

Marketing Campaign Performance — Project Report

Project: Campaigns Executive Dashboard (Project Portfolio 2)

Executive Summary

This report provides a concise interpretation of the marketing campaign dashboard built in Power BI. It summarizes the main KPIs, performance trends, and actionable recommendations for decision makers. The visuals referenced are included in the appendix.

Key KPIs

Metric	Value
Average ROI	5.00
Total Acquisition Cost	2.50B (approx)
Total Clicks	110M (approx)
Total Impressions	1B (approx)
CTR	9.98%
Total Campaigns	200K (approx)

Channel Performance

Channels such as Facebook and Website deliver the highest ROI, while Google Ads and Email show significant spend and reach but require efficiency improvements. Instagram and YouTube rank lower and should be tested with new targeting and creatives.

Customer Segment Performance

Customer segments are evenly represented, but certain segments deliver slightly higher ROI. Budgets should be allocated to segments that combine strong ROI with solid conversion rates.

Trends Over Time

ROI remains steady month to month around 5.00, while impressions and engagement vary seasonally. Clicks track closely with impressions. Monthly monitoring is recommended.

Language & Audience Insights

French shows as a top-performing language overall. Cross-analysis of language with target audience highlights which combinations perform best. Focus on localized campaigns for these combinations to increase effectiveness.

Location Insights

Performance across major U.S. cities like New York, Chicago, Los Angeles, and Miami is consistent, with ROI around 5.00 and high campaign counts. These markets can sustain additional budget allocation.

Recommendations

1. Increase investment in high-performing channels like Facebook and Website. 2. Optimize spend on Google Ads and Email by testing for efficiency gains. 3. Reassess Instagram and YouTube strategies before further scaling. 4. Tailor creatives to the best language-audience combinations. 5. Continue monitoring ROI

and CTR monthly to detect changes early.

Appendix: Dashboard Visuals

Dashboard screenshots are attached for reference.

200K

Total Campaigns

5.00

Avg ROI (%)

2.50bn

Total Acquisition Cost

9.98

CTR (%)

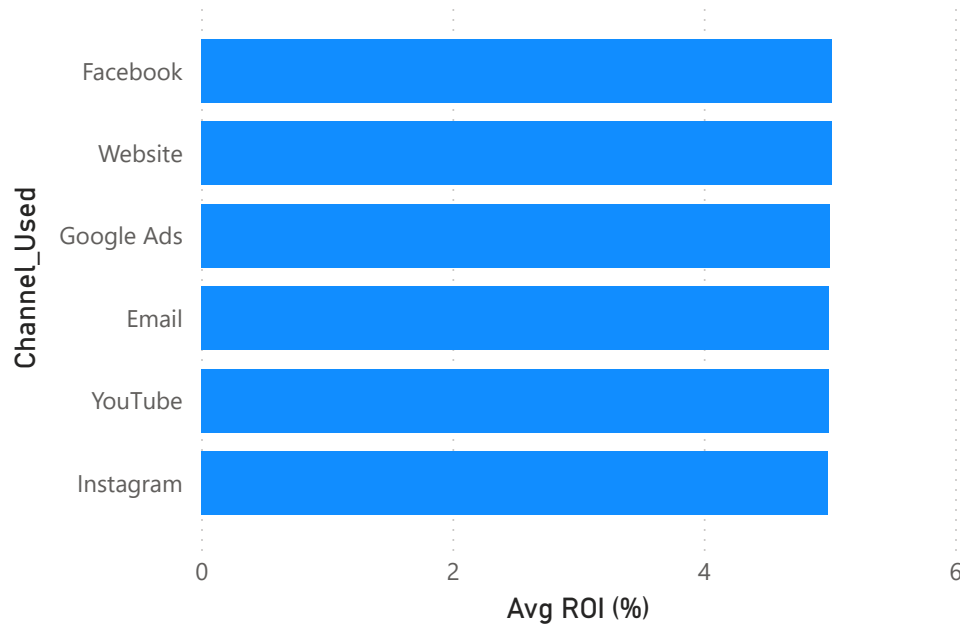
110M

Total Clicks

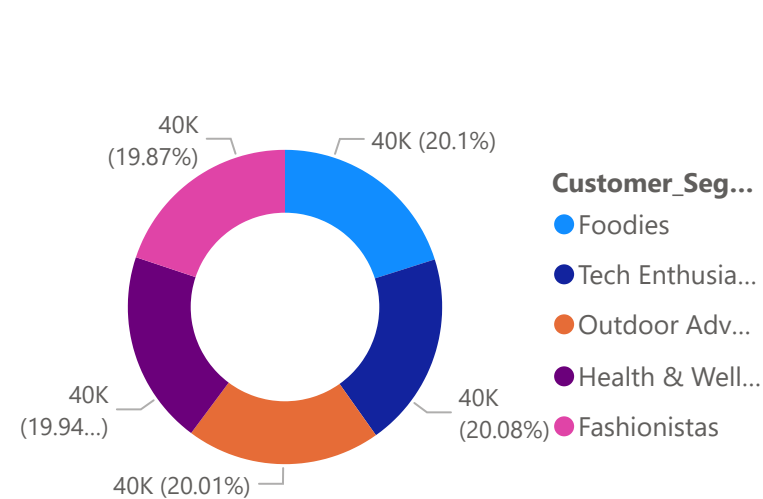
1bn

Total Impressions

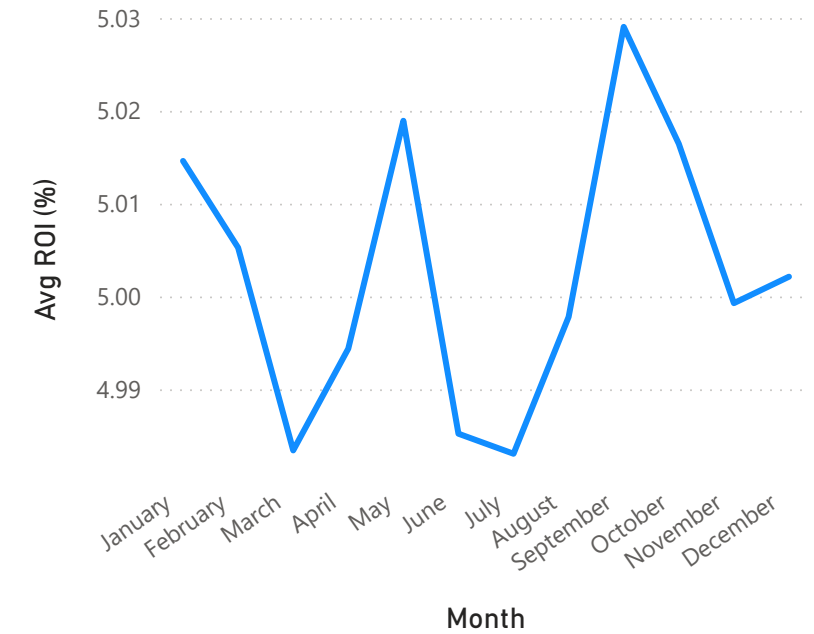
Avg ROI (%) by Channel_Used



Total Campaigns by Customer_Segment



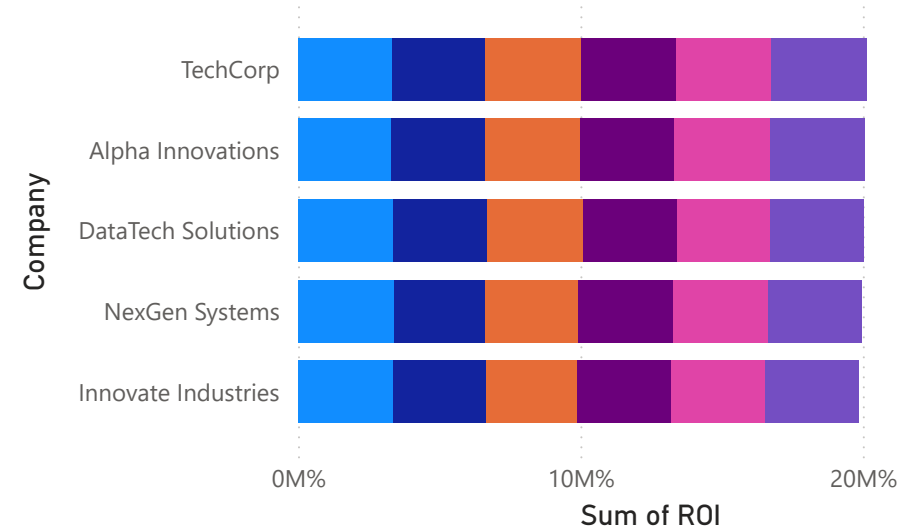
Avg ROI (%) by Month



5.01
Best ROI Value

Sum of ROI by Company and Channel_Used

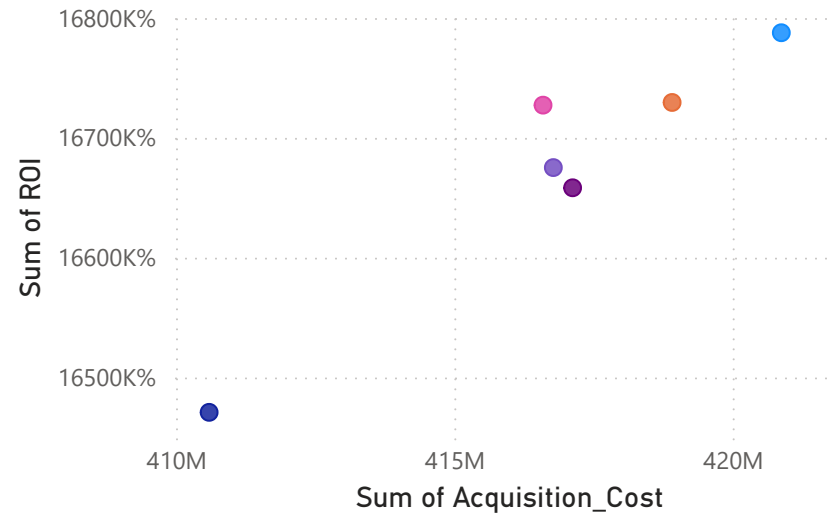
Channel_Used Email Facebook Google Ads Instagram Website YouTube



Influencer
Best ROI Campaign Type

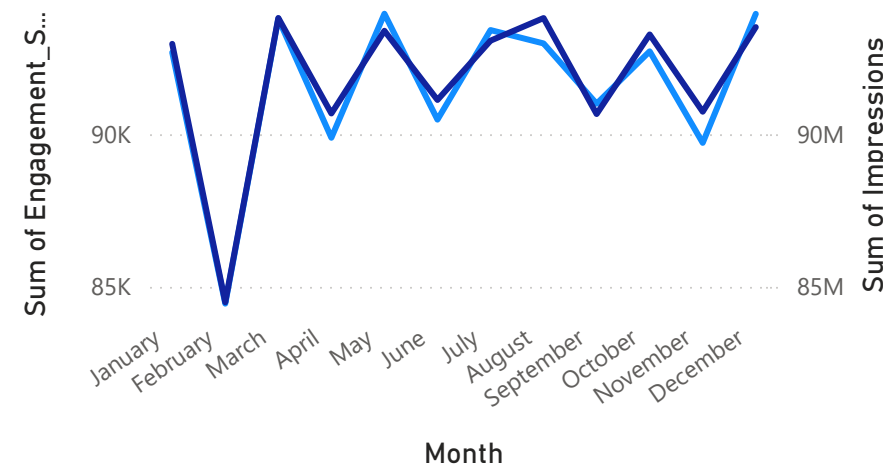
Sum of Acquisition_Cost and Sum of ROI by Channel_Used

Channel_Used Email Facebook Google Ads Instagram

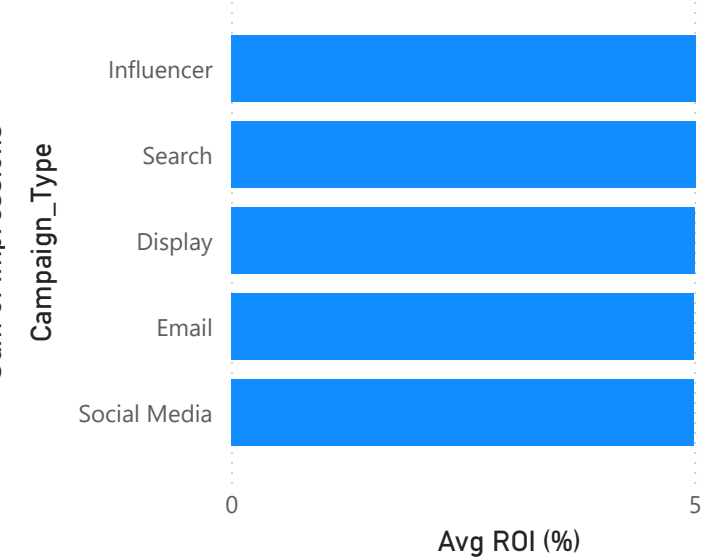


Sum of Engagement_Score and Sum of Impressions by Month

Sum of Engagement_Score Sum of Impressions



Avg ROI (%) by Campaign_Type



French

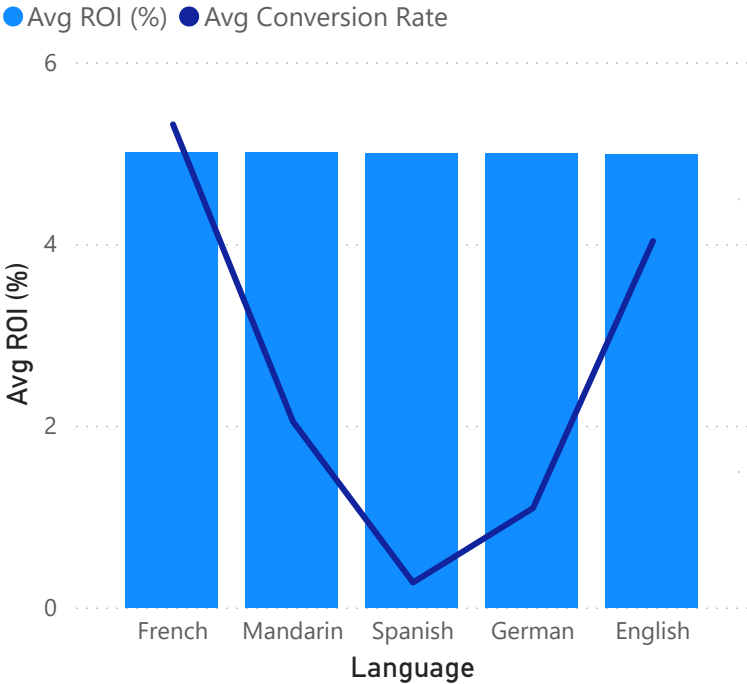
Best Language Name

Location	Avg ROI (%)	Sum of Conversion_Rate	Total Campaigns
New York	4.98	3210.09%	40024
Chicago	5.00	3206.18%	40010
Houston	5.01	3177.95%	39750
Los Angeles	5.01	3196.28%	39947
Miami	5.01	3223.43%	40269
Total	5.00	16013.93%	200000

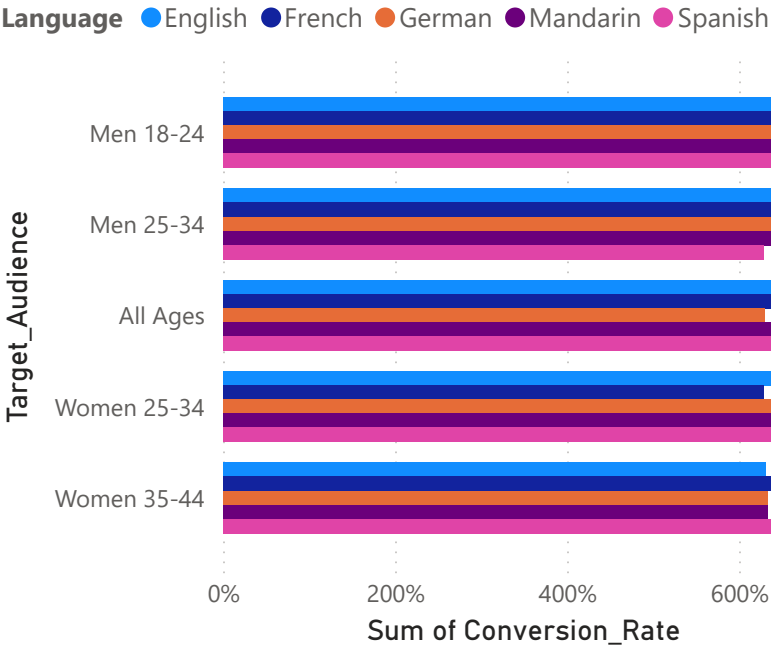
1bn

Total Impressions

Avg ROI (%) and Avg Conversion Rate by Language



Sum of Conversion_Rate by Target_Audience and Language



Avg ROI (%) by Target_Audience

