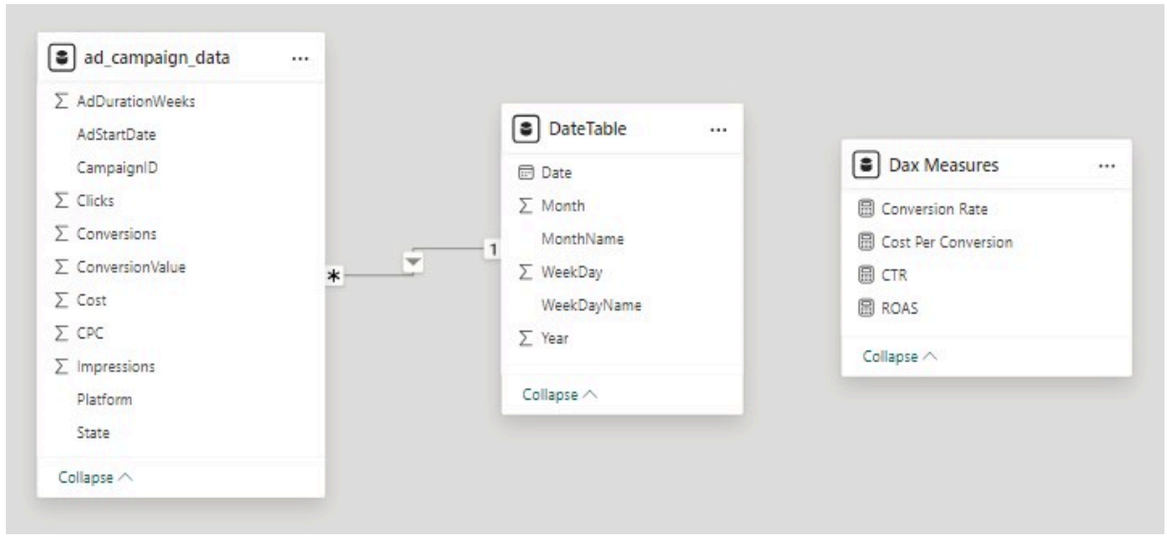
Digital Ad Genius: Maximizing E-commerce Impact with Precision Digital Marketing Analytics



Creating a Date Table, Using Dax

```
1  DateTable =
2      ADDCOLUMNS(
3          CALENDARAUTO(),
4          "Year", Year([Date]),
5          "MonthName", FORMAT([Date], "MMMM"),
6          "Month", MONTH([Date]),
7          "WeekDayName", FORMAT([Date], "DDDD"),
8          "WeekDay", WEEKDAY([Date],2))
```

Date	Year	MonthName	Month	WeekDayName	WeekDay
01-Jan-23 12:00:00 AM	2023	January	1	Sunday	7
02-Jan-23 12:00:00 AM	2023	January	1	Monday	1
03-Jan-23 12:00:00 AM	2023	January	1	Tuesday	2
04-Jan-23 12:00:00 AM	2023	January	1	Wednesday	3
05-Jan-23 12:00:00 AM	2023	January	1	Thursday	4
06-Jan-23 12:00:00 AM	2023	January	1	Friday	5
07-Jan-23 12:00:00 AM	2023	January	1	Saturday	6
08-Jan-23 12:00:00 AM	2023	January	1	Sunday	7
09-Jan-23 12:00:00 AM	2023	January	1	Monday	1
10-Jan-23 12:00:00 AM	2023	January	1	Tuesday	2
11-Jan-23 12:00:00 AM	2023	January	1	Wednesday	3
12-Jan-23 12:00:00 AM	2023	January	1	Thursday	4
13-Jan-23 12:00:00 AM	2023	January	1	Friday	5

Translating Marketing KPIs into DAX Measures

Conversion Rate: The percentage of clicks that result in conversions, reflecting how effective the campaign is at turning interest into action

```
Conversion Rate =
Var Conversion = SUM(ad_campaign_data[Conversions])
Var Click = SUM(ad_campaign_data[Clicks])

Return
   DIVIDE(Conversion, Click, 0)
```

Return on Ad Spend (ROAS): A ratio that measures the revenue generated for every dollar spent on ads. A higher ROAS indicates stronger returns from the campaign.

```
ROAS =
Var Revenue = SUM(ad_campaign_data[ConversionValue])
Var Cost = SUM(ad_campaign_data[Cost])

RETURN
   DIVIDE(Revenue, Cost, 0)
```

Cost per Conversion: The total campaign cost divided by the number of conversions, showing the average cost to acquire each customer through the ad

```
Cost Per Conversion =
Var Cost = SUM(ad_campaign_data[Cost])
Var Conversions = SUM(ad_campaign_data[Conversions])

RETURN
   DIVIDE(Cost,Conversions,0)
```

Click-Through Rate (CTR): The percentage of people who click on the ad after viewing it, helping to evaluate how engaging and relevant the ad is to its audience

```
CTR =
Var Clicks = SUM(ad_campaign_data[Clicks])
Var Impressions = SUM(ad_campaign_data[Impressions])

RETURN
   DIVIDE(Clicks, Impressions, 0)
```

Exploratory Data Analysis - Ad Platform

$28.5K
Sum of Cost

$97.52K
Sum of ConversionValue

342.20%
ROAS

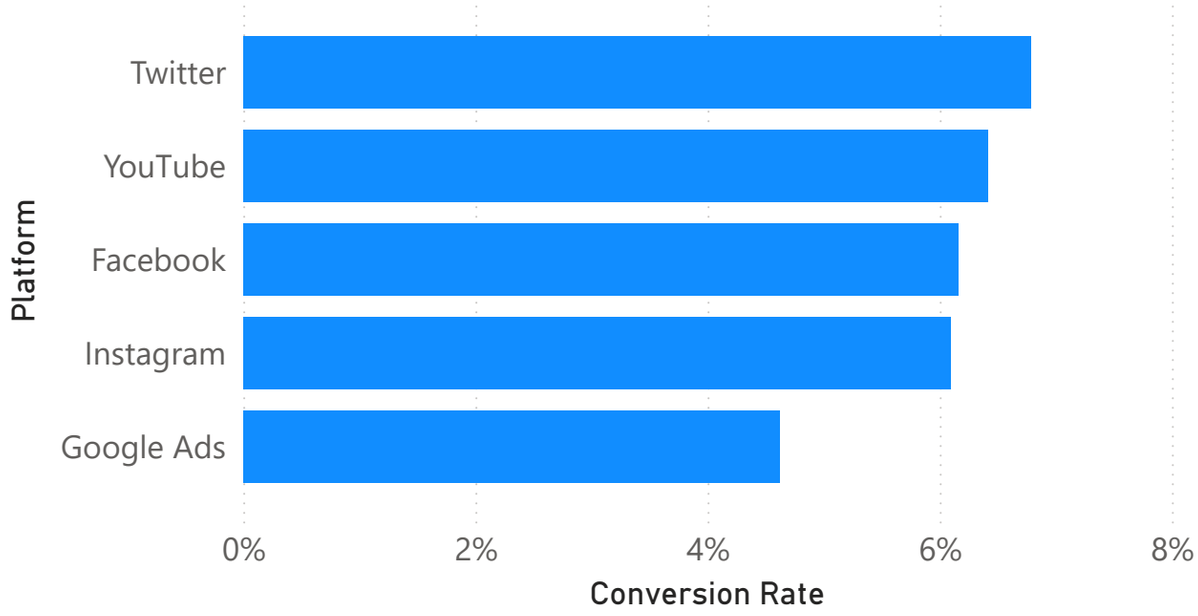
Thursday, August 31, 2023
Latest AdStartDate

2210
Sum of Conversions

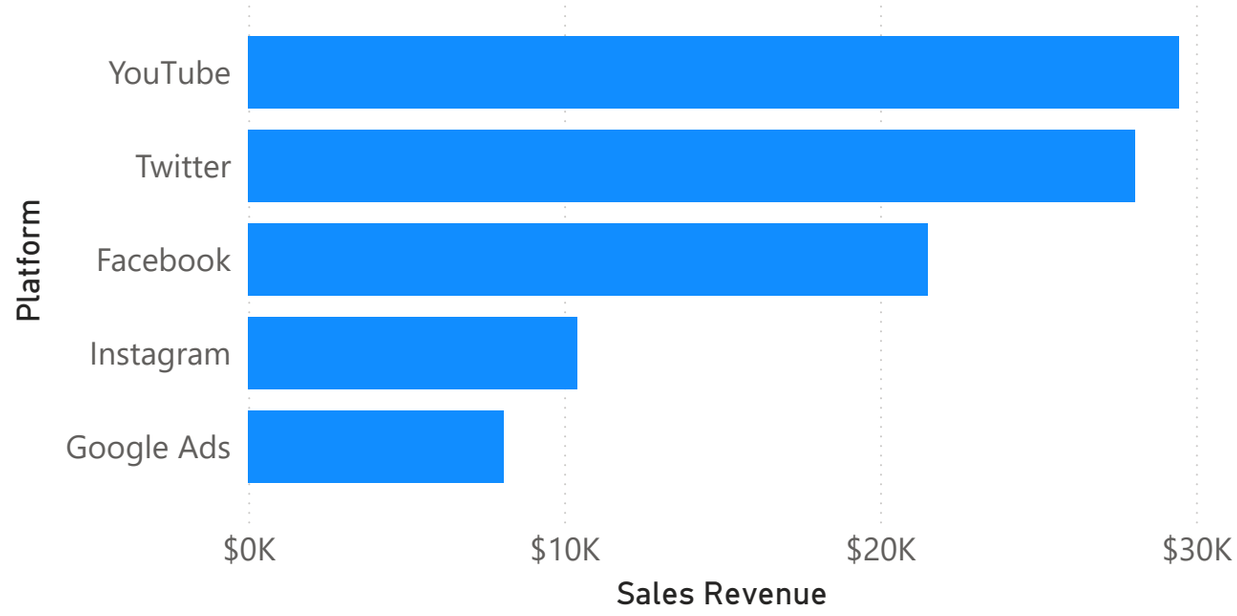
6.24%
Conversion Rate

$12.89
Cost Per Conversion

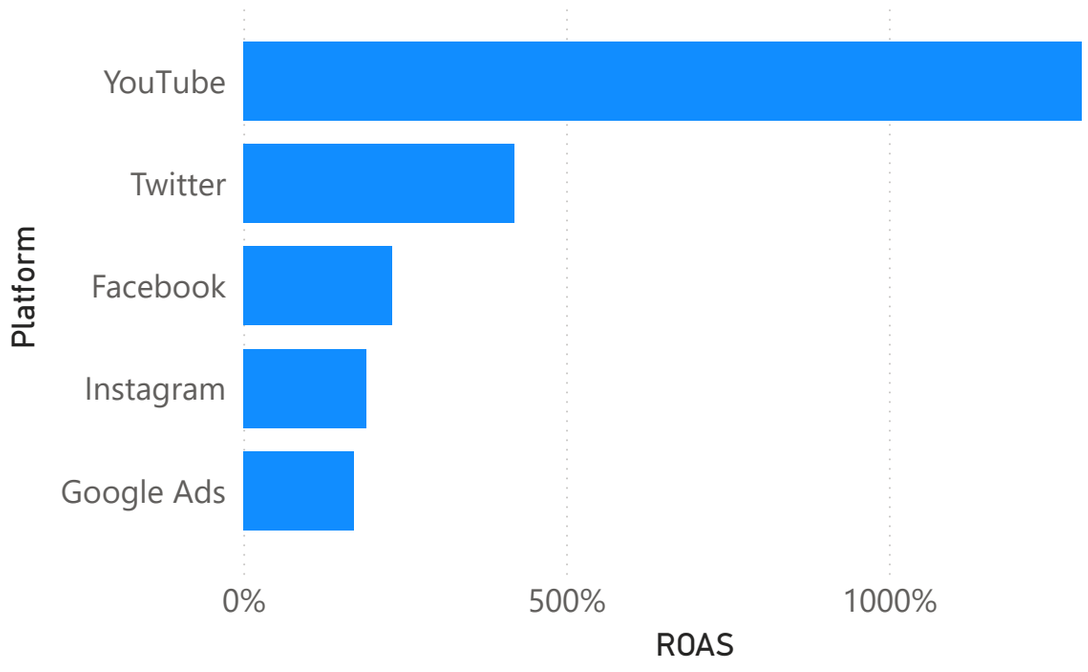
Conversion Rate by Platform



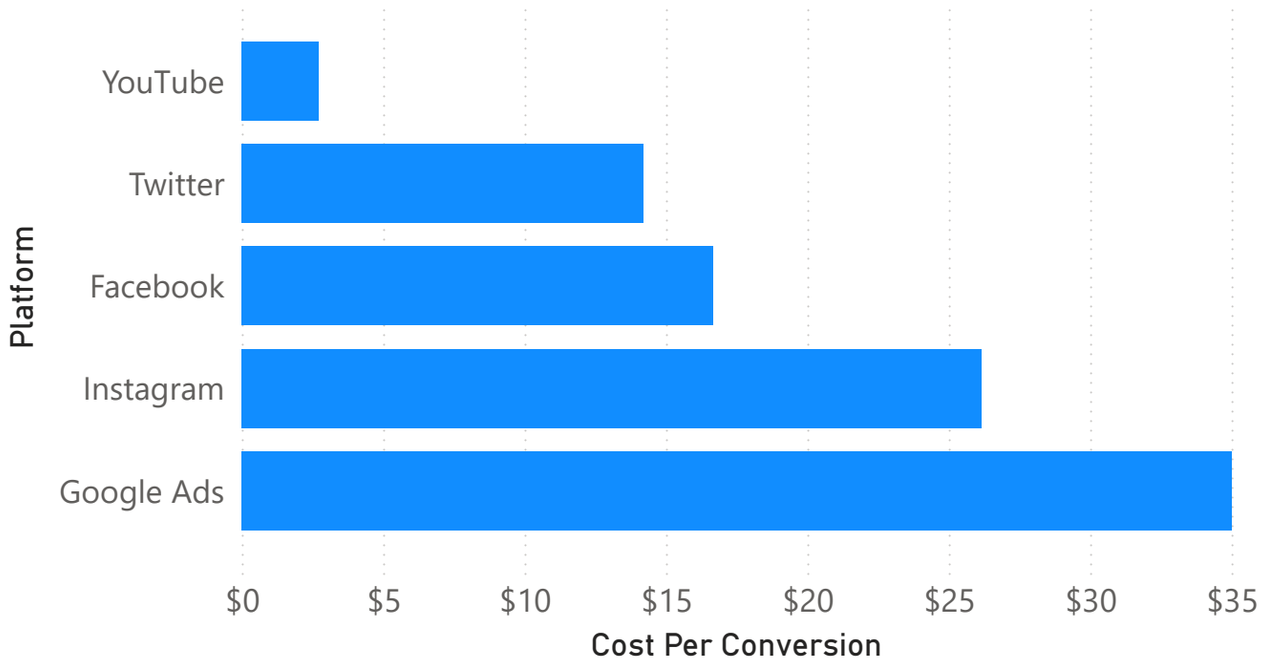
Sales Revenue by Platform



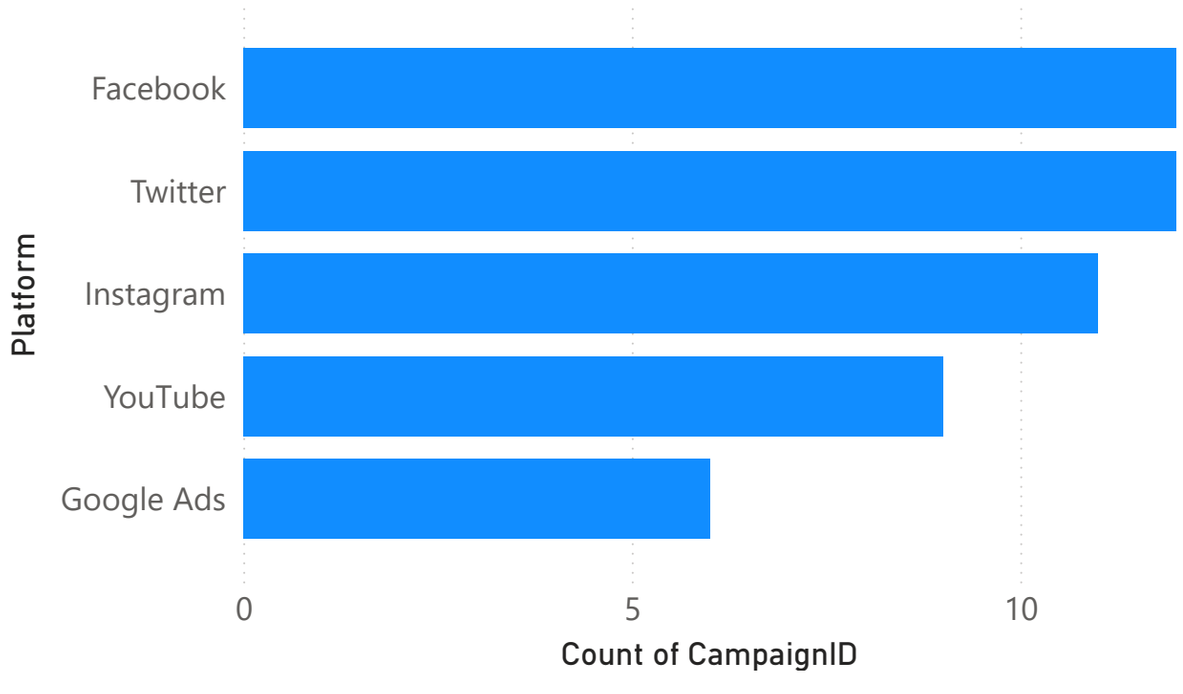
ROAS by Platform



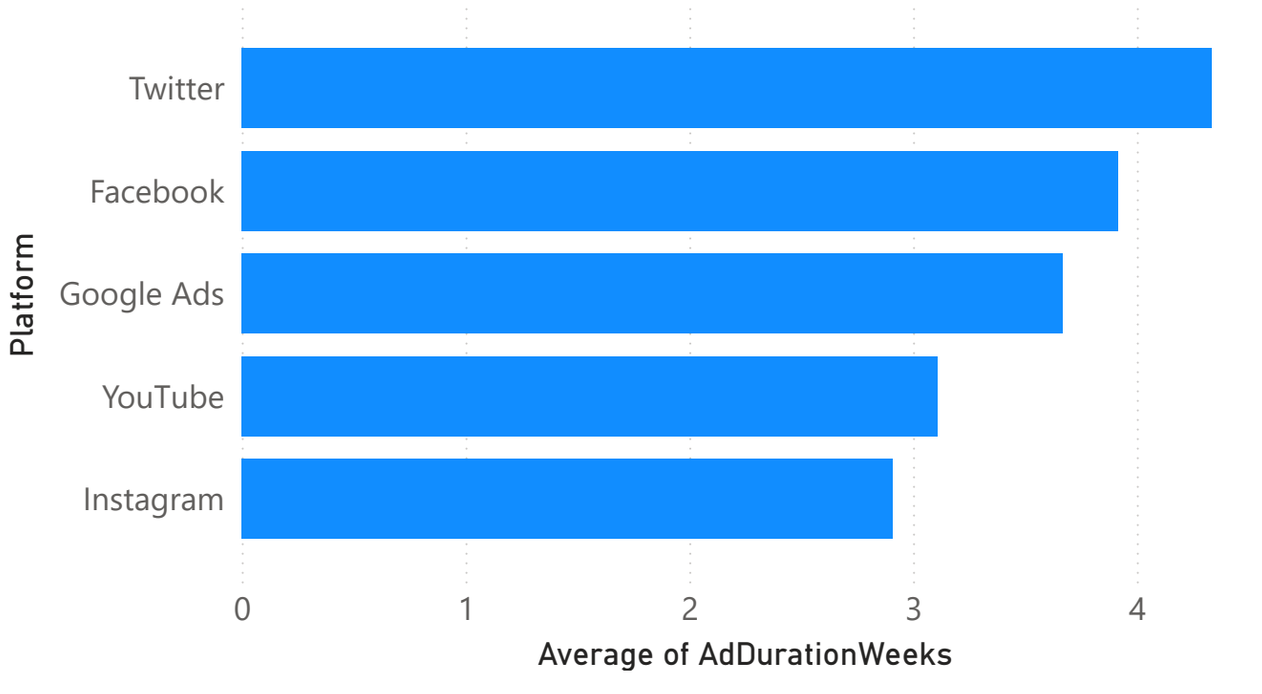
Cost Per Conversion by Platform



Count of CampaignID by Platform



Average of AdDurationWeeks by Platform



Exploratory Data Analysis - Ad Campaign

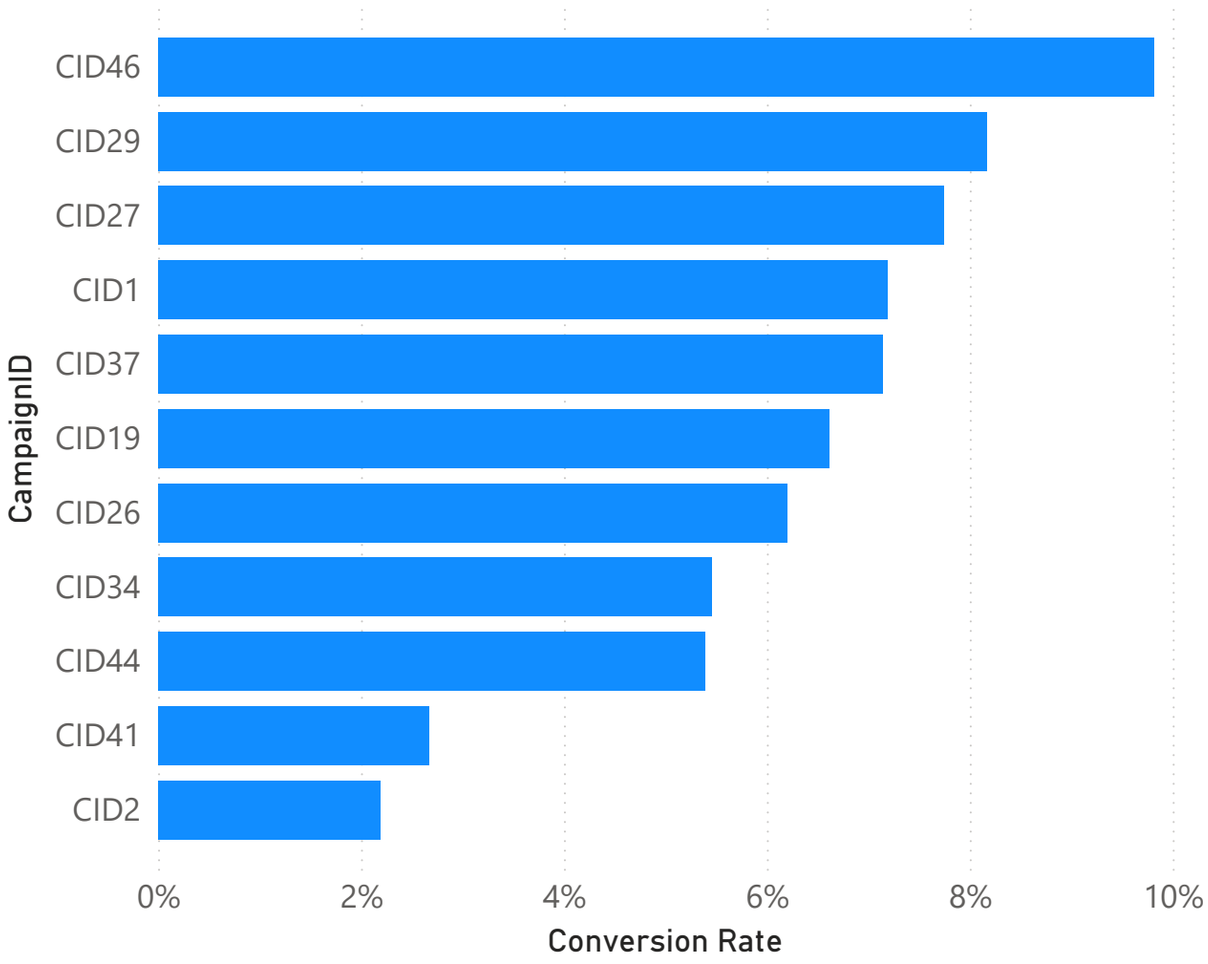
11
Count of CampaignID

2.91
Avg Duration

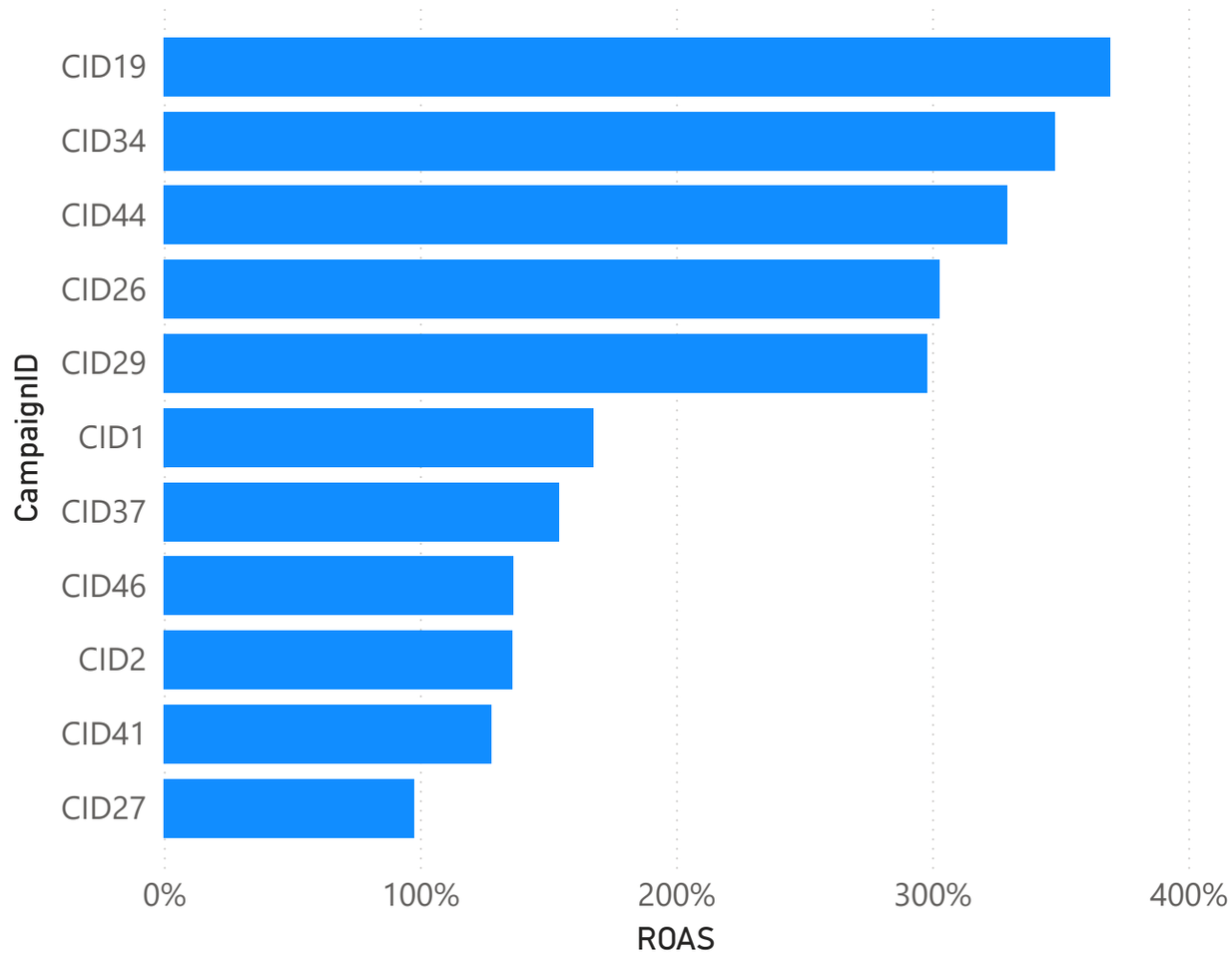
$5.47K
Sum of Cost

Platform
- [ ] Facebook
- [ ] Google Ads
- [x] Instagram
- [ ] Twitter
- [ ] YouTube

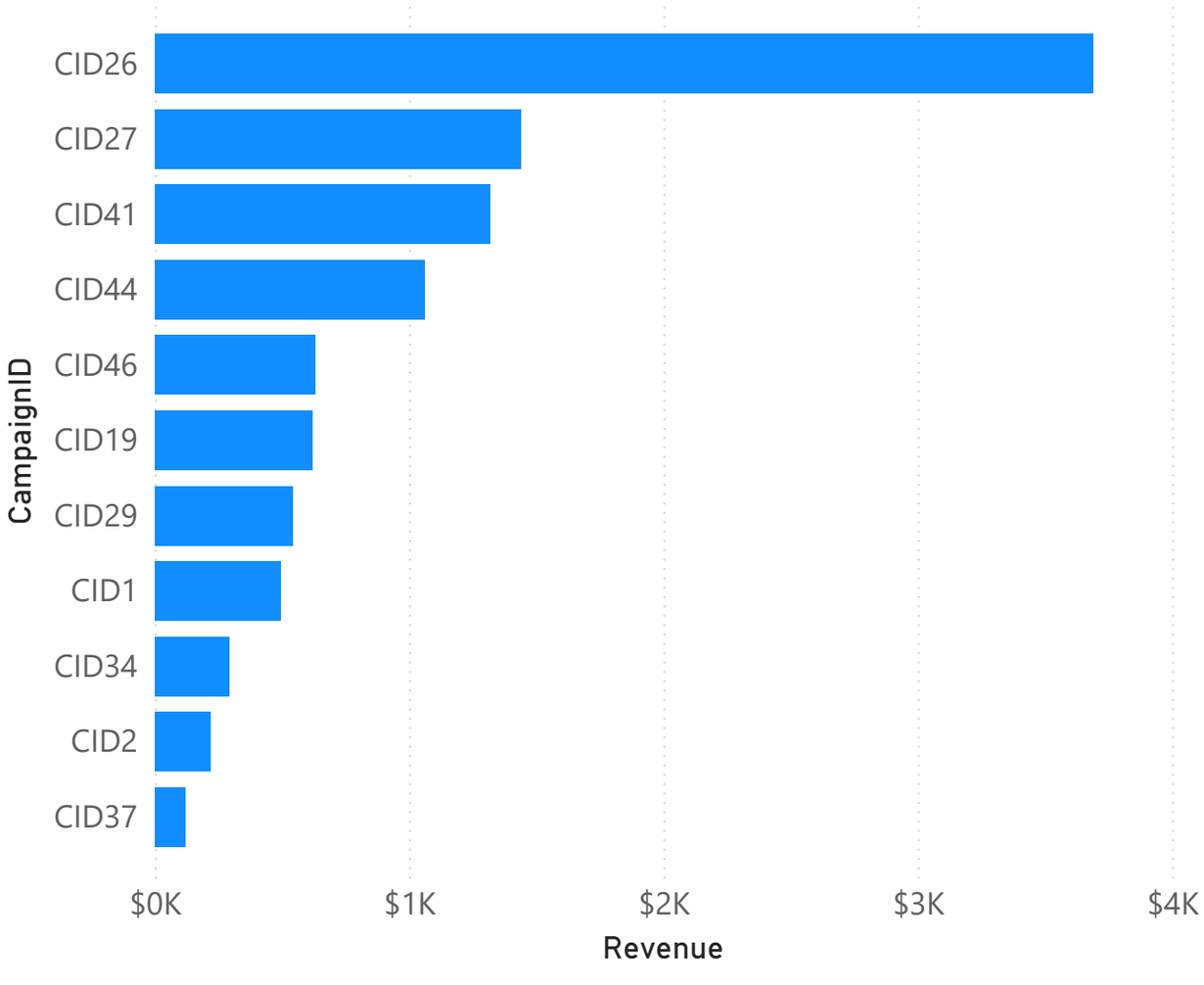
Conversion Rate by CampaignID



ROAS by CampaignID



Revenue by CampaignID



Revenue by State