

***Fountain Forward Analytics Project Manager - Practice Data Set Exercise***

**Details:**

Hiley Hyundai Mazda of Fort Worth is an automotive dealership located in Fort Worth, TX. Fountain Forward started advertising services for the dealership in March and we would like to measure how the advertising change impacted sales and lead volume.

The data set provided is a lead source report from February and May of 2021. The lead source report sorts lead volume and car sales by source. You can measure the impact that advertising has by analyzing the amount of website conversions they’ve had (lead source CORE Website Lead).

Please complete the following exercise to calculate the following metrics and create a short Google Slides presentation to showcase and present your findings.

**Exercise:**

1. **Download and analyze the** [**data set provided**](https://docs.google.com/spreadsheets/d/14Qhuf9BCCKBxTJJB_mlMEmPyMG8-CEra2pnJ1Shbb2U/edit#gid=0)**.**
2. **Analyze the data set to find the change in**
   1. Cost Per Car (Marketing Budget / Cars Sold:
   2. Cars Sold In TimeFrame From CORE Leads
   3. Total Gross From CORE Leads
   4. Avg Gross in CORE lead
   5. Other relevant statistics you may
3. **Create a short Google Slides presentation to show the impact Fountain Forward had on this dealership after starting advertising.**
4. **Present Google Slide**

**Provided Numbers:**

* **Marketing Budget - February: $57,660**
* **Marketing - May: $54,595**