

Create a Proposal for the Next Quarter

REVIEW

HISTORY

Meets Specifications

Dear Student,

Congratulations 🎉🎉🎉. You did it!

This is an excellent submission. You have not only passed the project submission in one shot! You have diligently studied the project requirements and answered all questions accurately.

By paying attention to details, you presented the information in the appropriate tables and charts. You did a great job presenting each visual and supporting text neatly.

We wish you the very best in the next steps.

Keep learning, keep giving your best.

Kind regards,

PS: Please stay safe.

Part 1: Objectives Results

✓

Student visually (in an appropriate table or graph for the data type) demonstrates the total number of sales for each year, and displayed the percent change from 2017 to 2018.

Student indicated whether the example goal was met or was not met.

Student used proper chart labels, headings, and any legends.

Student restated the goal, so it was evident why they were presenting the information on each slide
Student did this for both the Ad Spend goal and the Sales goal.

- Excellent use of graphs to present the sales and ad spend data.
- The business goals have been restated to give context to the study.
- The outcome of both goals has been stated accurately.
 - GOAL MET: Sales increased by 31% from 2017 to 2018
 - GOAL NOT MET: Ad spend increased by 38% during this time

Part 2: Evaluate the Audience

✓

- For the required question The student should demonstrate the data points for every age range (18-25, 26-35, 36-45, 46-50,51-55,55+).
- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.
Charts should have proper labels, titles, and legends so it is clear to understand.

- The audience has been separated into age groups and the sales quota contributed by each group has been accurately presented.
- The sales generated by men and women has also been well presented in bar graphs.
- The outcomes of the analyses have been presented.
 - 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

- 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.



- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.
The information should be easy to understand and they should provide a visual to reinforce it.

- The student has included the questions that are being answered by the graphs and supporting texts.
 - What Was The Relationship Between Sales and Age-Range?
 - Where Were Our Customers Located in 2017 – 2018?
- The bar charts used have the correct labels, legends and headings.

Part 3: Evaluate the Marketing



- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.
- Charts should have proper labels, titles, and legends so it is clear to understand.

- Excellent job evaluating the ROI on paid channels and the CPA by age group.
- Subscriber information for both years has been presented accurately.
- Accurate conclusions have been drawn based on the study.
- The graphs have the correct labels and headings

Rate



- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.
- The information should be easy to understand and they should provide a visual to reinforce it.

- The student has included the questions that are being addressed by the graphs and supporting text on slides 5,6 and 7.
 - Was the ROI on our Paid Channel positive or negative? What was it? Which age-range had the best CPA?
 - WHow did our newsletter subscriptions change between the two years?
- Supporting text has provided to describe the outcome of each evaluation.

Part 4: Evaluate the Sales



- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.
- Charts should have proper labels, titles, and legends so it is clear to understand.

- The student has correctly presented the sales revenue for 2017 and 2018.
- The average sales order for both years has also been provided in bar charts.
- The charts used have the correct labels and headings.



- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.
- The information should be easy to understand and they should provide a visual to reinforce it.

- Important sales questions have been answered in the presentation.
 - How much revenue did we generate in 2017? in 2018?
 - What was our average order amount in 2017 vs 2018?
- The appropriate supporting text has been included to explain the sales revenue and average order amount for both years.

Part 5: Evaluate the Product Categories



- The information should be easy to understand and they should provide a visual to reinforce it.
- Students may use multiple charts, or combined charts, to demonstrate the result.
- Students should include a description of the outcome.
- Charts should have proper labels, titles, and legends so it is clear to understand.

- An evaluation of sales by product category shows that Groceries recorded the maximum sales in 2018 while the pet category led the sales in 2017.
- The bar chart used has the correct labels, headings, and legends.



- Student indicated what question they are trying to answer.
- Student used proper chart labels, headings, and any legends.
- Student provided supporting text to any visuals provided to explain the information and why it was being presented.
- The information should be easy to understand and they should provide a visual to reinforce it.

- The correct questions have been asked and answered in the analyses.
 - Which product category was most popular in 2017 & 2018?
 - What were the sales for the top performers?
- Supporting texts have been included to answer the questions and to describe the visuals

Rate

