Vizanda

Overview

Week over Week: $1,126,491 for 5/13 to 5/19 vs. $1,098,609 for 5/6 to 5/12

Profit: +2.5% to $1.1M

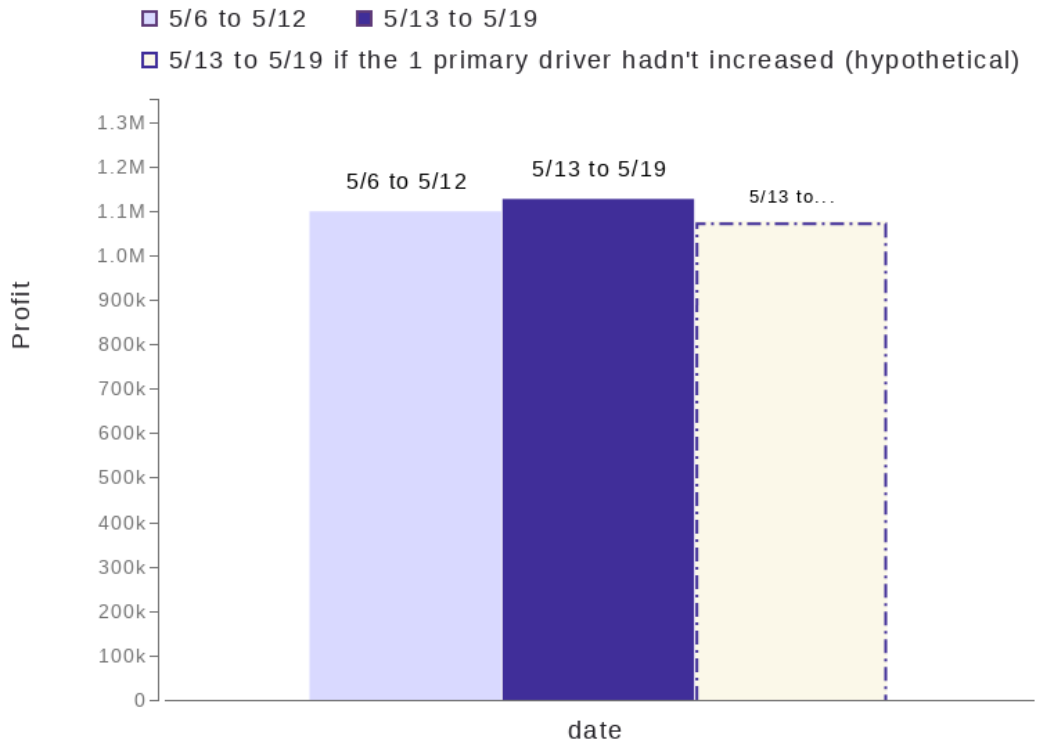
- Profit's increase vs. last week is a gain of **$28K**
- unit_sale_price fully explains profit's increase
- Without the positive impact of this driver, profit would have been down **-2%** instead of up **+2.5%**

Profit is +$28K because:	**Percent Change**	**Independent Impact**	**Incremental Impact**
1 Metric **unit_sale_price**	+3%	+$50K	**+$50K**

Explains +$50K

Fully explains the $28K increase

Overall Profit for 5/13 to 5/19 vs. 5/6 to 5/12



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

Profit		unit_sale_price	-	unit_cost
↑ **+2.5%**	=	↑ **+3%**		↑ **+4%**

Why is profit up?

1. Metric › unit_sale_price +3%

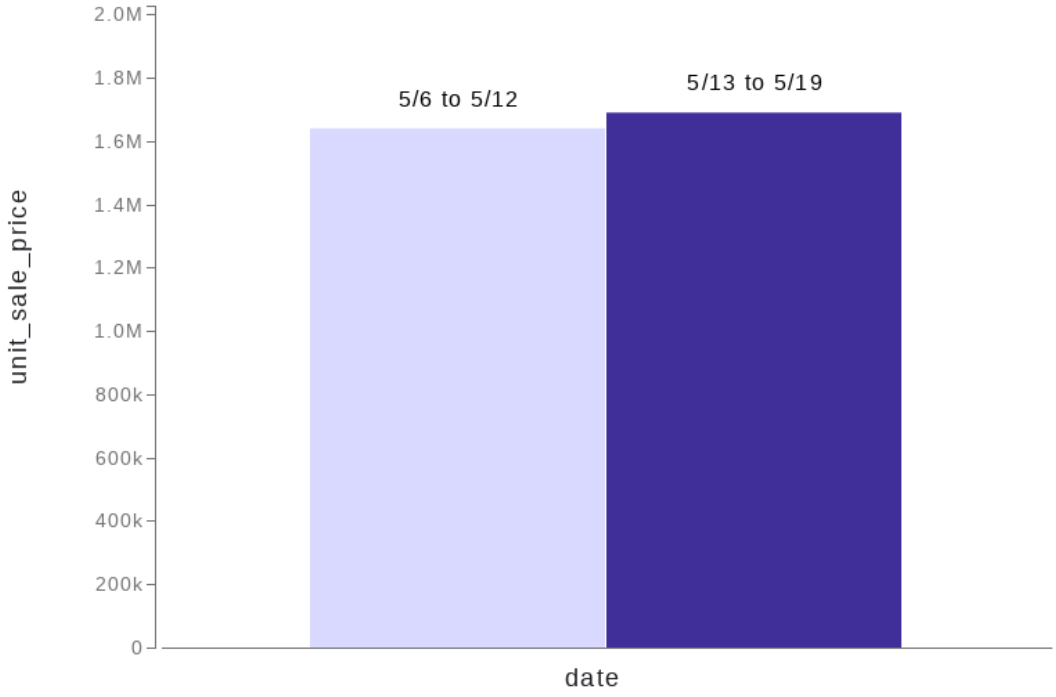
unit_sale_price is up **+3%** between 5/13 to 5/19 (1.7M) and 5/6 to 5/12 (1.6M), resulting in an increase of **+$50K**.

unit_sale_price is up +$50K because:	Percent Change	Independent Impact	Incremental Impact
1 product_category **Board Game**	+8.2%	+44K	**+44K**
2 campaign **industry_news_in_context**	+11.5%	+16K	**+27K**
3 campaign **linkedin**	+24.5%	+26K	**+23K**

Explains +95K

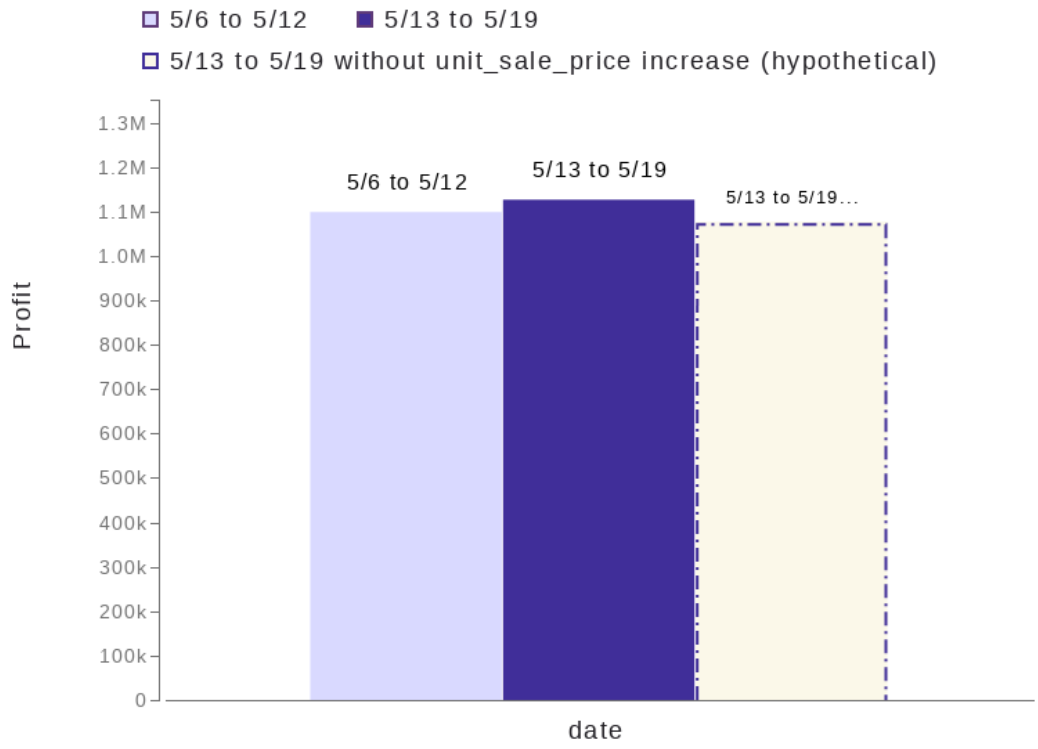
Fully explains the 50K increase

unit_sale_price for 5/13 to 5/19 vs. 5/6 to 5/12



Without unit_sale_price's **+3%** increase, overall profit for 5/13 to 5/19 would have been down **-2%** instead of up **+2.5%**.

Hypothetical Overall Profit for 5/13 to 5/19 vs. 5/6 to 5/12



What else is driving profit?

Underperformers

Column	Driver	Abs. Change	Pct. Change	Overall Impact
product_name	Scrabble	↓ $14K	↓ 30.7%	↓ 1.2%
campaign	google plus	↓ $13K	↓ 17.1%	↓ 1.2%
product_name	Hungry Hungry Hippos	↓ $13K	↓ 26%	↓ 1.2%
product_name	Barrel O' Monkeys	↓ $13K	↓ 35.1%	↓ 1.2%
product_category	Electronic Game	↓ $12K	↓ 3.2%	↓ 1.1%
campaign	bing ads	↓ $11K	↓ 17.9%	↓ 1%
product_name	Clue	↓ $7,871	↓ 21.2%	↓ 0.7%
product_name	Sorry!	↓ $7,524	↓ 18.3%	↓ 0.7%
product_name	Life	↓ $7,393	↓ 17.4%	↓ 0.7%
product_name	Pretty Pretty Princess	↓ $7,281	↓ 15.5%	↓ 0.7%
campaign	twitter	↓ $5,619	↓ 7.5%	↓ 0.5%
campaign	weekly_newsletter	↓ $5,019	↓ 6%	↓ 0.5%

Overperformers

Column	Driver	Abs. Change	Pct. Change	Overall Impact
Metric	unit_sale_price	↑ $50K	↑ 3%	↑ 4.5%
product_category	Board Game	↑ $25K	↑ 7%	↑ 2.3%
campaign	facebook ads	↑ $23K	↑ 40.2%	↑ 2.1%
Metric	unit_cost	↑ $22K	↑ 4%	↓ 2%
campaign	linkedin	↑ $16K	↑ 22.9%	↑ 1.5%
product_name	Dungeons & Dragons	↑ $16K	↑ 53.4%	↑ 1.5%
product_category	Social Game	↑ $14K	↑ 4%	↑ 1.3%
campaign	industry_news_in_context	↑ $13K	↑ 13.7%	↑ 1.2%
product_name	Operation	↑ $12K	↑ 51.3%	↑ 1.1%
source	Email Marketing	↑ $12K	↑ 4.3%	↑ 1.1%
product_name	Uno	↑ $12K	↑ 37%	↑ 1.1%
product_name	Battleship	↑ $11K	↑ 36.8%	↑ 1%

Where is this data from?

This analysis compares total profit between 5/13 to 5/19 and 5/6 to 5/12.

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 Mon. May 20, 2019 at 3:35am EST.