

Marketing Campaign Performance Dashboard

Channel
All

Region
All

Product_Catego...
All

Objecti...
Leads

8.34M

Total Spend

₹ 40.64M

Total Revenue

387.25%

ROI

18K

Total Conversions

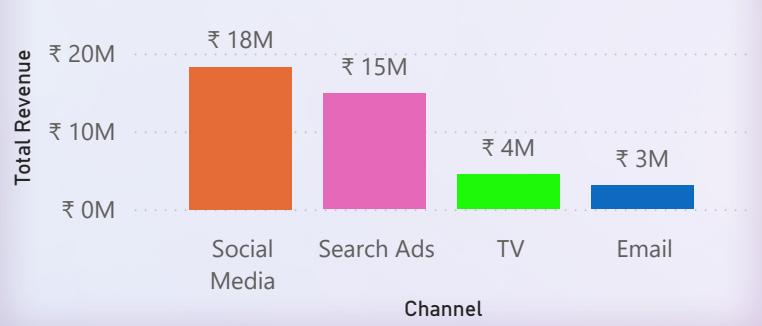
21.95%

Conversion Rate

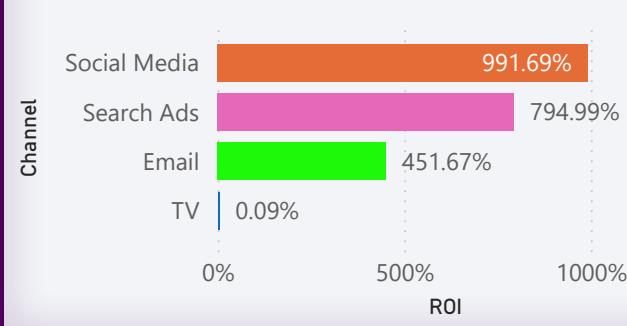
7.07

CPC

Revenue by Channel



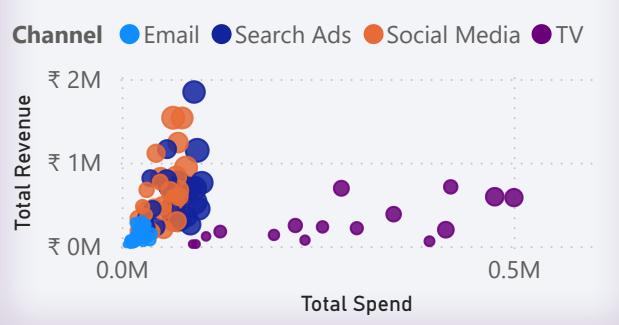
ROI by Channel



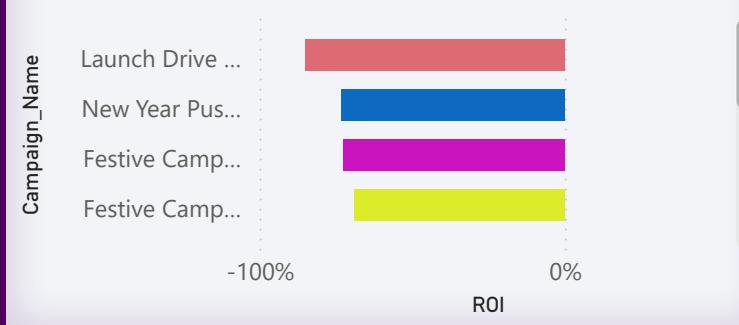
Campaign Performance Table

Campaign_Name	Channel	Total Spend	Total Revenue
Clearance Drive 72	Social Media	83,40,358.26	₹ 4,06,38,358.0
Clearance Sale 100	Social Media	83,40,358.26	₹ 4,06,38,358.0
Clearance Sale 64	Search Ads	83,40,358.26	₹ 4,06,38,358.0
Festive Drive 32	Email	83,40,358.26	₹ 4,06,38,358.0
Festive Drive 34	Email	83,40,358.26	₹ 4,06,38,358.0
Total		83,40,358.26	₹ 4,06,38,358.0

Spend vs Revenue Efficiency



Top Underperforming Campaigns



Insights

- Social Media generates the highest revenue
- Search Ads has the best ROI
- TV has low CTR and low conversions

Recommend increasing budget for Search Ads.



Campaign Deep Analysis

Channel

All

Region

All

Product_Catego...

All

Objective

Leads

14.92K

Average of Revenue

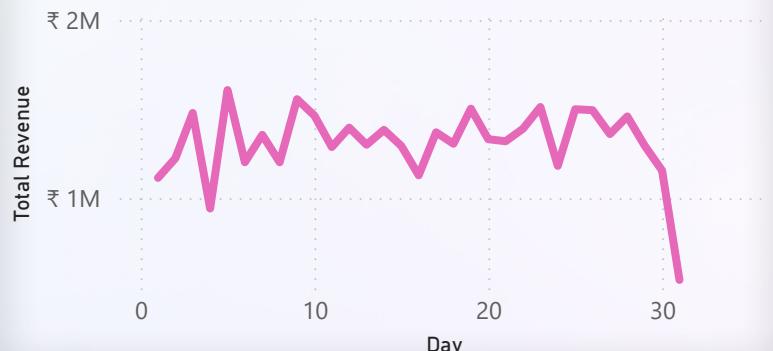
6.74

Average of Conversions

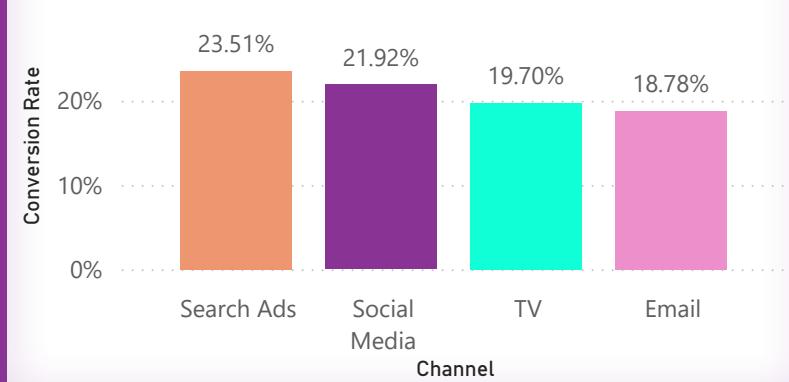
196.25

Average of Typical_CPM_INR

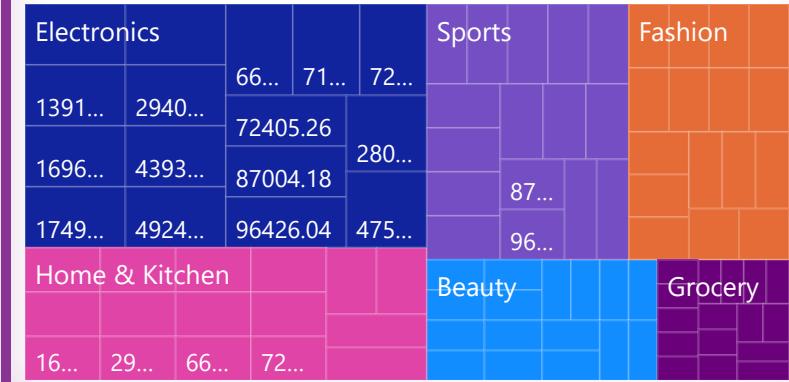
Revenue Trend



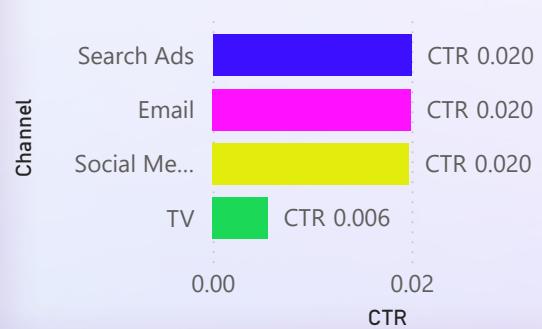
Conversion Rate by Channel



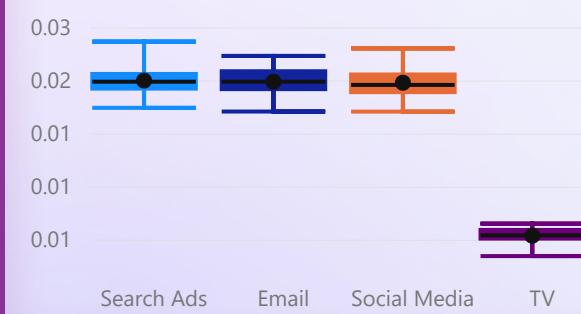
Revenue by Category



CTR by Channel



CTR Distribution



Map Visual with Latitude & Longitude



Deep Analysis Insights

- Conversion Rate is strongest in **Search Ads** and **Social Media**
- CTR distribution shows **TV** has the **lowest engagement consistency**
- Some campaigns have **high spend but low ROI**, indicating inefficiency

