

CAMPAIGN PERFORMANCE:

Free sample distribution through Influencer



Understand how product free samples affects reviews ratings and sales.

Data Set: 40,000 reviews

GOALS

- Analyze if customers that have received free product samples wrote reviews with higher rates versus customers who paid for the product
- Understand if the rating difference directly affected sales
- Report on the sales increase by Geographic area based on the free samples distributed by this promotion

TIME TO EXECUTE

- Before AutoQL, a data analyst would take 3-4 weeks to complete this data analysis and generate the reports and visualizations
- Using AutoQL the same data analyst would take 1 day to complete the data analyses, generate the reports, and visualizations

QUERY EXAMPLES



- Total number of customers by if they paid or not, by month for the last 90 days
- Reviews by customers who paid for the products and by customers who received the product for free
- Change in monthly sales for SKU 234 in New York for the last 90 days

ECONOMIC VALUE



Improved execution time by >20x (from >3 weeks to 1 day)



Time saved from the data analyst: 21 days



Reduce custom report backlog



Increase speed to insights