**1. Project Title**

**Marketing Performance Analysis for OJAR Perfumes Using Tableau**

**2. Project Overview**

This project analyzes the marketing performance of **OJAR Perfumes** across three major digital advertising platforms:

* **Google** (Paid Search)
* **Meta** (Facebook/Instagram Paid Social)
* **TikTok** (Paid Social)

The focus is on evaluating three key marketing KPIs:

* **Conversion Rate** (CR)
* **Cost Per Acquisition** (CPA)
* **Average Order Value** (AOV)

The objective is to visualize and compare platform effectiveness to provide actionable insights for OJAR’s marketing strategy.

**3. Business Problem**

OJAR Perfumes is seeking to optimize its digital marketing investment.  
While Google and Meta are established acquisition channels, TikTok has recently been introduced with limited historical performance data.  
The company needs a performance-driven analysis to:

* Evaluate the return on advertising spend (ROAS) across platforms.
* Identify the highest-performing channel(s).
* Make informed decisions on future **budget allocation**, **audience targeting**, and **campaign optimization**.

**4. Objective**

The primary goal is to develop a Tableau dashboard and analytical report that:

* **Visualizes** platform performance based on Conversion Rate, CPA, and AOV.
* **Identifies** the best- and worst-performing platforms.
* **Provides** data-driven recommendations for marketing strategy improvements.

**5. Deliverables**

* Tableau dashboard (.twbx or .twb file)
* Summary report with insights and recommendations (optional for portfolio)