

Campaign & Product Performance Analysis

SQL-based analysis of
paid marketing effectiveness

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Business Analysis Report

Campaign Performance & Product Value Analysis The Excellence Lab – Digital Products

1. Executive summary

This analysis evaluates the performance of Google Ads campaigns promoting digital products for The Excellence Lab.

The objective was to assess whether current campaign structures and product offerings create a viable path toward value generation and to identify where the conversion funnel breaks down.

The analysis revealed that while campaigns generated impressions and clicks, they did not progress to conversions. As a result, no direct revenue was observed. This outcome itself became a key analytical signal, indicating that the system failed to reach the value-generation stage.

To support deeper evaluation and decision-making, selected elements (conversions and revenue) were transparently simulated. This allowed assessment of economic viability, risk exposure, and optimization potential without obscuring real data limitations.

2. Business need and problem definition

Business need

The business required visibility into:

- whether paid marketing activities create value,
 - which campaigns and products justify further investment,
 - where the marketing funnel fails and why.
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Problem statement

Despite advertising spend, campaigns did not produce measurable business outcomes (purchases).

The lack of conversions raised uncertainty regarding:

- campaign effectiveness,
- product-market fit,
- and the economic sustainability of continued spend.

3. Analysis approach

The analysis followed a structured, end-to-end approach:

Data structuring

- Modeled campaign, product, and time dimensions.
- Separated events (ad spend) from descriptive context (products, campaigns).

Validation first

- Ensured data completeness and logical consistency before interpretation.

Metric-driven evaluation

- Selected KPIs aligned to decision-making, not vanity metrics.

Comparative & threshold-based interpretation

- Avoided absolute judgments.
 - Used internal comparison, trends, and economic thresholds.
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4. Stakeholders and information needs

Primary stakeholders:

- Business owner / decision-maker
- Marketing function (campaign optimization)
- Product owner (pricing and bundling decisions)

Key questions addressed:

- Are campaigns attracting relevant attention?
- Is traffic cost-effective?
- Does the funnel support value creation?
- Which elements pose the highest financial risk?

5. Data sources and assumptions

Data sources

- Google Ads campaign performance (impressions, clicks, cost)
- Product catalog (prices, bundles, categories)

Key assumptions

- Conversions and revenue were explicitly simulated to enable ROI analysis.
 - All simulated elements are clearly separated from observed data.
 - Attribution between campaigns and products follows a weighted allocation model.
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The Excellence Lab – Digital Products

6. Analytical model and metrics

Funnel-based metric framework

Funnel stage	Metric	Purpose
Awareness	Impressions	Reach and visibility
Interest	CTR	Message relevance
Cost Control	CPC	Traffic efficiency
Outcome	CPA	Cost of effect
Value	Revenue	Economic contribution
Return	ROAS	Investment viability

Rationale for metric selection

Metrics were chosen to reflect:

- progressive funnel stages,
- decision relevance,
- and economic consequences.

No metric was interpreted in isolation.

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7. Findings

Key observations

- Campaigns generated traffic but failed to convert.
- ROAS was effectively zero due to lack of purchases.
- Funnel breakdown occurred between click and conversion stages.

Comparative insights

- Differences in CTR and CPC across campaigns suggest unequal communication effectiveness.
- Some campaigns demonstrated stronger engagement but still failed to translate into value.

Risk indicators

- Continued spend without structural changes increases financial risk.
- Absence of conversion signal limits learning and optimization.

8. Interpretation and implications

The absence of revenue is not merely a negative outcome but a diagnostic signal:

- It indicates insufficient alignment between traffic, offer, and conversion mechanics.
 - It suggests that optimization efforts should focus on pre-revenue funnel stages before scaling spend.
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Simulated scenarios demonstrate that:

- Even modest conversion rates would significantly alter ROAS outcomes.
- Economic viability depends more on funnel integrity than traffic volume.

9. Recommendations

Rather than prescriptive decisions, the analysis supports informed choices:

Short-term focus

- Improve conversion mechanisms (offer clarity, landing experience).
- Validate product–campaign alignment before increasing spend.

Medium-term actions

- Re-test campaigns with refined messaging.
- Introduce controlled experiments to establish real conversion baselines.

Governance considerations

- Establish minimum data thresholds before further investment.
- Monitor funnel metrics continuously, not only revenue.

10. Limitations and constraints

- Lack of real conversion data limits confidence in ROI conclusions.
- Simulated values should not be interpreted as forecasts.
- Results are directional, not predictive.

These constraints were explicitly managed rather than concealed.

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11. Conclusion

This analysis demonstrates that meaningful business insight does not require positive results.

By identifying where and why value creation fails, the analysis reduces uncertainty and supports better future decisions.

The project illustrates a complete Business Analysis lifecycle:

- from problem framing,
 - through structured analysis,
 - to decision-oriented insights.
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This report presents an end-to-end analytical case study focused on evaluating marketing campaign and product performance using structured data modeling and SQL-based analysis.

The project demonstrates analytical reasoning, metric selection, and insight-driven interpretation aligned with Business Analysis practices.

Prepared as a portfolio case study.