

COMPETITIVE MARKETING ANALYSIS REPORT

Executive Overview



Total Sales

\$32K

7 % ROI (Return on Investment)

Online Sales

\$15K

12 % ROI (Return on Investment)

Social Media Sales

\$9,262

0 % ROI (Return on Investment)

Stores Sales

\$6,746

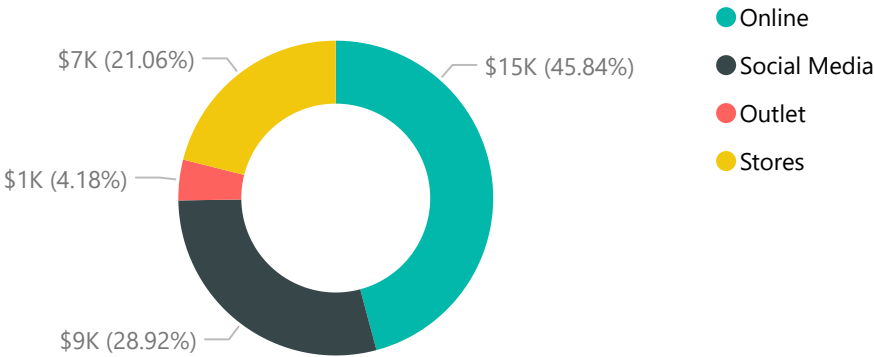
5 % ROI (Return on Investment)

Outlet Sales

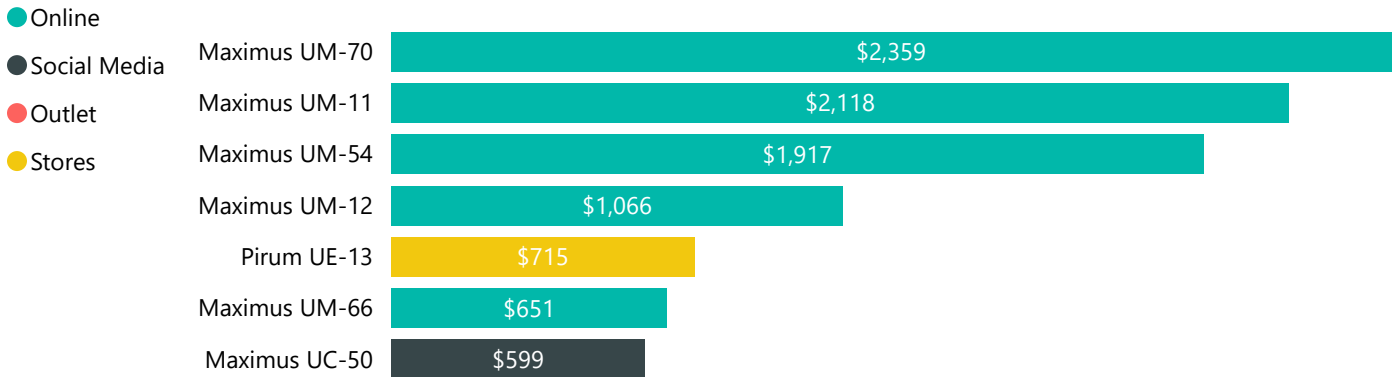
\$1,338

18 % ROI (Return on Investment)

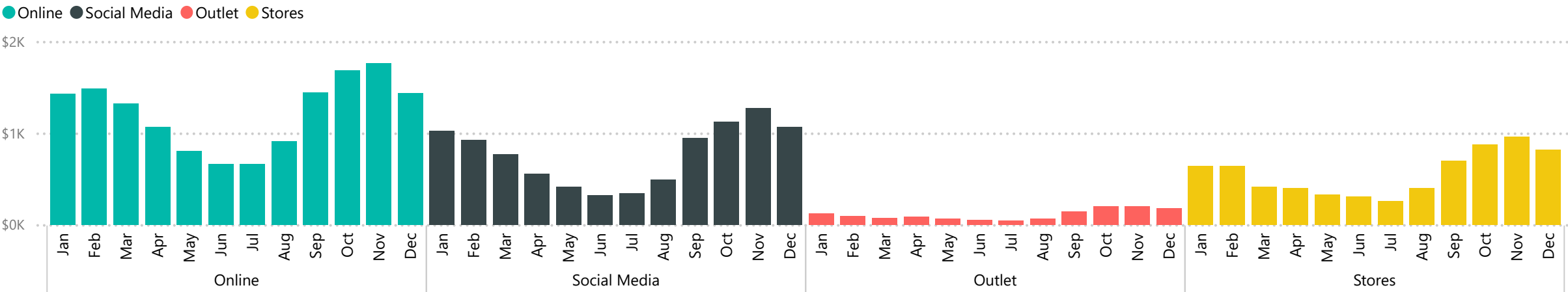
Total Sales by Channel



Total Sales by Product and Channel



Total Sales by Channel Over Time



COMPETITIVE MARKETING ANALYSIS REPORT Sales by Region (Top 10)



Total Sales

\$11K

7 % ROI (Return on Investment)

Online Sales

\$4,335

12 % ROI (Return on Investment)

Social Media Sales

\$3,103

-1 % ROI (Return on Investment)

Stores Sales

\$2,886

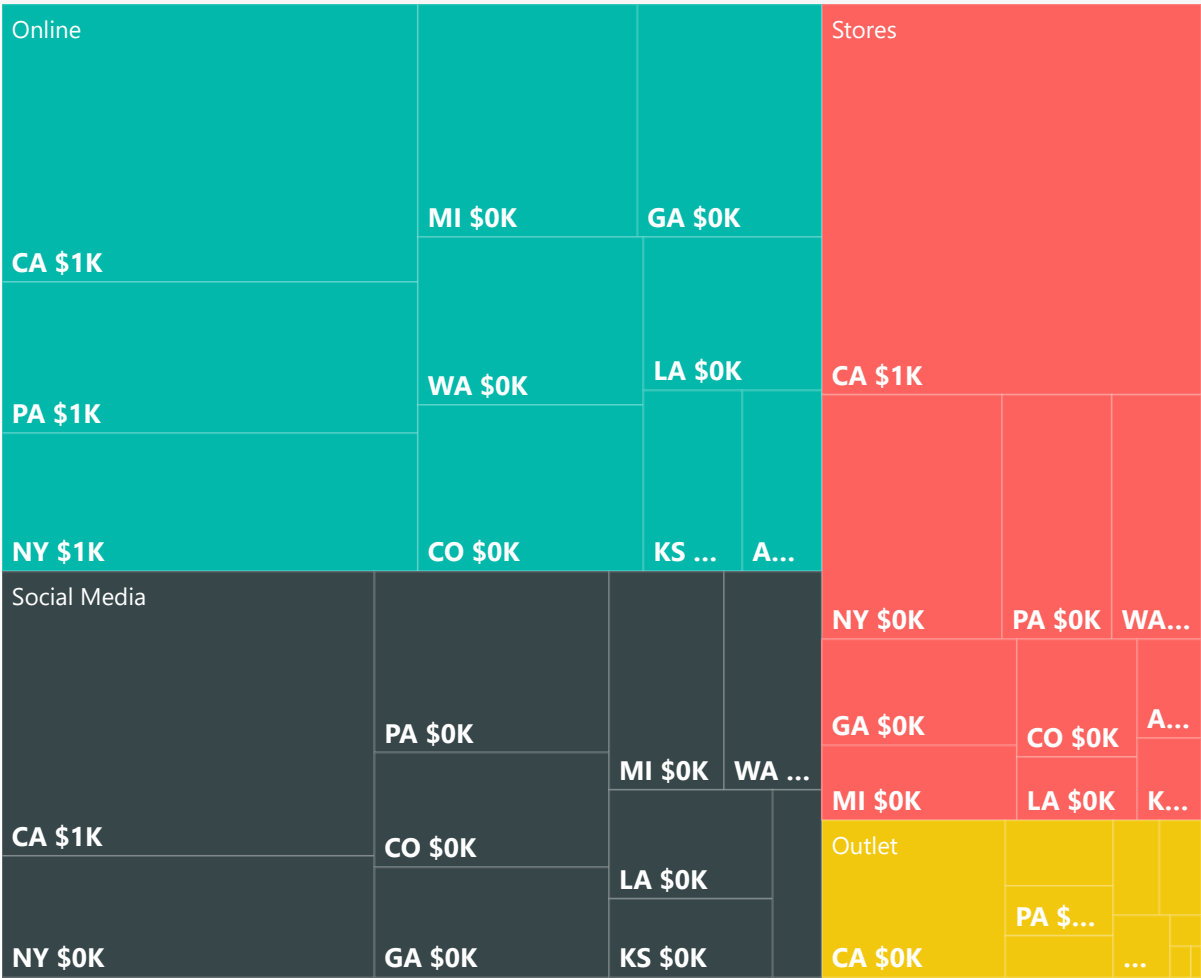
9 % ROI (Return on Investment)

Outlet Sales

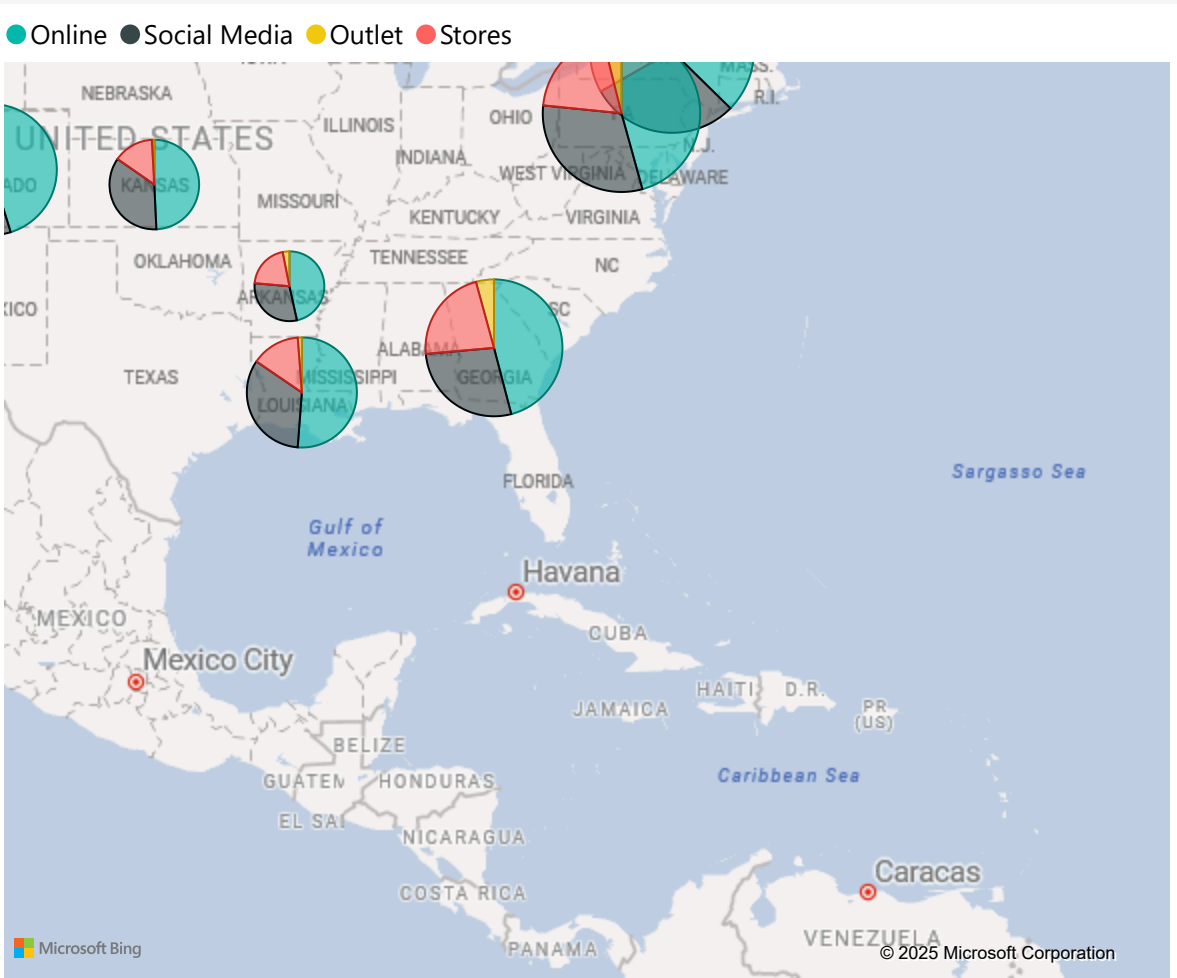
\$556

13 % ROI (Return on Investment)

Total Sales by Channel and State



Total Sales and ROI by State and Channel





Return on Investment (ROI)

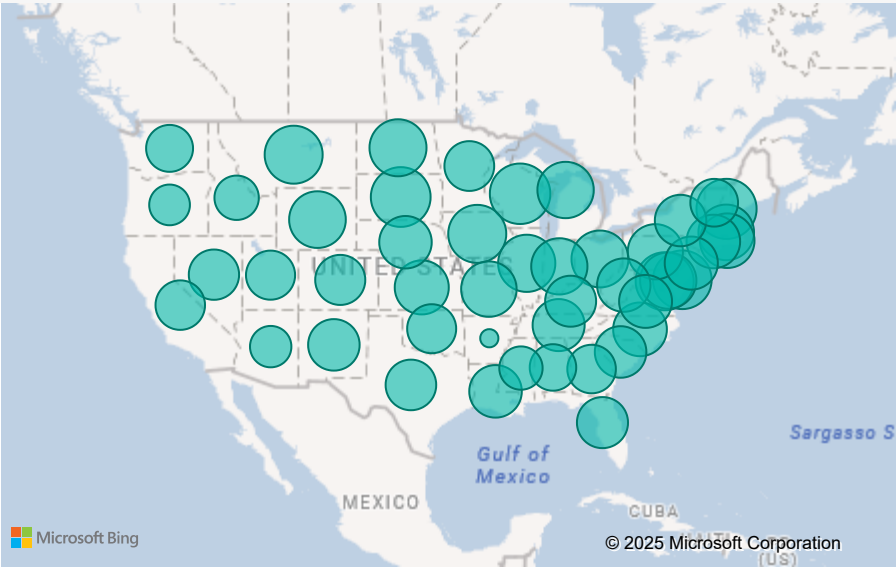


12%  
ROI

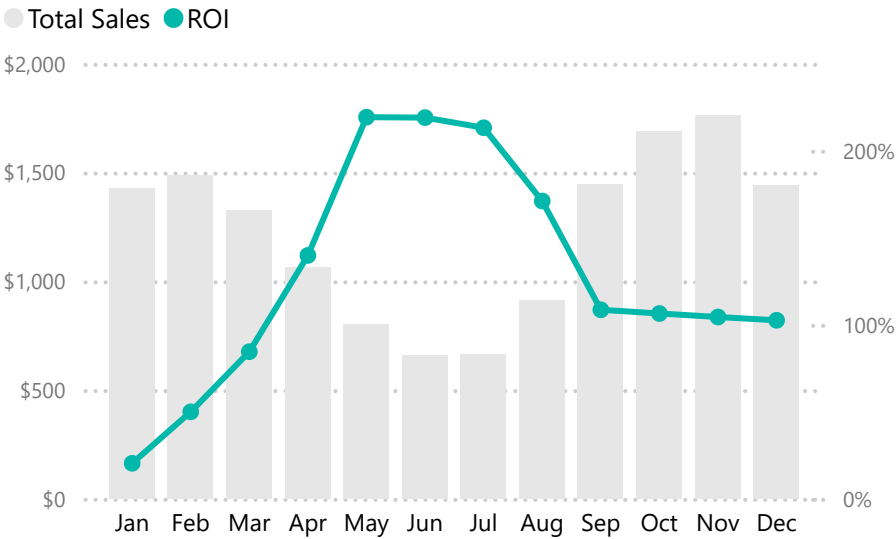
Online Sales

- Social Media
- Store Sales
- Outlet Sales

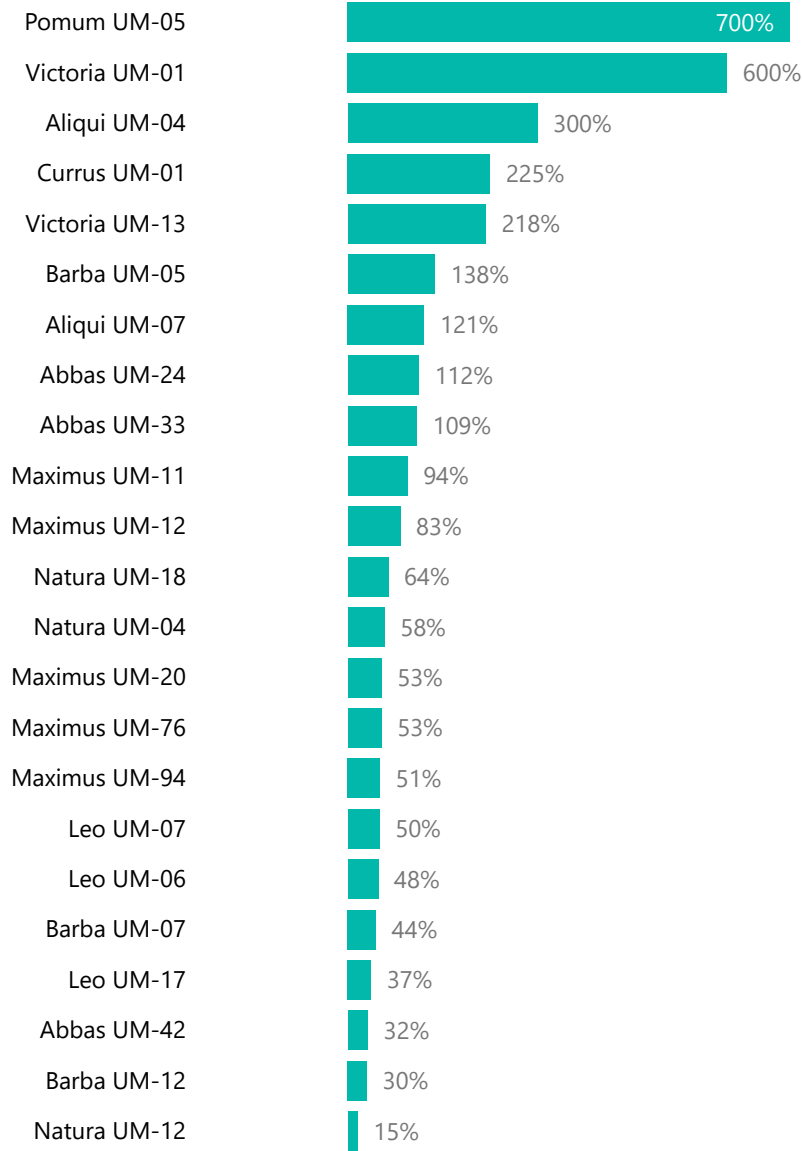
ROI by State



Sales and ROI Over Time



ROI by Product



COMPETITIVE MARKETING ANALYSIS REPORT

Detailed Info



Channel	Manufacturer	Product	Sales	Units Sold	ROI
<div>Online</div>	<div>VanArsdel</div>	Maximus UM-96	\$8,443	8,443	-0%
		Maximus UM-54	\$8,093	8,093	-24%
		Maximus UM-11	\$6,847	6,847	-31%
		Maximus UM-38	\$3,965	3,965	-0%
		Maximus UM-12	\$3,522	3,522	-30%
		Maximus UM-70	\$2,359	2,359	-100%
		Maximus UM-56	\$2,131	2,131	-28%
		Maximus UM-75	\$2,112	2,112	-16%
		Maximus UM-66	\$2,009	2,009	-32%
		Maximus UM-31	\$1,686	1,686	-0%
		Maximus UM-07	\$1,497	1,497	-4%
		Maximus UM-76	\$1,311	1,311	-43%
		Maximus UM-33	\$1,003	1,003	-18%
		Maximus UM-94	\$975	975	-11%
		Maximus UM-20	\$954	954	-10%
		Maximus UM-36	\$679	679	-18%
		Maximus UM-13	\$609	609	-3%
		Maximus UM-03	\$536	536	-8%
		Maximus UM-10	\$517	517	-9%
		Maximus UM-08	\$441	441	-4%
		Maximus UM-02	\$422	422	-39%
		Maximus UM-83	\$190	190	-1%
		Maximus UM-16	\$168	168	-13%
		Maximus UM-57	\$124	124	-11%
		Maximus UM-26	\$123	123	-2%

## Total Sales by City

