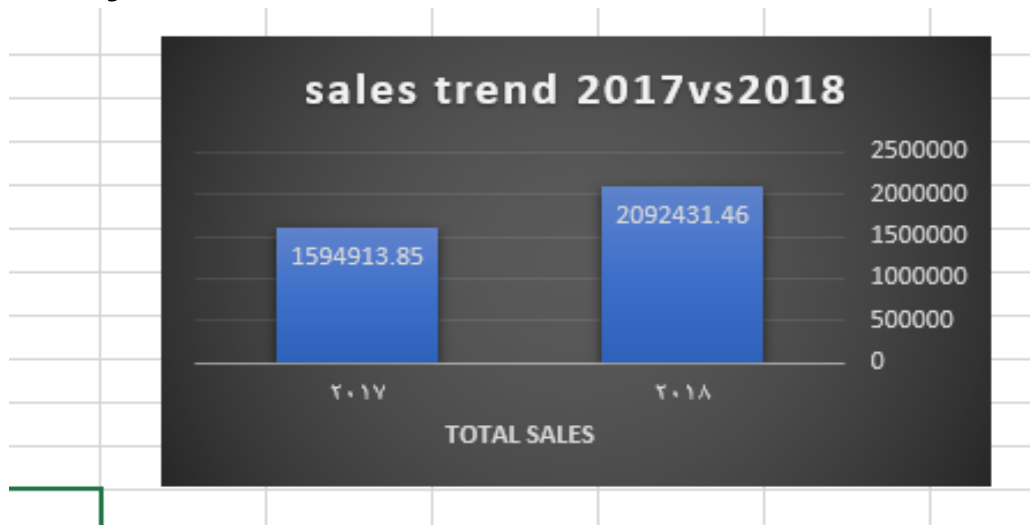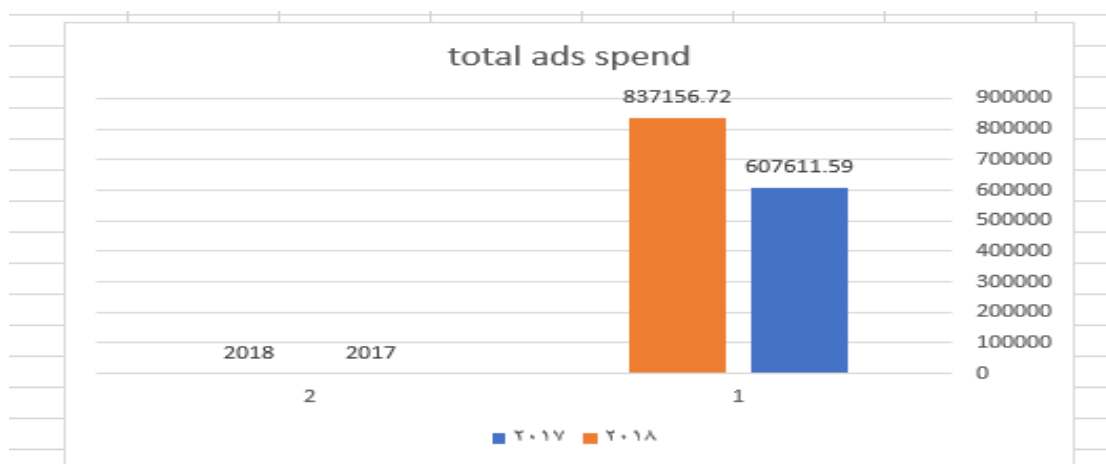# Objective:

Increase the total sales was rise by 30% on Black Friday 2018 vs. Black Friday 2017. The sales increase 31.19% (sales volume in2018-sales volume in2017)/ sales volume in2017))*100
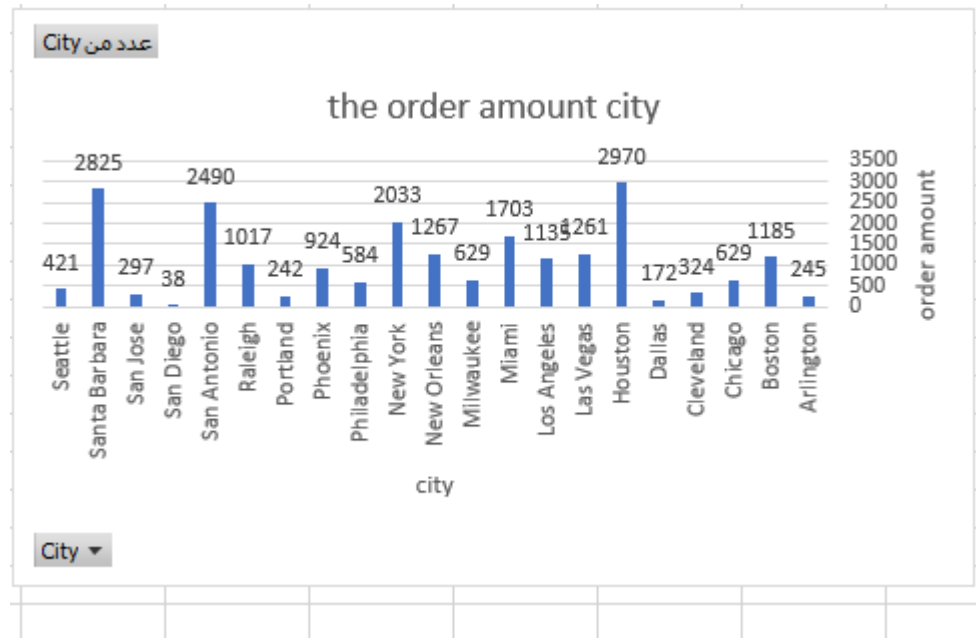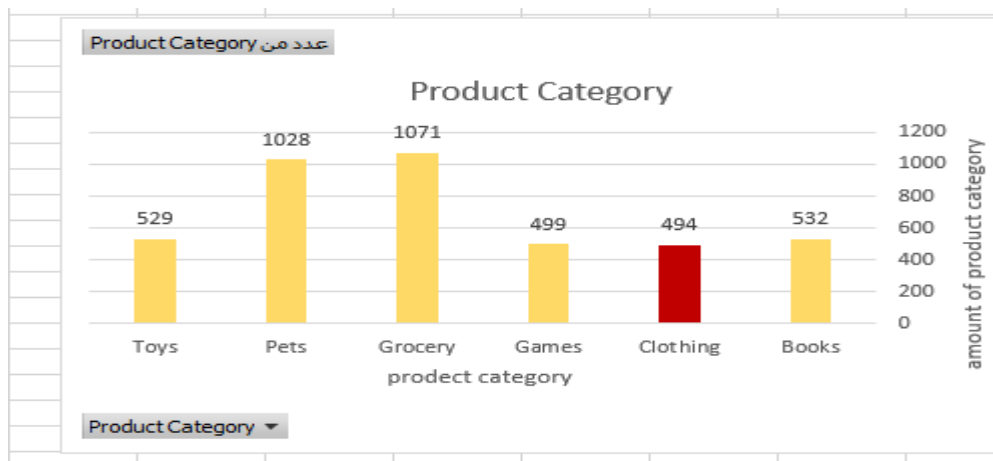
This objective achieved

Decrease the total ad spend by 30% from Black Friday 2017 to Black Friday 2018. Ad spend increased 229545.13 in 2018 this means increase 37.7% the objective was not achieved.

Evaluate the audience:

1)

عدد من City

the order amount city

	order amount
Seattle	421
Santa Barbara	2825
San Jose	297
San Diego	38
San Antonio	2490
Raleigh	1017
Portland	242
Phoenix	924
Philadelphia	584
New York	2033
New Orleans	1267
Milwaukee	629
Miami	1703
Los Angeles	1135
Las Vegas	1261
Houston	2970
Dallas	172
Cleveland	324
Chicago	629
Boston	1185
Arlington	245

City ▼

- Which City generated the most sales 2017?
- The Houston I s the most sales 2970
- Which City generated the least sales? The San Diego is the least sales 38

عدد من Product Category

Product Category

product category	amount of product category
Toys	529
Pets	1028
Grocery	1071
Games	499
Clothing	494
Books	532

Product Category ▼

-
    - Which product category was least popular to 18-25 year olds? The figure shows that the clothing category is the least popular among the 18-25 age group and the grocery category is the most popular among 18-25 age group
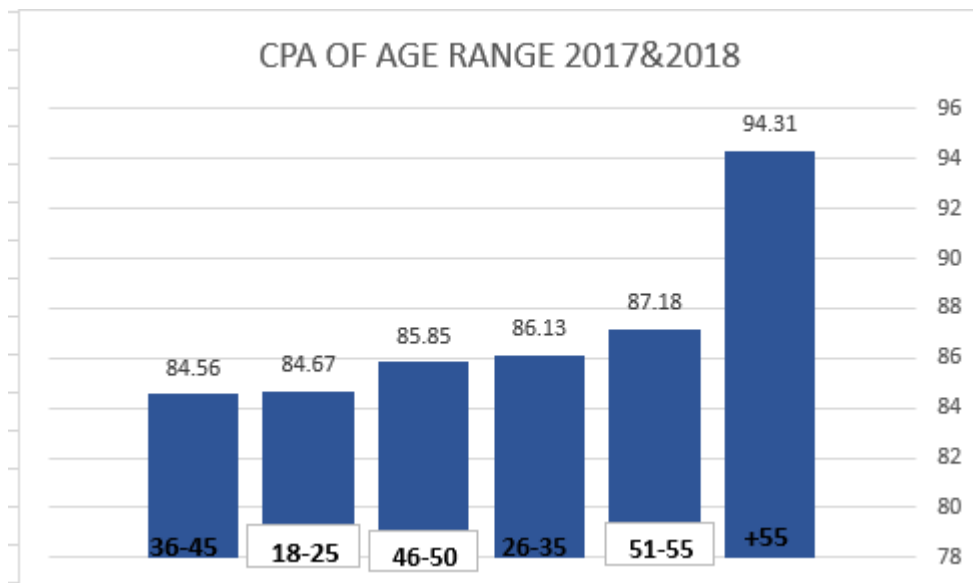
spend of women

spend of men
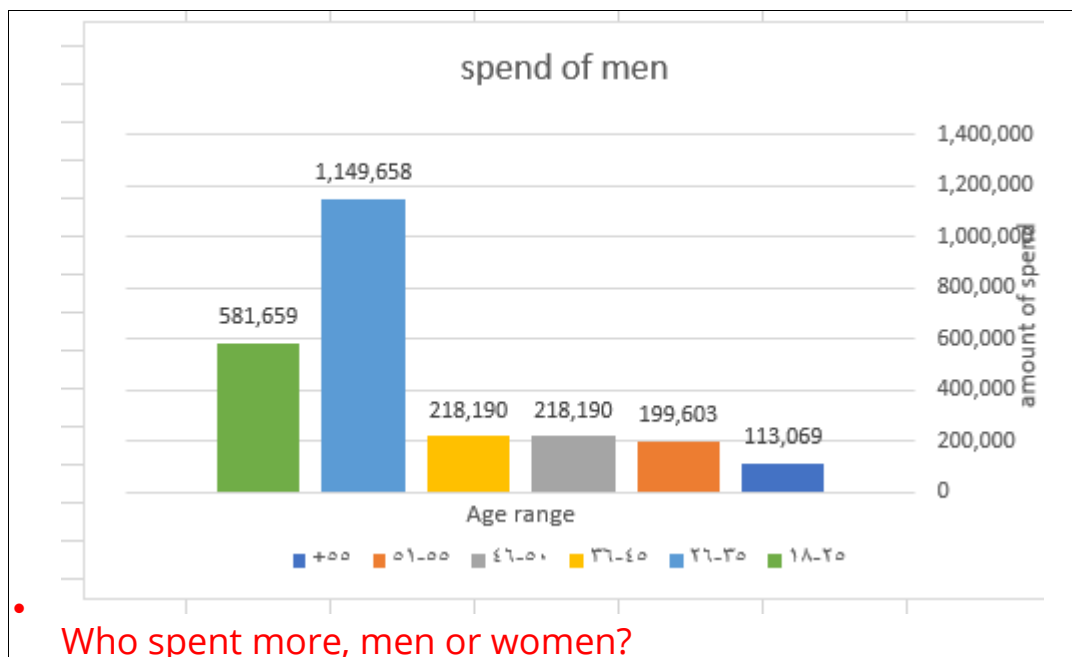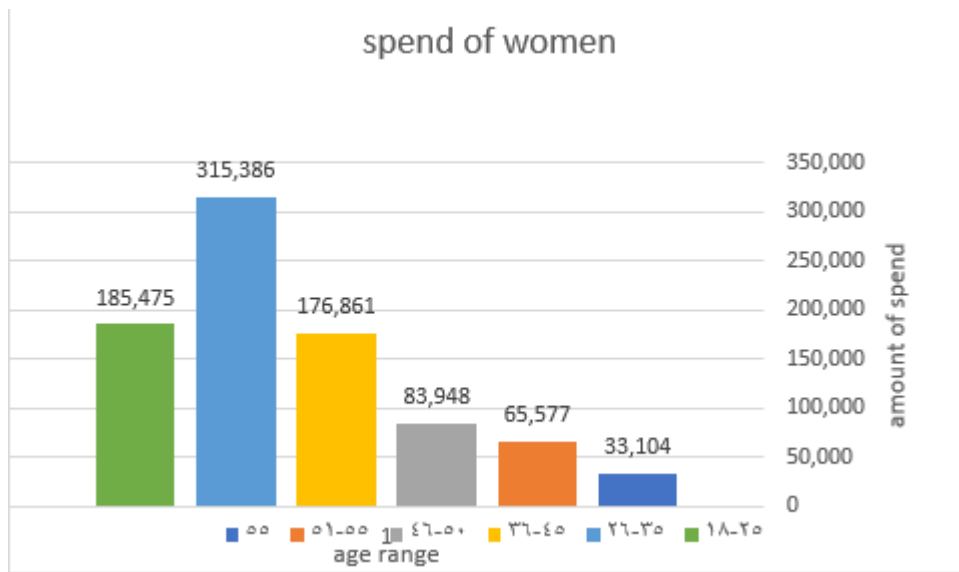
The men spend more than women

Most age in terms of spending 26-35

Evaluate the marketing
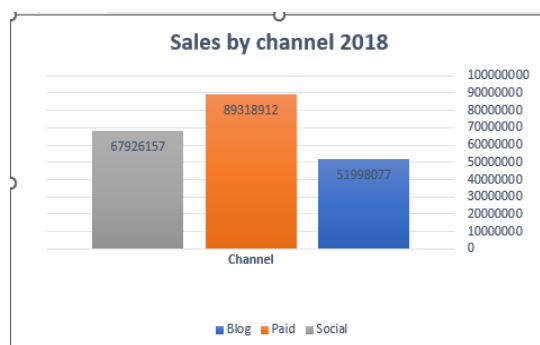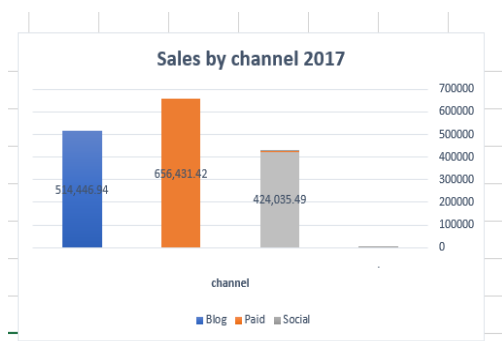
CPA OF AGE RANGE 2017&2018

Total sale =1.549.620

Means the ROI=(1,549.620-1,444,765)/1,444,765*100=7.26%

The ROI is positive at about 7.26%

The range 36-45 the best CPA

The high CPA+55 the less CPA 36-45

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

Sales by channel 2017

Sales by channel 2018

The paid channel achieved the highest sales equal to 89318912 in the 2018 and 65643142 in the 2017

- Evaluate the Sales

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

Revenue in the 2017= 159,4913 and the Revenue in the 2018= 209,2431

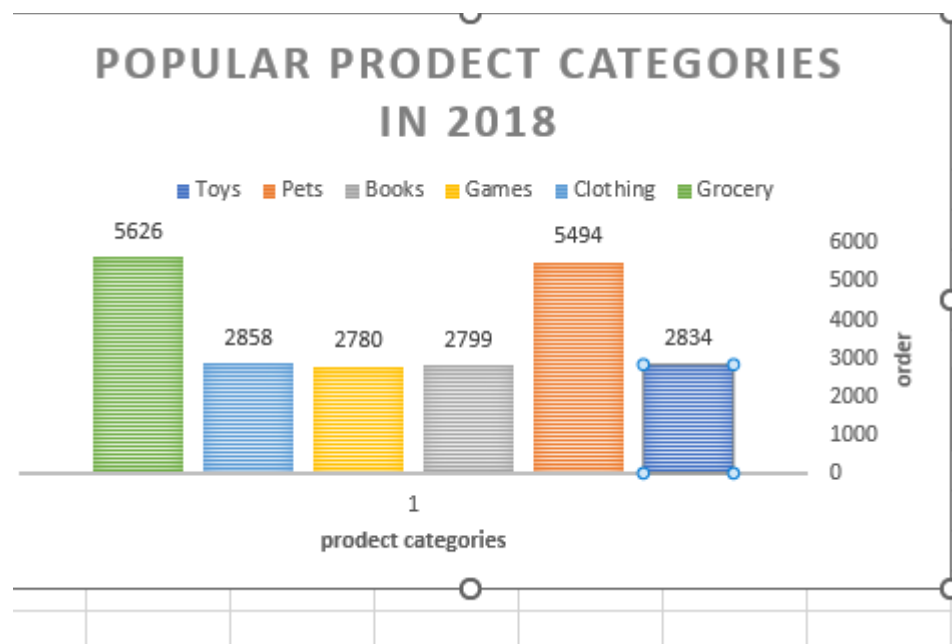The growth increased by the 31 means (sales volume 2018-sales volume 2017)*100
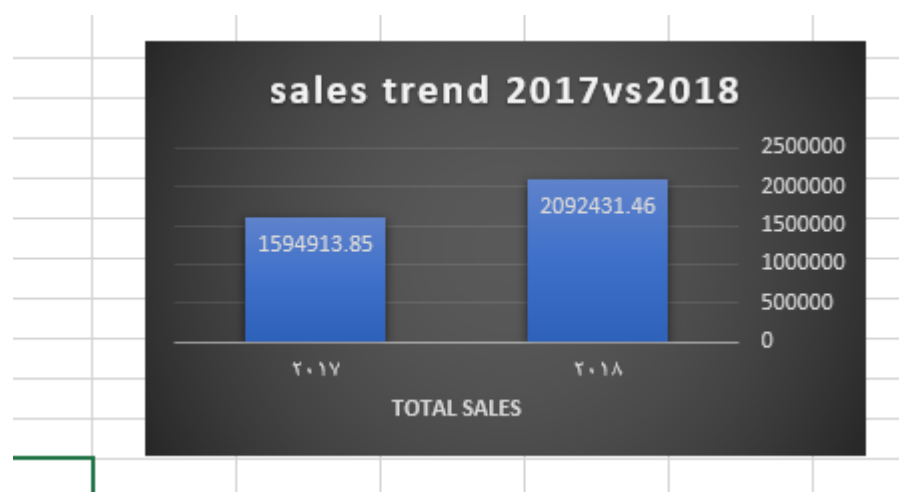
• What was our average order amount in 2017 vs 2018?

The average order in the 2017 was 92.13 and the average order in the 2018 was 93.45

- Evaluate the Product Categories

Which product category was most popular in 2017 & 2018?

POPULAR PRODECT CATEGORIES IN 2018

■ Toys ■ Pets ■ Books ■ Games ■ Clothing ■ Grocery

5626 2858 2780 2799 5494 2834

order: 6000, 5000, 4000, 3000, 2000, 1000, 0

1

prodect categories

POPULAR PRODECT CATEGORIES IN 2017

■ Toys ■ Pets ■ Books ■ Games ■ Clothing ■ Grocery

4400 2143 2136 2133 4381 2118

order: 5000, 4000, 3000, 2000, 1000, 0
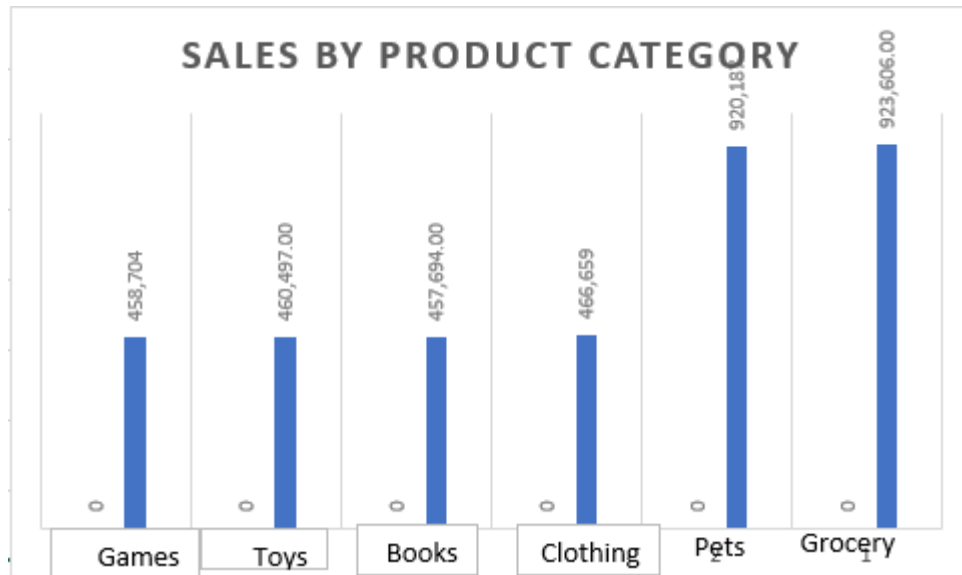
1

prodect categories

Which product category was most popular in 2017 & 2018?

In 2017 and 2018 the grocery was the most popular.

In 2017 there was(4400) order and in the 2018 there was (5626) order.

- Evaluate the Product Categories

- Demonstrate sales by product category?

Groceries were the most sold, with an amount equal to 923,60600, while books were the least sold , with an amount of 457,69400