

# Temple Analytics Challenge-QVC

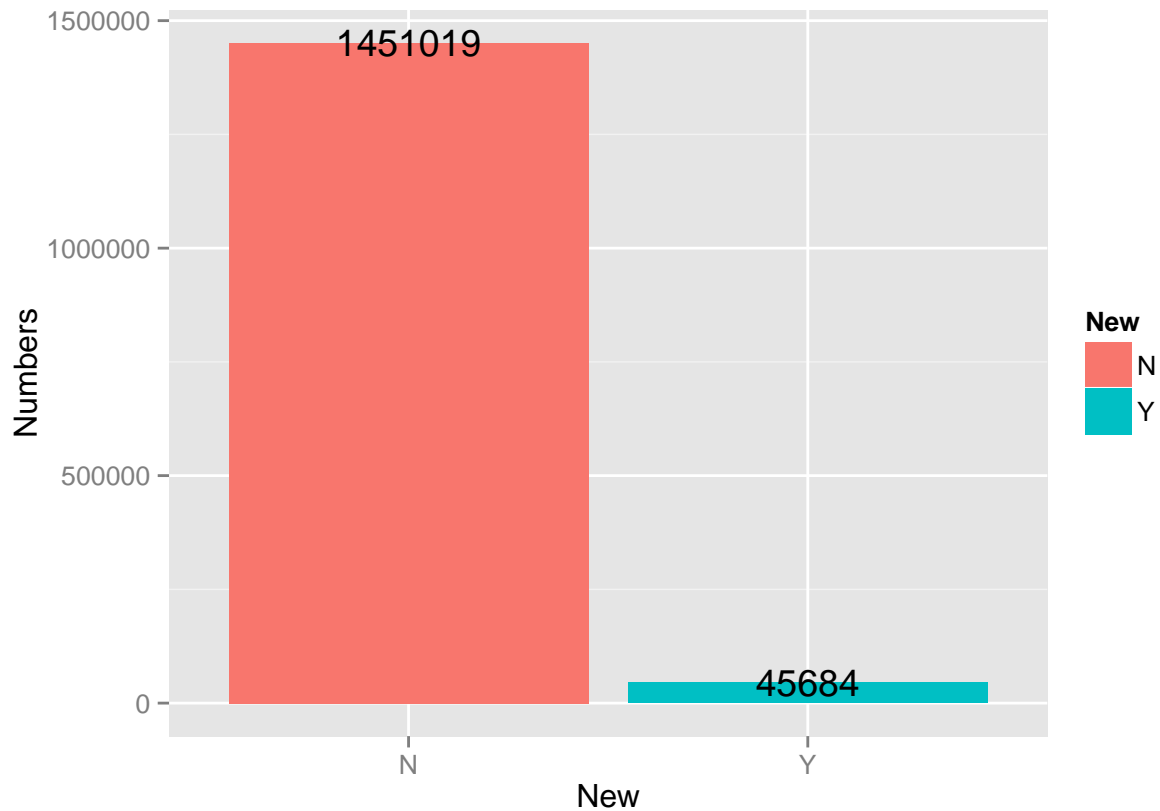
Suraj V Vidyadaran - Temple University -AccesNet ID:tuf69034

## Q2)How effective are QVC's campaign in driving product sales?

No of new customers in 3 months

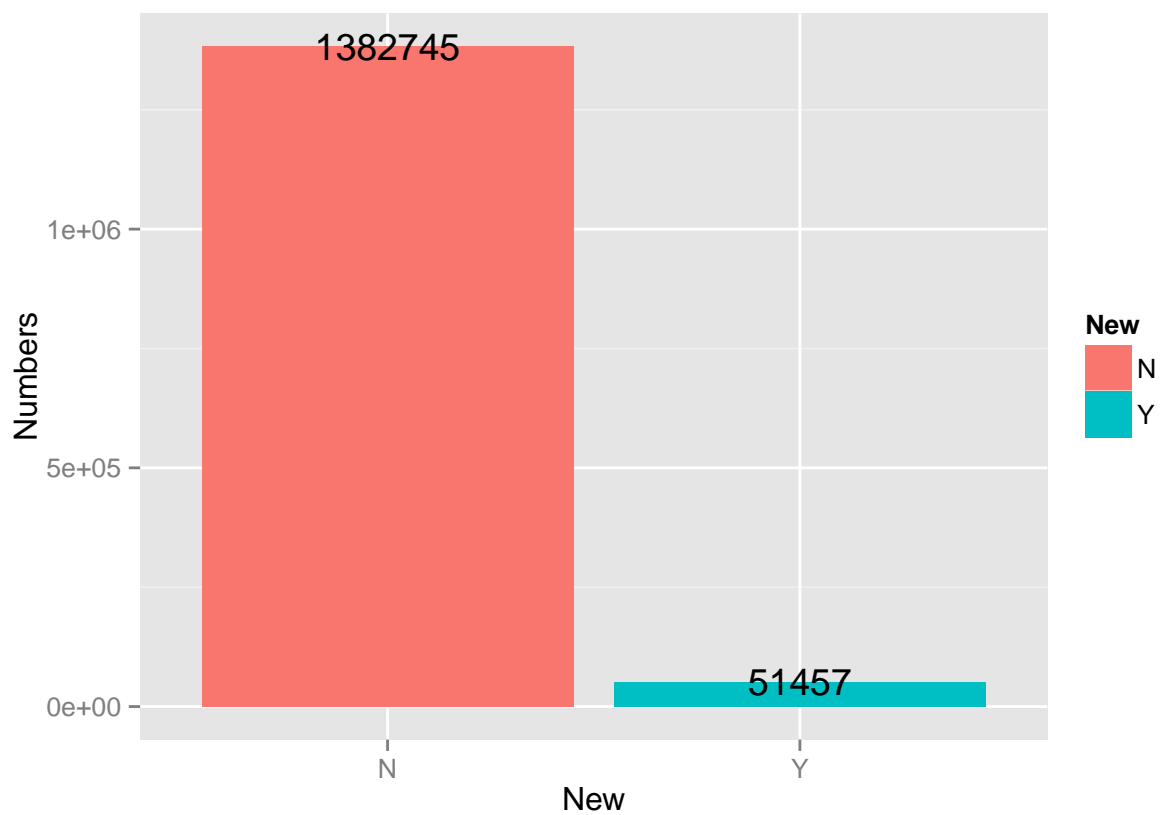
January

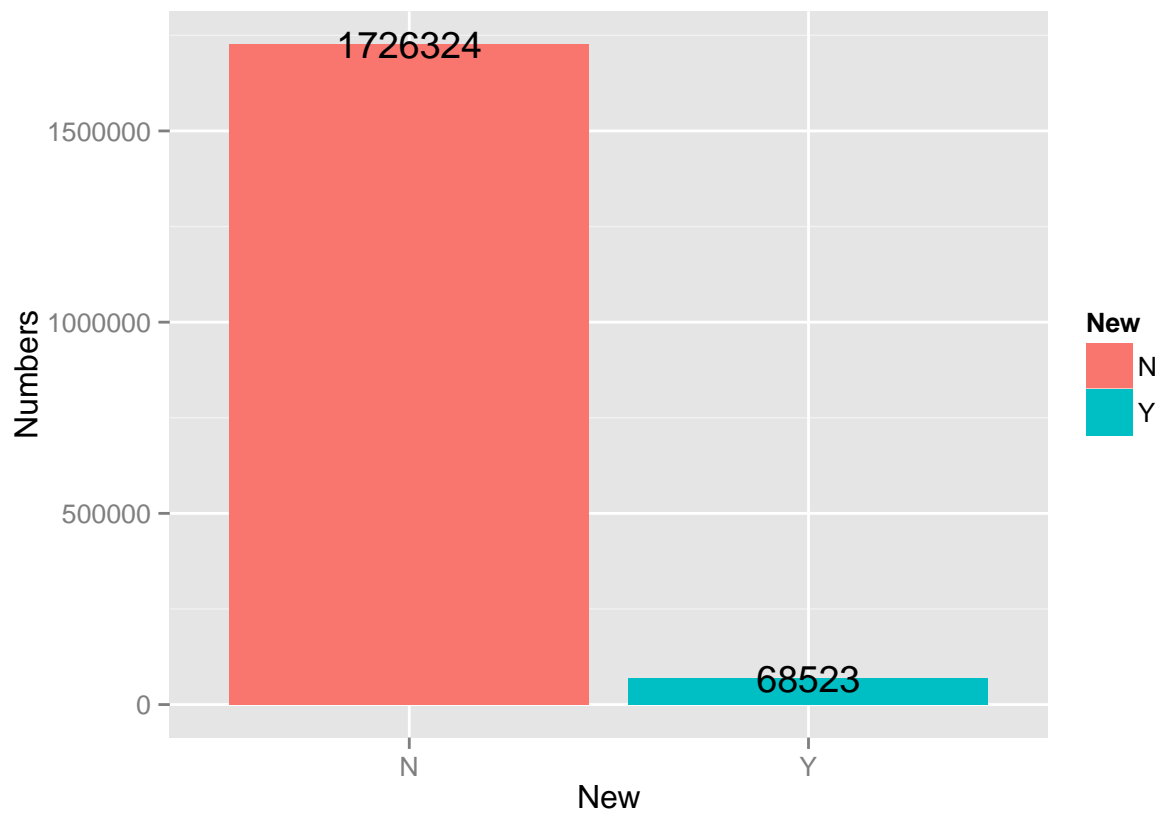
```
##      New Numbers
## 1      N 1451019
## 2      Y   45684
```



February

```
##      New Numbers
## 1      N 1382745
## 2      Y   51457
```





March

Analysis of each of the product category separately

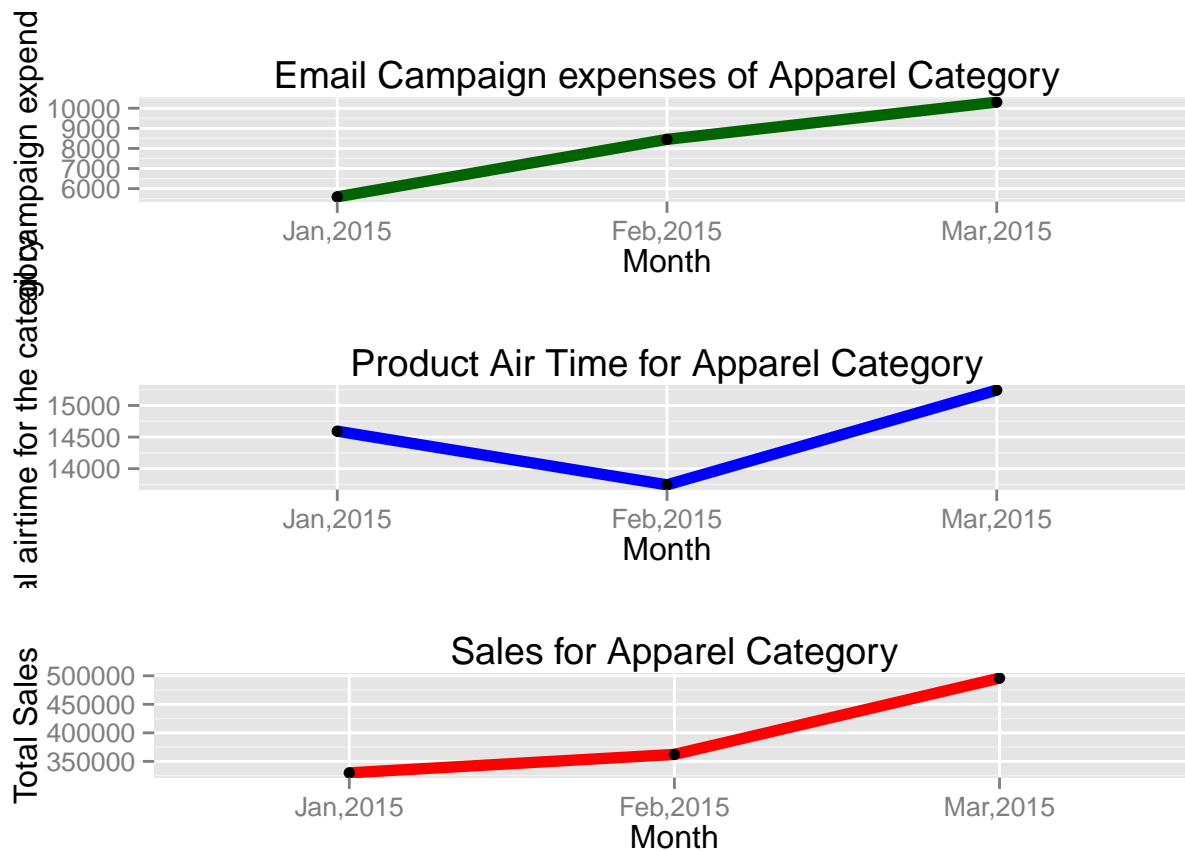
1)Apparel Category

## [1] 14593.04

## [1] 13744.11

## [1] 15242.66

##	Month	Sales	Air_time	Email_expenses
## 1	Jan,2015	329882	14593.04	5590.31
## 2	Feb,2015	362147	13744.11	8451.2
## 3	Mar,2015	495876	15242.66	10304.6



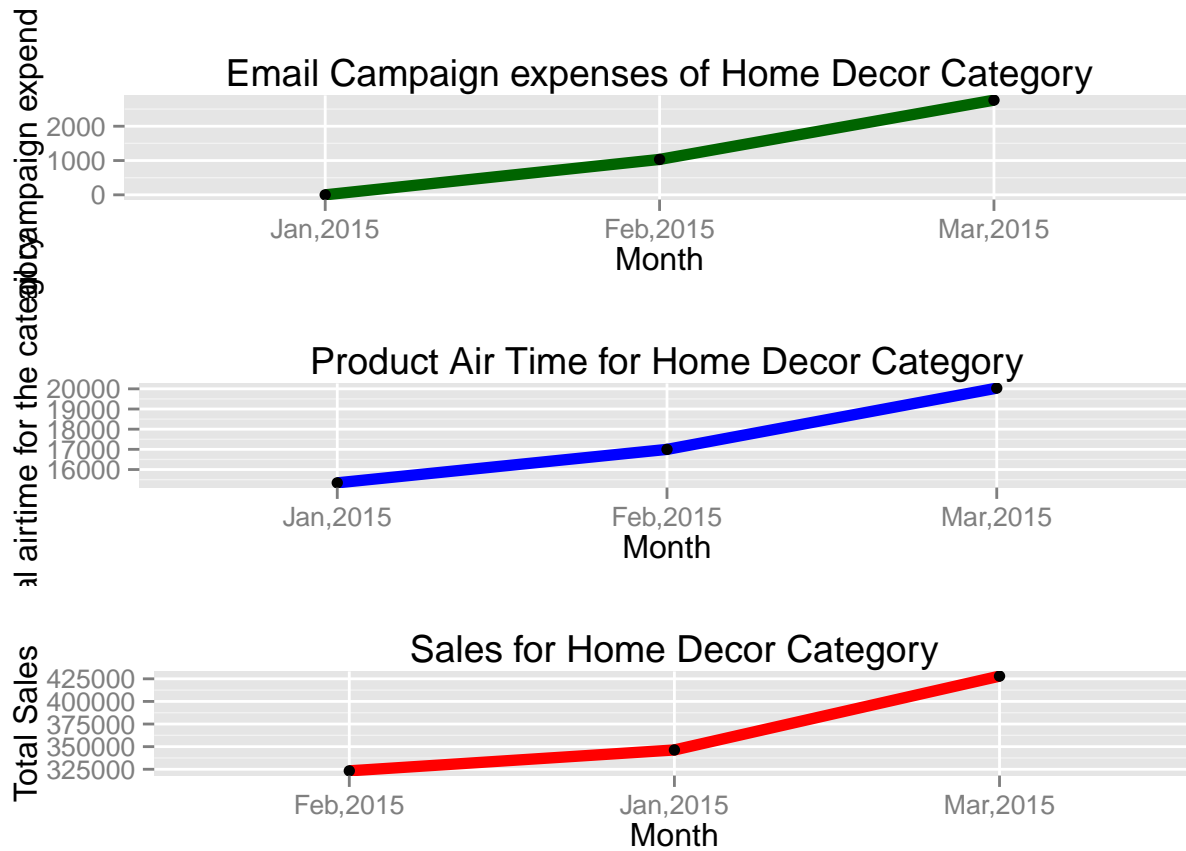
## 2)Home Decor Category

```
## [1] 15339.63
```

```
## [1] 16998.21
```

```
## [1] 20034.93
```

```
##      Month  Sales Air_time Email_expenses
## 1 Jan,2015 346341 15339.63           0
## 2 Feb,2015 323253 16998.21        1031.94
## 3 Mar,2015 427940 20034.93         2760.3
```



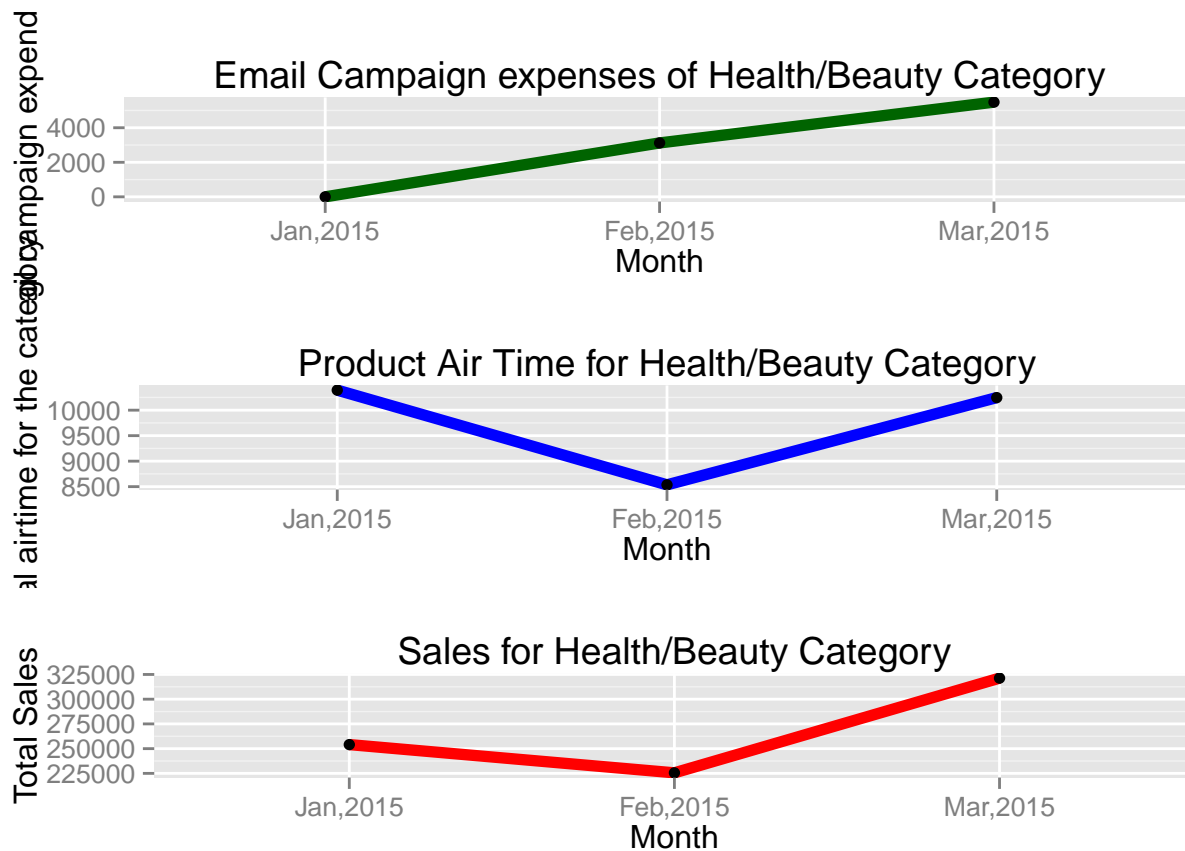
### 3)Health/Beauty Category

```
## [1] 10392.75
```

```
## [1] 8535.54
```

```
## [1] 10245.97
```

```
##      Month  Sales Air_time Email_expenses
## 1 Jan,2015 254080 10392.75           0
## 2 Feb,2015 225530  8535.54        3119.81
## 3 Mar,2015 321274 10245.97        5482.54
```



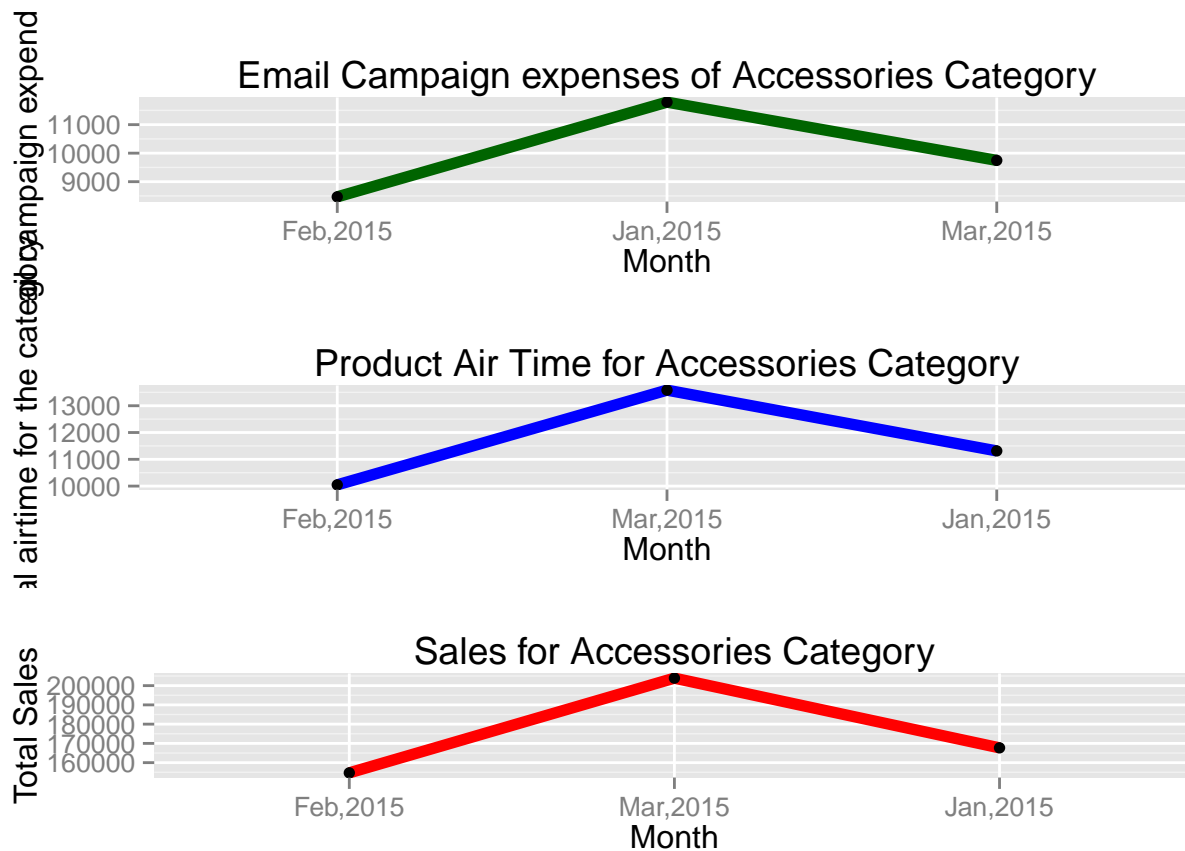
#### 4)Accessories

```
## [1] 11313.8
```

```
## [1] 10046.83
```

```
## [1] 13582.82
```

```
##      Month  Sales Air_time Email_expenses
## 1 Jan,2015 167697  11313.8      11789.56
## 2 Feb,2015 154710  10046.83       8468.24
## 3 Mar,2015 203901  13582.82       9746.89
```



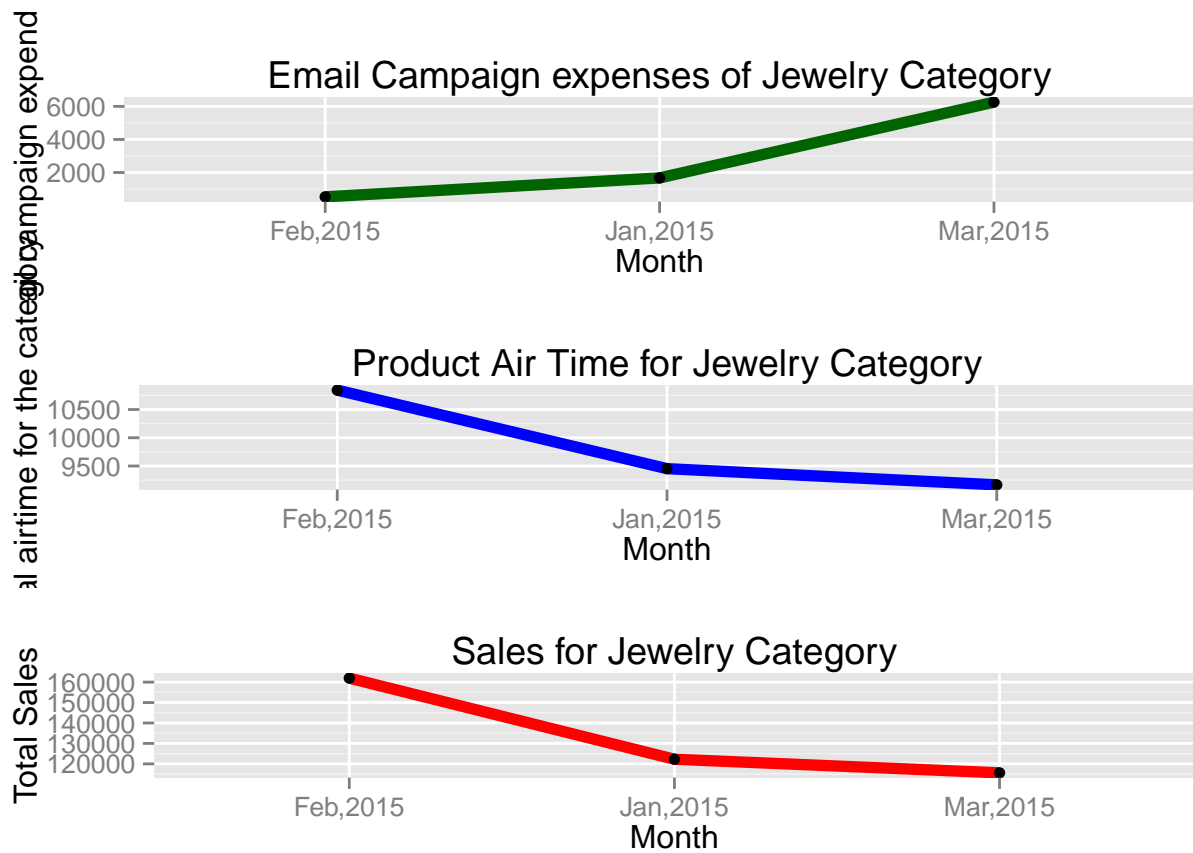
## 5).Jewelry

```
## [1] 9453.27
```

```
## [1] 10843.21
```

```
## [1] 9166.77
```

```
##      Month  Sales Air_time Email_expenses
## 1 Jan,2015 122263  9453.27      1673.46
## 2 Feb,2015 161953 10843.21       529.21
## 3 Mar,2015 115609  9166.77      6257.12
```



## 6)Housewares

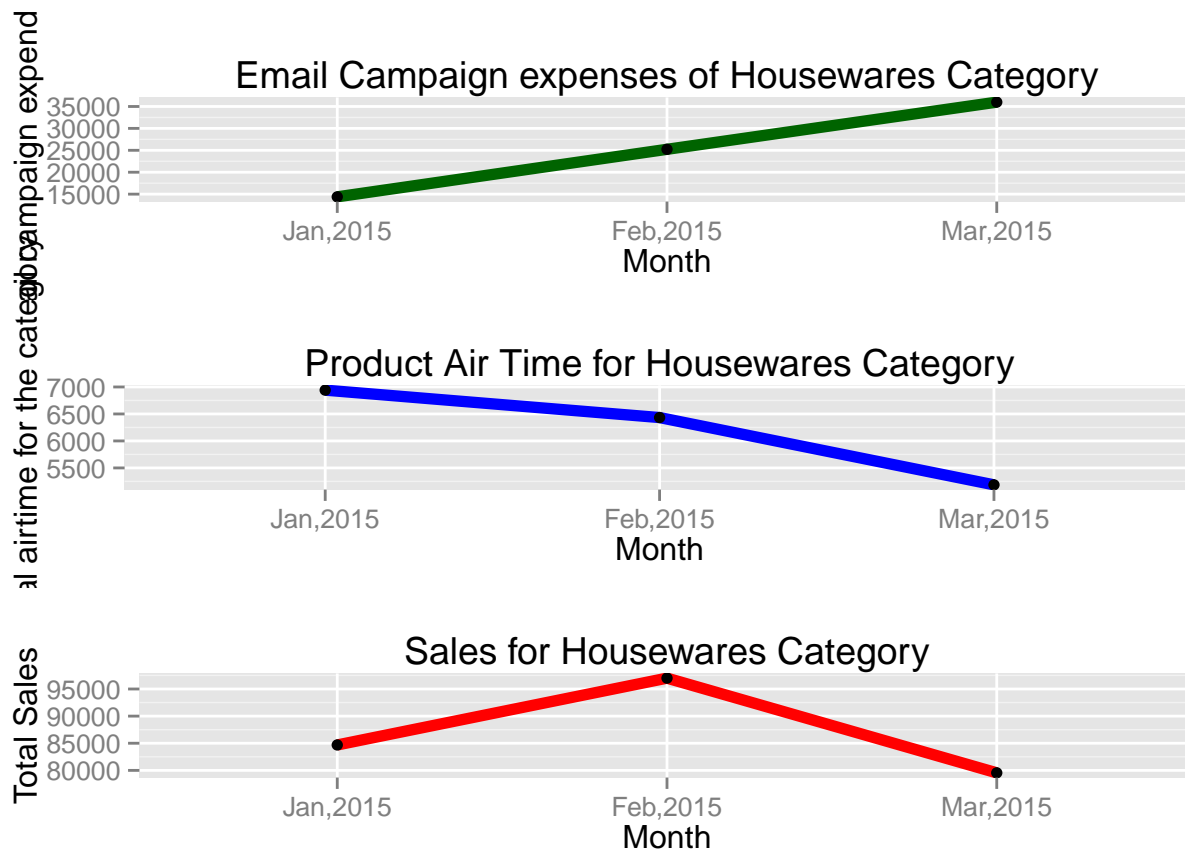
## [1] 6941.42

## [1] 6433.37

## [1] 5186.36

```
##      Month Sales Air_time Email_expenses
## 1 Jan,2015 84683  6941.42      14383.9
## 2 Feb,2015 96999  6433.37      25228.88
## 3 Mar,2015 79545  5186.36      35990.92
```





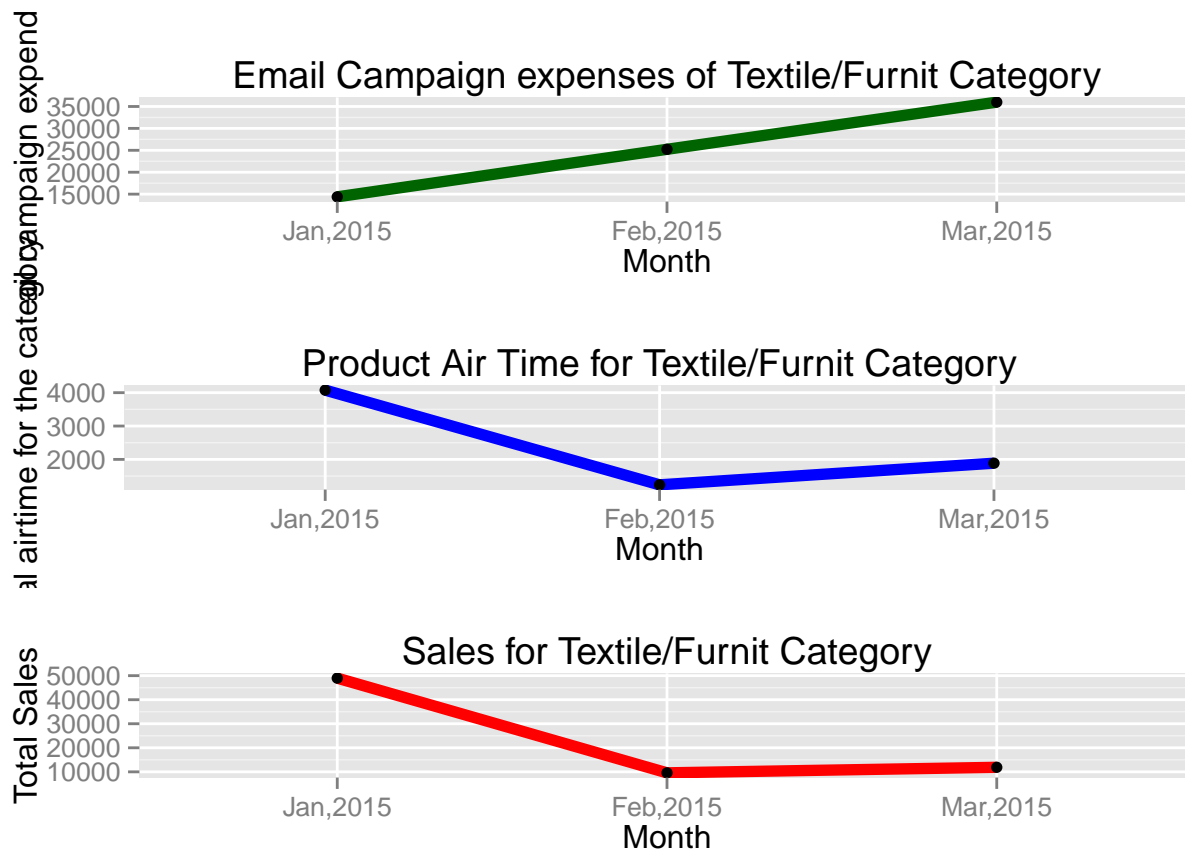
## 7)Textile/Furnit

```
## [1] 4075.86
```

```
## [1] 1237.34
```

```
## [1] 1885.82
```

```
##      Month Sales Air_time Email_expenses
## 1 Jan,2015 48969  4075.86      14383.9
## 2 Feb,2015  9587  1237.34      25228.88
## 3 Mar,2015 11889  1885.82      35990.92
```



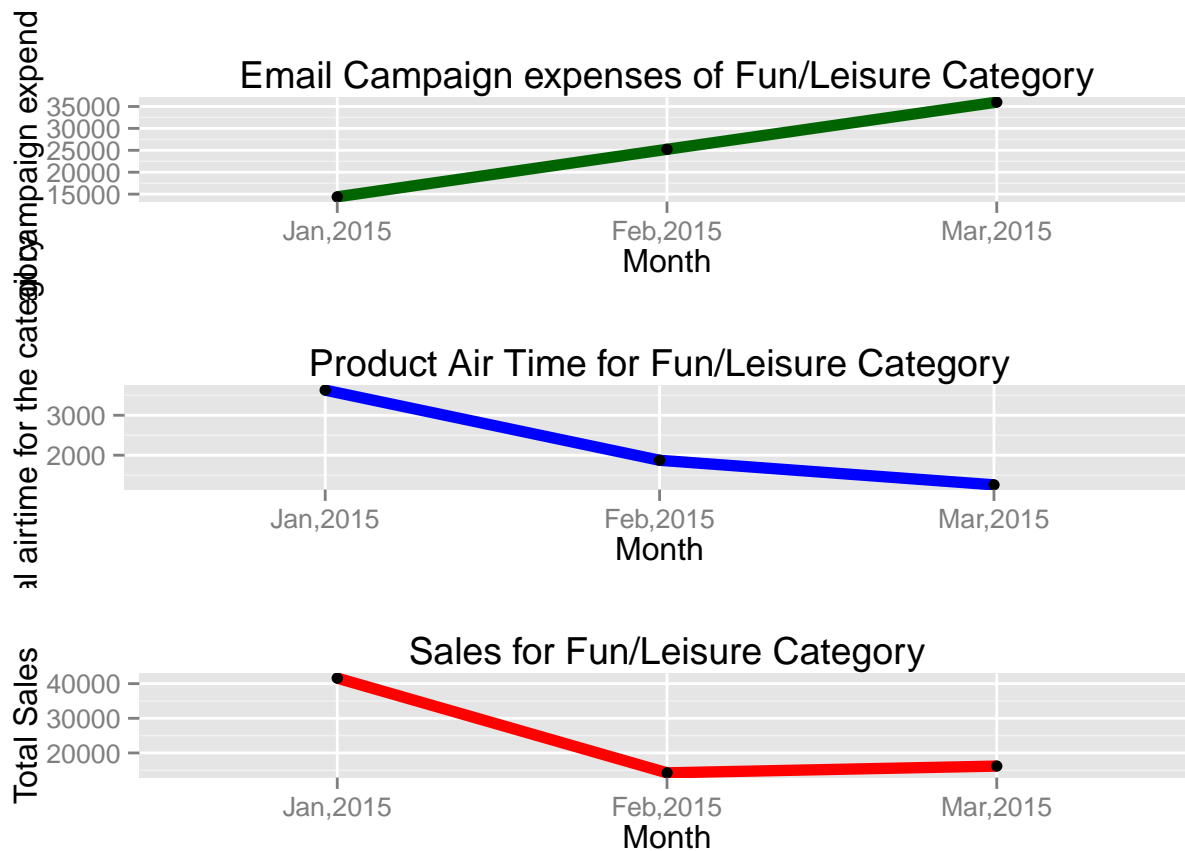
#### 8)Fun & Leisure

```
## [1] 3629.36
```

```
## [1] 1873.39
```

```
## [1] 1258.24
```

```
##      Month Sales Air_time Email_expenses
## 1 Jan,2015 41588  3629.36      14383.9
## 2 Feb,2015 14258  1873.39      25228.88
## 3 Mar,2015 16209  1258.24      35990.92
```



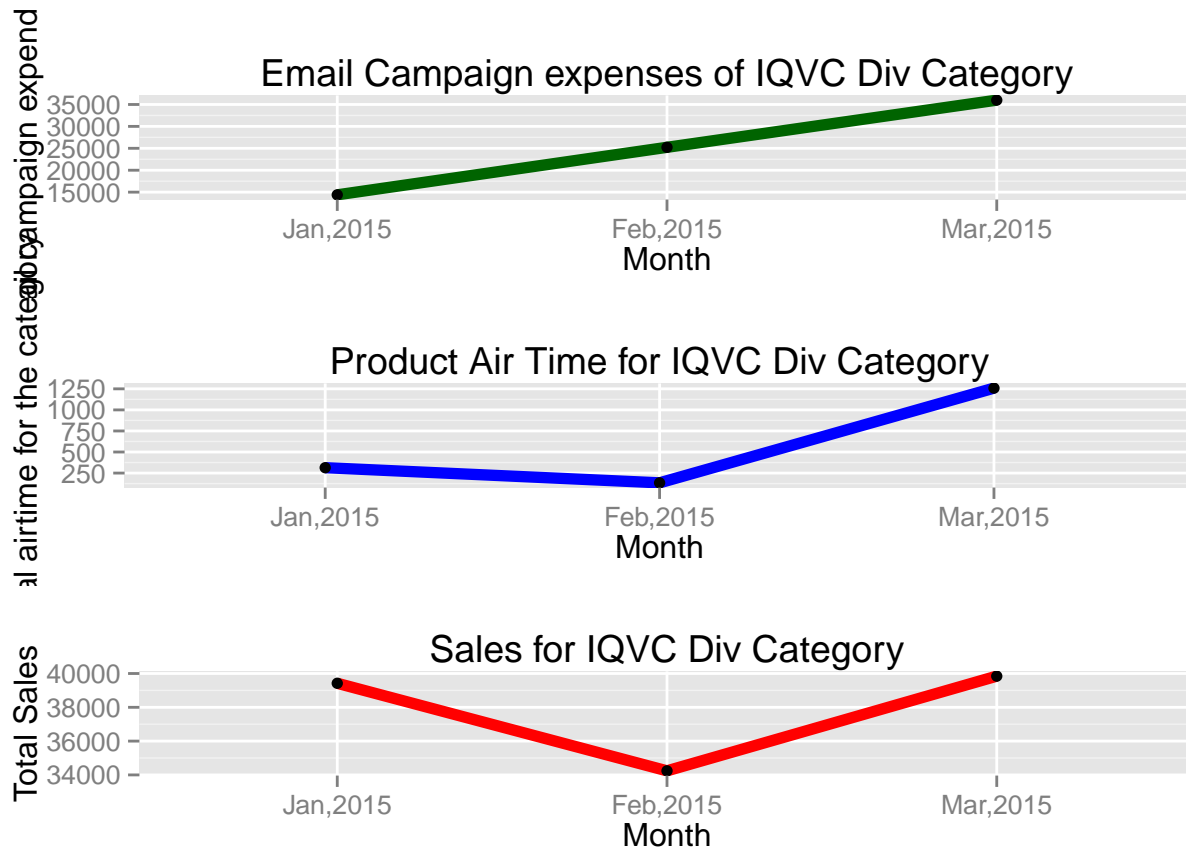
#### 9)IQVC Divisional

## [1] 313.88

## [1] 134.2

## [1] 130.75

##	Month	Sales	Air_time	Email_expenses
## 1	Jan,2015	39421	313.88	14383.9
## 2	Feb,2015	34241	134.2	25228.88
## 3	Mar,2015	39844	1258.24	35990.92



10)Electronics

## [1] 5312.78

## [1] 3551.22

## [1] 3477.72

##	Month	Sales	Air_time	Email_expenses
## 1	Jan, 2015	37856	5312.78	14383.9
## 2	Feb, 2015	27453	3551.22	25228.88
## 3	Mar, 2015	32090	1258.24	35990.92

