

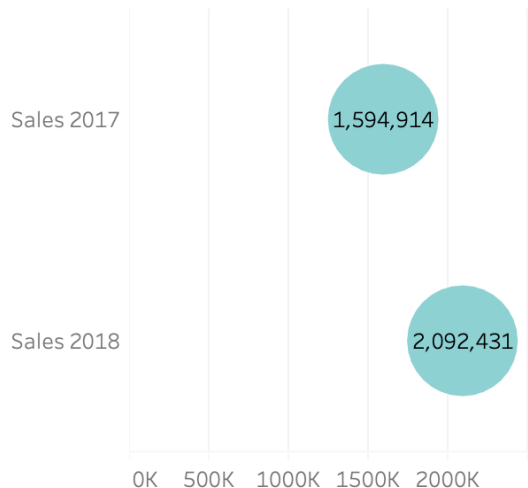
Udacity

Marketing Analytics

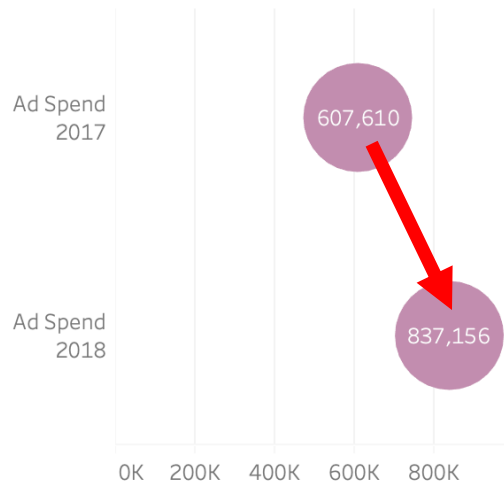
Nanodegree Program
Project: Craft a Report

Objective Results

Sales



Cost Per Acquisition



OBJECTIVES:

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

GOAL MET: Sales increased by 31% from 2017 to 2018

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

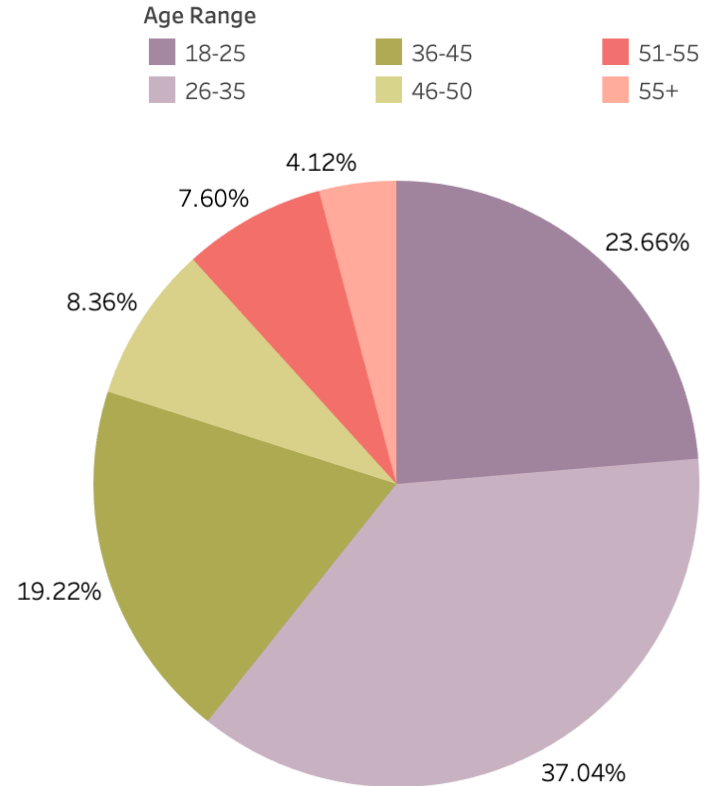
GOAL NOT MET: Ad spend increased by 38% during this time

Evaluate the Audience

What Was The Relationship Between Sales and Age-Range?

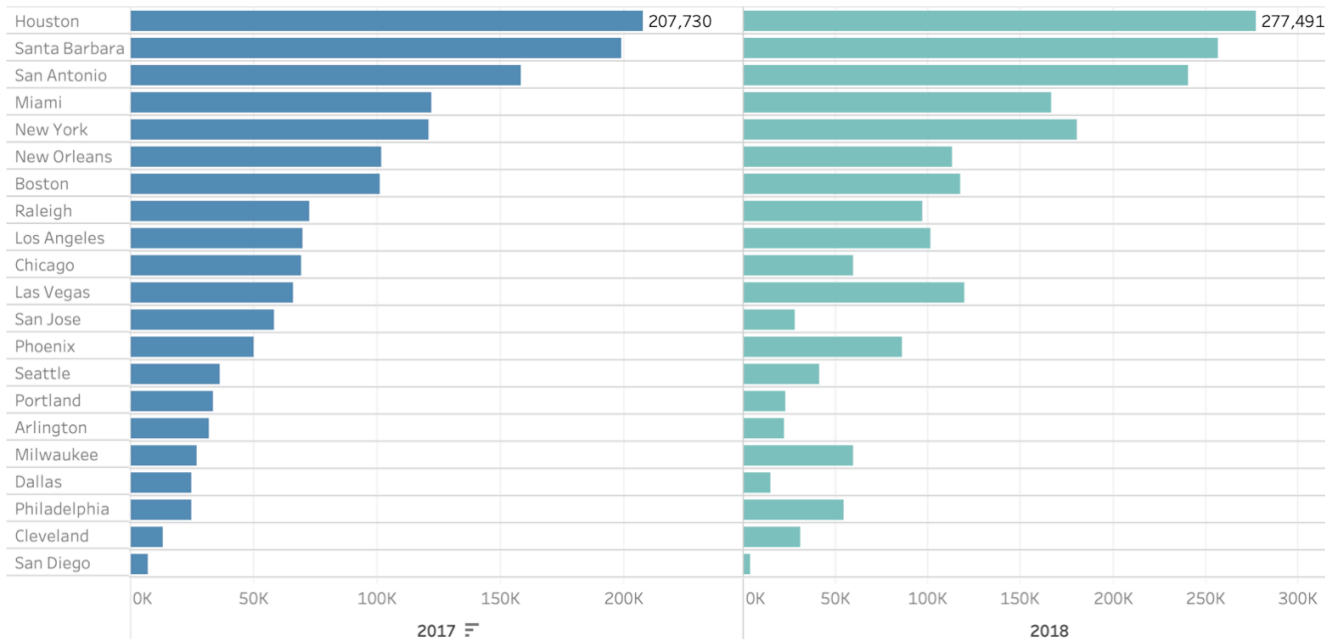
The highest sales were from individuals aged 26-35, with a total of \$1,465,045.33.

The lowest sales are in the 55+ age group.



Evaluate the Audience

Where Were Our Customers Located in 2017 – 2018?



The highest amount of sales was in **Houston** for both 2017 and 2018, totaling \$485.221.

Santa Barbara and San Antonio fall in the 2nd and 3rd spots for both years.

Evaluate the Marketing

- Was the ROI on our Paid Channel positive or negative?

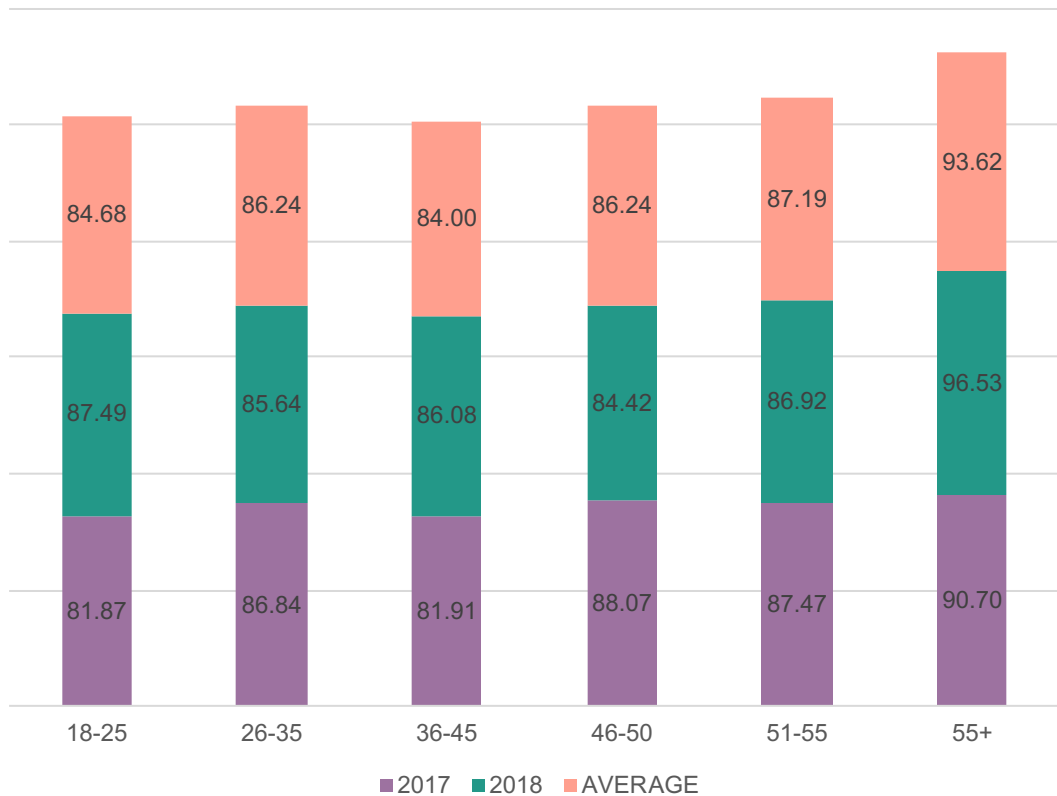
Positive

- What was it?

The ROI on paid channel =
 $(\$1,549,620.54 - \$1,444,765.96) / \$1,444,765.96 =$
7.26%

	Total Sales (Paid Channel)	Cost	ROI
2017 \$	656,431.42	\$ 607,610.41	
2018 \$	893,189.12	\$ 837,155.55	
TOTAL \$	1,549,620.54	\$ 1,444,765.96	7.26%

Evaluate the Marketing

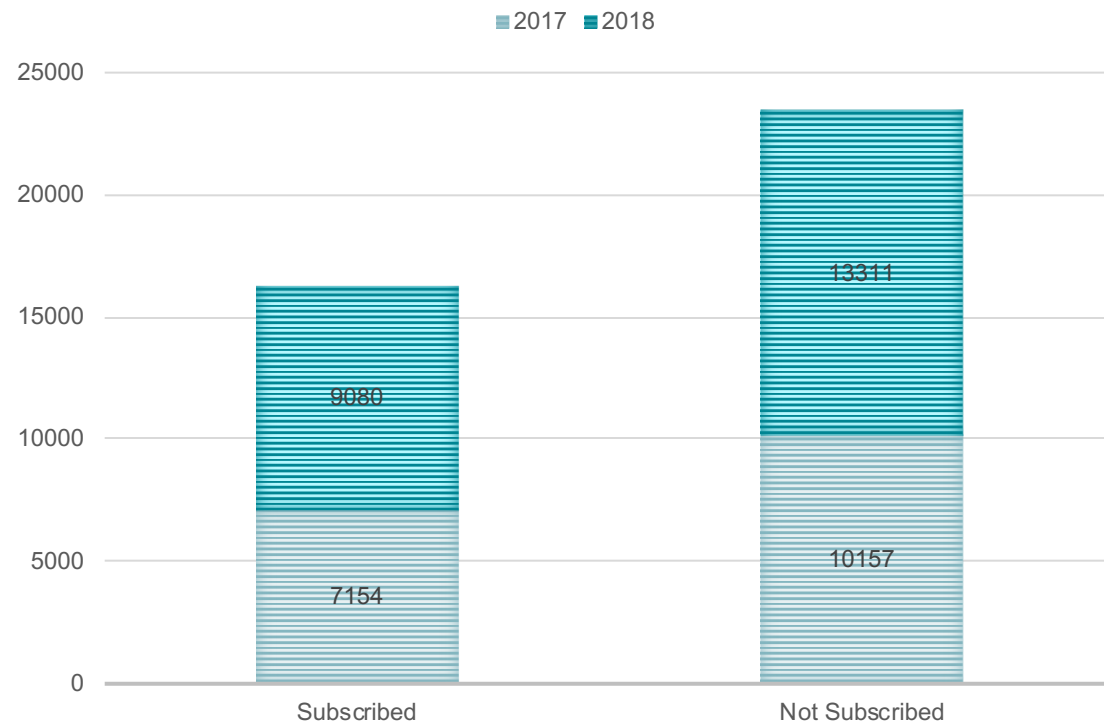


➤ Which age-range had the best CPA?

The group with the best average CPA is the **36-45** age group with **84**.

We spent the most on the 55+ age group – an average of 93.62.

Evaluate the Marketing



➤ How did our newsletter subscriptions change between the two years?

Our **subscribers grew by 27%** from 2017 to 2018, however, our total customers who were not subscribed to the newsletter also grew by 31%.

Evaluate the Sales

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



- What was our average order amount in 2017 vs 2018?

Sales average went up by 1.32, or 1.43%

2017 Average	2018 Average
92.13	93.45

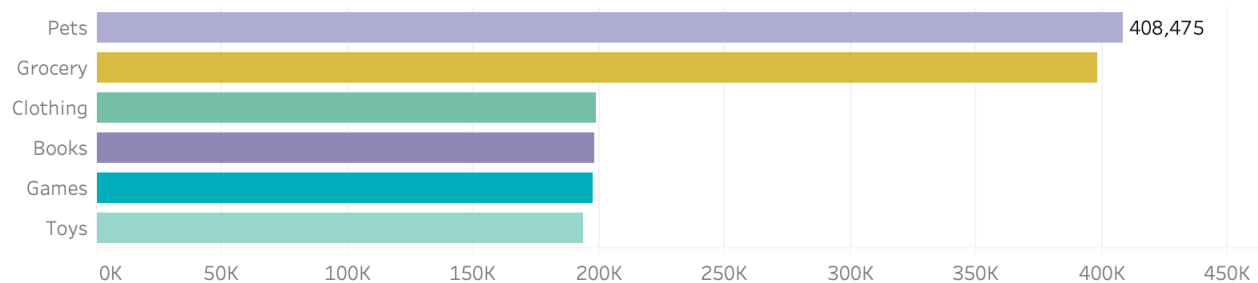
Evaluate the Product Categories

- Which product category was most popular in 2017 & 2018?
- What were the sales for the top performers?

2017: **Pets** (\$408,475)

2018: **Grocery** (\$525,438)

2017



2018

