



Sales & ad Performance Analysis

@DeltaChildren

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• Analytical Roadmap •



Sales Analysis

Recent week (19.7.8-7.14)

Recent 3 months (19.4.1-7.14)



Ad Performance Analysis

Facebook ad

Google ad

Sales to Cost

Campaign Goal-oriented Analysis

Breakdown Analysis



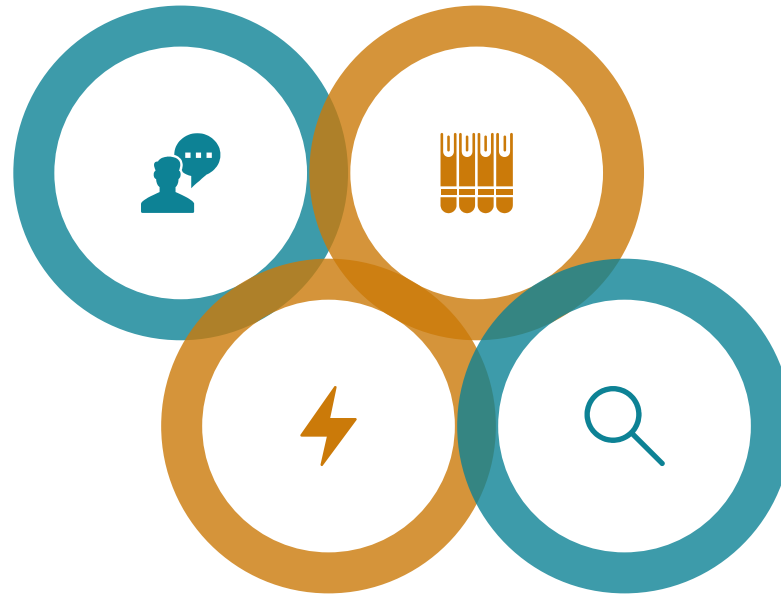
Problem Solving Approach

Assuming huge sales decrease...

Key Findings

Total sales have been increasing over last 3 months, almost two-fold increase.

A is the most important collection, accounts for 58% of total sales.



Search ad is the most effective ad among all kinds of ad.
(Smart search ad performs best.)

Shopping ad and FB conversion campaigns are also effective.



Sales Analysis

Sales Performance (19.4.1-7.14)

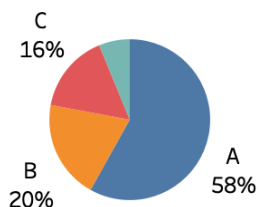
Week Start
4/1/2019 to 7/8/2019

Sales Performance of recent week

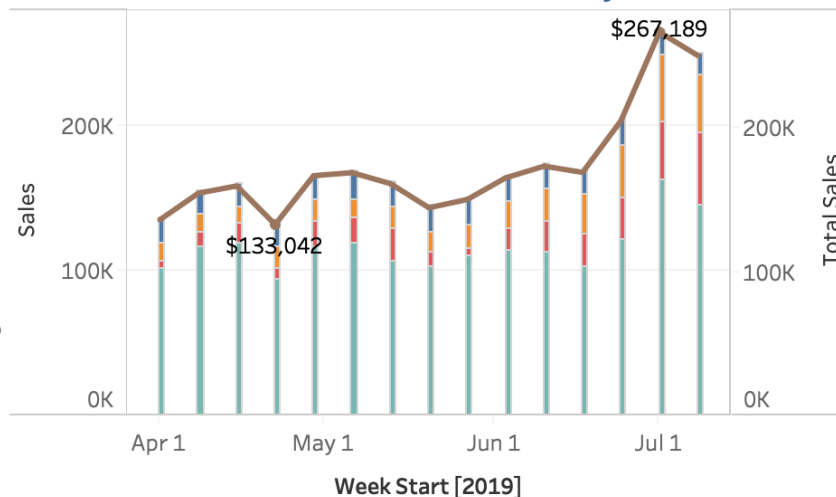
Day of Week Start

July 8, 2019

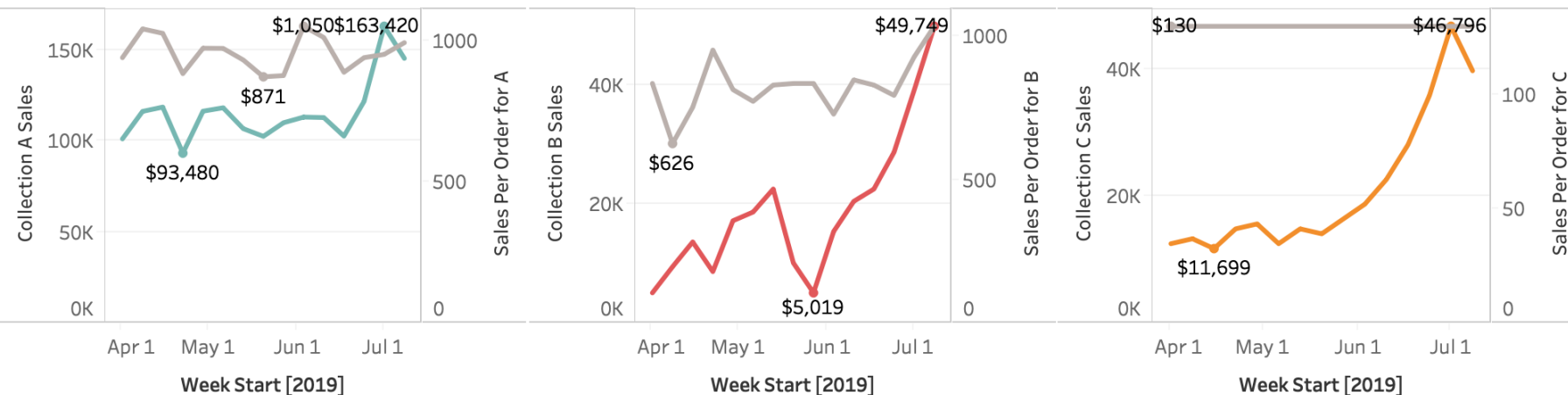
Collection A Sales	145,746
% Difference in A Sales from last Week	-10.82%
Collection B Sales	49,749
% Difference in B Sales from last Week	27.46%
Collection C Sales	39,777
% Difference in Collection C Sales from last Week	-15.00%
Total Sales	250,798
% Difference in Total Sales from the Previous Week	-6.13%



Total Sales Performance week by week



Total Sales Performance of each collection week by week



❑ Sales Dashboard

- A is the largest part of total sales, around 58%, while this week A decreased around 10.82%, and B increased 27.46%.

- In general, 3 collections sales have been **increasing over last 3 months**, almost two-fold increase.

(unit price: sales per order)

- Since the A sales co-moves with sales per order, we could speculate that **A price elasticity is low**, and we better increase A sales through other means than price reduction.
- Since the B sales oppositely moves with sales per order, we could speculate that **B price elasticity is high**, we could increase B sales through price reduction.
- Since sales per order is stable, the C sales increased large, we could speculate that advertising or other means made this happen.

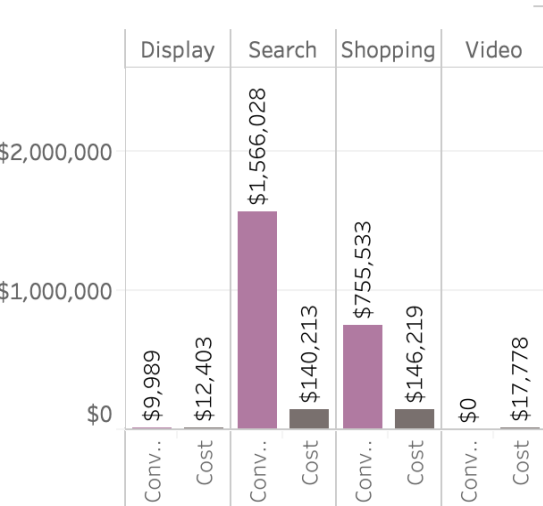
Google ad Analysis



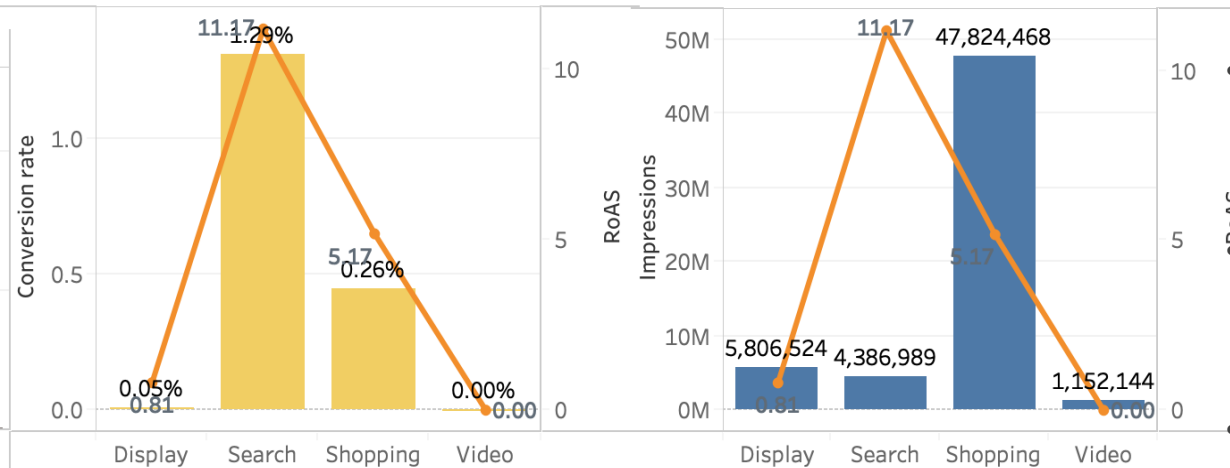
Google ad Performance (19.4.1-7.14)

Week
4/1/2019 to 7/8/2019

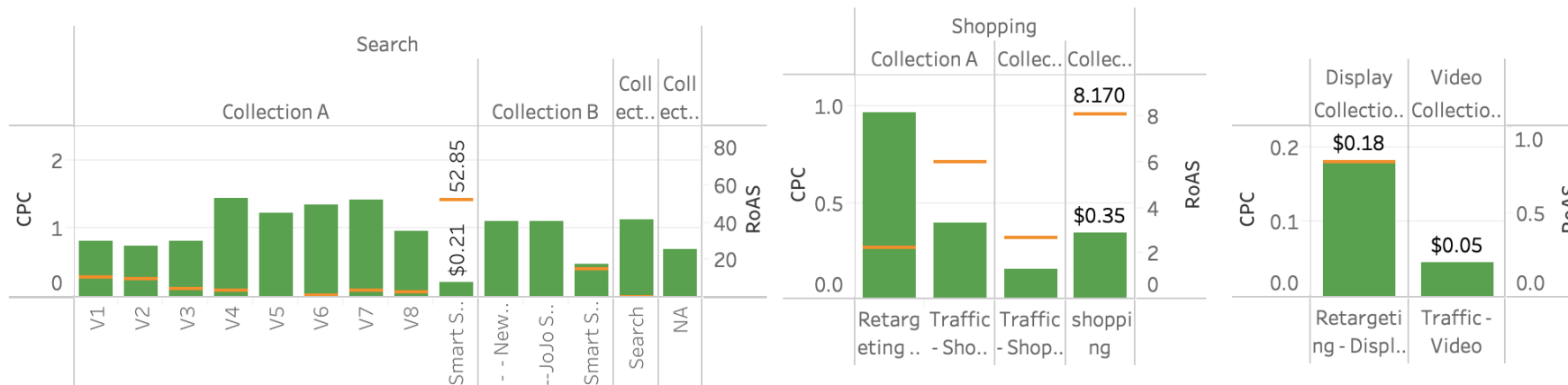
Sales to Cost



Campaign Type Performance Overview



Campaign Type Breakdown Analysis



Google ad Dashboard

Search and shopping ad are two most effective ad format. They brought most sales, and also has largest RoAS.

Search ad performs best in terms of **conversion rate**, while shopping ad performs best in terms of **impressions**.

Display ad is also good at increasing awareness, but not that good at conversions, also not very effective in terms of RoAS.

Video ad performs not very well. (While it could also be the problem of Collection D itself.)

Smart Search ad performs best among all other kinds of search ad, in terms of CPC and RoAS.

Traffic shopping ad performs better than Retargeting shopping ad, in terms of CPC and RoAS.

In recent week, search ad for A brought \$62,070 sales, **42.6% of total A sales**, while **cost \$7,949**. (Interactive dashboard)

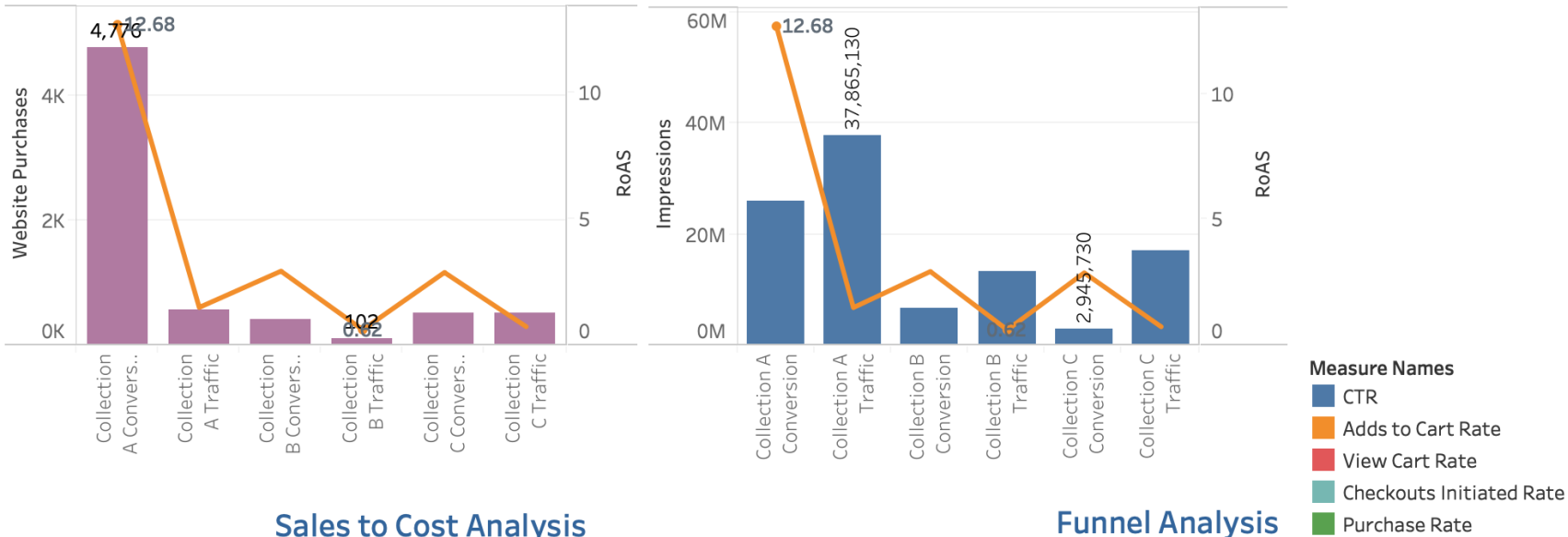
FB ad Analysis



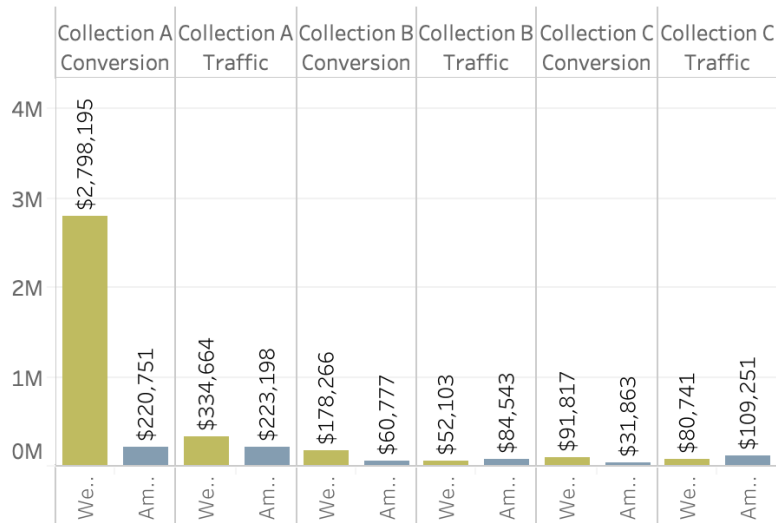
FB ad Performance (19.4.1-7.14)

Reporting Starts
4/1/2019 to 7/8/2019

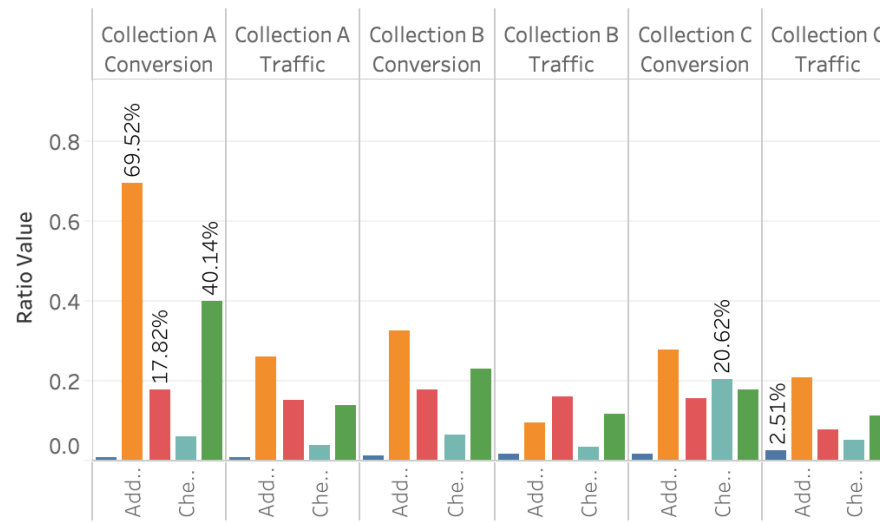
Campaign Performance Overview



Sales to Cost Analysis



Funnel Analysis



FB ad Dashboard

- ‘A conversion campaign’ is the one has largest sales revenue and largest cost, but also is the one has the **largest RoAS**.
- ‘A conversion campaign’ has **the most conversions**, and performs best among conversion campaigns in terms of RoAS.
- ‘A traffic campaign’ has **the most impressions**, while doesn’t perform well in terms of RoAS.
- Through **funnel analysis**, ‘A conversion campaign’ that has the largest RoAS performs well in “Adds to Cart Rate” and “Purchase Rate”, so other campaigns should also focus on enhancing these two rates. Also, we might still be able to improve this campaign by enhancing “Checkouts initiated Rate”.
(Make CTA buttons more standout, etc.)
- In recent week, FB ad campaigns for A brought \$46,535 sales, **31.9% of total A sales**, while **cost \$31,691**. (By interactive dashboard)

• Problem Solving Approach •

Assuming an important product decreases 30% sales from last week...



Trouble-shooting

- **Metric Calculations**
 - Whether there exists calculation error.
- **Break Links**
 - Whether there exists break links between campaign and landing pages.
- **Ineffective CTAs**
 - Whether there exists ineffective CTAs of conversion funnel pages.



Analysis

- **Uncontrollable:**
 - Macro Environment (polices, buying power)
 - Seasonality
 - Lag factors (stock-up/ durable good)
 - Competitors (pricing, advertising)
- **Controllable:**
 - Pricing
 - Advertising
 - Facebook (Campaigns)
 - Google (ad types)
 - Brand Equity

Model: General Linear Regression model.