ABC Retail Sales Analysis

ABC is a well-known retailer in the Bay Area district of California US. Over the past 3 years ABC has seen a subdued increment in its sales. The company invests heavily in its marketing activities to make sure its target customers of age group 12 – 45 years are aware of their brand. Though the brand has made substantial spending on 3 major channels TV, Digital & Radio, they are not sure which channel yields them the most return on investment.

As a consultant you’re tasked to evaluate the data provided and answer the below Key questions that can help ABC in achieving higher growth.

1. Are all the media channels effective in driving sales/Revenue?
2. Which is the most important channel out of the three?
3. Does macro-economic factors have an influence on sales, below is a quarterly published values of GDP (% of change from preceding period) for your reference. (You can include any additional Macro data if necessary)

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| QTR | GDP % Change |
| 2020 - Q1 | -4.60% |
| 2020 - Q2 | -29.90% |
| 2020 - Q3 | 35.30% |
| 2020 - Q4 | 3.90% |
| 2021 - Q1 | 6.30% |
| 2021 - Q2 | 7.00% |
| 2021 - Q3 | 2.70% |
| 2021 - Q4 | 7% |
| 2022 - Q1 | -1.60% |
| 2022 - Q2 | -0.60% |
| 2022 - Q3 | 3.20% |
| 2022 - Q4 | 2.60% |

1. US went through a tough period during COVID (2019 to 2020), for this analysis consider covid lockdowns placed in Q2-2020 and slowly relaxed in Q3-2020. Evaluate if COVID had an impact on sales and why ?