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Assumptions about Values

- In the real world, you don't know.
- **Sensitivity analysis:** Explore what happens if your assumpons ar en't right.
 - Determine how answers change based on variables.

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One-Way Sensitivity Analysis

- Change one variable to see how it affects results.
- Excel can look at a range of values.

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One-Way Sensitivity Analysis Example

Price	Profit
	\$57,950.00
\$1.00	\$(14,200.00)
\$1.25	\$(2,000.00)
\$1.50	\$9,075.00
\$1.75	\$19,025.00
\$2.00	\$27,850.00
\$2.25	\$35,550.00
\$2.50	\$42,125.00
\$2.75	\$47,575.00
\$3.00	\$51,900.00
\$3.25	\$55,100.00
\$3.50	\$57,175.00
\$3.75	\$58,125.00
\$4.00	\$57,950.00

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Up next: Perform a one-way sensitivity analysis over a range of values in Excel.18 of 18

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Two-Way Sensitivity Analysis

- Change two variables simultaneously to see their interactions.
- See how assumptions affect results.

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Two-Way Sensitivity Analysis Example

		Unit Cost		
		\$0.30	\$0.35	\$0.40
Price	\$57,950.00			
	\$1.50	\$16,800.00	\$14,225.00	\$11,650.00
	\$1.75	\$26,412.50	\$23,950.00	\$21,487.50
	\$2.00	\$34,900.00	\$32,550.00	\$30,200.00
	\$2.25	\$42,262.50	\$40,025.00	\$37,787.50
	\$2.50	\$48,500.00	\$46,375.00	\$44,250.00
	\$2.75	\$53,612.50	\$51,600.00	\$49,587.50
	\$3.00	\$57,600.00	\$55,700.00	\$53,800.00
	\$3.25	\$60,462.50	\$58,675.00	\$56,887.50
	\$3.50	\$62,200.00	\$60,525.00	\$58,850.00
	\$3.75	\$62,812.50	\$61,250.00	\$59,687.50
	\$4.00	\$62,300.00	\$60,850.00	\$59,400.00
	\$4.25	\$60,662.50	\$59,325.00	\$57,987.50
	\$4.50	\$57,900.00	\$56,675.00	\$55,450.00
	\$4.75	\$54,012.50	\$52,900.00	\$51,787.50
	\$5.00	\$49,000.00	\$48,000.00	\$47,000.00

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Two-Way Sensitivity Analysis Exercise

- Perform two-way sensitivity analysis in Excel.
- Change unit cost and price.
- Find optimal profit.

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Google Analytics

- Facilitates collecon and analy sis of data streams
- Helps determine pa erns and effecv eness of website and ads

Types of Data

- Audience
 - Demographics
 - Geography
 - Technology
- Acquisition
 - How to drive traffic to site
- Behavior
 - How engaged users are
- Visitor flow
 - How users navigate site

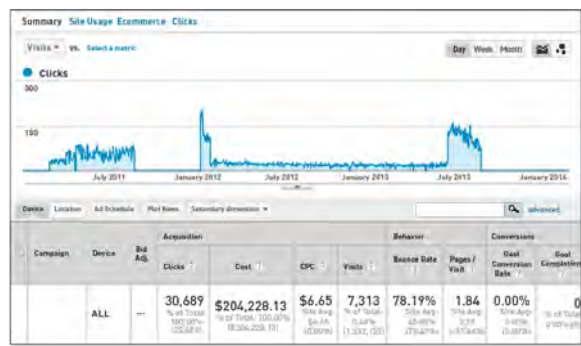
Audience Data



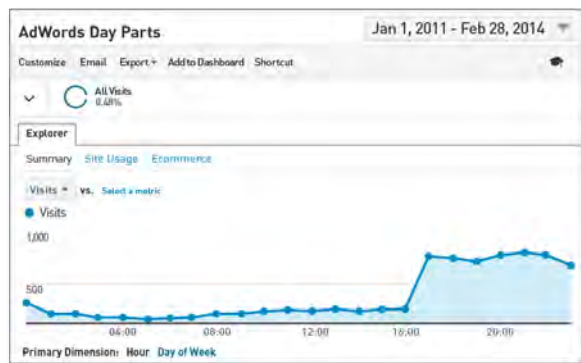
Audience Data: Geography

Demographics	Country/Territory	Visits	% Visits
Language	1. United States	29,968	73.82%
Country/Territory	2. China	3,142	7.74%
City	3. India	2,786	6.86%
System	4. Canada	379	0.93%
Browser	5. United Kingdom	321	0.79%
Operating System	6. Philippines	246	0.61%
Service Provider	7. Germany	204	0.50%
Mobile	8. Taiwan	200	0.49%
Operating System	9. Pakistan	188	0.46%
Service Provider	10. South Korea	175	0.43%
Screen Resolution			

Google Adwords



Google Adwords: Day Parts



Behavior



Visitor Flow

