

Udacity

Marketing Analytics

Nanodegree Program
Project: Craft a Report

Objective Results

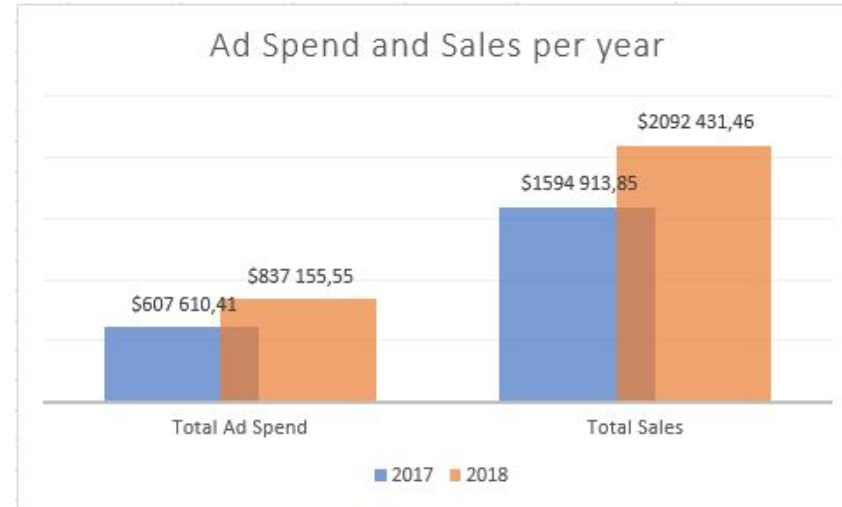
Increase total sales by 30% on Black Friday 2018 vs. Black Friday 2017:

The objective is achieved, sales increased by 31% from 2017 to 2018.

Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018:

The objective is achieved, Ad spend increased by 38% from 2017 to 2018.

Year	Total Ad Spend	Total Sales
2017	\$ 607 610,41	\$1 594 913,85
2018	\$ 837 155,55	\$2 092 431,46
Growth	38%	31%

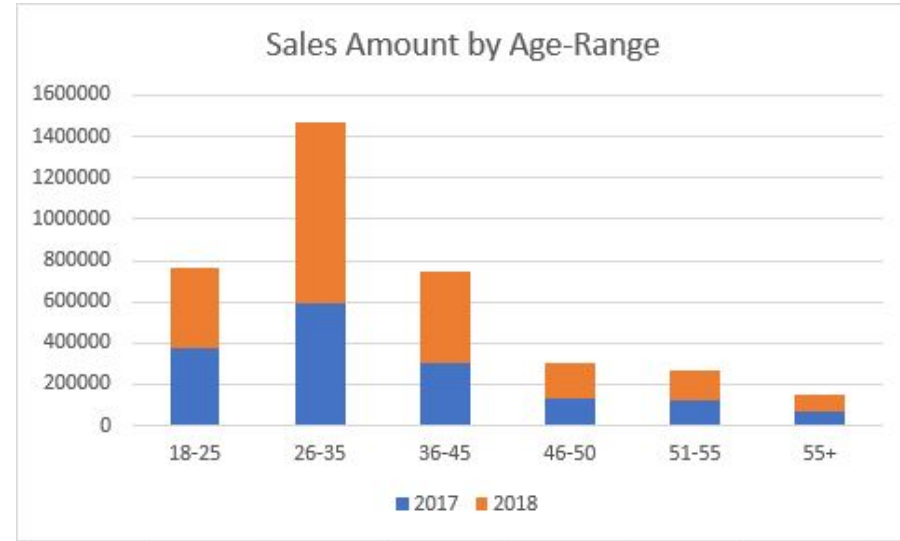


Evaluate the Audience

Demonstrate sales amount by age-range:

Which Age-Range generated the most sales?

The age range of 26-35 generated most sales with more than \$1400000 in two years (2017 and 2018).



Evaluate the Audience

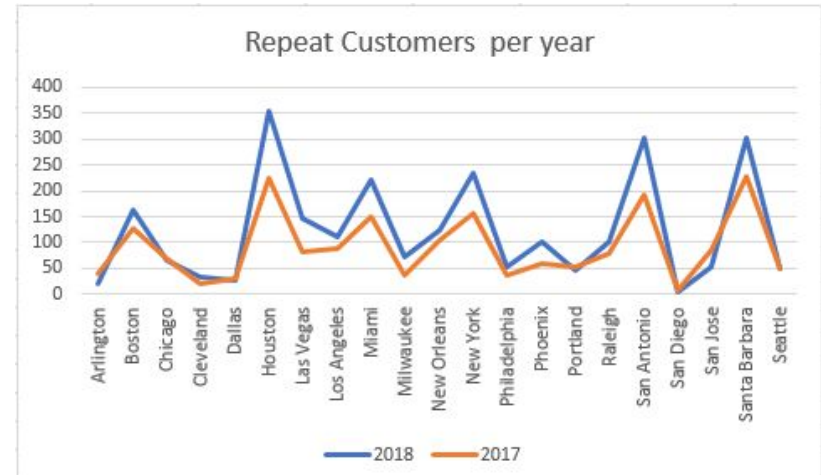
Demonstrate sales by city:

How many repeat customers did we have?
Did that change between years?

We had a total of 4498 repeat customers, 1909 in 2017 and 2589 in 2018. There been a progress in number of repeat customers from 2017 to 2018.

Houston has the most and San Diego the least amount of repeat customers.

Year	2017	2018
Repeat Customer	1909	2589
Total	4498	



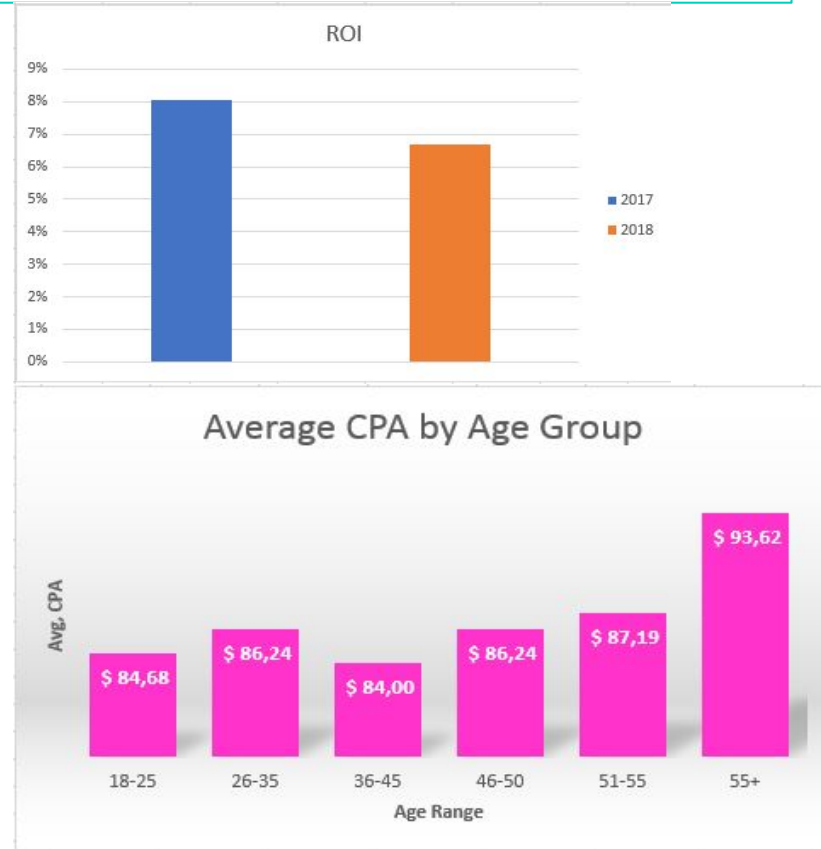
Evaluate the Marketing

Was the ROI on our Paid Channel positive or negative? What was it?

the ROI on the paid channel for both 2017 and 2018 are positive, with 8% and 7% respectively.

Which age-range had the best CPA?

Age range 36-45 had the best CPA at \$84,00.

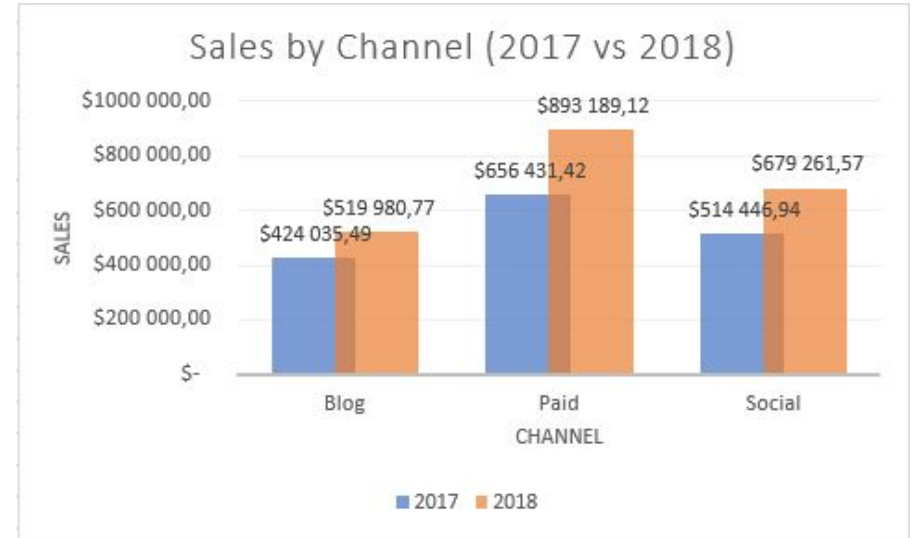


Evaluate the Marketing

Which channel was the biggest driver in sales for 2017? For 2018?

Paid channel was the biggest driver in sales for both 2017 and 2018 which generated

\$656 431,42 and \$893 189,12 of sales respectively.



Evaluate the Sales

How much revenue did we generate in 2017? In 2018?

We generated a total revenue of \$1,594,913.85 in 2017 and \$2,092,431.46 in 2018.

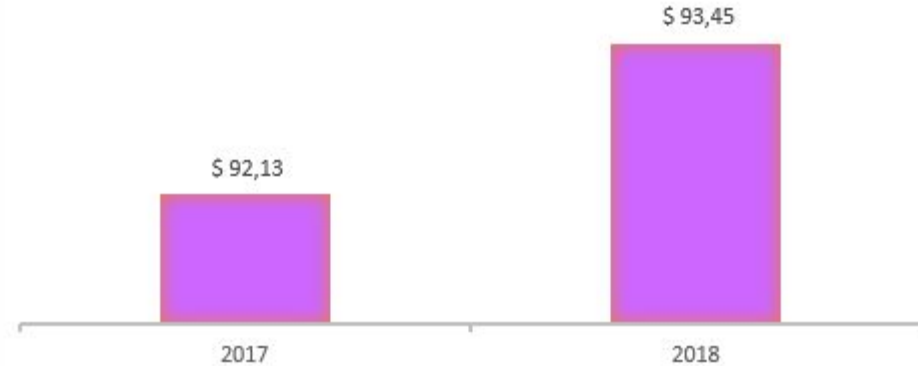


Evaluate the Sales

What was our average order amount in 2017 vs 2018?

The average order amount was \$92.13 in 2017 and \$93.45 in 2018.

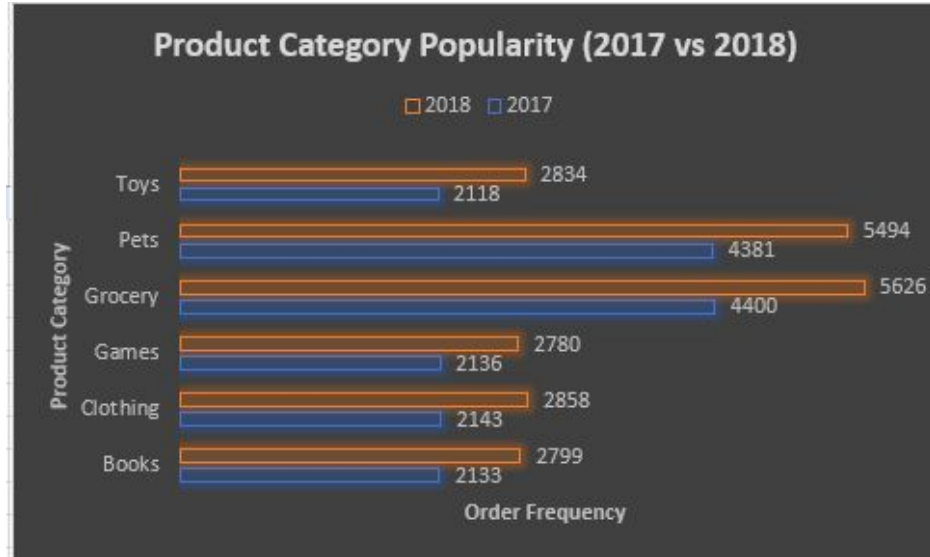
**AVERAGE ORDER AMOUNT
(2017 VS 2018)**



Evaluate the Product Categories

Which product category was most popular in 2017 & 2018?

“Grocery” was the most popular product category in 2017 and 2018 in terms of the number of orders, receiving 4,400 and 5,626 orders respectively. Followed by “Pets” with 4381 orders in 2017 and 5494 orders in 2018.

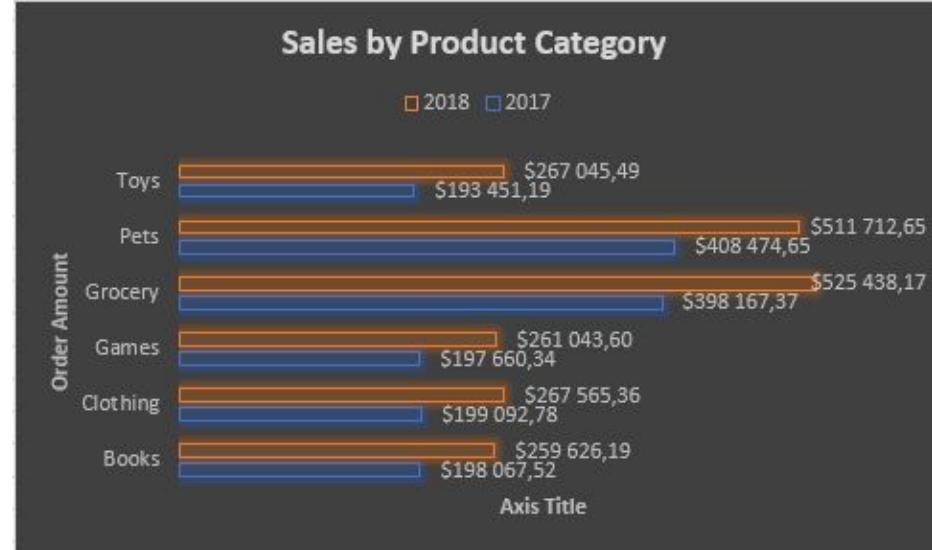


Evaluate the Product Categories

Demonstrate sales by product category:

Pets was the largest driver in sales, generating \$408,474.65 in 2017 followed by Grocery with \$398,167.37.

In 2018, Grocery is the most popular category generating \$525,438.17 in sales and Pets are the second best selling category with \$398,438.17.



Evaluate the Product Categories

Demonstrate CPA by product category:

The highest CPA in 2017 and 2018 was paid in Pets followed by Grocery.

The lowest CPA was paid in the product category "Toys" in 2017 and in 2018 "Books" was the product category with the lowest CPA.

