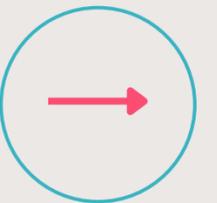# GRADUATE LEADERSHIP PROGRAM

LASYA NALAGANDLA

## MS IN MARKETING | BTECH IN COMPUTER SCIENCE

- Dean's Excellence Scholar & Student Ambassador at The University of Texas at Dallas
- Graduate Teaching Assistant, Marketing classes
- Leadership roles in INFORMS(President), Marketing Student Leadership Council(President), and National Retail Federation(Vice Presdient, Social Media)
- Experienced marketing professional with a strong product marketing, communications, and content creation background.
- As a Product Marketing Analyst at HighRadius, led content revamps that significantly boosted organic traffic, drove sales & delivered impactful presentations at global conferences, & trade shows.

WHY I AM AN IDEAL FIT

- I bring both the **technical** and **marketing** expertise needed to thrive in an innovative, data-driven environment.

- Committed to delivering **tangible results**, whether through creative campaigns, cross-functional collaboration, or using **data analytics** to **refine strategies**.

- My passion for **continuous growth** and **creativity** aligns perfectly with company's focus on cutting-edge marketing strategies that drive transformation.

→
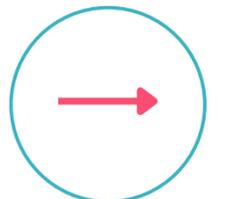
MY SKILLS

Canva
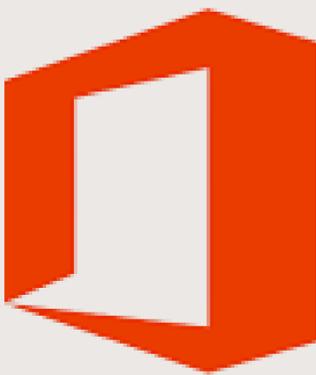
G Suite

Adobe Analytics

qualtrics XM

Office

W X P O A N P L I

salesforce

Google Analytics

Visual Studio

tableau

MySQL

HubSpot

Facebook · Instagram · X · YouTube · WhatsApp · Threads · Snapchat · LinkedIn · Pinterest

Doodly

QUESTION-1 | NON-FICTION VS. FICTION

NON-FICTION   ## FICTION

	NON-FICTION		FICTION
Revenue	$23,115.99		$22,163.46
Clicks	11,751		6,162
Cost	$16,415.94		$11,301.90
Impressions	1,138,620		635,418
Profit Margin	29%		49%
Units Sold	856		579
CTR	1.03%		0.97%
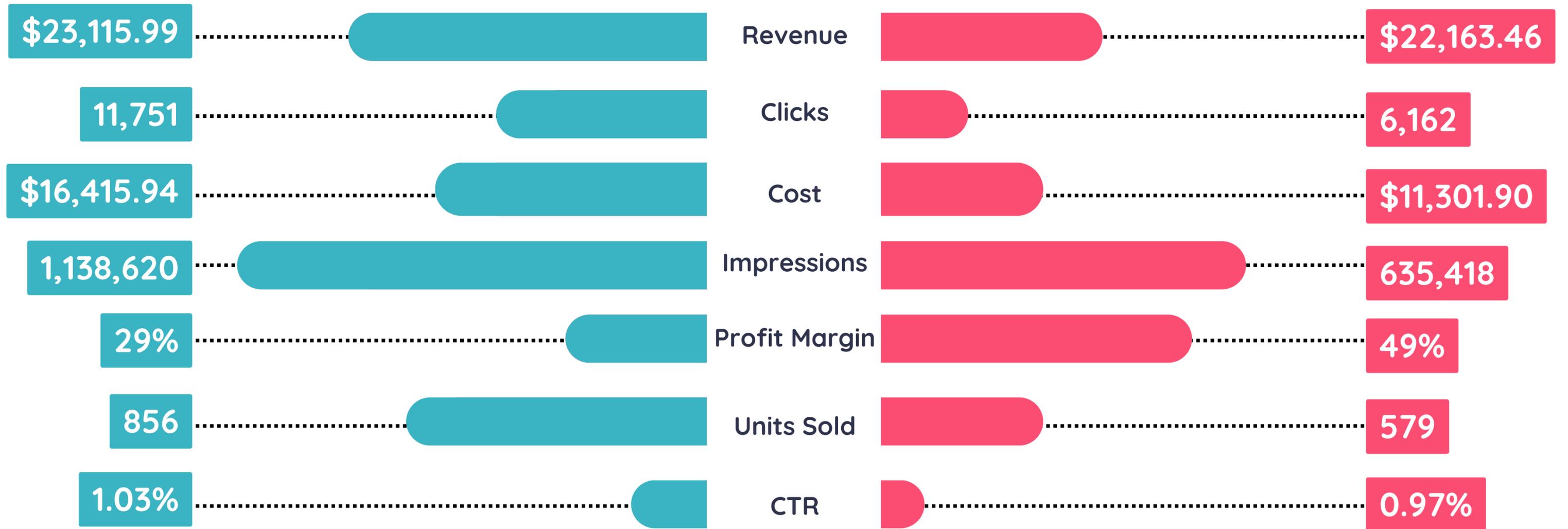
QUESTION-1 | DATA USED

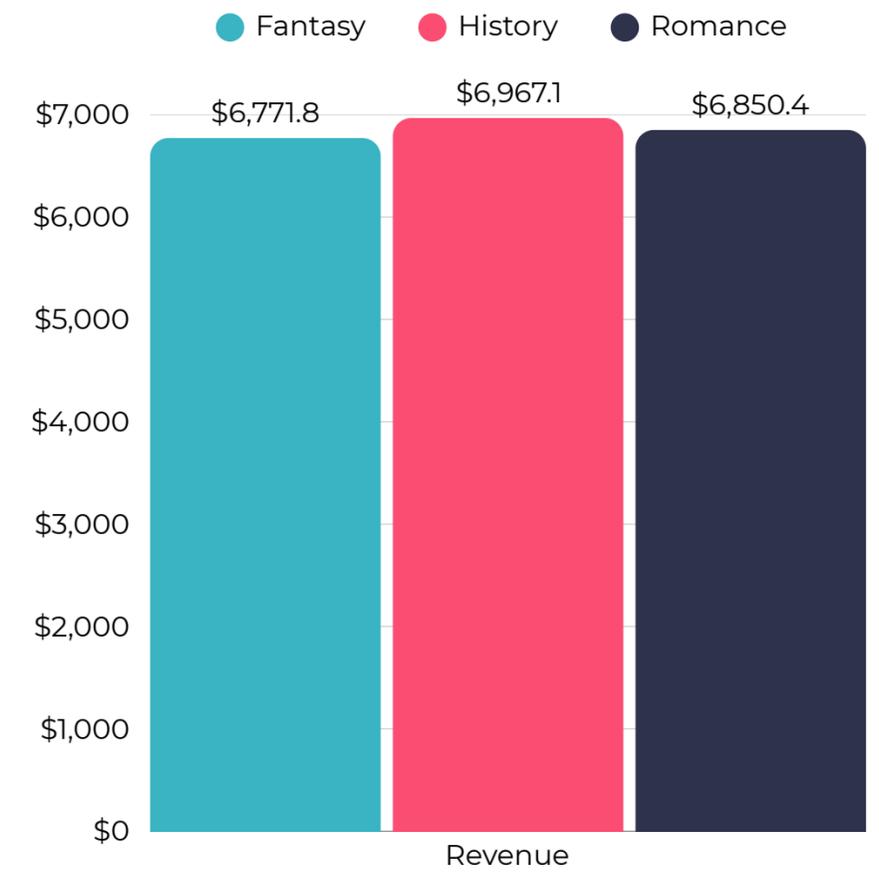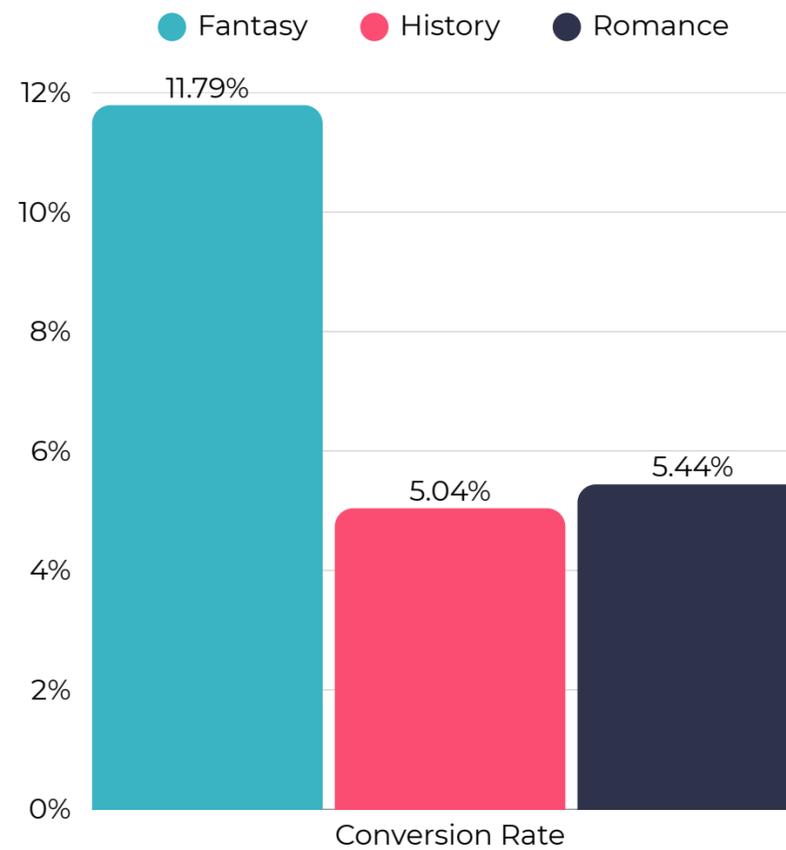| Category	Revenue	Clicks	Cost	Impressions	Profit Margin	Units Sold	CTR
Fiction	22163.46	6162	11301.9	635418	49%	579	0.97%
Non-Fiction	23115.99	11751	16415.94	1138620	29%	856	1.03%

QUESTION-1 | RECOMMENDATIONS

- **Optimize Non-Fiction Costs:** Reduce the cost per click (CPC) or increase the conversion rate to improve profitability in Non-Fiction.
- **Expand Marketing for Non-Fiction:** Invest more in Non-Fiction marketing to leverage its high CTR and engagement.
- **Evaluate Product Pricing for Non-Fiction:** Consider adjusting prices or exploring cost-efficient strategies to improve profit margins in Non-Fiction.
- **Focus on Profitability for Fiction:** Given the higher profit margin, optimize Fiction marketing efforts to boost sales while keeping costs low.

QUESTION-2 | BEST PERFORMING IN CATEGORY 3

Best Performing- Fantasy

ROI

- Fantasy
- History
- Romance

200%	
162.46%	166.00%
150%	
	137.08%
100%	
50%	
0%	

ROI

Conversion Rate

- Fantasy
- History
- Romance

12%	11.79%
10%	
8%	
6%	
	5.04%	5.44%
4%	
2%	
0%	

Conversion Rate

Revenue

- Fantasy
- History
- Romance

$7,000	$6,771.8	$6,967.1	$6,850.4
$6,000	
$5,000	
$4,000	
$3,000	
$2,000	
$1,000	
$0	
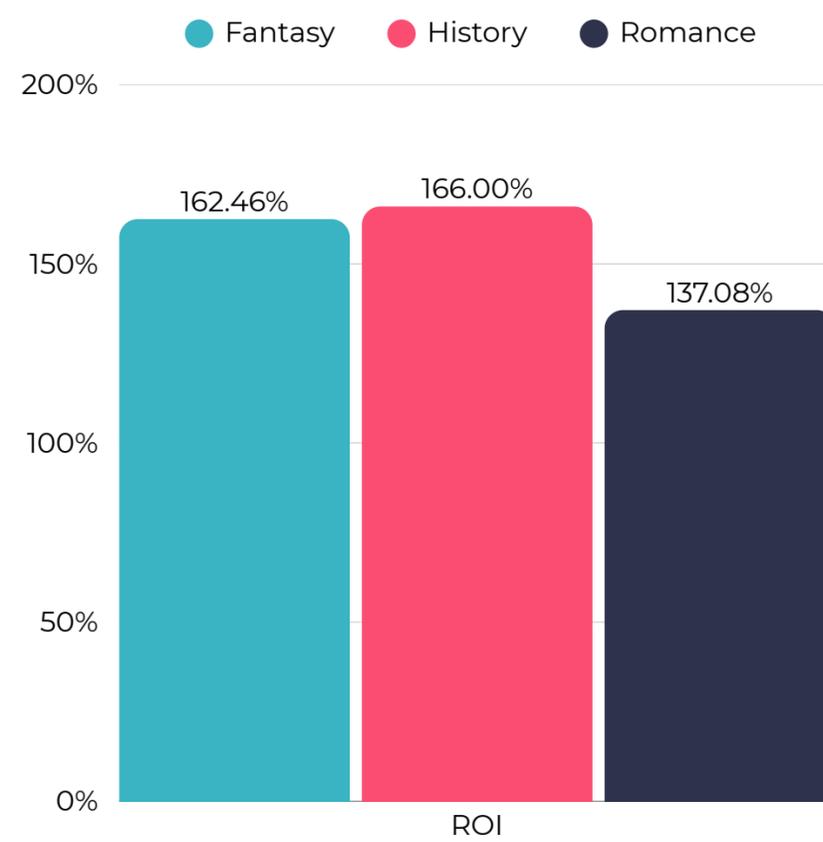
Revenue

QUESTION-2 | DATA USED

Row Labels	Sum of Revenue	Sum of Unit Sold	Sum of Cost	Sum of Clicks	Sum of Impressions	Average of Unit Price	Sum of ROI	Sum of CTR	Cost per unit sold	Conversion Rate	Profit Margin
Chalk	2,89,553.34	6436	7,35,529.86	5,85,747.00	8,62,29,170.00	44.99	-60.63%	0.68%	114.28	1.10%	-1.5402223
Cooking	7,998.03	348	4,629.68	2,687.00	2,20,079.00	22.99	72.76%	1.22%	13.31	12.95%	0.42114746
Fantasy	6,771.75	137	2,580.10	1,158.00	70,734.00	60.72	162.46%	1.64%	18.89	11.79%	0.61899066
History	6,967.11	410	2,619.18	894.00	34,222.00	16.99	166.00%	2.61%	6.39	5.02%	0.62406507
Memoir	8,150.85	98	9,167.08	8,170.00	8,84,319.00	82.99	-11.09%	0.92%	93.34	1.20%	-0.1246778
Mystery	8,541.27	360	5,832.26	3,497.00	4,27,057.00	47.66	46.45%	0.82%	16.19	10.30%	0.31716712
Plushie	41,486.91	519	30,532.50	51,303.00	35,39,466.00	79.99	35.88%	1.45%	58.87	1.01%	0.26404497
Romance	6,850.44	82	2,889.54	1,507.00	1,37,627.00	84.06	137.08%	1.09%	35.26	5.44%	0.57819644
Scooter	27,257.94	363	51,316.28	49,214.00	63,62,098.00	74.99	-46.88%	0.77%	141.18	0.74%	-0.8826177
Slide	48,182.37	497	1,01,397.62	1,01,703.00	1,76,23,046.00	96.99	-52.48%	0.58%	204.11	0.49%	-1.1044548
Slinky	27,182.91	286	17,292.30	22,261.00	17,50,025.00	94.99	57.20%	1.27%	60.43	1.29%	0.36385398
Smencils	53,912.46	2247	66,580.94	69,735.00	62,16,600.00	23.99	-19.03%	1.12%	29.63	3.22%	-0.2349824

QUESTION-2 | HOW TO GATHER MORE INFO

- **Analyze Customer Demographics & Behavior:**
  - Who is buying these products? (Age, location, preferences)
  - What are their shopping habits?
- **Assess Marketing Campaigns:**
  - Which categories received **ad spend or promotions**?
  - What were the **customer engagement levels** (clicks, impressions)?
- **Evaluate Pricing & Competitor Analysis:**
  - Are these categories priced competitively?
  - How do they compare with similar products in the market?
- **Investigate Customer Feedback & Reviews:**
  - Are there **positive reviews** or word-of-mouth marketing influencing sales?
 - Are there complaints about pricing, quality, or product features?

QUESTION-2 | RECOMMENDATIONS

- **Leverage High ROI Categories: Fantasy, History,** and **Romance** categories have high ROI. Invest in **targeted marketing campaigns** and **increase ad spending** to scale sales profitably.

- **Optimize Underperforming Categories:** Products like **Chalk and Slide** have **negative ROI**, meaning costs outweigh revenue. Consider **reworking the pricing strategy** or **reducing ad spend** for low-converting ads.

- **Boost Engagement with Slinky & Plushie:** These generate **high revenue**, but conversion rates can improve. Use **interactive ads, influencer partnerships, and discounts** to drive more conversions.

QUESTION-3 | BEST PERFORMING DAY OF THE WEEK

Best Performing Day- Tuesday
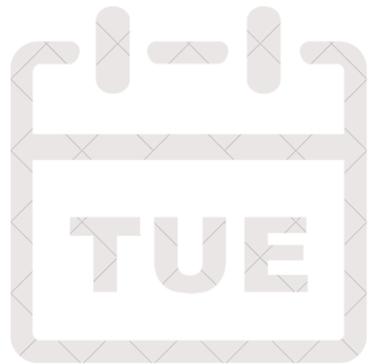
- Highest Revenue: **$92,109.60**
- Highest Units Sold: **2,091**
- Highest CTR (Click-Through Rate): **1.60%**

This suggests **higher customer engagement and conversion rates** on Tuesdays, which could be due to consumer behavior trends like mid-week purchase decisions or effective ad placements.

QUESTION-3 | DATA USED

Day of the Week	Sum of Unit Sold	Sum of Revenue	Sum of Cost	Sum of Clicks	Sum of Impressions	Sum of CTR
Sunday	1614	77613.27	136705.62	124093	16769616	1.30
Monday	1605	79204.02	158630.08	134765	18432317	1.19
Tuesday	2091	92109.60	144576.64	130636	17675564	1.60
Wednesday	1990	89659.35	186206.82	161676	21960083	1.23
Thursday	1285	51959.73	121533.5	104522	14453321	1.23
Friday	1566	73640.19	136606.3	117377	16887104	1.33
Saturday	1633	68669.22	146108.38	124807	17316438	1.31

QUESTION-3 | OUTLIERS & THEIR IMPACT

- **Thursday's** revenue ($51,959.73) is significantly lower than the mean ($76,122.20), indicating weak sales performance.

- **Wednesday's** cost ($186,206.82) is unusually high, which may suggest overspending on ads without proportional revenue return.
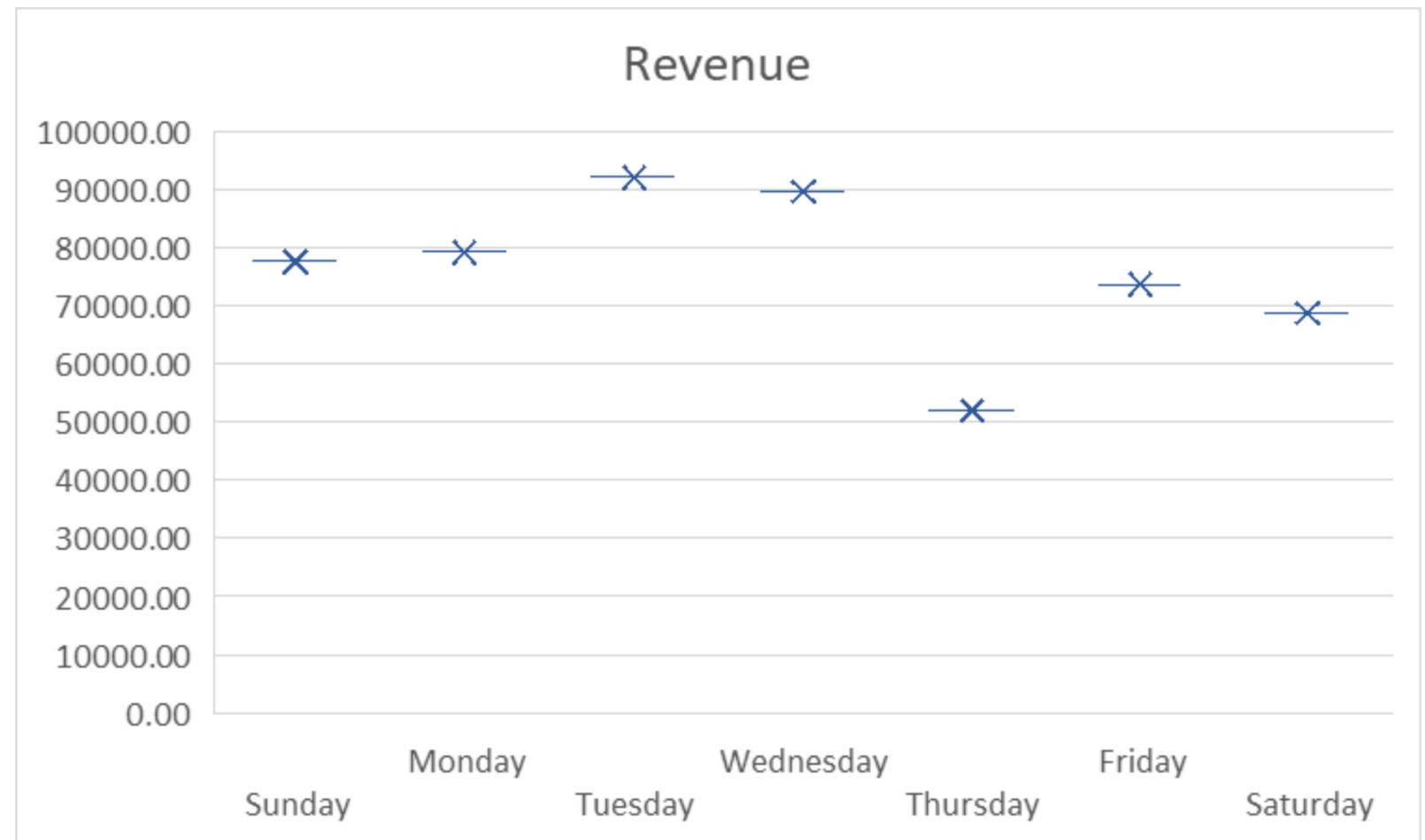
QUESTION-3 | RECOMMENDATIONS

- **Leverage Tuesday:** Schedule major promotions, ad spending, and email campaigns on Tuesdays to maximize engagement.
- **Optimize Thursday:** Reassess Thursday's strategy to improve ad targeting or offer appeal to boost sales.
- **Analyze Wednesday's High Cost:** Review Wednesday's campaign ROI to ensure efficient ad spend and optimize cost-to-revenue ratios.

QUESTION-4 | BEST SELLING ITEM IN CATEGORY 2

Best Selling- Outdoor

- The **Outdoor** category sold the most units, with a total of **7,296** units.

- Outdoor has a **CTR of 1.21%**, lower than Fiction (1.83%) and Non-Fiction (1.40%).

- The **cost is $888,243.76,** the highest among categories, but it has a solid sales volume.

QUESTION-4 | DATA USED

Row Labels	Sum of Unit Sold	Sum of Clicks	Sum of Cost	Sum of CTR
Fiction	579	6,162.00	11,301.90	1.83
Indoor	3,052	143,299.00	114,405.74	0.80
Non-Fiction	856	11,751.00	16,415.94	1.40
Outdoor	7,296	736,664.00	888,243.76	1.21
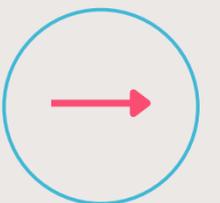
QUESTION-4 | RECOMMENDATIONS

- **Increase CTR for Outdoor:** Improve CTR through A/B testing of ad creatives, better targeting, and including promotions in ads.
- **Optimize Cost Efficiency:** Focus on reducing CPC by targeting more relevant demographics and refining ad bidding strategies.
- **Leverage Product Bundling:** Increase sales by bundling related Outdoor products, encouraging customers to purchase more.
- **Improve UX:** Enhance the product page experience to increase conversion rates without increasing marketing spend.

QUESTION-5 | INVESTMENT PRIORITIES

Top Categories for Investment: Fiction, Non-Fiction, Outdoor

- **Fiction:** Despite lower revenue, Fiction has a **higher profit margin (49%)**, indicating it's more efficient in generating profits.
- **Non-Fiction: Generates more revenue** but has a lower profit margin (29%) due to higher costs. Its higher CTR suggests it's engaging but needs cost optimization.
- **Outdoor:** The Outdoor category has the **highest number of units sold (7,296)** but a high cost ($888,243.76). Optimizing cost-efficiency is key to better profitability.

QUESTION-5 | DATA USED

Category	Revenue	Clicks	Cost	Impressions	Profit Margin	Units Sold	CTR
Non-Fiction	23115.99	11751	16415.94	1138620	29%	856	0.01032
Fiction	22163.46	6162	11301.90	635418	49%	579	0.0097

Category	Revenue	Units Sold	Profit	Cost per Unit	CTR	Conversion Rate
Plushie	$41,486.91	519	$10,954.41	$58.87	1.45%	1.01%
Fantasy	$6,771.75	137	$4,191.65	$18.89	1.64%	11.79%
Cooking	$7,998.03	348	$3,368.35	$13.31	1.22%	12.95%

Category	Units Sold	CTR	Cost
Outdoor	7,296	1.21%	$888,243.76

QUESTION-5 | RECOMMENDATIONS

- **Invest in Fiction:** Focus on boosting Fiction sales through cost-efficient campaigns to maximize profitability.
- **Optimize Non-Fiction:** Reduce the cost per click (CPC) or improve conversion rates for Non-Fiction to improve margins.
- **Prioritize Outdoor Optimization:** Focus on improving CTR and reducing CPC to make Outdoor more cost-efficient and increase profitability.

QUESTION-5 | DATA VISUALIZATION

- **Bar Graph for Revenue & Profit Margin Comparison:** Bar graphs for Fiction, Non-Fiction, and Outdoor, comparing their revenue and profit margins. Color-code the bars to differentiate between high and low priorities.

- **Pie Chart for Cost vs. Revenue:** Display a pie chart for each category (Fiction, Non-Fiction, Outdoor) showing the breakdown between cost and revenue for clarity.

- **Line Graph for CTR Trends:** Line graph comparing the CTR for Fiction, Non-Fiction, and Outdoor across the last few months.