

Overview

Week over Week: \$1.2M for 9/12 to 9/18 vs. \$704K for 9/5 to 9/11

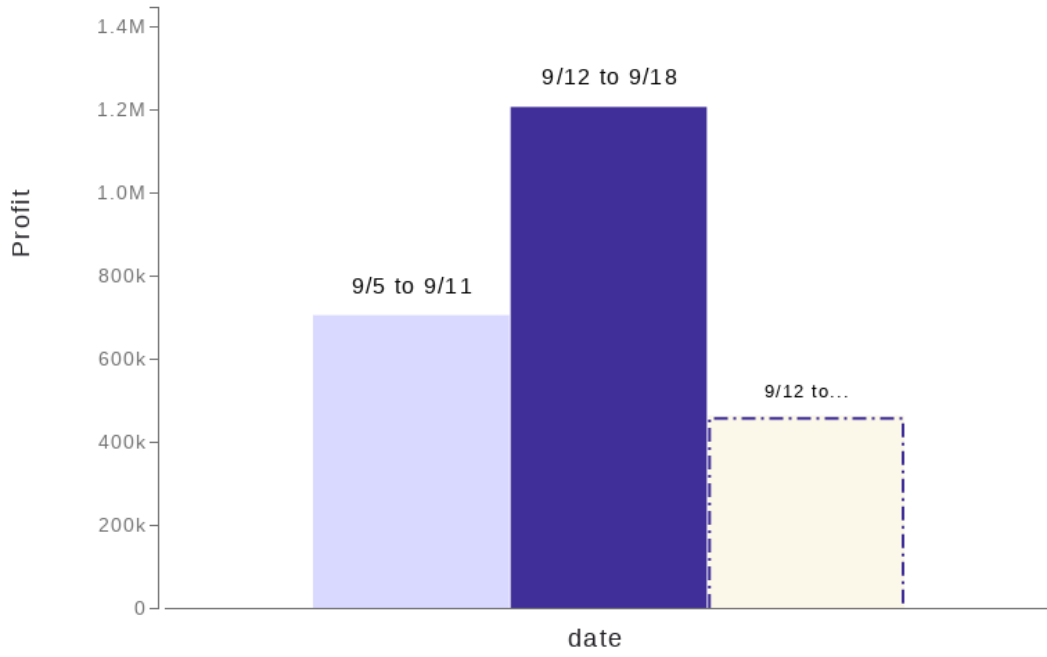
Profit: +71.1% to \$1.2M

- Profit's increase vs. last week is a gain of **\$500K**
- unit_sale_price fully explains profit's increase
- Without the positive impact of this driver, profit would have been down **-34.3%** instead of up **+71.1%**

Profit is +\$500K because:		Percent Change <small>?</small>	Independent Impact <small>?</small>	Incremental Impact <small>?</small>
1	Metric unit_sale_price	+70.4%	+\$742K	+\$742K
			Explains +\$742K Fully explains the \$500K increase	

Overall Profit for 9/12 to 9/18 vs. 9/5 to 9/11

- 9/5 to 9/11
- 9/12 to 9/18
- 9/12 to 9/18 if the 1 primary driver hadn't increased (hypothetical)



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

$$\begin{array}{rclcl} \text{Profit} & & \text{unit_sale_price} & - & \text{unit_cost} \\ \uparrow +71.1\% & = & \uparrow +70.4\% & & \uparrow +69.1\% \end{array}$$

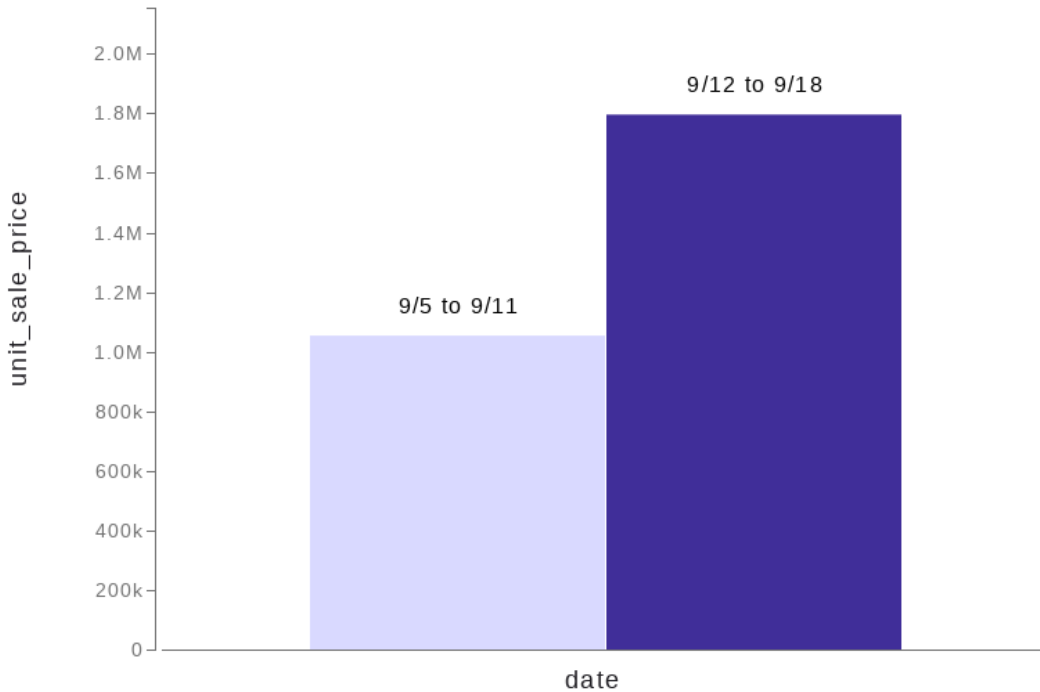
Why is profit up?

1. Metric › unit_sale_price +70.4%

unit_sale_price is up +70.4% between 9/12 to 9/18 (1.8M) and 9/5 to 9/11 (1.1M), resulting in an increase of +\$742K.

<i>unit_sale_price is up +\$742K because:</i>		Percent Change ?	Independent Impact ?	Incremental Impact ?
1	product_category Social Game	+89.5%	+307K	+307K
2	product_category Electronic Game	+63.9%	+224K	+224K
3	source Social Media	+59.8%	+167K	+78K
				Explains +609K Explains 82% of the 742K increase

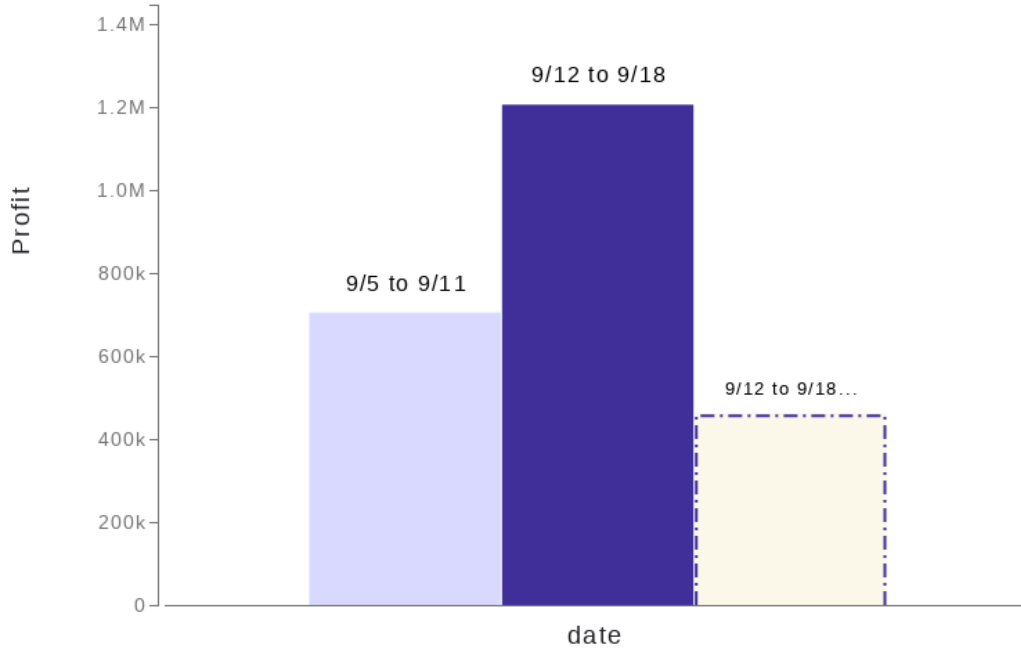
unit_sale_price for 9/12 to 9/18 vs. 9/5 to 9/11



Without unit_sale_price's **+70.4%** increase, overall profit for 9/12 to 9/18 would have been down **-34.3%** instead of up **+71.1%**.

Hypothetical Overall Profit for 9/12 to 9/18 vs. 9/5 to 9/11

- 9/5 to 9/11
- 9/12 to 9/18
- 9/12 to 9/18 without unit_sale_price increase (hypothetical)



What else is driving profit?

Overperformers

Column	Driver	Abs. Change	Pct. Change	Overall Impact
Metric	unit_sale_price	↑ \$742K	↑ 70.4%	↑ 105.4%
Metric	unit_cost	↑ \$242K	↑ 69.1%	↓ 34.3%
product_category	Social Game	↑ \$211K	↑ 92%	↑ 30%
product_category	Electronic Game	↑ \$151K	↑ 64.5%	↑ 21.4%
product_category	Board Game	↑ \$138K	↑ 57.5%	↑ 19.7%
source	Organic Search	↑ \$138K	↑ 89.6%	↑ 19.6%
source	Paid Acquisition	↑ \$136K	↑ 73.7%	↑ 19.3%
source	Social Media	↑ \$115K	↑ 62%	↑ 16.3%
source	Email Marketing	↑ \$112K	↑ 62%	↑ 15.9%
campaign	yahoo	↑ \$56K	↑ 114%	↑ 8%
campaign	google	↑ \$44K	↑ 91.1%	↑ 6.3%
campaign	announcement_blast	↑ \$43K	↑ 77.4%	↑ 6.2%

Where is this data from?

This analysis compares total profit between 9/12 to 9/18 and 9/5 to 9/11.

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 Sun. September 19, 2021 at 3:35am EST.



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