

Overview

Week over Week: \$1,016,367 for 11/8 to 11/14 vs. \$1,000,832 for 11/1 to 11/7

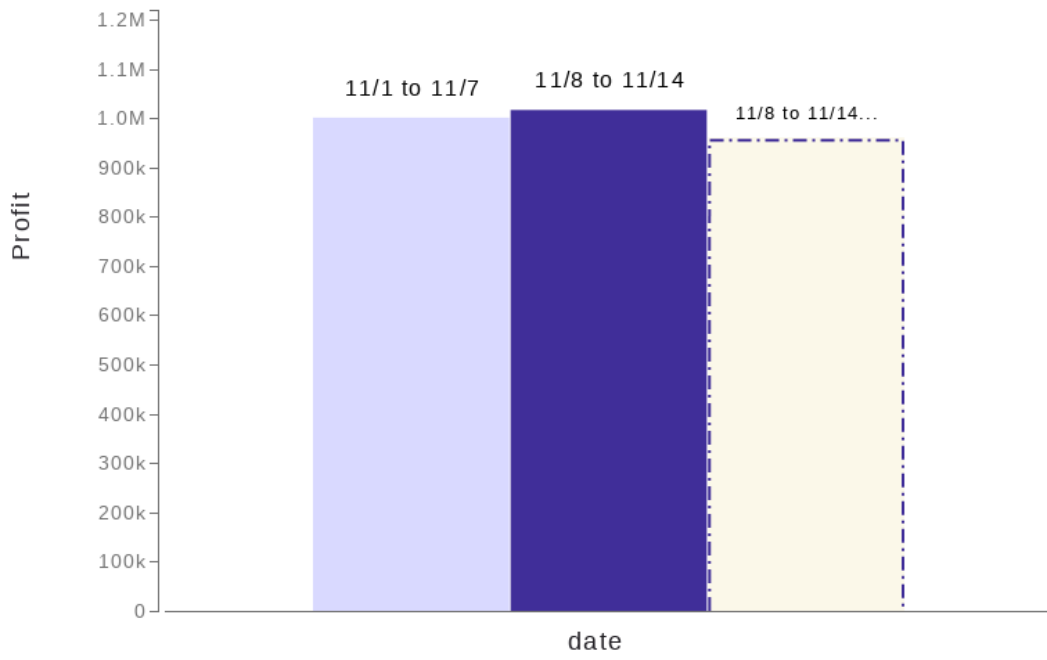
Profit: **+1.6%** to **\$1.0M**

- Profit's increase vs. last week is a gain of **\$16K**
- Board Game, Email Marketing, and facebook ads together fully explain profit's increase
- Without the positive impact of these 3 drivers, profit would have been down **-4%** instead of up **+1.6%**

<i>Profit is +\$16K because:</i>		Percent [?] Change	Independent [?] Impact	Incremental [?] Impact
1	product_category Board Game	+10.4%	+\$33K	+\$33K
2	source Email Marketing	+12.9%	+\$31K	+\$14K
3	campaign facebook ads	+13.7%	+\$8,509	+\$8,845
				Explains +\$56K Fully explains the \$16K increase

Overall Profit for 11/8 to 11/14 vs. 11/1 to 11/7

- 11/1 to 11/7
- 11/8 to 11/14
- 11/8 to 11/14 if the 3 primary drivers hadn't increased (hypothetical)



Between unit_sale_price and unit_cost, unit_sale_price had a much greater impact on profit.

$$\begin{array}{rclcl} \text{Profit} & & \text{unit_sale_price} & - & \text{unit_cost} \\ \uparrow +1.6\% & = & \uparrow +1.2\% & & \uparrow +0.4\% \end{array}$$

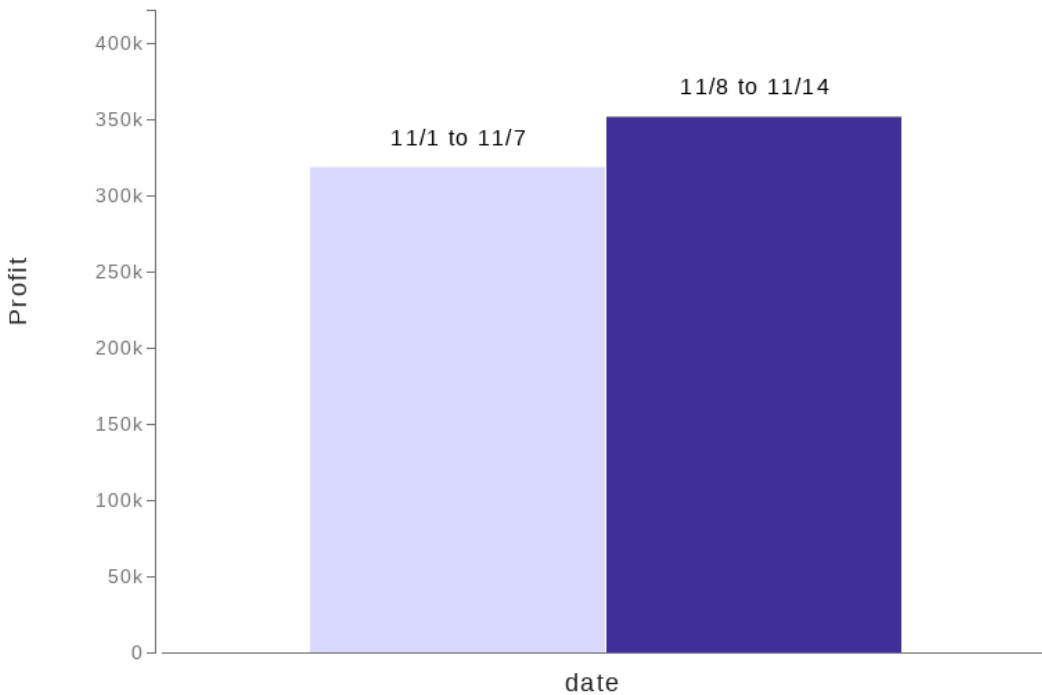
Why is profit up?

1. product_category › Board Game +10.4%

Board Game profit is up +10.4% between 11/8 to 11/14 (\$351K) and 11/1 to 11/7 (\$318K), resulting in an increase of +\$33K.

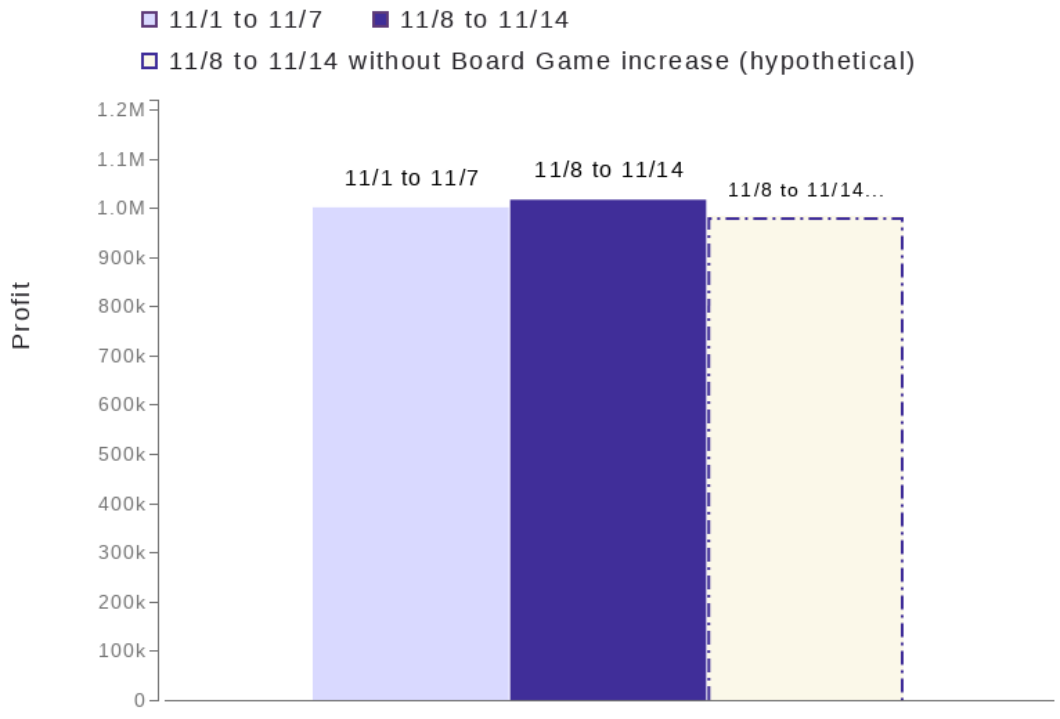
Board Game profit is up +\$33K because:		Percent Change ?	Independent Impact ?	Incremental Impact ?
1	Metric unit_sale_price	+9.6%	+\$46K	+\$46K
			Explains +\$46K Fully explains the \$33K increase	

Board Game Profit for 11/8 to 11/14 vs. 11/1 to 11/7



Without Board Game's **+10.4%** increase, overall profit for 11/8 to 11/14 would have been down **-1.7%** instead of up **+1.6%**.

Hypothetical Overall Profit for 11/8 to 11/14 vs. 11/1 to 11/7



Between unit_sale_price and unit_cost, unit_sale_price had a much greater impact on Board Game profit.

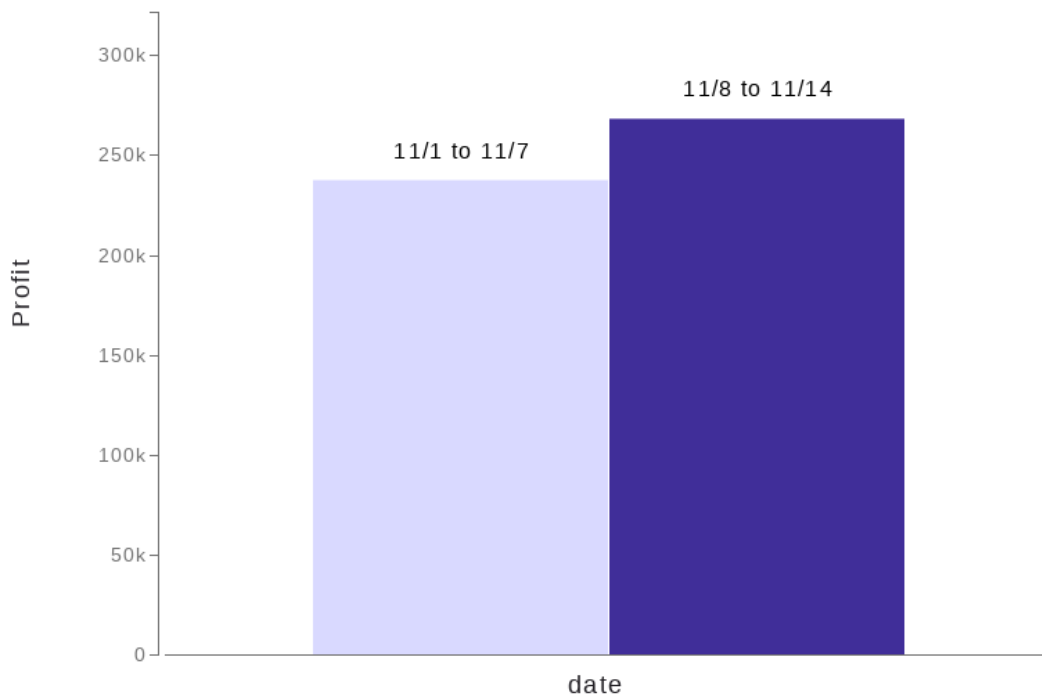
$$\begin{array}{rcl}
 \text{Profit} & = & \text{unit_sale_price} - \text{unit_cost} \\
 \uparrow +10.4\% & & \uparrow +9.6\% \quad \quad \quad \uparrow +8.1\%
 \end{array}$$

2. source › Email Marketing +12.9%

Email Marketing profit is up **+12.9%** between 11/8 to 11/14 (\$268K) and 11/1 to 11/7 (\$237K), resulting in an increase of **+\$31K**.

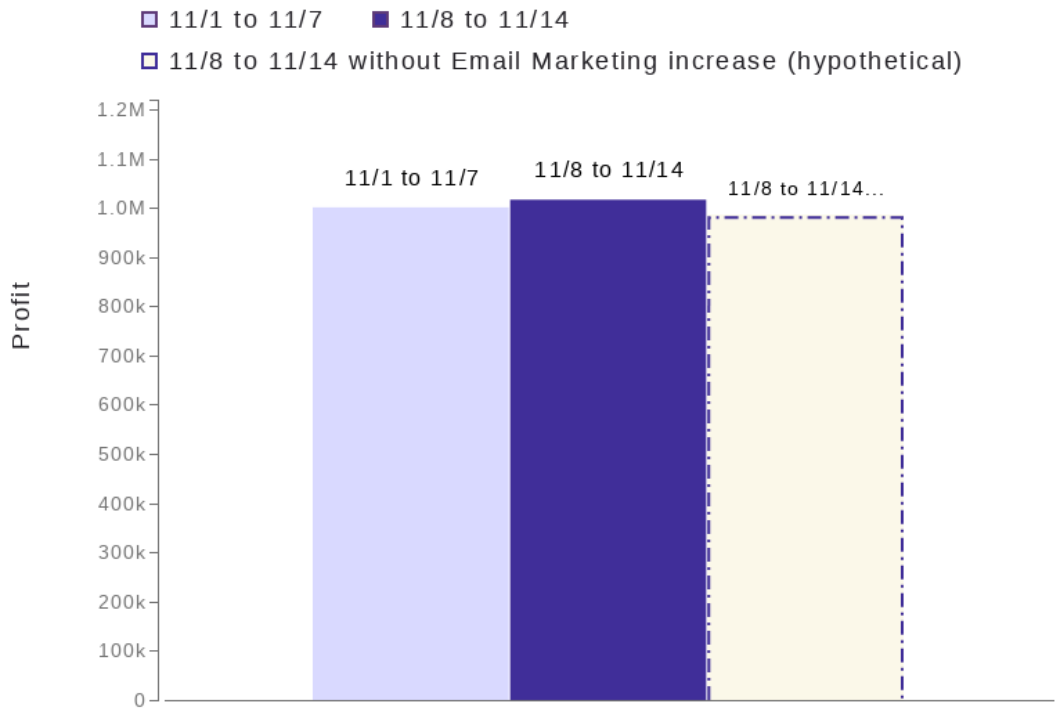
Email Marketing profit is up +\$31K because:		Percent Change ?	Independent Impact ?	Incremental Impact ?
1	Metric unit_sale_price	+12.1%	+\$43K	+\$43K
			Explains +\$43K Fully explains the \$31K increase	

Email Marketing Profit for 11/8 to 11/14 vs. 11/1 to 11/7



Without Email Marketing's **+12.9%** increase, overall profit for 11/8 to 11/14 would have been down **-1.5%** instead of up **+1.6%**.

Hypothetical Overall Profit for 11/8 to 11/14 vs. 11/1 to 11/7



Between unit_sale_price and unit_cost, unit_sale_price had a much greater impact on Email Marketing profit.

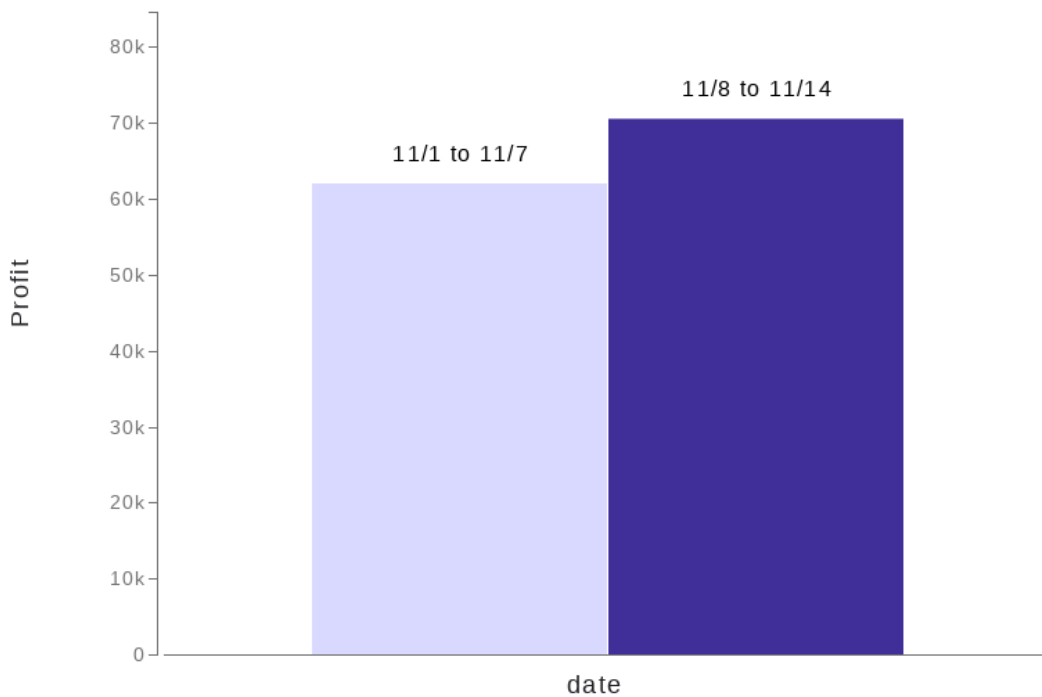
$$\begin{array}{rcl}
 \text{Profit} & = & \text{unit_sale_price} - \text{unit_cost} \\
 \uparrow +12.9\% & & \uparrow +12.1\% \quad \quad \quad \uparrow +10.3\%
 \end{array}$$

3. campaign › facebook ads +13.7%

facebook ads profit is up +13.7% between 11/8 to 11/14 (\$71K) and 11/1 to 11/7 (\$62K), resulting in an increase of +\$8,509.

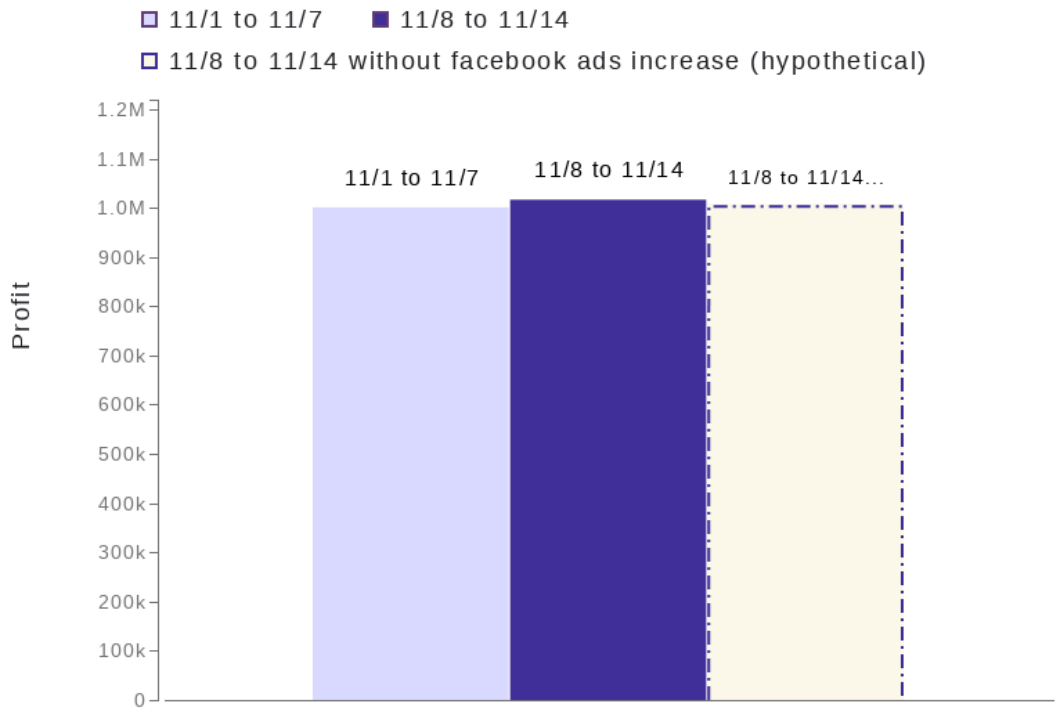
facebook ads profit is up +\$8,509 because:		Percent Change ?	Independent Impact ?	Incremental Impact ?
1	Metric unit_sale_price	+15.5%	+\$14K	+\$14K
				Explains +\$14K Fully explains the \$8,509 increase

facebook ads Profit for 11/8 to 11/14 vs. 11/1 to 11/7



Without facebook ads' **+13.7%** increase, overall profit for 11/8 to 11/14 would have been up only **+0.7%** instead of **+1.6%**.

Hypothetical Overall Profit for 11/8 to 11/14 vs. 11/1 to 11/7



Between unit_sale_price and unit_cost, unit_sale_price had a greater impact on facebook ads profit.

$$\begin{array}{rcl}
 \text{Profit} & = & \text{unit_sale_price} - \text{unit_cost} \\
 \uparrow +13.7\% & & \uparrow +15.5\% \quad \quad \quad \uparrow +19.1\%
 \end{array}$$

What else is driving profit?

Underperformers

Column	Driver	Abs. Change	Pct. Change	Overall Impact
source	Organic Search	↓ \$28K	↓ 11.3%	↓ 2.8%
campaign	yahoo	↓ \$26K	↓ 26.8%	↓ 2.6%
product_category	Social Game	↓ \$13K	↓ 4%	↓ 1.3%
campaign	google ads	↓ \$12K	↓ 16.5%	↓ 1.2%
product_name	Mouse Trap	↓ \$12K	↓ 30.3%	↓ 1.2%
product_name	Trivial Pursuit	↓ \$9,859	↓ 25.8%	↓ 1%
product_name	Game Boy	↓ \$6,458	↓ 21.3%	↓ 0.6%
product_name	Sorry!	↓ \$6,318	↓ 16.9%	↓ 0.6%
product_name	Atari 2600	↓ \$6,268	↓ 17%	↓ 0.6%
product_name	Scrabble	↓ \$6,131	↓ 15.5%	↓ 0.6%
product_name	Clue	↓ \$5,762	↓ 14.1%	↓ 0.6%
product_name	Uno	↓ \$5,385	↓ 15.2%	↓ 0.5%

Overperformers

Column	Driver	Abs. Change	Pct. Change	Overall Impact
product_category	Board Game	↑ \$33K	↑ 10.4%	↑ 3.3%
source	Email Marketing	↑ \$31K	↑ 12.9%	↑ 3.1%
campaign	weekly_newsletter	↑ \$20K	↑ 24.6%	↑ 2%
Metric	unit_sale_price	↑ \$17K	↑ 1.2%	↑ 1.7%
product_name	Twister	↑ \$14K	↑ 46.8%	↑ 1.4%
campaign	outbrain	↑ \$13K	↑ 22.7%	↑ 1.3%
product_name	Risk	↑ \$13K	↑ 53.5%	↑ 1.3%
campaign	announcement_blast	↑ \$13K	↑ 16.4%	↑ 1.3%
product_name	Nintendo	↑ \$9,392	↑ 38.4%	↑ 0.9%
campaign	facebook ads	↑ \$8,509	↑ 13.7%	↑ 0.9%
campaign	twitter	↑ \$7,648	↑ 12%	↑ 0.8%
source	Paid Acquisition	↑ \$6,729	↑ 2.7%	↑ 0.7%

Where is this data from?

This analysis compares total profit between 11/8 to 11/14 and 11/1 to 11/7.

The following dimensions are included in analysis of potential drivers of profit:

- product_name (e.g. "Atari 2600")
- product_category (e.g. "Board Game")
- source (e.g. "Email Marketing")
- campaign (e.g. "announcement_blast")

The data was retrieved using a [SQL query](#) on Fri. November 15, 2019 at 3:35am EST.



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