

# Marketing Channel Analysis

Highest Revenue channel

Website

Highest Spend channel

google shopping

Highest Average Order Value (AOV)

mobileapp

Years

2017

2018

new\_customer

0

1

Highest Return On Ads Spent (ROAS)

SEO

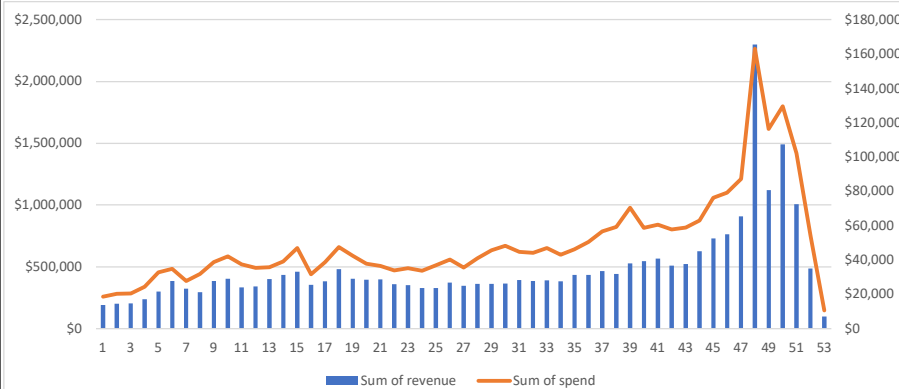
Customer Acquisition Cost (CAC)

google shopping

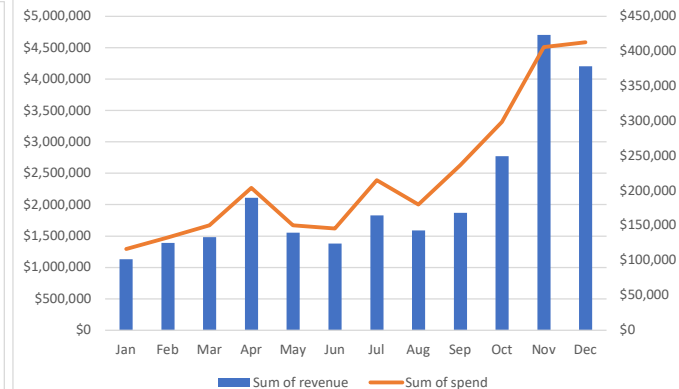
Most Profitable Channel

Website

Weekly ads spend and revenue



Monthly Revenue and Ads Spent



Channels	Total revenue	Total spend	ROAS	AOV	Total new_customer	Customer Acquisition Cost (CAC)	Profitability
affiliates	\$1,747,582	\$152,459	11.46	78.91	106	1438.288555	\$1,595,124
Email	\$2,528,087	\$55,017	45.95	77.86	106	519.0239821	\$2,473,070
facebook	\$183,073	\$107,061	1.71	76.18	106	1010.009325	\$76,012
google search	\$3,459,140	\$86,249	40.11	79.56	106	813.6712142	\$3,372,890
google shopping	\$5,113,843	\$1,765,862	2.90	68.74	106	16659.07101	\$3,347,982
instagram	\$241,909	\$98,440	2.46	72.41	106	928.6827722	\$143,469
mobileapp	\$29	\$0	0.00	90.23	3	0	\$29
price comparison	\$326,570	\$33,966	9.61	67.59	106	320.4307575	\$292,604
quora	\$200,738	\$0	0.00	80.66	106	0	\$200,738
Search partner	\$166,731	\$124,089	1.34	71.74	103	1204.744071	\$42,643
SEO	\$680,700	\$748	910.29	80.13	106	7.054591038	\$679,952
SEO shopping	\$1,102,676	\$5,610	196.57	73.02	106	52.92146085	\$1,097,066
unknown	\$1,619,973	\$219,762	7.37	75.79	106	2073.229723	\$1,400,210
Website	\$8,627,284	\$0	0.00	84.58	106	0	\$8,627,284
Grand Total	\$25,998,335	\$2,649,261	9.81	77.64	1378	1922.540841	\$23,349,074