Marketing Metrics

Analytics Avengers
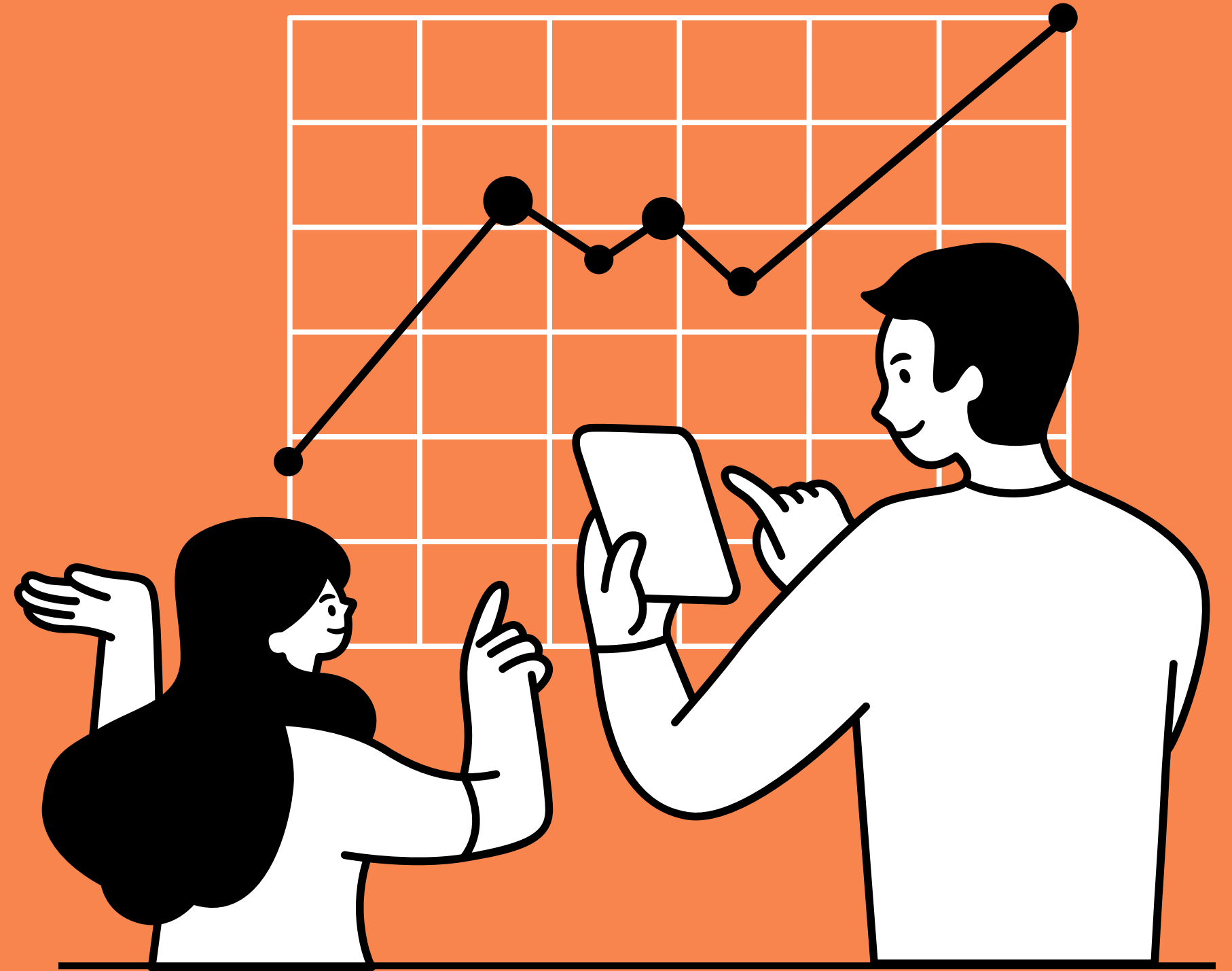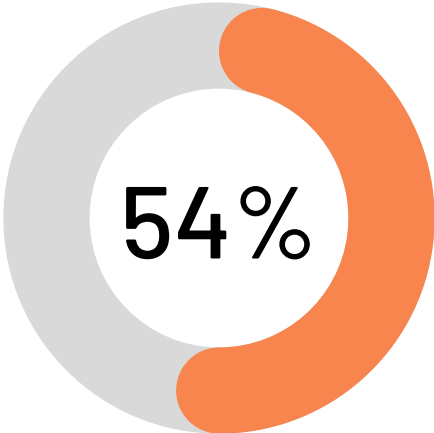
Ting-Yu Chen, Kexin Hu, Jnana Kundur Prakash, Xinxin Yang

Summary of Data

Revenue	20,788,291
Costs	9,596,123
Profits	11,192,168
# of Customers	100,000
# of Orders	137,047
# of Products	6,366
# of Categories	18
Date Range	2004/12/16 – 2012/09/17

54%

Margin

54% margin from all orders

$111.92

Avg profits

Profits per customer

Fields **29**

Mailed Offers **85,884**

Offer Usage **22%**
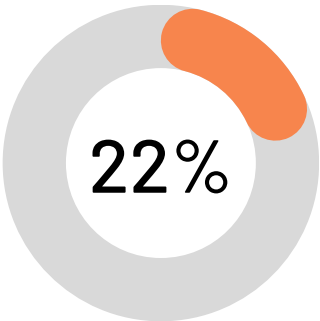
Granularity of Date **Day**

Choice of Category:
Category P

Top 3 in total sales and profits, top 4 in total volume

Category P performed well and takes a large share in total sales, volume, and profits
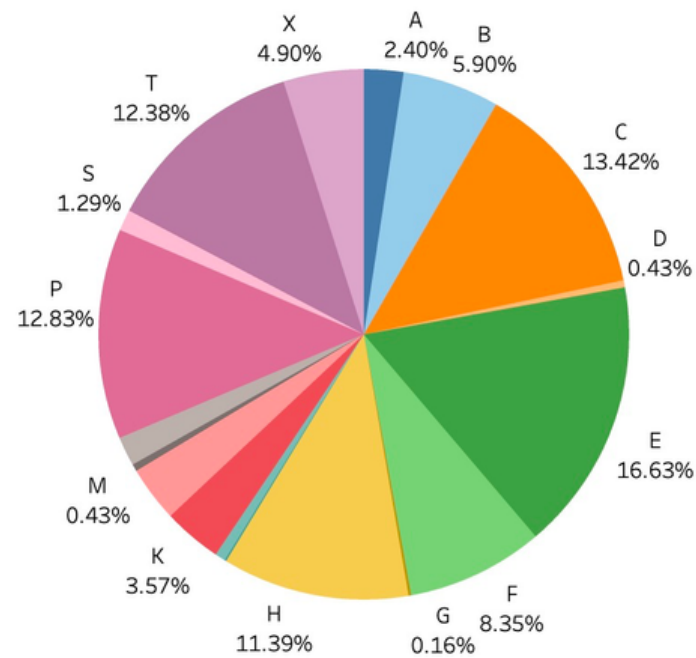
Upward trend over the years

If we look at the data from 2004 – 2012, we can see Category P tripled its share in sales, volume, and profits over the year. Especially in recent years, it has a faster growth
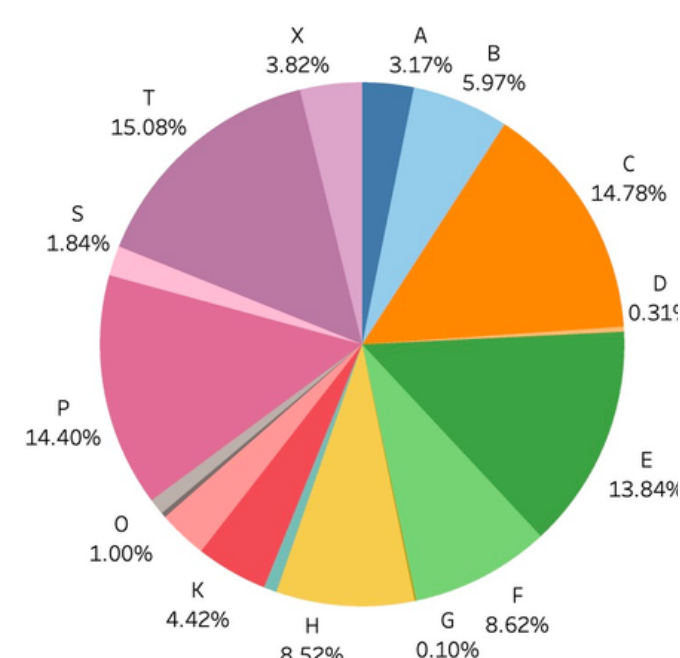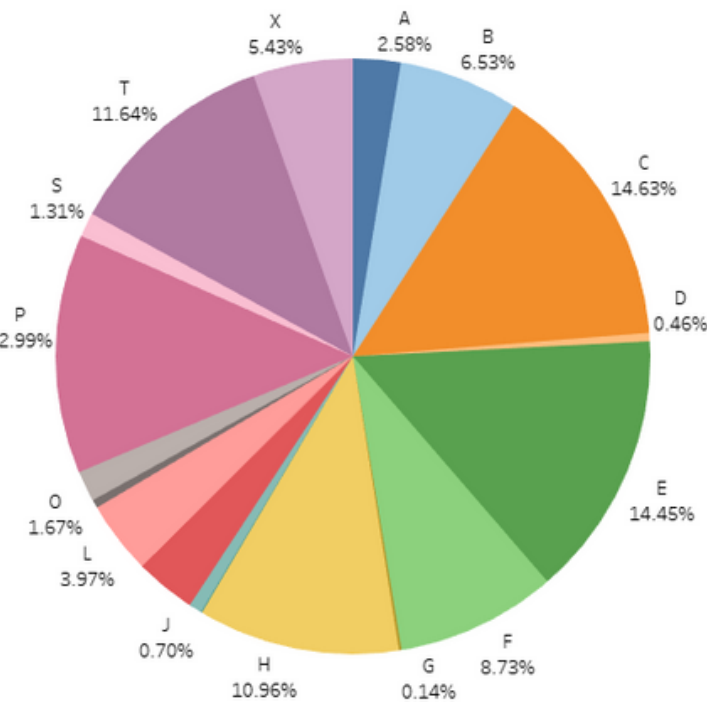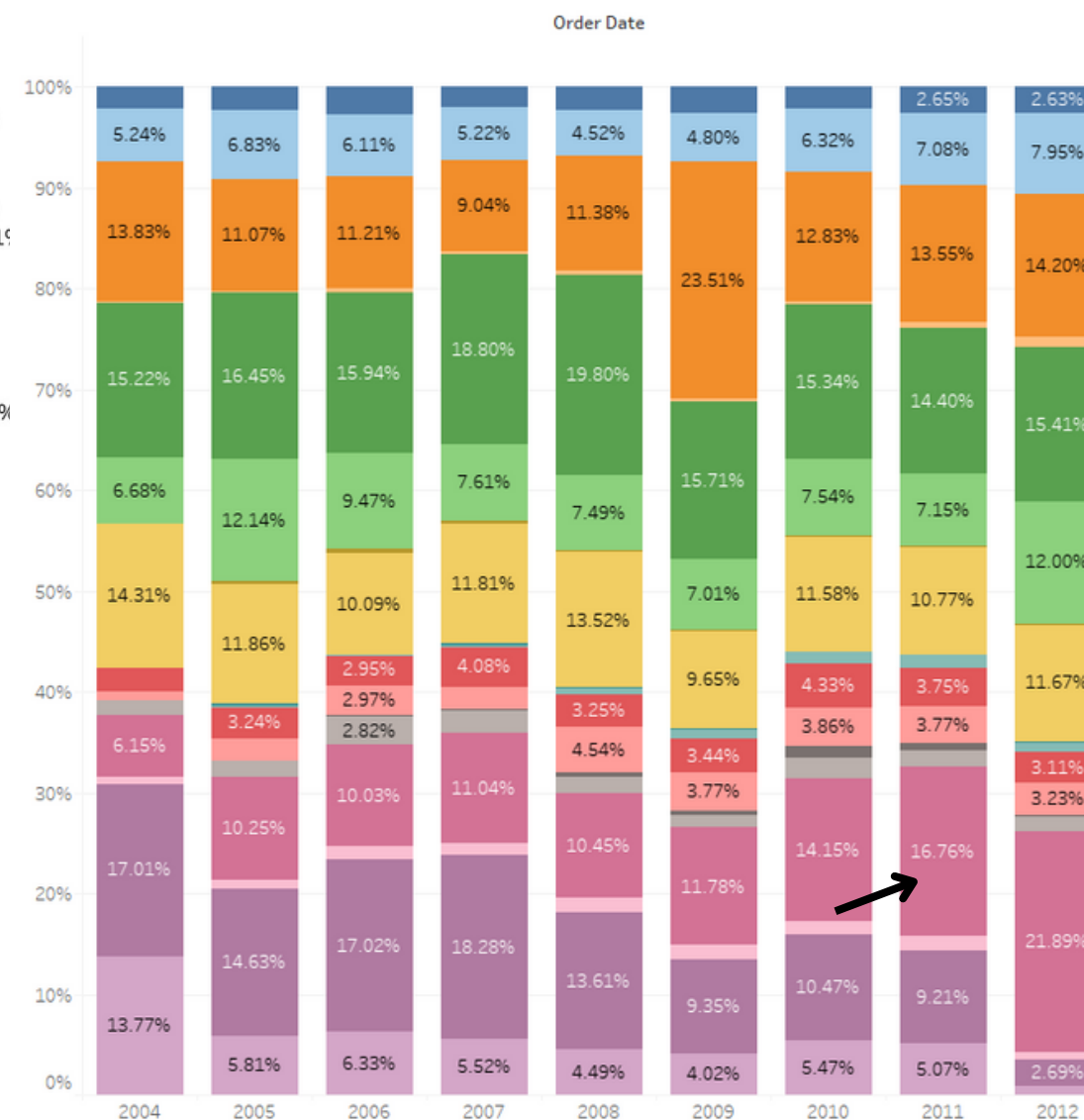
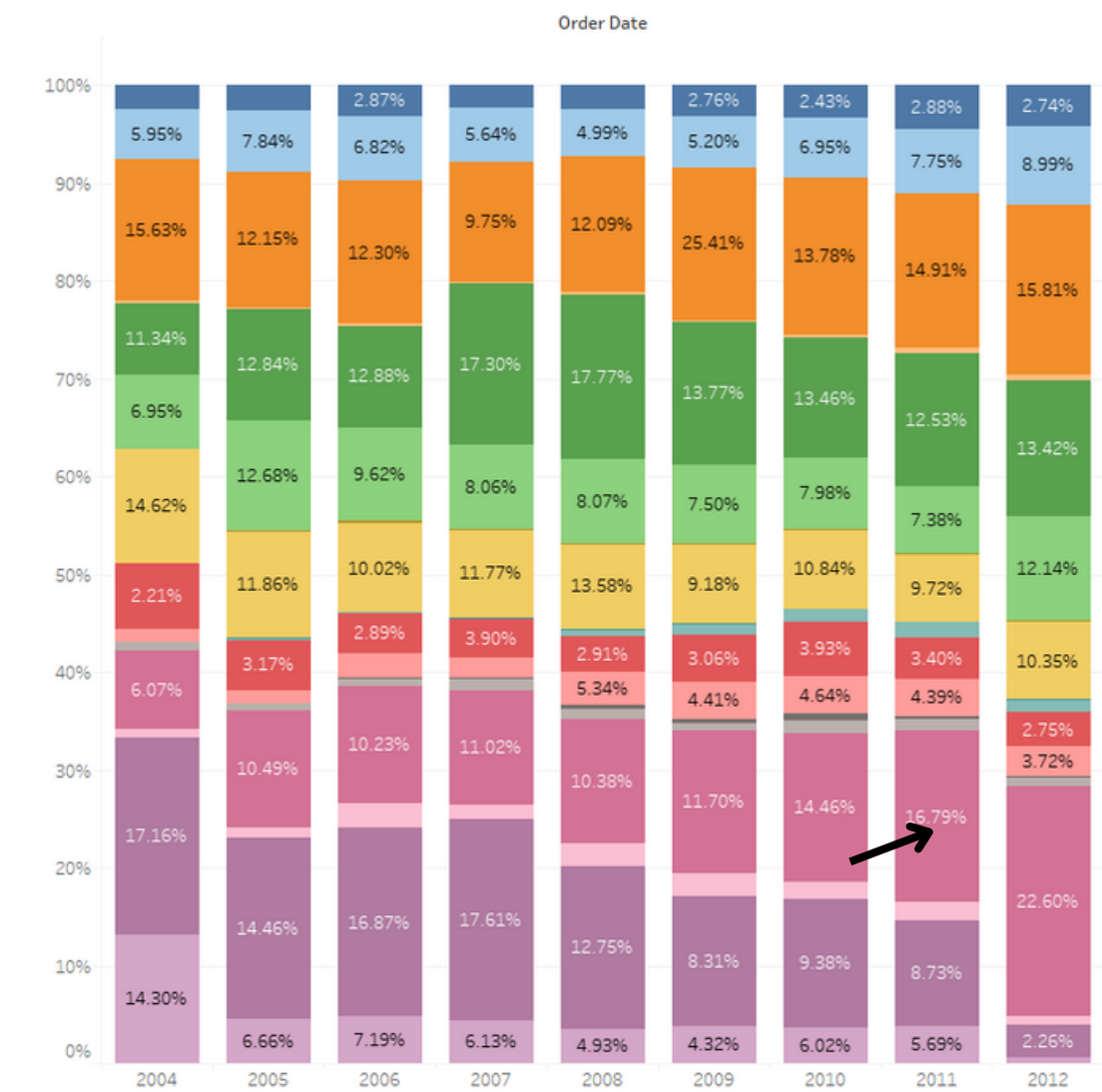# Basic Analysis

SALES% SHARE (total)

VOLUME% SHARE (total)

SALES% SHARE
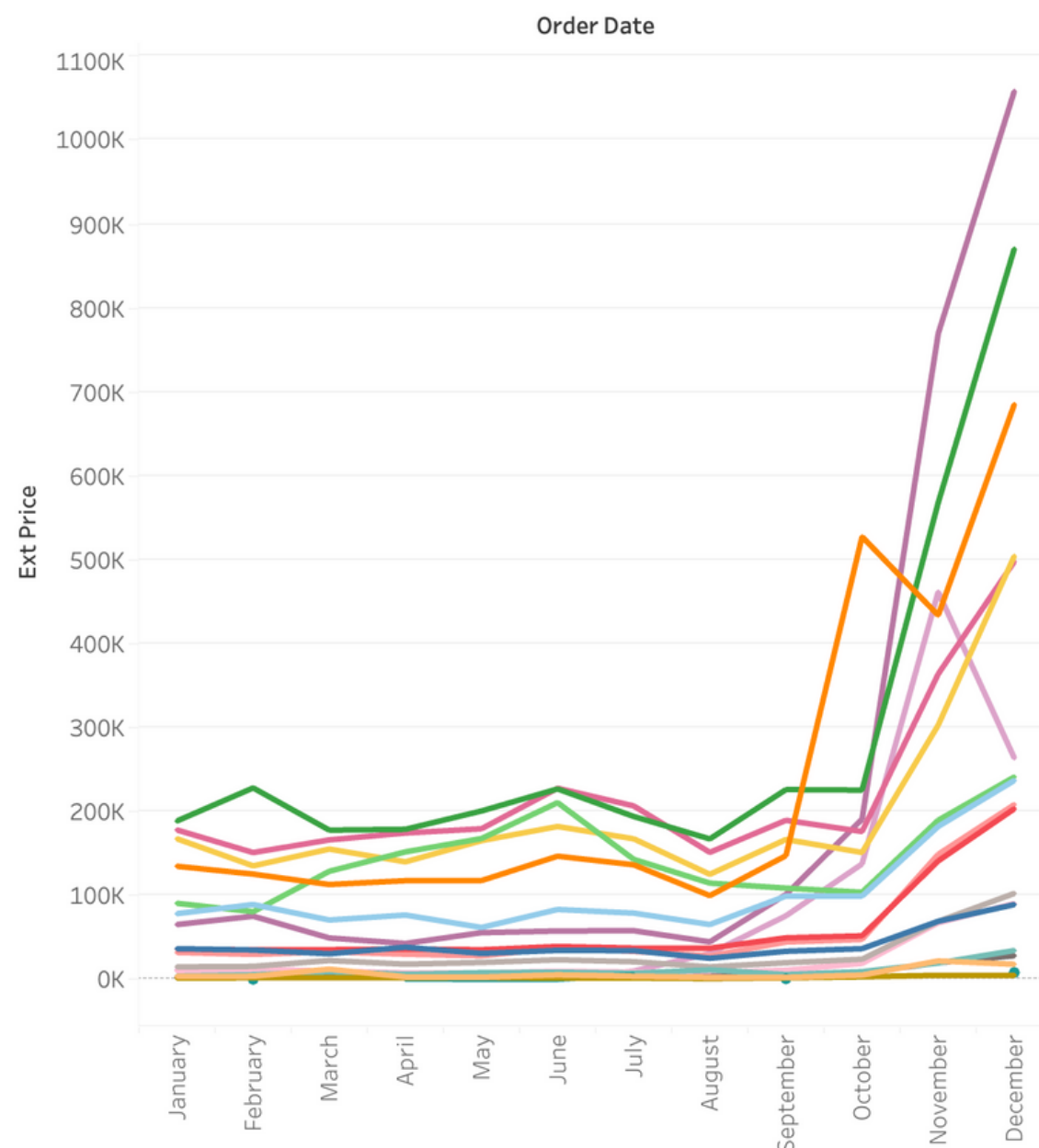
PROFITS% SHARE

PROFITS% SHARE (total)

Category P has the highest increase in shares over the year, especially in 2009 – 2012
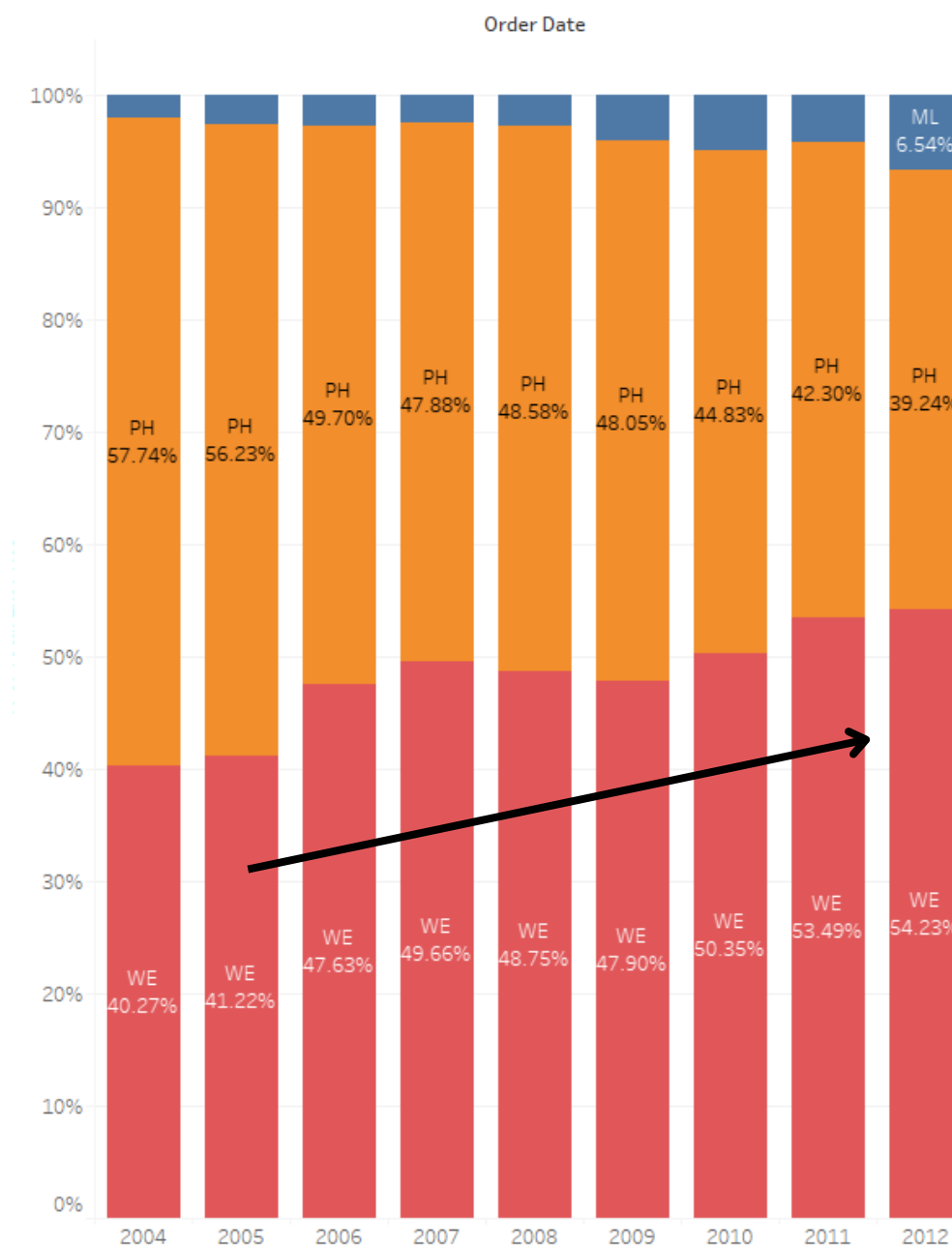
Basic Analysis (continued)

SEASONALITY

CHANNEL IMPORTANCE

AVERAGE PRICE