Objective Results
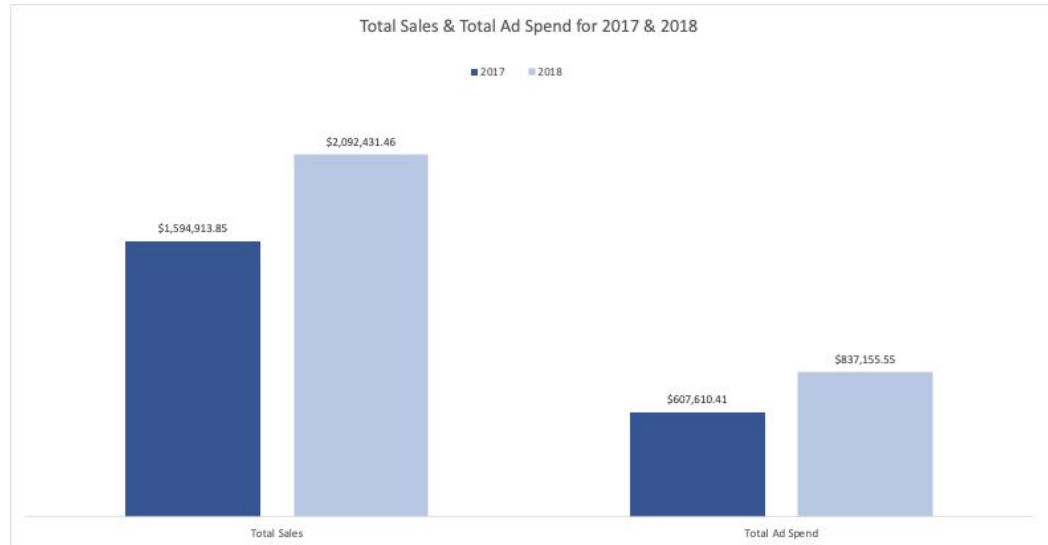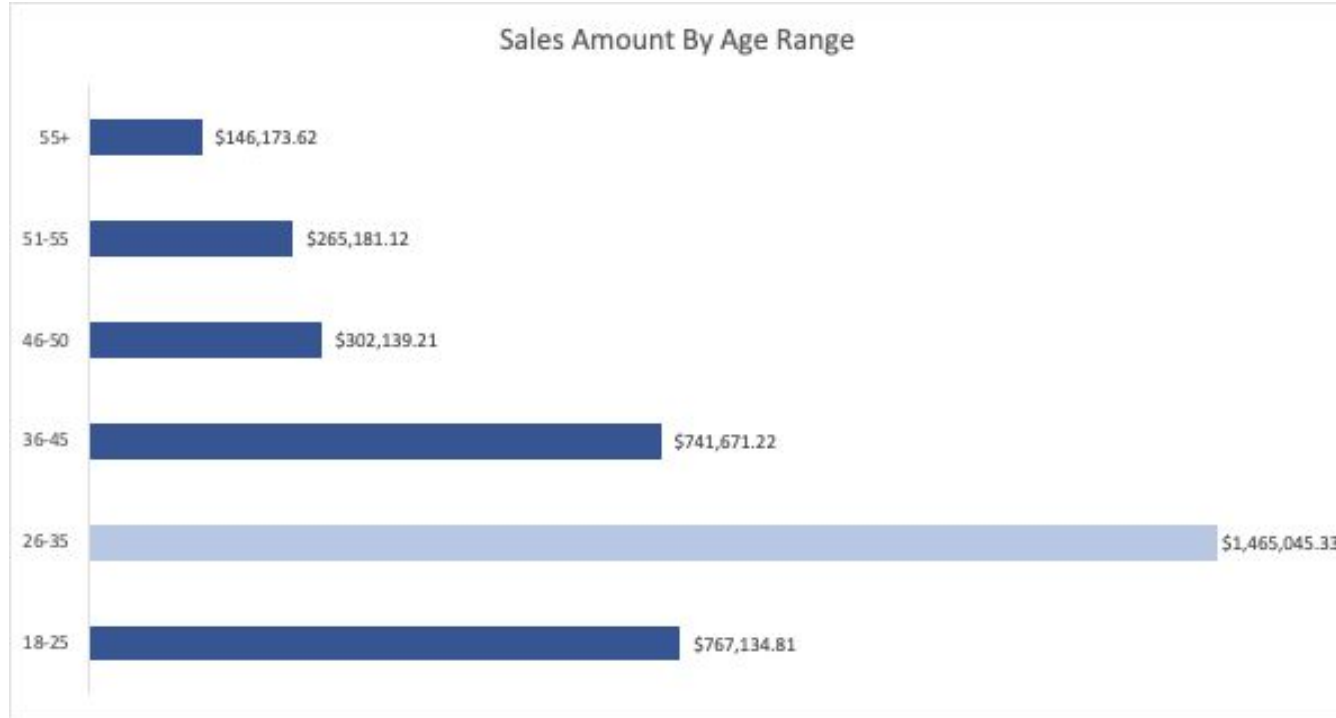
The objective to increase total sales 30% between Black Friday 2017 and 2018 was a success. Sales increased $497,517.61 YoY. This is a 31.19% increase.

Unfortunately, the goal of decreasing ad spend by 30% was not as successful. Ad spending increased 37.78%, or $229,545.14

Total Sales & Total Ad Spend for 2017 & 2018

2017   2018

$2,092,431.46
$1,594,913.85
$837,155.55
$607,610.41

Total Sales   Total Ad Spend

Evaluate the Audience: Sales By Age Range

Sales Amount By Age Range

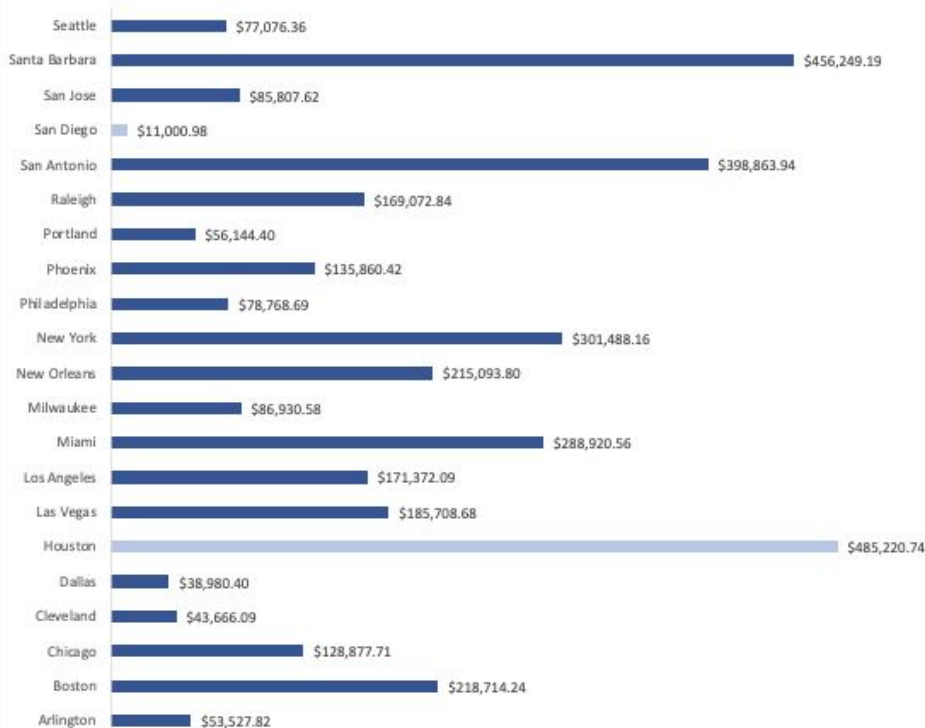| Age Range	Sales Amount
55+	$146,173.62
51-55	$265,181.12
46-50	$302,139.21
36-45	$741,671.22
26-35	$1,465,045.33
18-25	$767,134.81

Demonstrate sales amount by age-range

The age range of 26-35 had the most sales at $1,465,045.43. The age range with the least sales was in the 55+ group with $146,173.62.

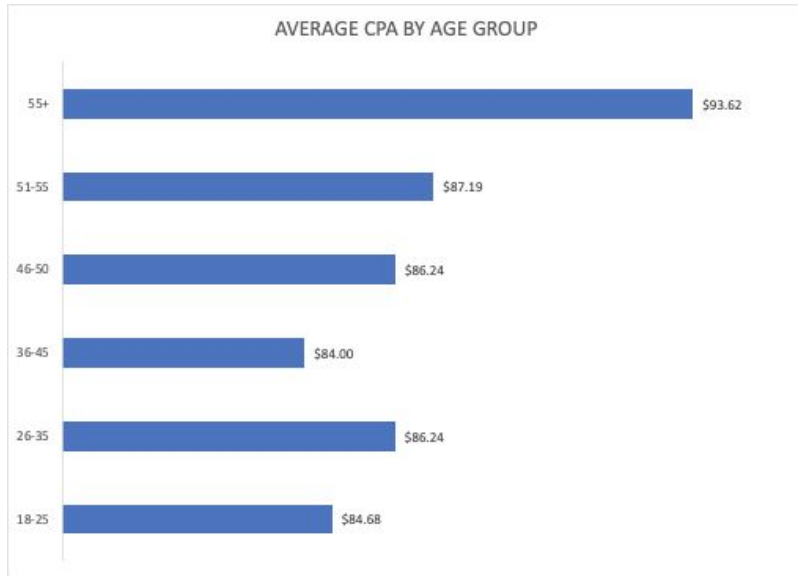# Evaluate the Audience: Cities With Most & Least Sales

Amount Sold By City

City	Amount
Seattle	$77,076.36
Santa Barbara	$456,249.19
San Jose	$85,807.62
San Diego	$11,000.98
San Antonio	$398,863.94
Raleigh	$169,072.84
Portland	$56,144.40
Phoenix	$135,860.42
Philadelphia	$78,768.69
New York	$301,488.16
New Orleans	$215,093.80
Milwaukee	$86,930.58
Miami	$288,920.56
Los Angeles	$171,372.09
Las Vegas	$185,708.68
Houston	$485,220.74
Dallas	$38,980.40
Cleveland	$43,666.09
Chicago	$128,877.71
Boston	$218,714.24
Arlington	$53,527.82

Which City generated the most sales?

Which City generated the least sales?

Houston had the most sales at $485.220.74 and San Diego had the least at $11,000.98.

Evaluate the Marketing

Total Sales	Total CPA	ROI	Formula	
$1,549,620.54	$1,444,765.96	7.257547515	((Sales-CPA)/CPA)*100	

AVERAGE CPA BY AGE GROUP

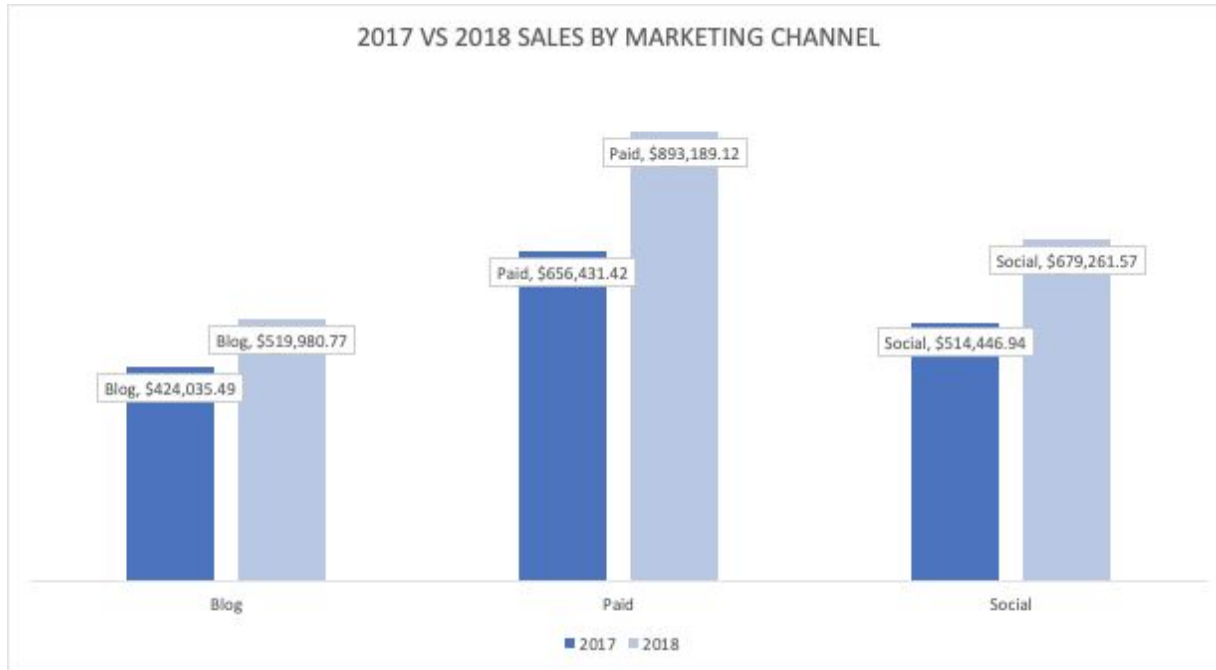| Age Group	CPA
55+	$93.62
51-55	$87.19
46-50	$86.24
36-45	$84.00
26-35	$86.24
18-25	$84.68

Was the ROI on our Paid Channel positive or negative? What was it? Which age-range had the best CPA?

The ROI was positive at roughly 7.26%.

The age range with the lowest CPA was 36-45 at $84.00.

Evaluate the Marketing: Sales By Channel

2017 VS 2018 SALES BY MARKETING CHANNEL

Paid, $893,189.12

Blog, $519,980.77

Paid, $656,431.42

Social, $679,261.57

Blog, $424,035.49

Social, $514,446.94

Blog   Paid   Social

■ 2017 ■ 2018

Which channel was the biggest driver in sales for 2017? For 2018?

In both 2017 and 2018, Paid was the biggest sales channel increasing from $656,431.42 to $893,189.12.

Evaluate the Sales: Revenue Per Year

Revenue Per Year

$1,594,913.85

$2,092,431.46

2017

2018

How much revenue was generated in 2017 and 2018?

In 2017, we generated $1,594,913.85 and in 2018 we generated $2,092,431.46.
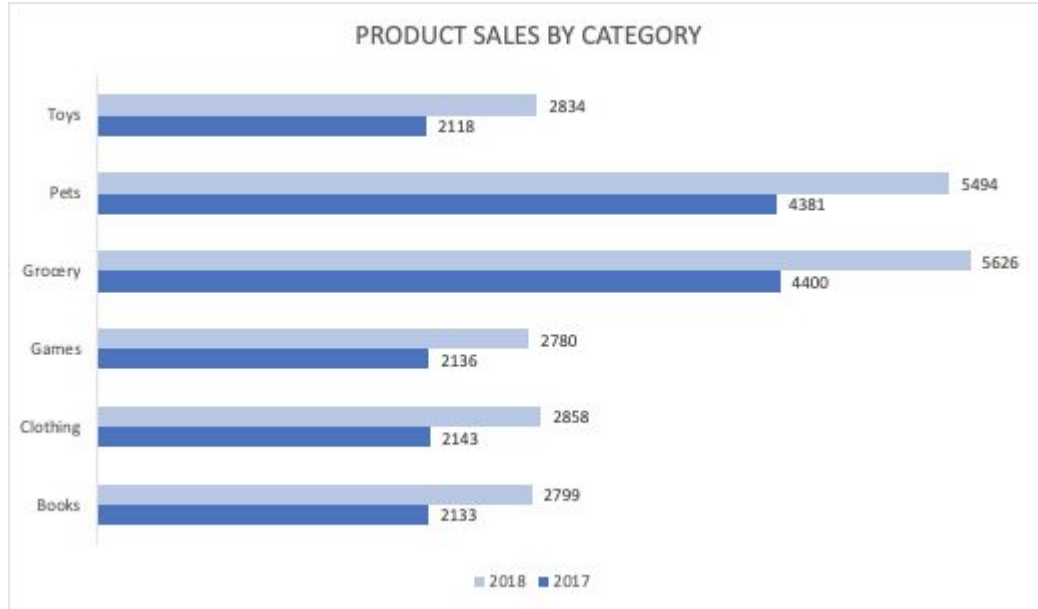
Evaluate the Sales: Average Order Amount Per Year

What was the average order amount in 2017 and 2018?

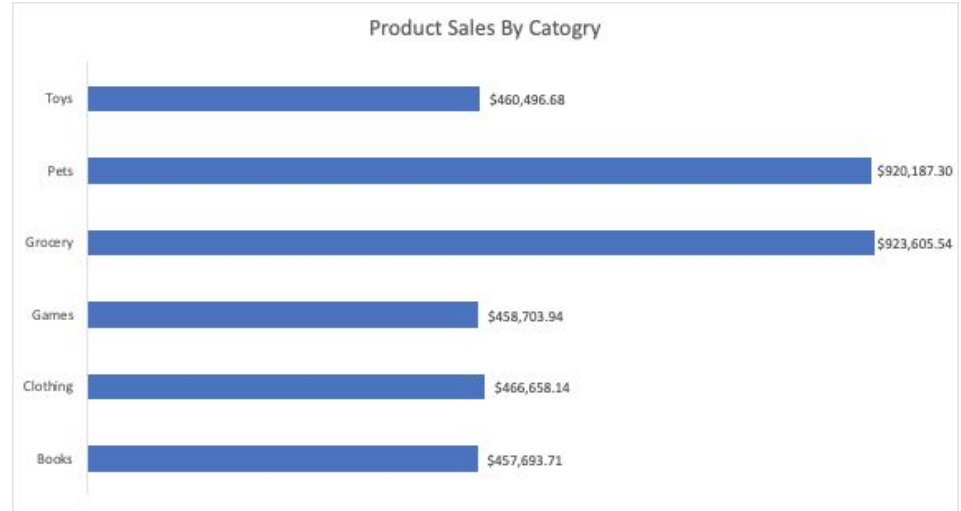The average order amount in 2017 was $92.13 and in 2018 it was $93.45.

Evaluate the Product Categories

PRODUCT SALES BY CATEGORY

Toys — 2834 / 2118
Pets — 5494 / 4381
Grocery — 5626 / 4400
Games — 2780 / 2136
Clothing — 2858 / 2143
Books — 2799 / 2133

■ 2018 ■ 2017

Which product category was most popular in 2017 & 2018?

Grocery was most popular in 2017 (4400 items sold) and 2018 (5626 items sold).

Evaluate the Product Categories: Sales By Category

Sales Proportion by Category

Product Sales By Catogry

Category	Sales
Toys	$460,496.68
Pets	$920,187.30
Grocery	$923,605.54
Games	$458,703.94
Clothing	$466,658.14
Books	$457,693.71

Demonstrate sales by product category:
The largest amount of sales for 2017 & 2018 combined came from grocery at $923,605.54.
In terms of proportion Grocery and Pets were roughly the same at 25%.

Everything Else

Link to dataset: https://docs.google.com/spreadsheets/d/17as-K-mNyxk5mVWW8RBuUb4Nt4rTkGEsklb7tQC1YQs/edit

Data can be further broken down by city to find which cities engaged with social vs paid, etc. You can also breakdown what age ranges in each city bought the most and more.