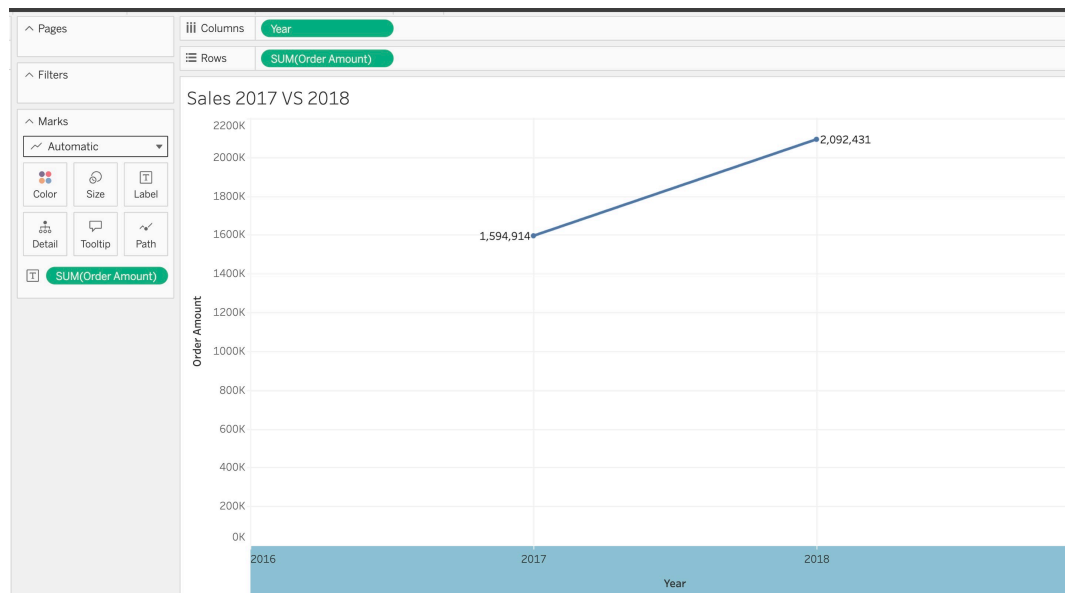# Udacity
Marketing Analytics

Nanodegree Program
Project: Craft a Report
By Haya

Objective Results

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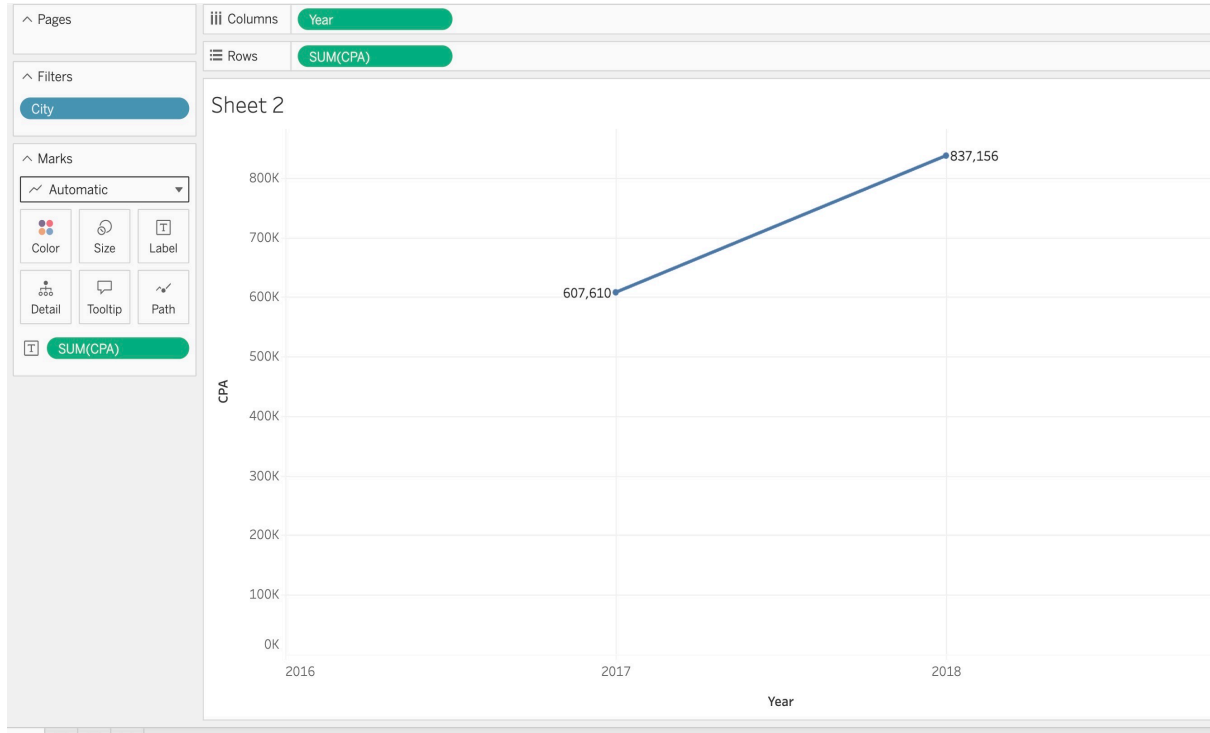

total sales 2017: 1,594,914$

total sales 2018: 2,092,431$

Growth = 31.22%

The goal is achieved

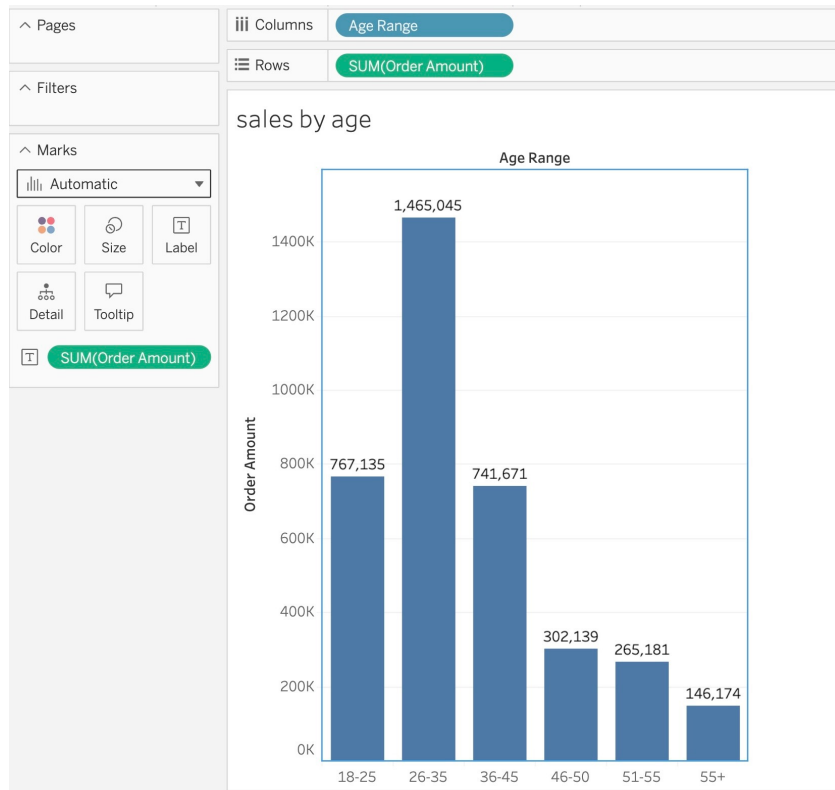# Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018.

Total ad spend 2017: 607,610 $
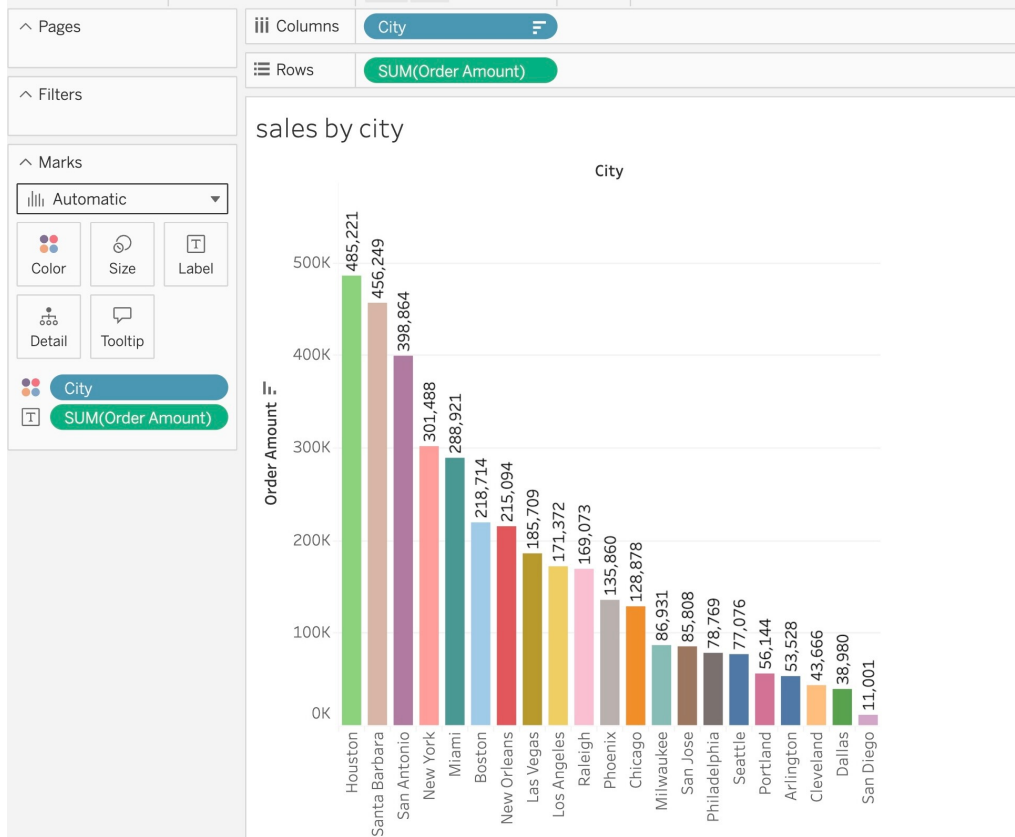Total ad spend 2018: 837,156$
Change: +37.78%
The goal not achieved

Evaluate the Audience

sales by age

Which Age-Range generated the most sales? The age-range 26-35 generated the largest amount of sales it is reached more then 1,400,00$.
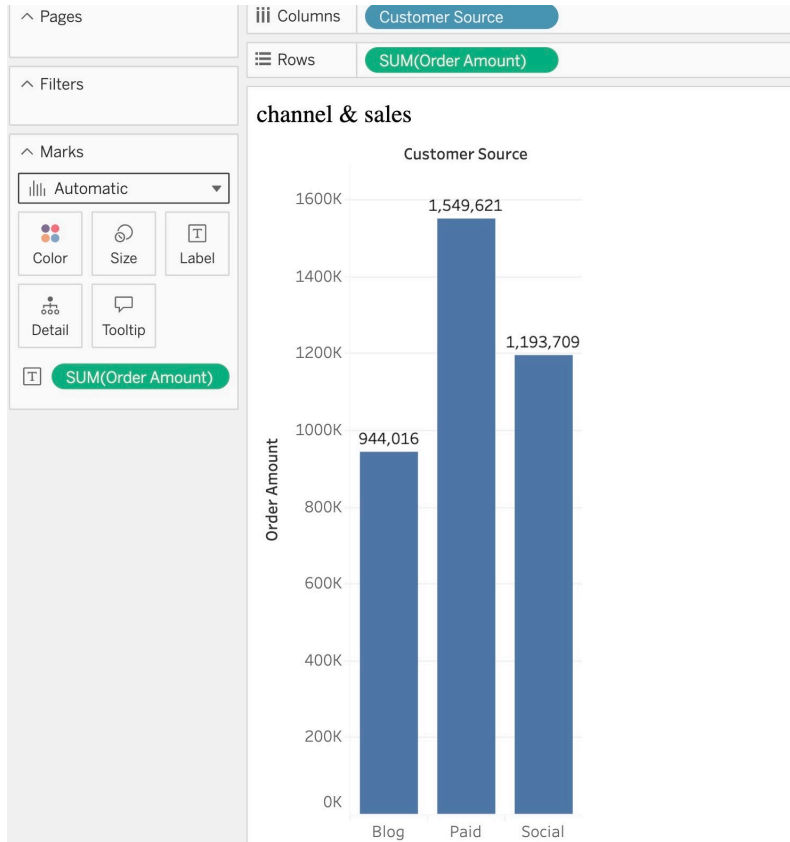
Evaluate the Audience

sales by city

Which City generated the most sales? Houston with 485,221$ sales

Which City generated the least sales? San Diego with 11,001$ sales
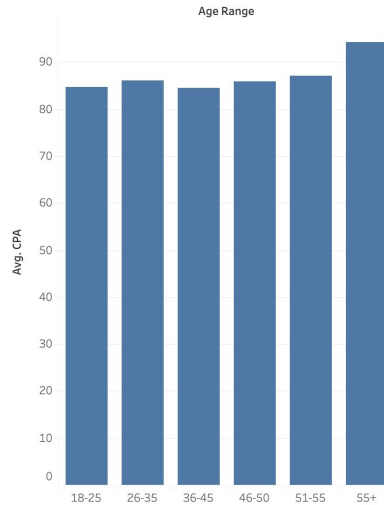
Evaluate the Marketing

Which channel was the biggest driver in sales for 2017 and 2018?
Paid channel was the most driver in sales in both years. With 1,549,621$
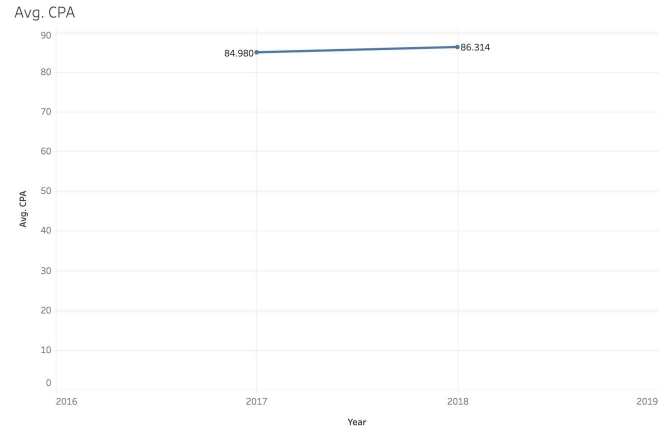
Evaluate the Marketing

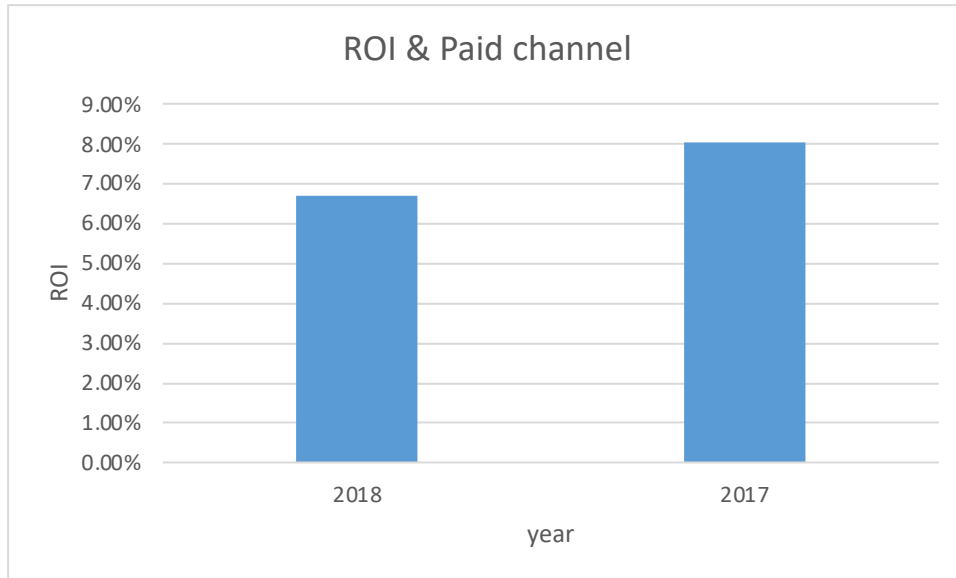**Which age-range had the best CPA? The 36 – 45 had the best CPA**

What was the average CPA in 2017 and 2018?

In 2017 it reached 84,980. and 2018 86.314**.**

Age range & CPA

Evaluate the Marketing

What was the ROI on our Paid Channel? The change is negative, as the Return on Investment (ROI) decreased from 8.03% in 2017 to 6.69% in 2018.
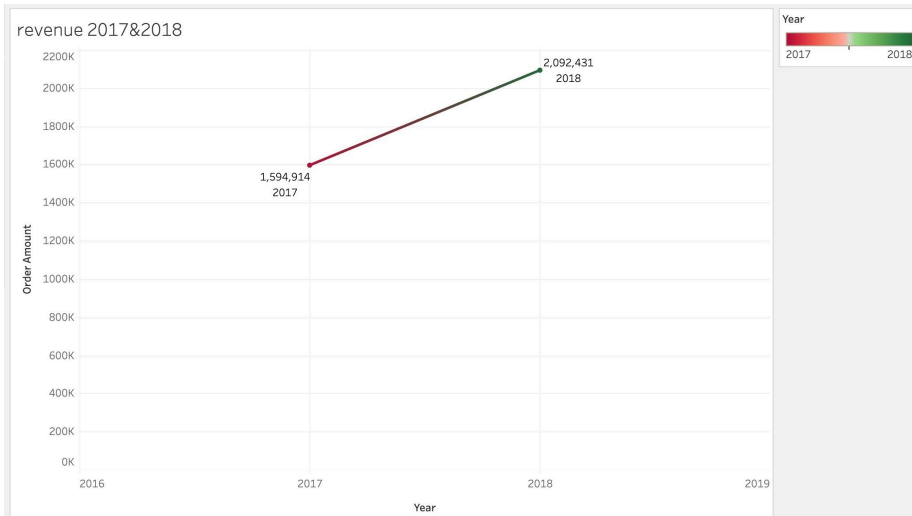
Evaluate the Sales

How much revenue did we generate in 2017 and 2018?
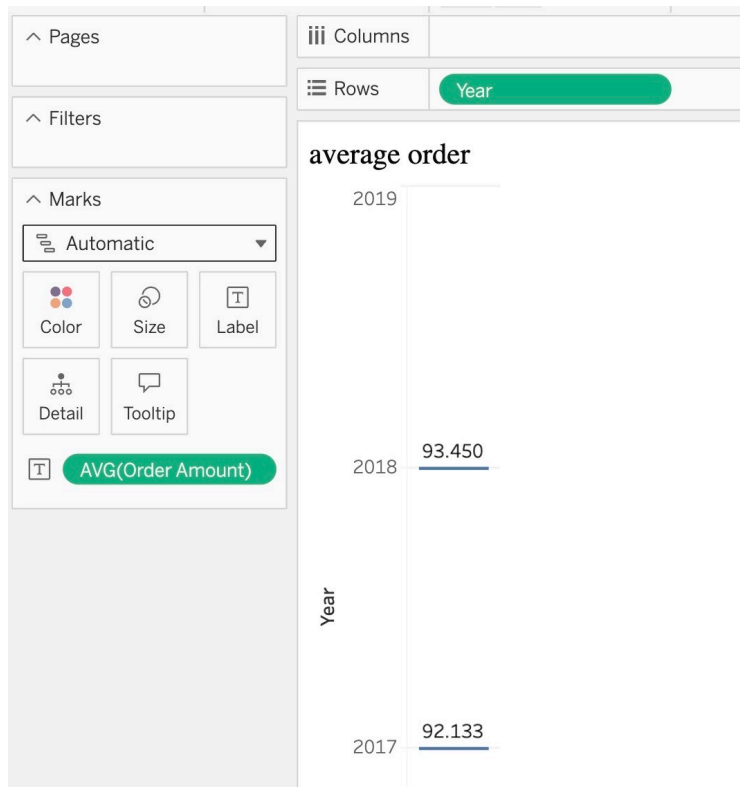In 2017, we generate of 1,594,914$, and our revenues increased in 2018 and reached 2,092,431$

Evaluate the Sales

Which customer spent the most money?

The customer with user ID 1004277 it the one who spends the most money with more then 8k$

Evaluate the Sales

What was our average order amount in 2017 vs 2018?

Average order amount in 2017: 92,133 $
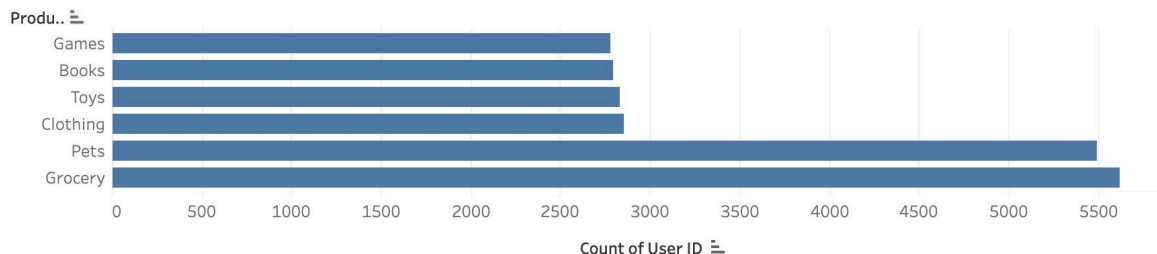
Average order amount in 2018: 93,450$

The percentage change in the Average order amount from 2017 to 2018 is 1.43%
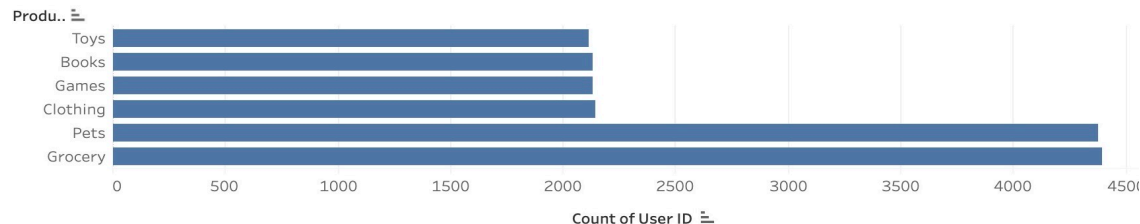
Evaluate the Product Categories

Which product category was most popular in 2017 & 2018?
Grocery was the most popular product categories in each year by knowing how many customers ordered each product.

popular product category 2018
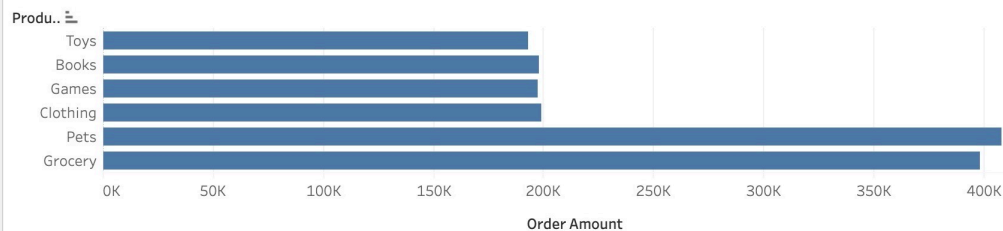

popular product category 2017

Evaluate the Product Categories

Which product category was most revenue in 2017 & 2018?

In 2017 it was Pets with more then 400k $. In 2018, Grocery with 525.438$.

sales & product category 2017

sales & product category 2018