

JumpPenguin – Raw Data List

Order

CustomerID	CustomerName
1	Brad Pitt
2	Angelina Jolie
3	Leonardo DiCaprio
4	Jennifer Lawrence
5	Meryl Streep
6	Tom Hanks
7	Scarlett Johansson
8	Robert Downey Jr.
9	Chris Evans
10	Emma Stone
11	Ryan Reynolds
12	Blake Lively
13	Dwayne Johnson
14	Gal Gadot
15	Will Smith
16	Margot Robbie
17	Chris Hemsworth
18	Natalie Portman
19	Zendaya
20	Tom Holland
21	Hugh Jackman
22	Anne Hathaway
23	Viola Davis
24	Denzel Washington
25	Reese Witherspoon
26	Nicole Kidman
27	Sandra Bullock
28	George Clooney
29	Julia Roberts
30	Jennifer Aniston
31	Matt Damon

SalesVolume

MarketId	ProductId	Ceiling_Price	Sales_Price	Target_Price
NorthAmerica	Toyota Corolla	37500	29900	31200
NorthAmerica	Honda Civic	36000	28600	29900
NorthAmerica	Hyundai Elantra	34500	27950	28600
NorthAmerica	Kia Forte	33000	27300	27950
NorthAmerica	Nissan Sentra	30000	24700	25350
NorthAmerica	Ford Focus	31500	26000	26650
NorthAmerica	Chevrolet Cruze	30750	25350	26000
NorthAmerica	Volkswagen Jetta	36000	28600	29900
NorthAmerica	Subaru Impreza	34500	27300	28600
NorthAmerica	Mazda 3	33000	26000	27300
NorthAmerica	Honda CR-V	52500	42900	44200
NorthAmerica	Toyota RAV4	54000	44200	45500
NorthAmerica	Hyundai Tucson	51000	41600	42900
NorthAmerica	Ford Escape	49500	40300	41600
NorthAmerica	Nissan Rogue	46500	37700	39000
NorthAmerica	Mazda CX-5	48000	39000	40300
NorthAmerica	Chevrolet Equinox	45000	36400	37700
NorthAmerica	Subaru Forester	51000	41600	42900
NorthAmerica	Kia Sportage	48000	39000	40300
NorthAmerica	Volkswagen Tiguan	52500	42900	44200
NorthAmerica	BMW 3 Series	63000	52000	53300
NorthAmerica	Mercedes-Benz C-Class	66000	54600	55900
NorthAmerica	Audi A4	61500	50700	52000
NorthAmerica	Lexus ES	64500	53300	54600
NorthAmerica	Volvo S60	67500	55900	57200
NorthAmerica	Genesis G70	70500	58500	59800
NorthAmerica	Cadillac CT5	69000	57200	58500
NorthAmerica	Jaguar XE	67500	55900	57200
NorthAmerica	Acura TLX	66000	54600	55900
NorthAmerica	Alfa Romeo Giulia	72000	59800	61100
NorthAmerica	Porsche 911	150000	123500	127400
NorthAmerica	Chevrolet Corvette	120000	97500	101400

*Kwargs

Ads cost depending on NofOrder

MarketId	ChannelId	n<100	n<1000	n<10000
NorthAmerica	Cold_Emails	50000	40000	30000
NorthAmerica	TV_Commercials	30000	20000	10000
NorthAmerica	SocialMedia	40000	30000	20000
NorthAmerica	Websites	50000	40000	30000
SouthAsia	Cold_Emails	30000	20000	10000
SouthAsia	TV_Commercials	40000	30000	20000
SouthAsia	SocialMedia	50000	40000	30000
SouthAsia	Websites	30000	20000	10000
SouthAmerica	Cold_Emails	40000	30000	20000
SouthAmerica	TV_Commercials	50000	40000	30000
SouthAmerica	SocialMedia	30000	20000	10000
SouthAmerica	Websites	40000	30000	20000

MarketId	Solution_Offer	Details	Price
NorthAmerica	Lease Options	\$399/month with maintenance	300
NorthAmerica	Adventure Bundles	Off-road accessories	400
SouthAsia	Affordable Financing Plans	\$250/month for five years	500
SouthAsia	Trade-In Programs	Trade-in credit	200
SouthAmerica	Ride-Share Specific Offers	Monthly lease for ride-share drivers	150

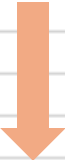
1st Trigger : low sales product

2nd Trigger : SolutionOffer for each Martket

Channel Profitability Report

Channel	Sold Qty	Revenue	Ad Cost	Profit	Profit %
1. Cold_Emails	98396	2147483647	295188.00	2147188459.00	727396.93
2. TV_Commericals	187066	2147483647	561198.00	2146922449.00	382560.60
3. SocialMedia	272670	2147483647	818010.00	2146665637.00	262425.35
4. Websites	366904	2147483647	1100712.00	2146382935.00	194999.50

Channels	Sum of Profit %	Sum of Ad Efficiency	Sum of Sold Qty	Sum of Revenue	Sum of Ad Cost	Sum of Profit
Cold_Emails	727397	7274	98396	2147483647	295188	2147188459
SocialMedia	262425	2624	272670	2147483647	818010	2146665637
TV_Commericals	382561	3826	187066	2147483647	561198	2146922449
Websites	195000	1950	366904	2147483647	1100712	2146382935
Grand Total	1567382	15674	925036	8589934588	2775108	8587159480



- Profitability Rank**
- 1. Cold Emails
 - 2. Social Media
 - 3. TV_Commercials
 - 4. Websites

JumpPenguin – Advertising Efficiency Report

Advertising Efficiency Report						
RANK	Solution Offer	Market	Channel	Ad Cost	Sales Revenue	Ad Efficiency (%)
0	Affordable Financing Plans	SouthAsia	Cold_Emails	807	39177000	4854646.84
1	Affordable Financing Plans	SouthAsia	SocialMedia	807	39177000	4854646.84
2	Affordable Financing Plans	SouthAsia	Websites	807	39177000	4854646.84
3	Affordable Financing Plans	SouthAsia	TV_Commercials	807	39177000	4854646.84
4	Trade-In Programs	SouthAsia	Cold_Emails	807	39177000	4854646.84
5	Trade-In Programs	SouthAsia	SocialMedia	807	39177000	4854646.84
6	Trade-In Programs	SouthAsia	Websites	807	39177000	4854646.84
7	Trade-In Programs	SouthAsia	TV_Commercials	807	39177000	4854646.84
8	Adventure Bundles	NorthAmerica	Cold_Emails	768	24538800	3195156.25
9	Adventure Bundles	NorthAmerica	SocialMedia	768	24538800	3195156.25
10	Adventure Bundles	NorthAmerica	Websites	768	24538800	3195156.25
11	Adventure Bundles	NorthAmerica	TV_Commercials	768	24538800	3195156.25
12	Lease Options	NorthAmerica	Cold_Emails	768	24538800	3195156.25
13	Lease Options	NorthAmerica	SocialMedia	768	24538800	3195156.25
14	Lease Options	NorthAmerica	Websites	768	24538800	3195156.25
15	Lease Options	NorthAmerica	TV_Commercials	768	24538800	3195156.25
16	Ride-Share Specific Offers	SouthAmerica	Cold_Emails	876	35450800	4046894.98
17	Ride-Share Specific Offers	SouthAmerica	SocialMedia	876	35450800	4046894.98
18	Ride-Share Specific Offers	SouthAmerica	Websites	876	35450800	4046894.98
19	Ride-Share Specific Offers	SouthAmerica	TV_Commercials	876	35450800	4046894.98

- Summary - 1
- Ads Efficiency Rank
- Categorized by Solution Offers
1. Trad-In Programs

2. Affordable Financing Plans

- Categorized by Markets
1. SouthAsia

2. NorthAmerica

3. SouthAmerica



Solution_Offers	Sum of Ad Efficiency (%)
Trade-In Programs	19,418,587
Affordable Financing Plans	19,418,587
Ride-Share Specific Offers	16,187,580
Adventure Bundles	12,780,625
Lease Options	12,780,625
Grand Total	80586004.64

Markets	Sum of Ad Efficiency (%)
SouthAsia	38837174.72
NorthAmerica	25561250
SouthAmerica	16187579.92
Grand Total	80586004.64

JumpPenguin – Advertising Efficiency Report

Advertising Efficiency Report						
RANK	Solution Offer	Market	Channel	Ad Cost	Sales Revenue	Ad Efficiency (%)
0	Affordable Financing Plans	SouthAsia	Cold_Emails	807	39177000	4854646.84
1	Affordable Financing Plans	SouthAsia	SocialMedia	807	39177000	4854646.84
2	Affordable Financing Plans	SouthAsia	Websites	807	39177000	4854646.84
3	Affordable Financing Plans	SouthAsia	TV_Commercials	807	39177000	4854646.84
4	Trade-In Programs	SouthAsia	Cold_Emails	807	39177000	4854646.84
5	Trade-In Programs	SouthAsia	SocialMedia	807	39177000	4854646.84
6	Trade-In Programs	SouthAsia	Websites	807	39177000	4854646.84
7	Trade-In Programs	SouthAsia	TV_Commercials	807	39177000	4854646.84
8	Adventure Bundles	NorthAmerica	Cold_Emails	768	24538800	3195156.25
9	Adventure Bundles	NorthAmerica	SocialMedia	768	24538800	3195156.25
10	Adventure Bundles	NorthAmerica	Websites	768	24538800	3195156.25
11	Adventure Bundles	NorthAmerica	TV_Commercials	768	24538800	3195156.25
12	Lease Options	NorthAmerica	Cold_Emails	768	24538800	3195156.25
13	Lease Options	NorthAmerica	SocialMedia	768	24538800	3195156.25
14	Lease Options	NorthAmerica	Websites	768	24538800	3195156.25
15	Lease Options	NorthAmerica	TV_Commercials	768	24538800	3195156.25
16	Ride-Share Specific Offers	SouthAmerica	Cold_Emails	876	35450800	4046894.98
17	Ride-Share Specific Offers	SouthAmerica	SocialMedia	876	35450800	4046894.98
18	Ride-Share Specific Offers	SouthAmerica	Websites	876	35450800	4046894.98
19	Ride-Share Specific Offers	SouthAmerica	TV_Commercials	876	35450800	4046894.98

- Summary - 1
- Ads Efficiency Rank
- Categorized by Solution Offers
1. Trad-In Programs

2. Affordable Financing Plans

- Categorized by Markets
1. SouthAsia

2. NorthAmerica

3. SouthAmerica



Solution_Offers	Sum of Ad Efficiency (%)
Trade-In Programs	19,418,587
Affordable Financing Plans	19,418,587
Ride-Share Specific Offers	16,187,580
Adventure Bundles	12,780,625
Lease Options	12,780,625
Grand Total	80586004.64

Markets	Sum of Ad Efficiency (%)
SouthAsia	38837174.72
NorthAmerica	25561250
SouthAmerica	16187579.92
Grand Total	80586004.64

Sum of Sales Revenue		
Market	Solution Offer	Total
◉ NorthAmerica	Lease Options	32789300
NorthAmerica Total		32789300
◉ SouthAsia	Affordable Financing Plans	32789300
SouthAsia Total		32789300
◉ SouthAmerica	Ride-Share Specific Offers	32789300
SouthAmerica Total		32789300
◉ (blank)		
Grand Total		98367900

-

Sum of Ad Cost		
Market	Solution Offer	Total
◉ NorthAmerica	Lease Options	1743
NorthAmerica Total		1743
◉ SouthAmerica	Ride-Share Specific Offers	1743
SouthAmerica Total		1743
◉ SouthAsia	Affordable Financing Plans	1743
SouthAsia Total		1743
◉ (blank)	(blank)	
(blank) Total		
Grand Total		5229

+

Sum of Solution Offer Cost		
Market	Solution Offer	Total
◉ NorthAmerica	Lease Options	174300
NorthAmerica Total		174300
◉ SouthAmerica	Ride-Share Specific Offers	87150
SouthAmerica Total		87150
◉ SouthAsia	Affordable Financing Plans	290500
SouthAsia Total		290500
◉ (blank)	(blank)	
(blank) Total		
Grand Total		551950

=

Sum of Profit		
Market	Solution Offer	Total
◉ NorthAmerica	Lease Options	32612348
NorthAmerica Total		32612348
◉ SouthAmerica	Ride-Share Specific Offers	32699948
SouthAmerica Total		32699948
◉ SouthAsia	Affordable Financing Plans	32495548
SouthAsia Total		32495548
◉ (blank)	(blank)	
(blank) Total		
Grand Total		97807844

Summary - 1

MarketProfitabilityRank

Formula = (SalesRevenue-AdsCost-SolutionOfferCost= Profit)

1. NorthAmerica with Lease Options
2. SouthAmerica with Ride-Share Specific Offers
3. SouthAsia with Affordable Financing Plans