

Udacity

Marketing Analytics

Nanodegree Program
Project: Craft a Report

Objective Results

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

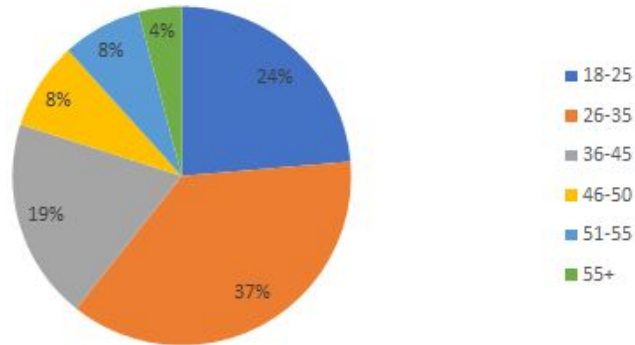
Decrease total ad spend by 30% from Black Friday 2017 to Black Friday 2018.

Evaluate the Audience

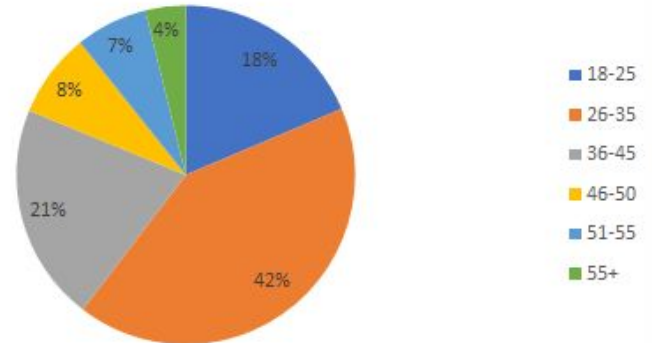
Demonstrate sales amount by age-range

Which Age-Range generated the most sales? Age range 26-35 generates the most sales

Order Amount in 2017 by age range

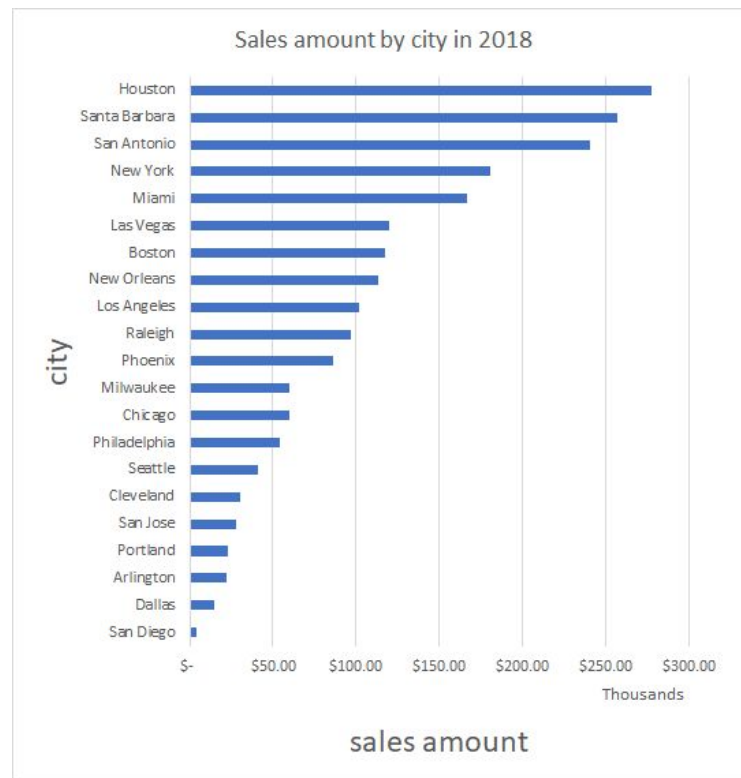
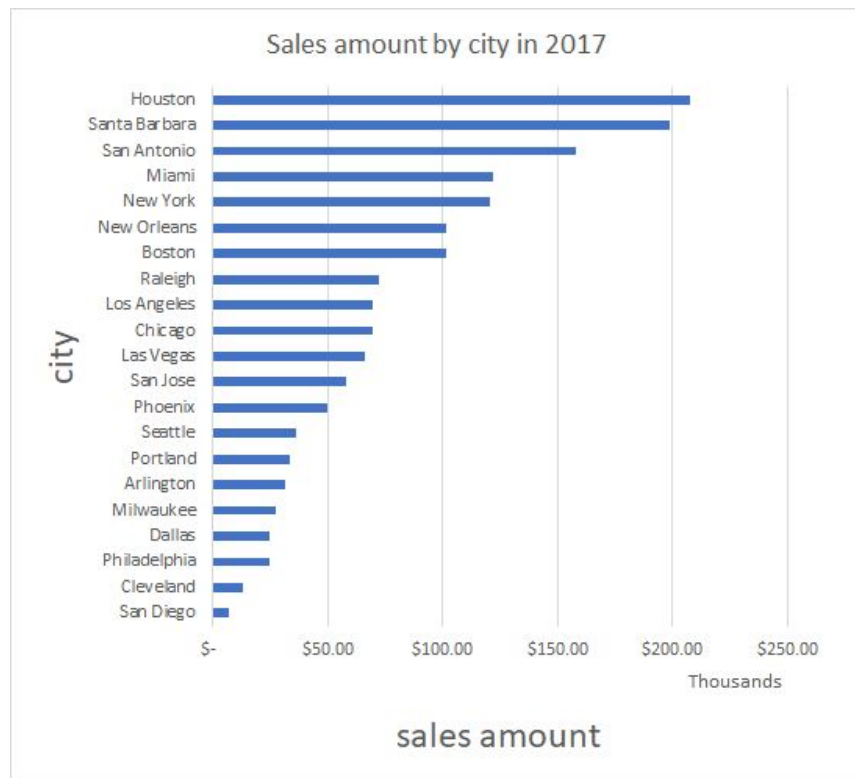


Order Amount in 2018 by age range



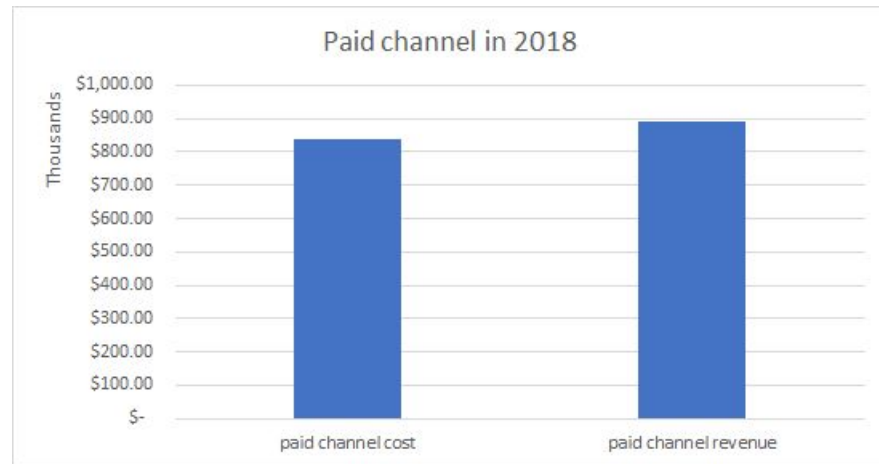
Evaluate the Audience

Demonstrate sales by city



Evaluate the Marketing

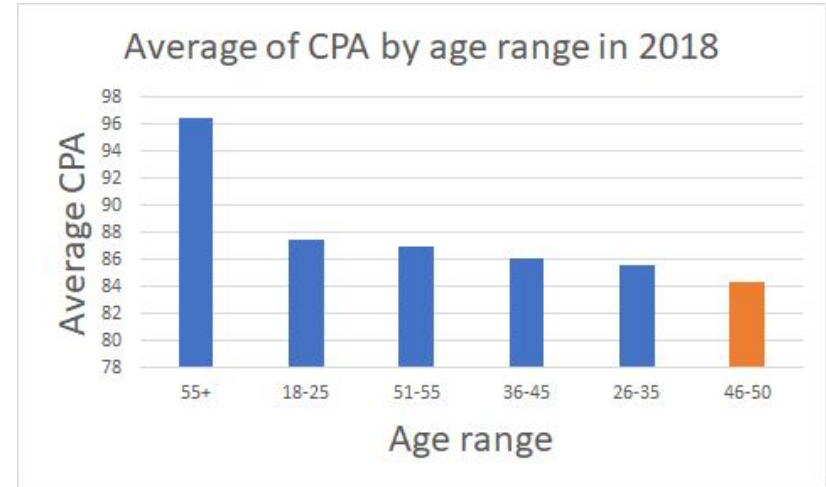
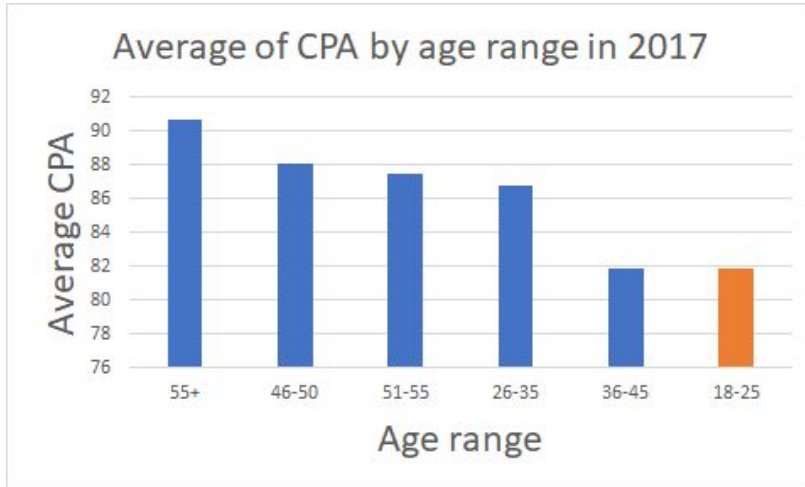
Was the ROI on our Paid Channel positive or negative? What was it? Which age-range had the best CPA?



year		cost on ads	total revenue	average order amount	paid channel revenue	paid channel ROI
2017	\$	607,610.41	\$1,594,913.85	\$ 92.13	\$656,431.42	8.0%
2018	\$	837,155.55	\$2,092,431.46	\$ 93.45	\$893,189.12	6.7%

Evaluate the Marketing

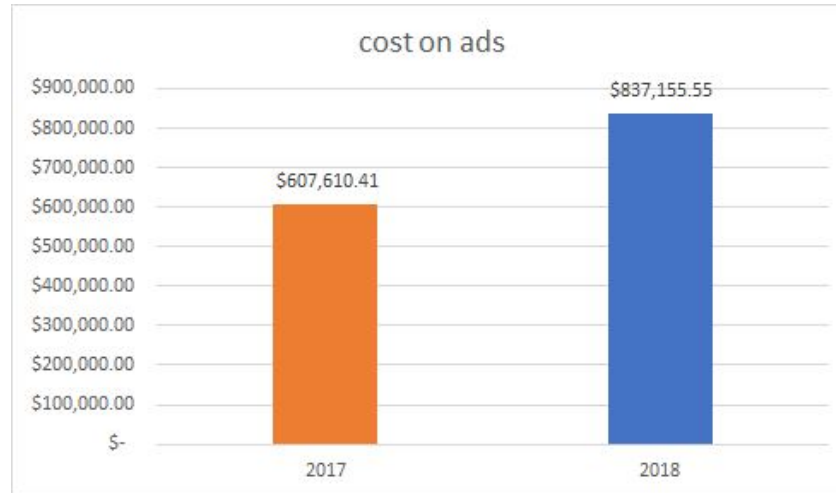
Which age-range had the best CPA?



In 2017 age range 18-25 has the lowest CPA, while in 2018, it is 46-50

Evaluate the Marketing

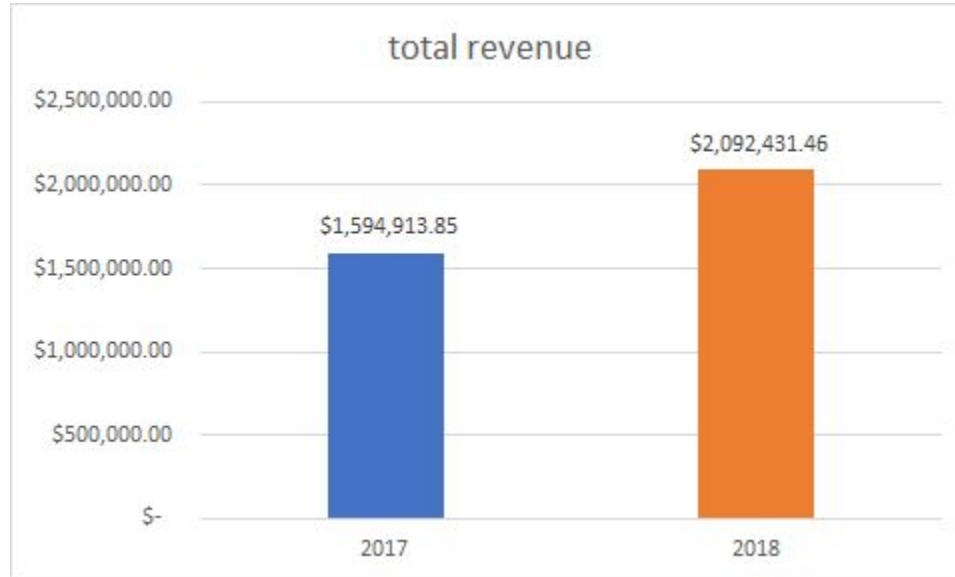
Did we meet our CPA Objective?



Obviously, we did not meet the CPA objective. The total ad spend is even more in 2018.

Evaluate the Sales

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



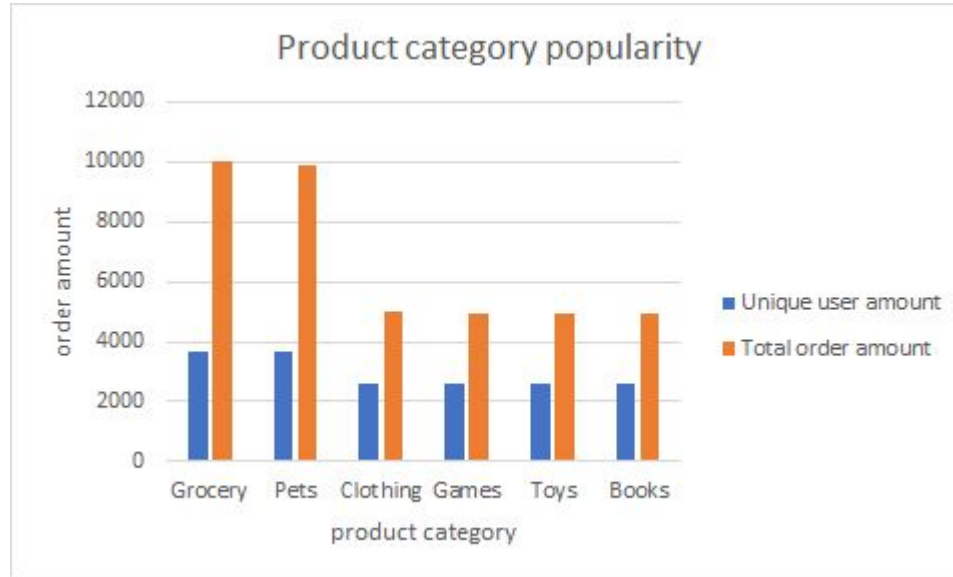
Evaluate the Sales

What was our average order amount in 2017 vs 2018?



Evaluate the Product Categories

Which product category was most popular in 2017 & 2018?



Whether it is the unique user amount or total order amount, the grocery is the most popular product category in 2017 & 2018 combined.

Evaluate the Product Categories

Demonstrate sales by product category



Evaluate the Product Categories

Demonstrate CPA by product category

