## Total Subscribers Analysis

| Reconciliation (Excel vs. SQL) | | | |
|---|---|---|---|
| | Conversion Rate  [1 | | 0.02 |
| | Product cost [2] | | 5 |
| | Campaign cost [3] | | $50,000 |

| Channel Name | AVG Views Per Video (Excel) | AVG Views Per Video (SQL) | Potential Product Sales Per Video (Excel) | Potential Product Sales Per Video (SQL) | Potential Revenue Per Video ($) (Excel) | Potential Revenue Per Video ($) (SQL) | Net Profit ($) (Excel) | Net Profit ($) (SQL) |
|---|---|---|---|---|---|---|---|---|
| NoCopyrightSounds | 6,920,000 | 6,920,000 | 138,400 | 138,400 | 692,000 | 692,000 | 642,000 | 642,000 |
| DanTDM | 5,340,000 | 5,340,000 | 106,800 | 106,800 | 534,000 | 534,000 | 484,000 | 484,000 |
| Dan Rhodes | 11,150,000 | 11,150,000 | 223,000 | 223,000 | 1,115,000 | 1,115,000 | **1,065,000** | **1,065,000** |

### Difference (Excel vs. SQL) [4]

| AVG Views Per Video | Potential Product Sales Per Video | Potential Revenue Per Video (USD$) | Net Profit (USD$) |
|---|---|---|---|
| 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 |
| 0 | 0 | 0 | 0 |

**Recommendations**

After our analysis, we recommend doing buisness with Dan Rhodes because he has a better viewer engagement than the other channels. In fact, Dan Rhodes channel has a better ROI than is competition based on the average view per video, potential of sales per video and potential revenue per video.

[1] Defines the average viewers that purchase the product that's been advertise.

[2] Cost of the product that's been advertised

[3] The cost of the advertisement campaign.

[4] This column determines if Excel calculations matches the SQL calculation. The idea is to have a match because it confirms that the calculation data is correct.