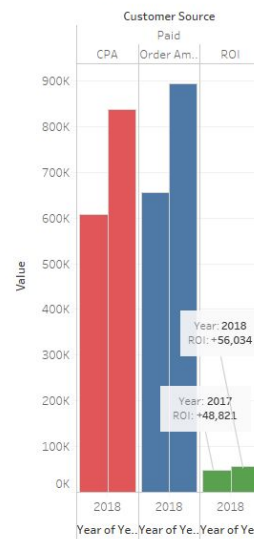
## Which age-range had the best CPA?

Best CPA at Age Range 36-45 (avg. CPA per User \$84.56).

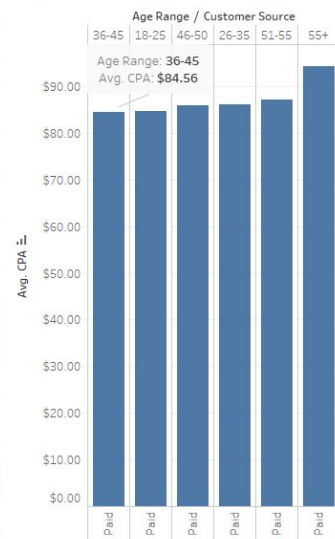
## How did our newsletter subscriptions change between the two years?

The Subscriptions went up from 984 to 1,236 (plus 252 new subscribers).

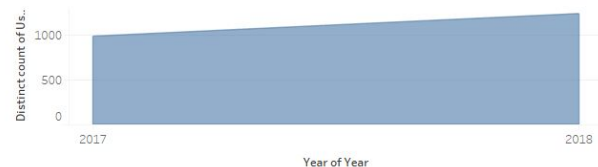
Part 3 - Req



Age Range / CPA



Change of Newsletter Subscriptions



# Evaluate the Sales

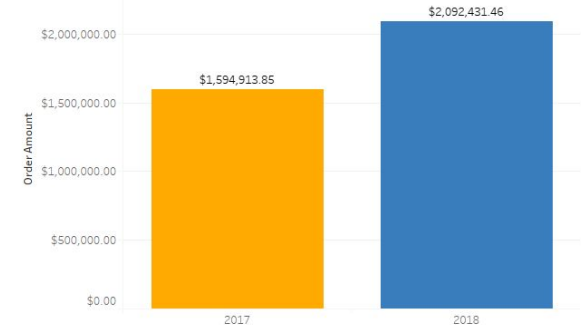
## How much revenue did we generate in 2017? In 2018?

In 2017 we generated revenues of \$1,594,913.85, in 2018: \$2,092,431.46

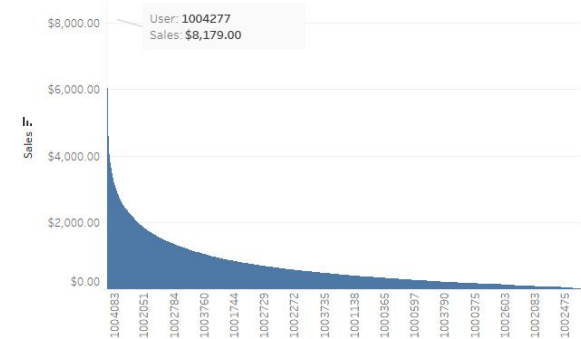
## Which customer spent the most money?

The best buying customers (highest amount of sales) is User ID: 1004277.

Revenues per Year



Best Customers



# Evaluate the Product Categories

## Which product category was most popular in 2017 & 2018?

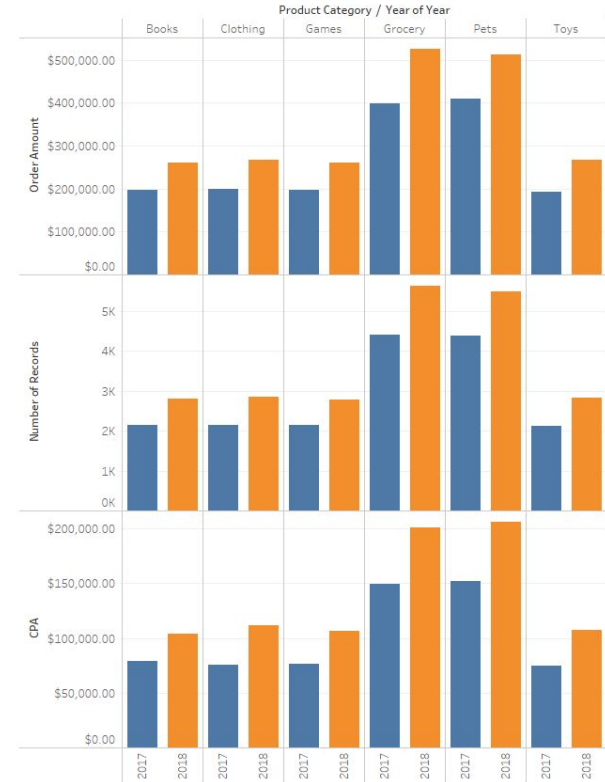
Most popular category (Number of Records) in 2017 & in 2018: "Grocery"

Most popular category (Sales) in 2017: "Pets" & in 2018: "Grocery"

## CPA by product category

The highest CPA in 2017 and 2018 was paid in the product category "Grocery", followed by "Pets".

Lowest CPA in 2017: "Toys" and in 2018: "Books"



# Everything Else

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

Public Tableau Link:

<https://public.tableau.com/profile/chku#!/vizhome/MANDFinalProject/Part5>