

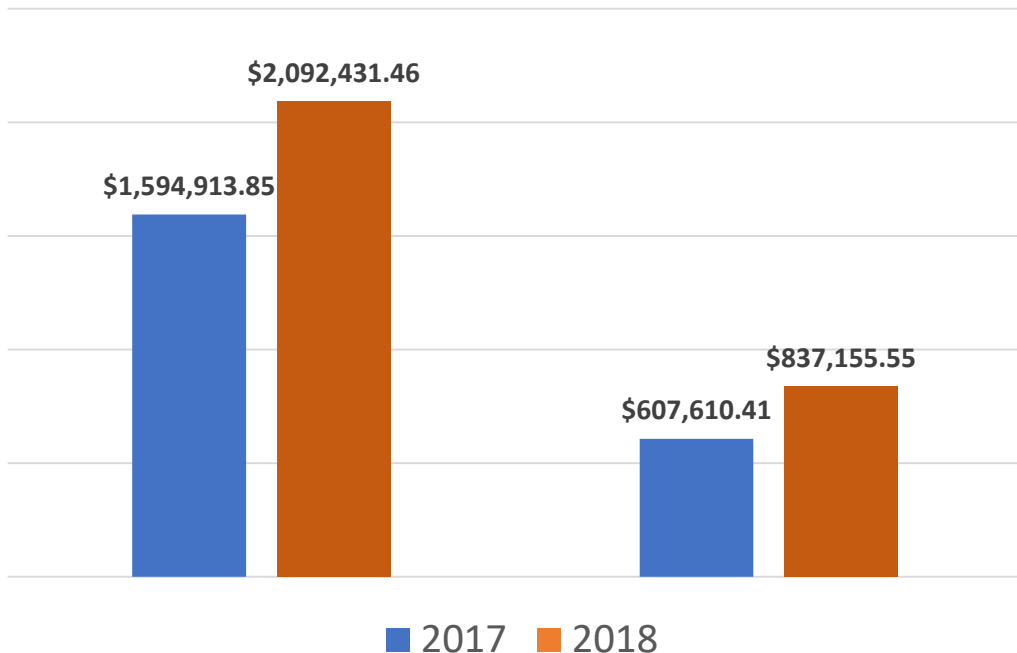
# Udacity

# Marketing Analytics

Nanodegree Program  
Project: Craft a Report

# Objective Results

Ads Spend and Sales Trend 2017 vs 2018



Year	Total Ad Spend	Total Sales
2018	837155.55	2092431.46
2017	607610.41	1594913.85
Growth	37.78%	31.19%

## Objectives:

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

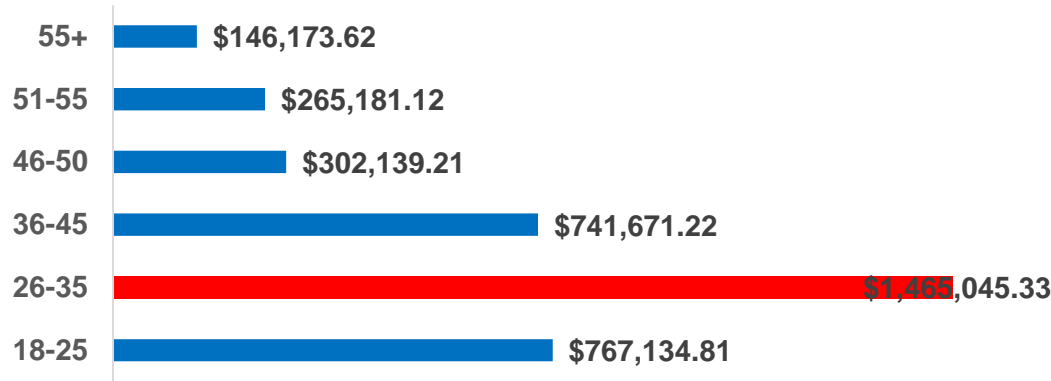
Sales increased by 497,517.61 \$ in 2018 , this represent 31.19%. **The Goal was met**

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

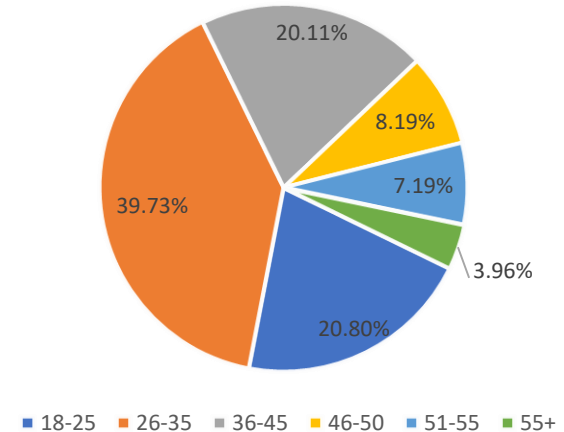
ads spend increased by 229,545.15 \$ in 2018 , this represent 37.78%. **The Goal was not met**

# Evaluate the Audience

## Sales Amount By Age Range in 2017-2018



## Sales proportion by age range 2017-18

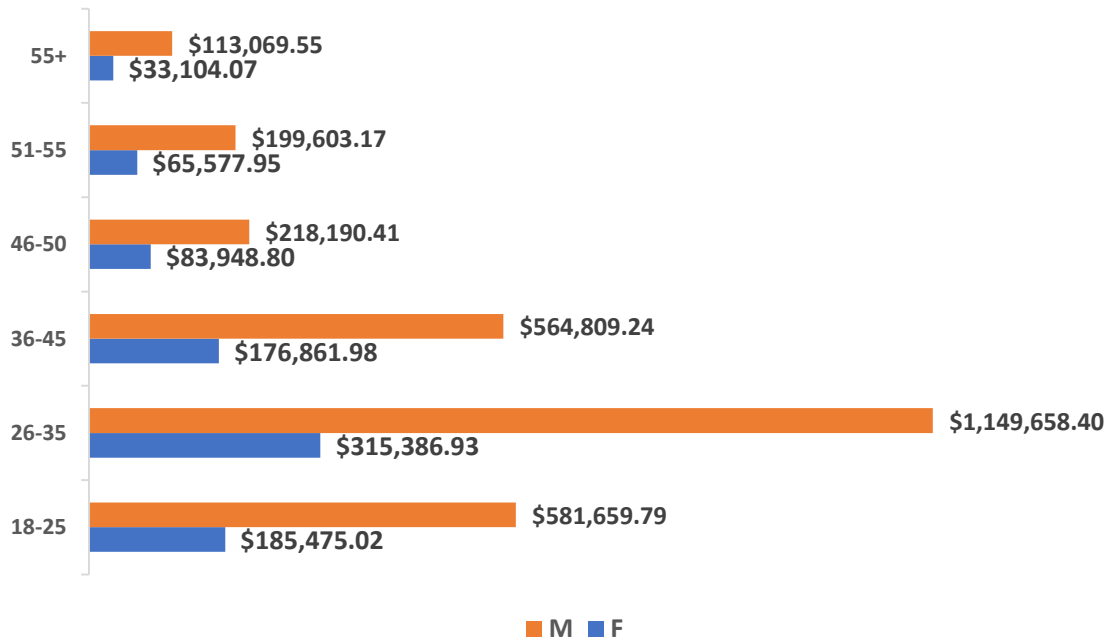


**Question: Which Age-Range generated the most sales?**

**Age range 26-35 generated the most sales**, pulling in \$1,465,045.03, representing 39.73% of the total Black Friday sales in the 2 years. The next best performing age range is 18-25, grossing \$767,134.81 or 20.80%, followed closely by the 36-45 age range, with \$741,671.22 or 20.11% of the total sales in that period. At the bottom of the chart is the 55+ age range, with \$146,173.62 in sales or 3.96% of the total sales.

# Evaluate the Audience

## Sales by Age Group And Gender



**Question: Who spent more, men or women?**

**Men spent more than women, and the same trend persisted down the age ranges.**

Age range 26-35 topped the chart with men spent \$1,149,658.40 and women, \$315,386.93.

Both 18-25 and 36-45 age ranges are next best performing groups, with men spent well over 50% more than women.

Even in the least spending 55+ age range, men spent significantly more than women.

# Evaluate the Marketing

Year	Total Sales (paid Channel)	Total Cost	ROI (paid Channel)
2017	656431.42	607610.41	8.03%
2018	893189.12	837155.55	6.69%

**Question: Was the ROI on our Paid Channel positive or negative? What was it? Which age-range had the best CPA?**

The ROI in paid channel in 2017 is 8.03% and it's performed better than 2018 with ROI 6.69%

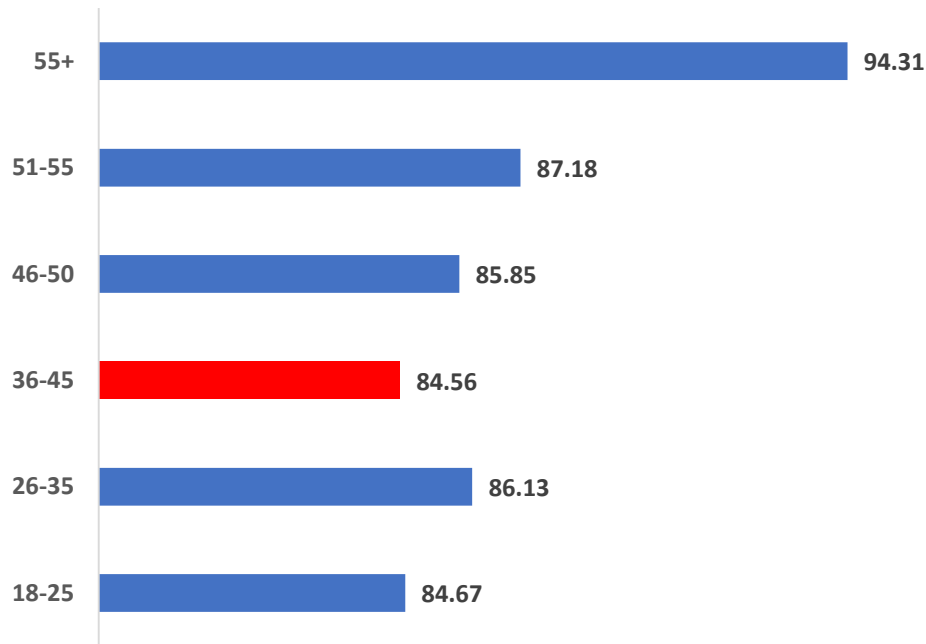
**\*ROI = (total sales - total cost)/total cost \*100**

**Age range 36-45 had the best CPA at \$84.56.**

The next best age range is the 18-25 which is marginally more at \$84.67.

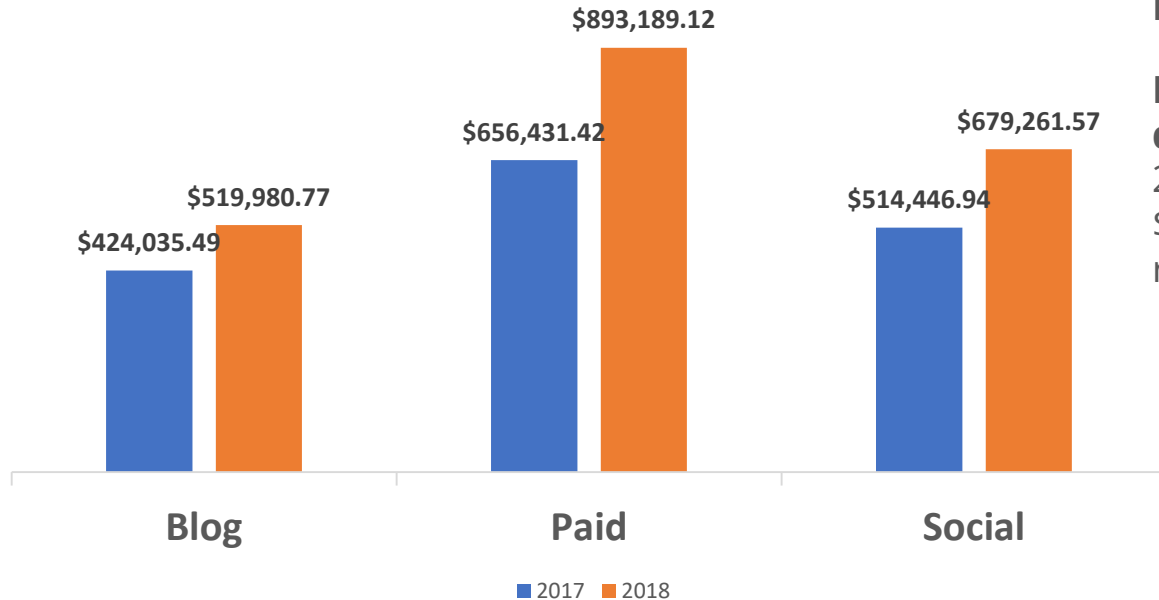
Age range 55+ had the highest CPA at \$94.31.

**Average CPA by Group Age 2017-18**



# Evaluate the Marketing

Sales by Channel Trend 2017 VS 2018

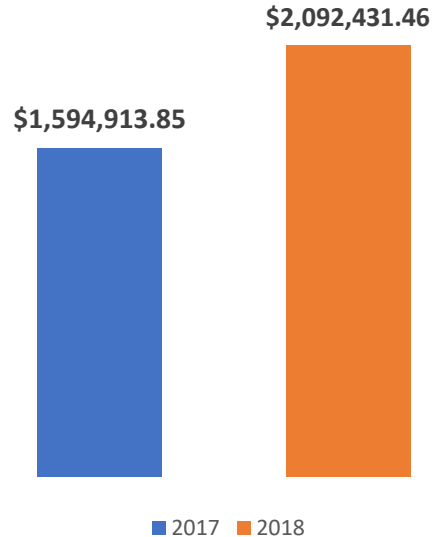


Question: Which channel was the biggest driver in sales for 2017? For 2018?

**Paid channel was the biggest driver** in sales for both 2017 and 2018, pulling in \$656,431.42 and \$893,189.12 worth of sales, respectively.

# Evaluate the Sales

## Total Revenue 2017 vs 2018

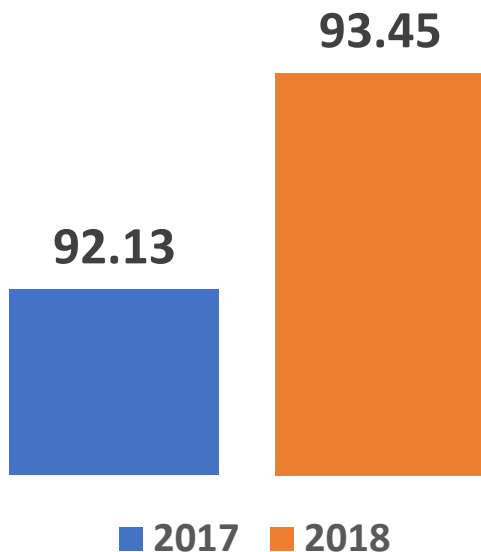


**Question: How much revenue did we generate in 2017? In 2018?**

**A total revenue of \$1,594,913.85 and \$2,092,431.46 were generated in 2017 and 2018, respectively.**

# Evaluate the Sales

Average Order Amount 2017 vs 2018



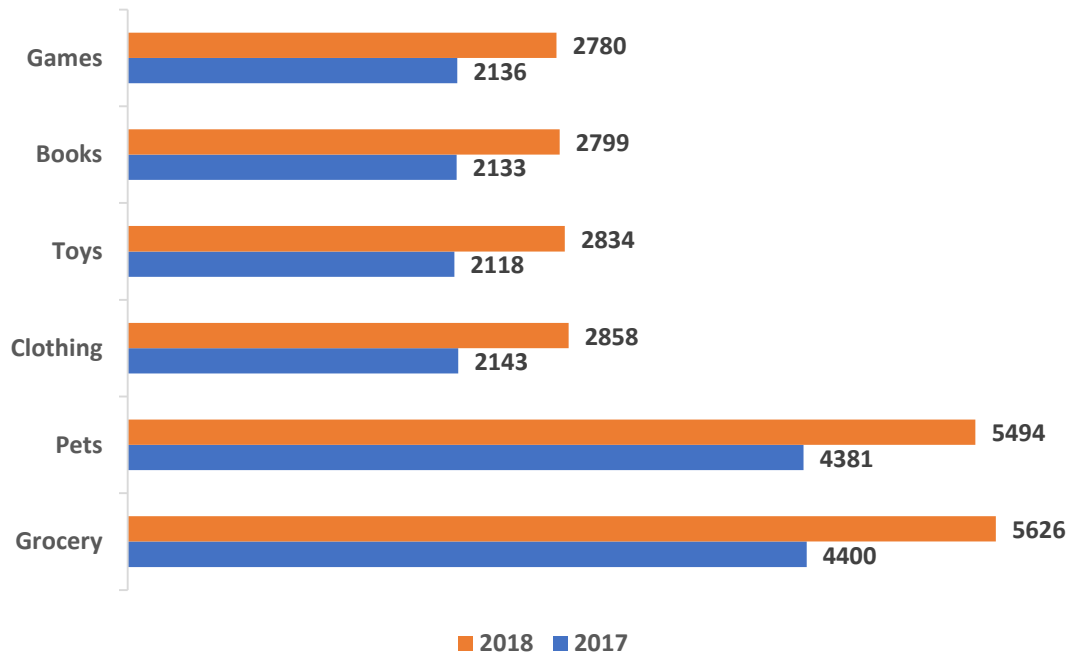
**Question: What was our average order amount in 2017 vs 2018?**

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



# Evaluate the Product Categories

Product Category popularity trends 2017 vs 2018

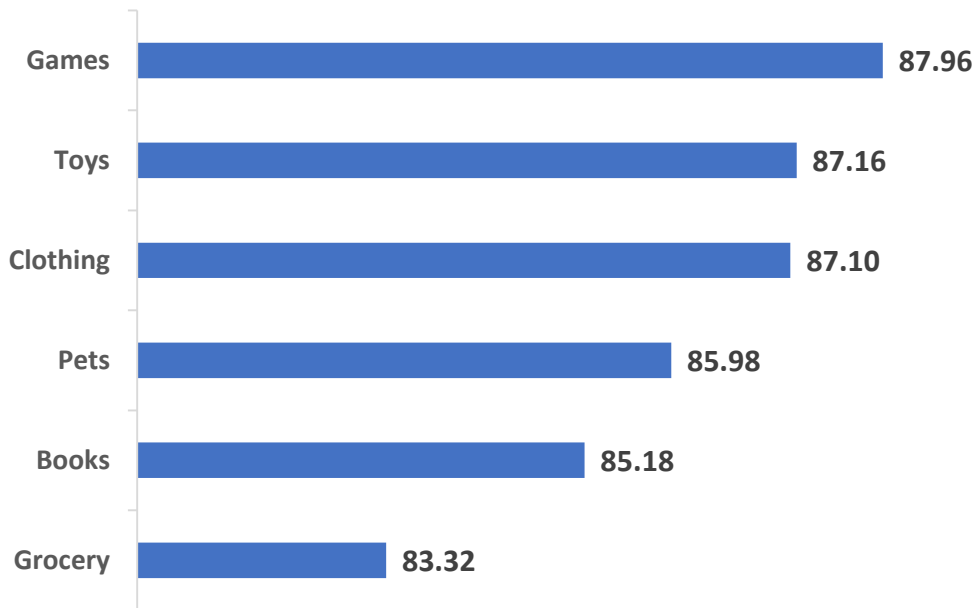


**Question: Which product category was most popular in 2017 & 2018?**

**Grocery was most popular** in 2017 and 2018, receiving 4,400 and 5,626 orders, respectively.

# Evaluate the Product Categories

Product Category Average CPA 2017-2018



**Question: Demonstrate CPA by product category During the two-year period?**

**Grocery had the lowest average CPA** among the categories at \$83.32, followed by Books and Pets at \$85.18 and \$85.98, respectively.

**Games had the highest average CPA** at \$87.96, closely trailed by Toys at \$87.16, and Clothing at \$87.10.

## Everything Else

The Dataset used for crafting this report can be downloaded from [here](#).

I used Microsoft Excel, Pivot Table, Chart To create this report.