Marketing & Revenue Performance Analysis

Data-Driven Insights to Optimize Growth and Ad Spend

This report provides a full performance analysis of marketing activity, customer behavior, and revenue drivers. The goal is to identify optimization opportunities that can significantly improve ROI and business efficiency.
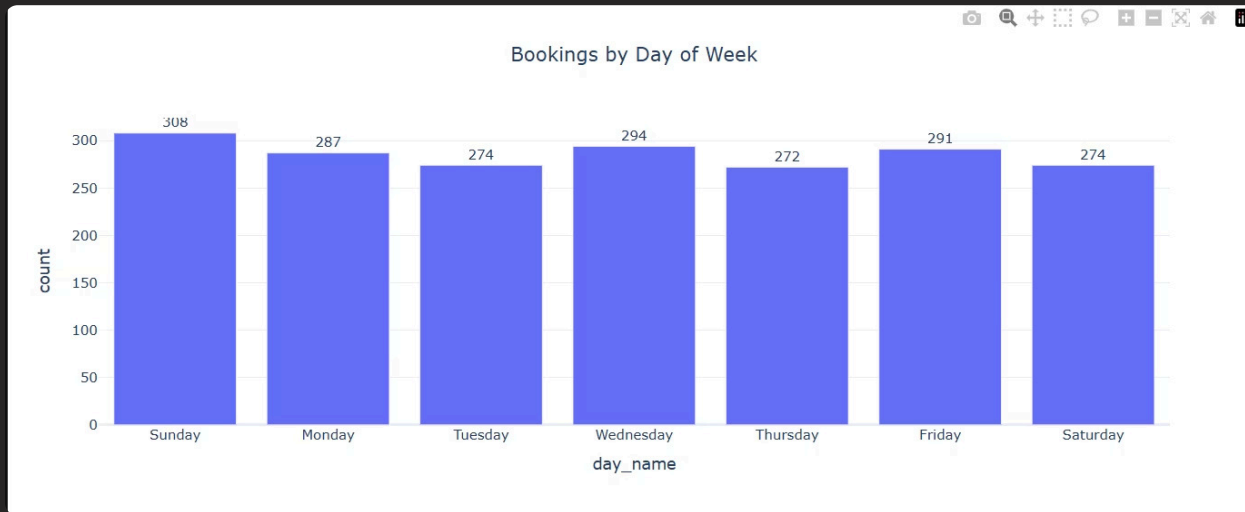
Dataset Overview

This analysis covers:

- Transaction timestamps
- Customer types
- Marketing channels
- Revenue & conversion performance
- Ad spend efficiency

Key metrics identified:

- Total Revenue
- Total Conversions
- Mean ROI
- Mean Revenue per Conversion
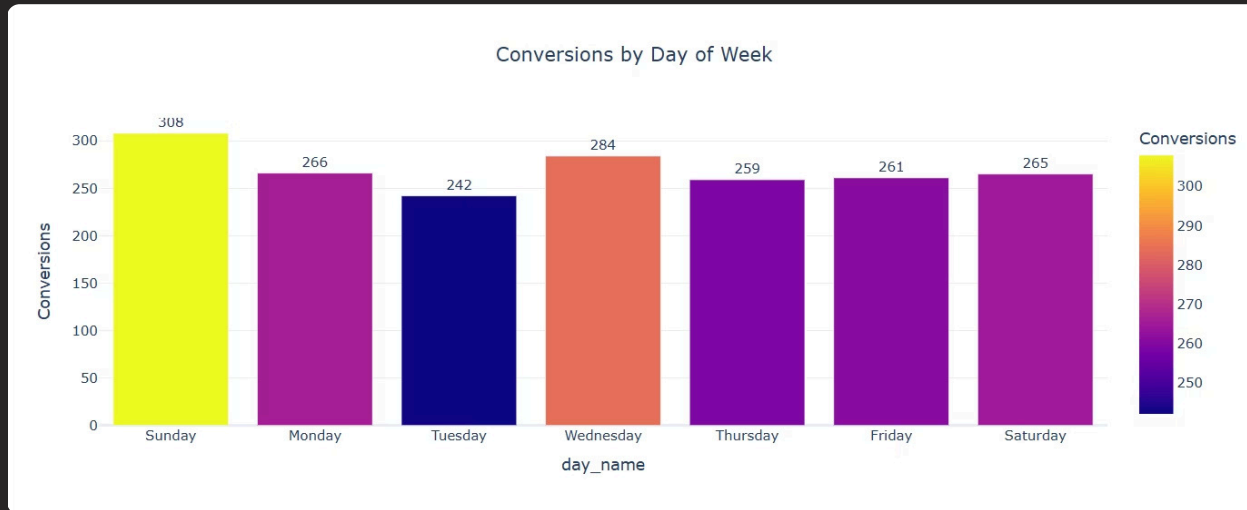
Bookings by Day of Week

Insight:

Booking volume is not evenly distributed across days.

Weekends show strong demand, while Tuesday and Wednesday lag behind.

Bullet Points:

- Peak booking days: Thursday, Friday, Saturday

- Weak performance on Tuesday & Wednesday

- Demand is strongly influenced by weekday behavior

Conversions by Day of Week

Conversions by Day of Week

Insight:

Conversions drop heavily on midweek days.

Bullet Points:

→ Highest conversions occur around peak booking days

→ Promotional gaps likely exist midweek

→ Optimization here can create major revenue uplift

Revenue by Day of Week

1

Insight:

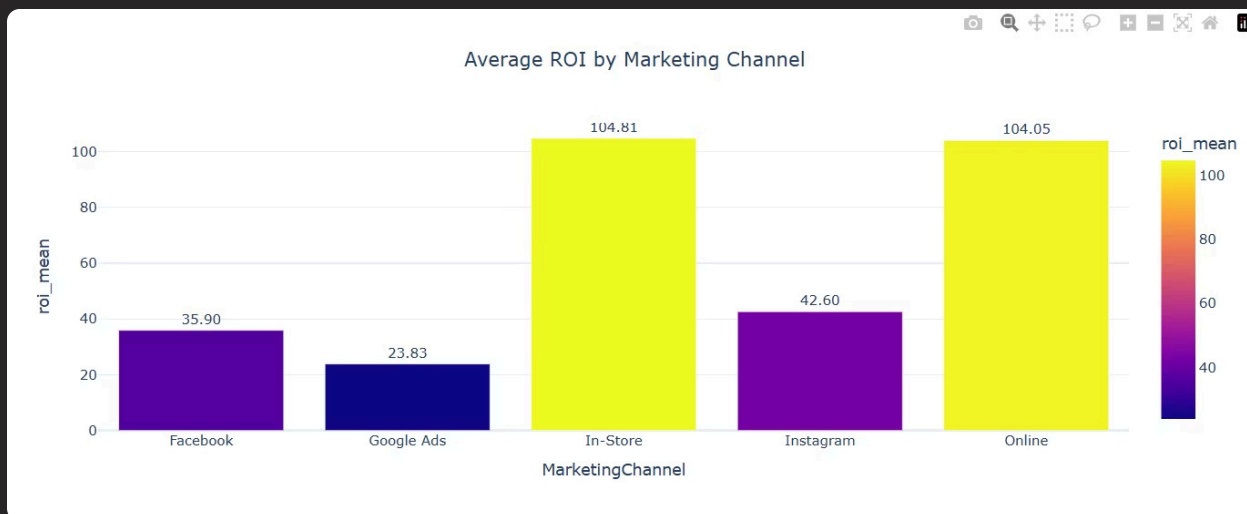Revenue follows a similar pattern, indicating user demand consistency.

2

Bullet Points:

- Thursday and weekend days generate the highest revenue
- Low-revenue days match low booking days
- Opportunity to stabilize weekday revenue with targeted offers

Revenue Trend Across Days
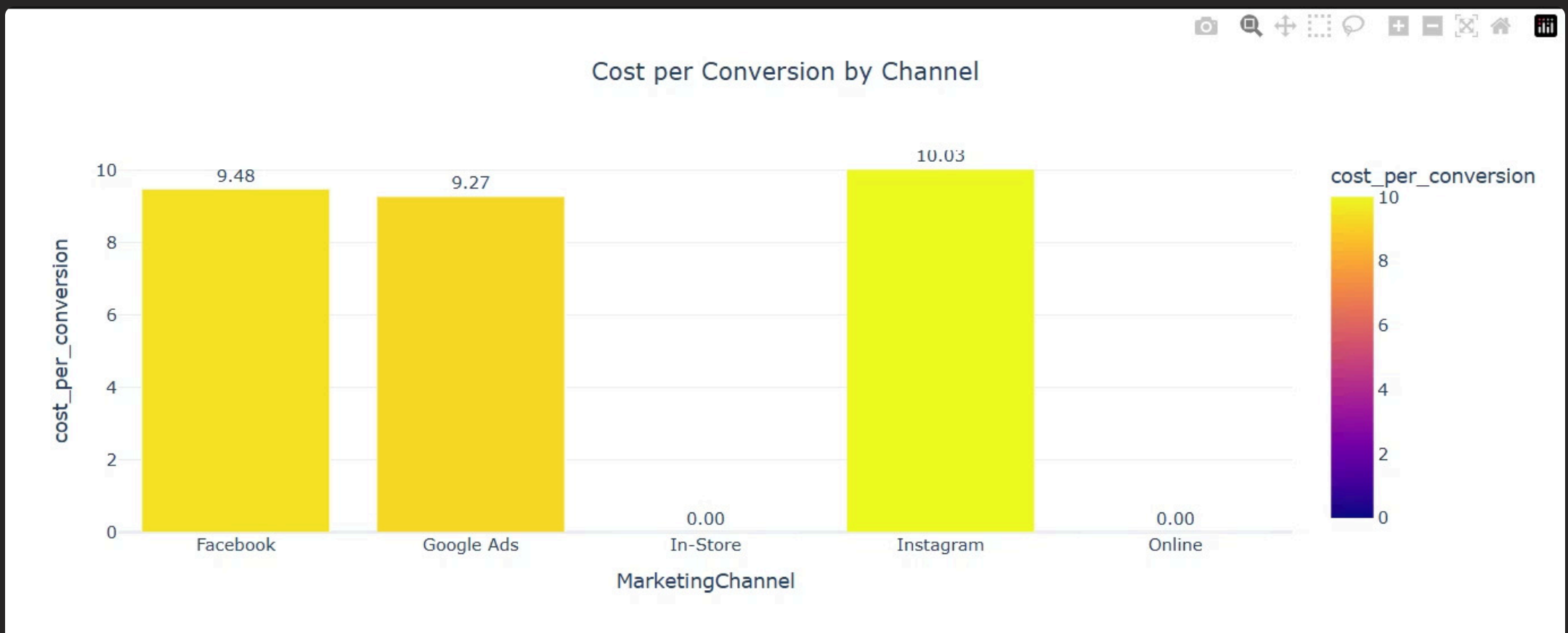
Marketing Channel Performance

Average ROI by Marketing Channel

Insight:

Channels differ significantly in revenue contribution and conversion strength.

Bullet Points:

- Instagram & Online channels deliver superior revenue

- Some channels have low conversions despite high traffic

- Channel mix optimization is essential

Cost per Conversion by Channel

Customer Type Analysis

Insight:

Returning customers are more profitable and consistent.

Customer Performance Analysis

Chart showing revenue and conversions by CustomerType. New: revenue 104.0588k, conversions 940. Returning: revenue 104.0308k, conversions 945.

Key points:

- Higher revenue per customer
- Better conversion stability
- Strong opportunity to boost LTV through retention

Hourly Performance

Revenue & Conversions by Hour
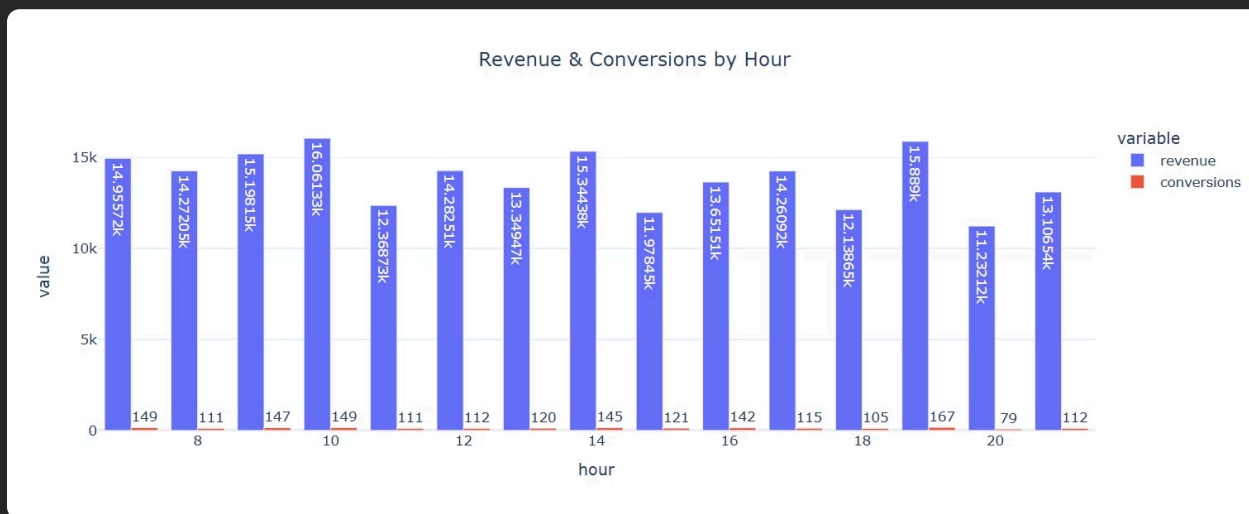
Insight:

Both revenue and conversions peak dramatically between 12 PM and 4 PM.

Key points:

- Optimal advertising window discovered
- Low-performing hours indicate overspending risks
- Scheduling adjustments can significantly reduce costs

Strategic Recommendations (Summary)

Reallocate Budget Toward High-ROI Channels

Based on channel-level ROI and revenue performance:

Instagram and Online channels consistently produce higher returns relative to spend.

Several other channels show high spend with weak conversions or volatile ROI.

Recommendation: Shift 20–35% of the current ad budget toward top-performing channels and introduce performance-based budget caps for underperforming ones.

Optimize Campaign Timing Around Peak Hours

Revenue peaks between 12 PM and 4 PM, with conversions following a similar pattern.

Recommendation: Schedule:

- Paid ads
- Email reminders
- Push notifications strategically around these hours to maximize user engagement and cost efficiency.

Improve Low-Converting Service Categories

Some service categories underperform in conversion rate relative to booking count.

Recommendation: Implement category-specific cross-selling or bundling strategies (e.g., "Service + Product"), supported by A/B-tested promotional creatives.

Strengthen Conversion Funnel (CRO Optimization)

Some channels drive traffic but fail to convert at expected ratios.

Recommendation: Optimize landing pages through:

- UX improvements
- Faster page load
- More prominent CTAs
- Reducing checkout steps
- A/B testing new creatives and discount messaging

Adjust Spend Levels Based on Performance

Medium-spend ranges show the most stable ROI and conversion value.

Recommendation: Avoid over-investing in high-spend tiers where ROI starts decreasing. Focus more budget on the "sweet spot" where spend → conversions are more efficient.

Enhance Performance on Low-Booking Days

Tuesday and Wednesday have the lowest booking volume, revenue, and conversions.

Recommendation: Introduce targeted weekday promotions, time-limited offers, or retargeting ads specifically on low-traffic days to stabilize the weekly revenue pattern.

Strengthen Retention for Returning Customers

Returning customers generate substantially higher revenue per person and show higher conversion consistency.

Recommendation: Deploy loyalty programs, exclusive offers, and automated follow-up funnels to retain high-value returning users and boost Lifetime Value.

Reduce Inefficiencies in Ad Spending

Outlier analysis shows certain channels exhibit extreme ROI variability, implying inconsistent ad quality.

Recommendation: Apply:

- Bid caps
- Frequency capping
- Audience optimization to minimize wasted impressions and improve spend efficiency.

Personalize Experiences Based on Customer Type

Returning customers behave differently than new customers, and both require tailored messaging.

Recommendation: Implement segmented campaigns:

- New customers → welcome discounts, first-order incentives
- Returning customers → loyalty rewards, personalized recommendations

Create a Continuous Monitoring Dashboard

To ensure insights directly translate to business growth:

Recommendation: Build a real-time dashboard tracking:

- Channel spend
- ROI
- CPC & CPA
- Revenue per category
- Hourly/day performance

This ensures optimization becomes continuous, not one-time.