# **Section 2.**

Find below some of our old information from 2020. Nothing confidential, but an example of the data you could be working with. We want to see what you are able to do with it.

**Data:**

1. [Sales Data for the past 6 months.](https://docs.google.com/spreadsheets/d/17H79OtZA_w9UM4CYX8p7tBt7A-SKC-i27o8a20h0NxQ/edit?usp=sharing)
2. [Advertising Reports past 2 months.](https://docs.google.com/spreadsheets/d/17H79OtZA_w9UM4CYX8p7tBt7A-SKC-i27o8a20h0NxQ/edit?usp=sharing)

**Targets for the ES Market for 90 Days:**

1. 90 Days Revenue: 550 000,00€
2. 90 Day Gross Profit: ~15,6%
3. Total Marketing Budget for ES: 100 000,00€
4. ROAS (Overall): 4
5. TACoS: 15%
6. Organic Sales: 60%

## **Step 1. Data Analysis & Dashboards.**

You’ll need to build the dashboards (Google Sheet) based on the data provided above in order to answer the questions below..

We want to see how you manage data.

**Build a:**

1. Reporting Dashboard for the past 6 months. Example linked above.
2. Weekly Performance Dashboard.
   1. Please add:
      1. Rolling; 30 day, 60 day and 90 day averages per ASIN:
         1. Revenue, Gross Profit, Units.

**Questions:**

1. The Basics:
   1. Weekly/monthly performance. In essence what can you see from the data?
      1. In general, how the markets/products are doing well in terms of Revenue, profit, Units etc…
      2. How the ES Market is doing against Budget/Targets.
   2. ASINs Analysis
      1. How ASINs performed in terms of Profit?
      2. Which ASINs are the Hero ASINs per market?
      3. Which ASINs have the most Potential based on data?
   3. Build a dashboard that will help the management to track daily/weekly performance for the ASIN B08576VCZW (UK) during the month of April for the following parameters:

| Price |
| --- |
| Sales |
| Revenues |
| Expenses |
| VAT |
| AMZ Com. |
| COGS |
| Profit |
| Sessions |
| CVR |
| Advertising spent  ACOS |

1. Advertising.
   1. Please illustrate the ACoS development for the past 3 months for the ES Market.
   2. What is the percentage of Organic Sales to Paid on a month to month basis for the past 3 months? Please illustrate this in a Graph for the ES Market.