

Digital Marketing Analysis

category

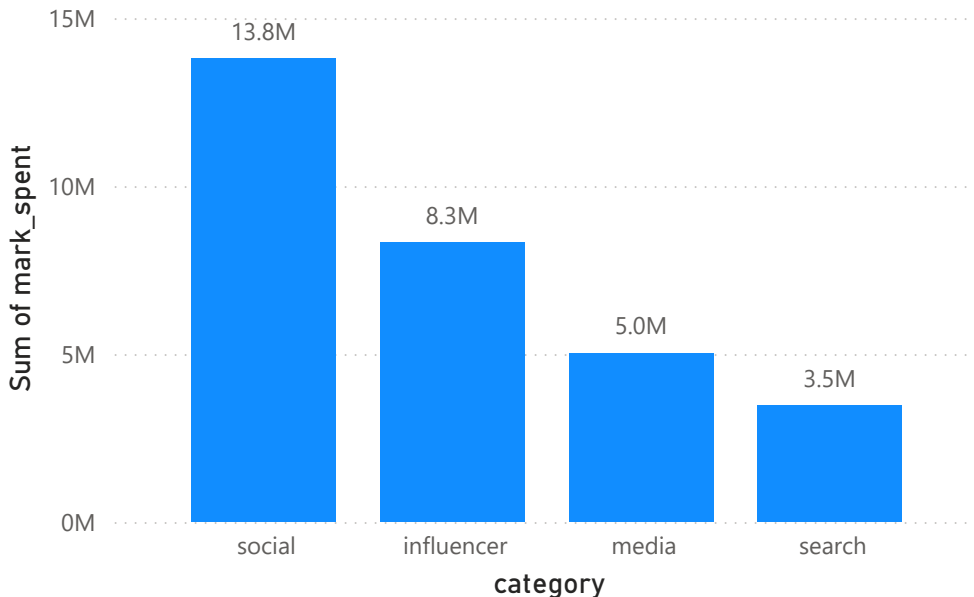
influencer

media

search

social

Sum of mark_spent by category



8043

Sum of orders

3M

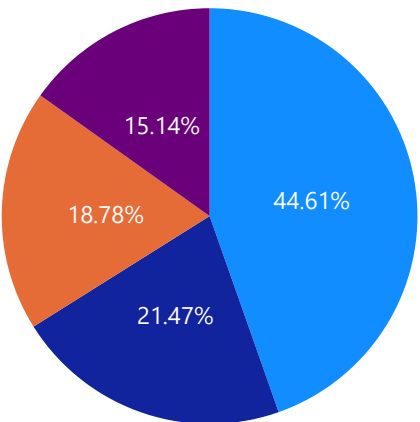
Sum of clicks

43M

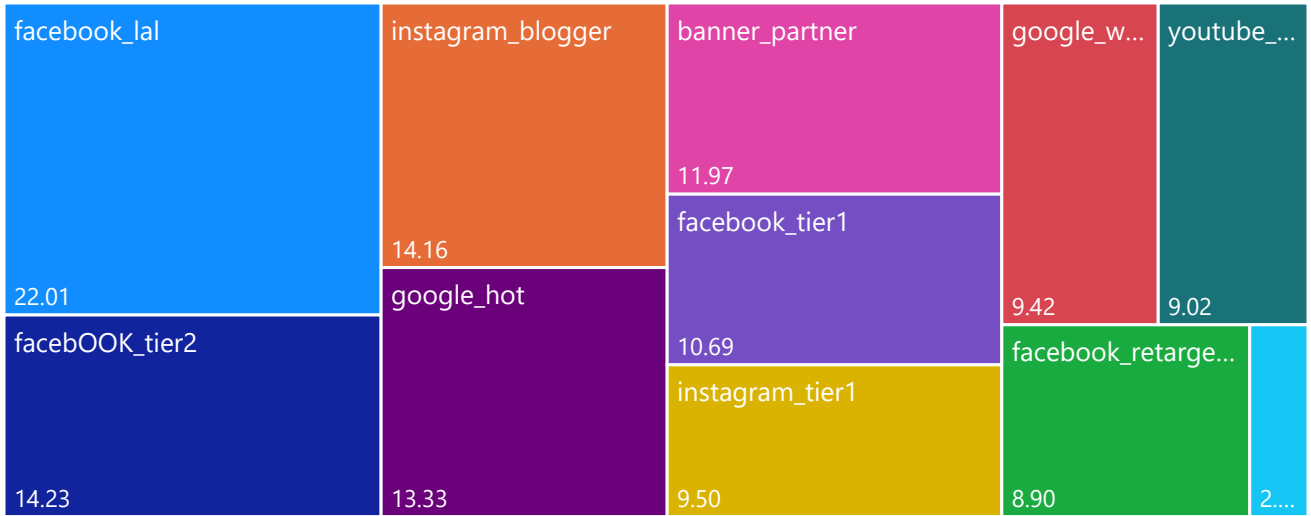
Sum of revenue

ROMI by category

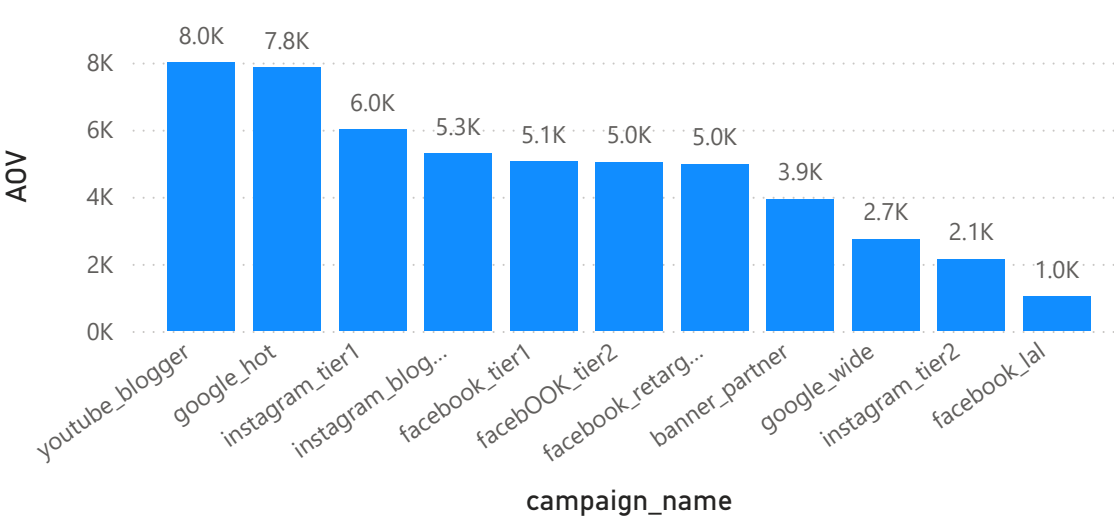
category ● influencer ● media ● search ● social



Cost_Per_Click by campaign_name



AOV by campaign_name



Category Dashboard

influencer
Top category

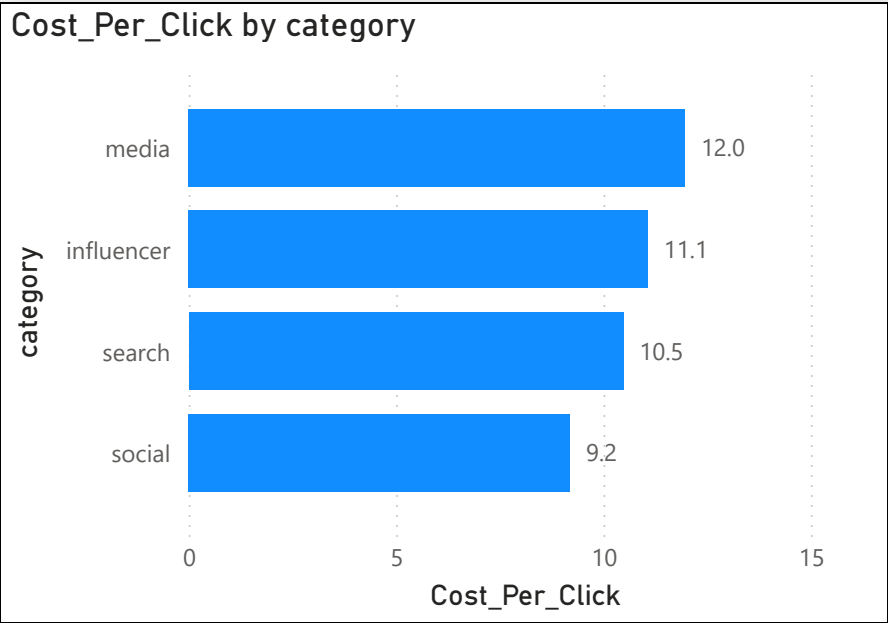
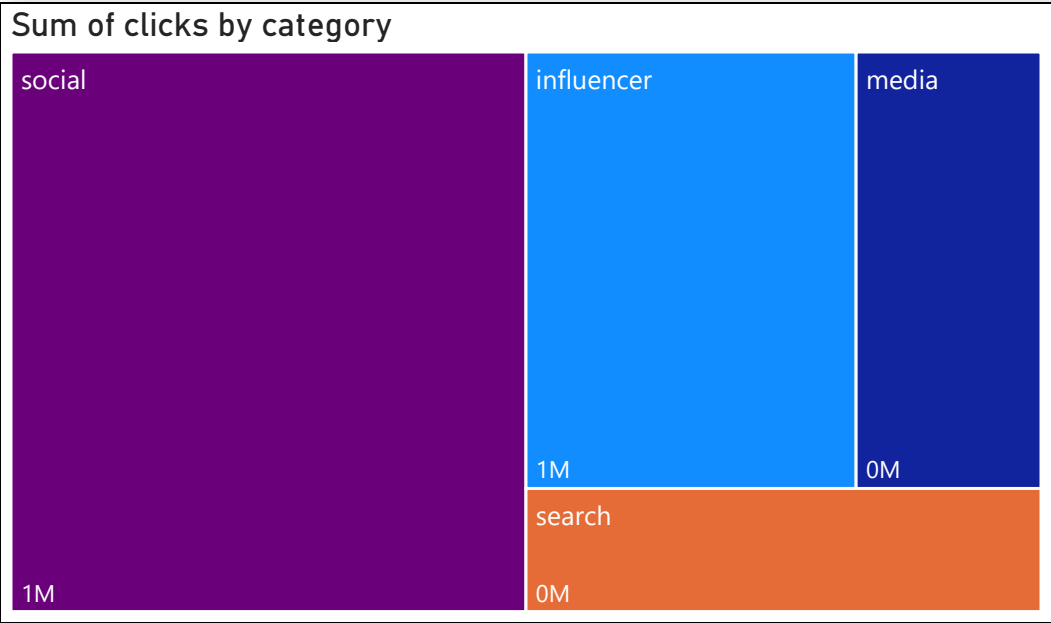
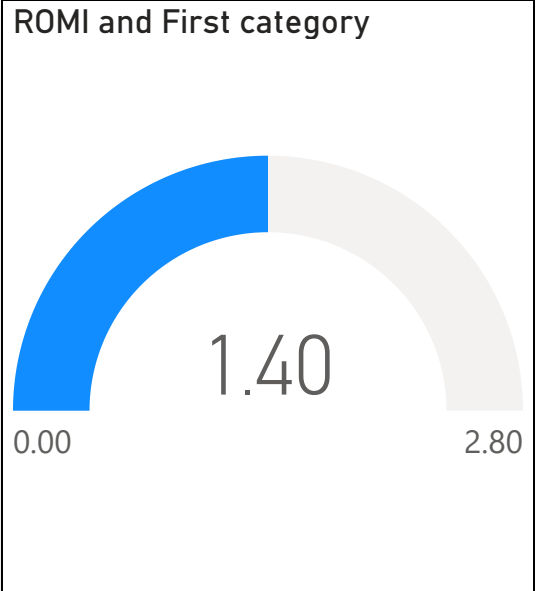
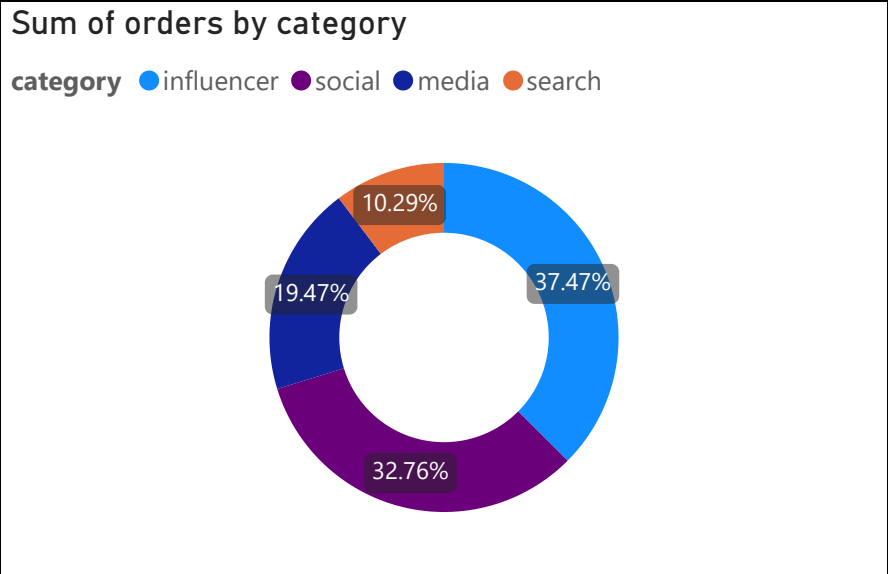
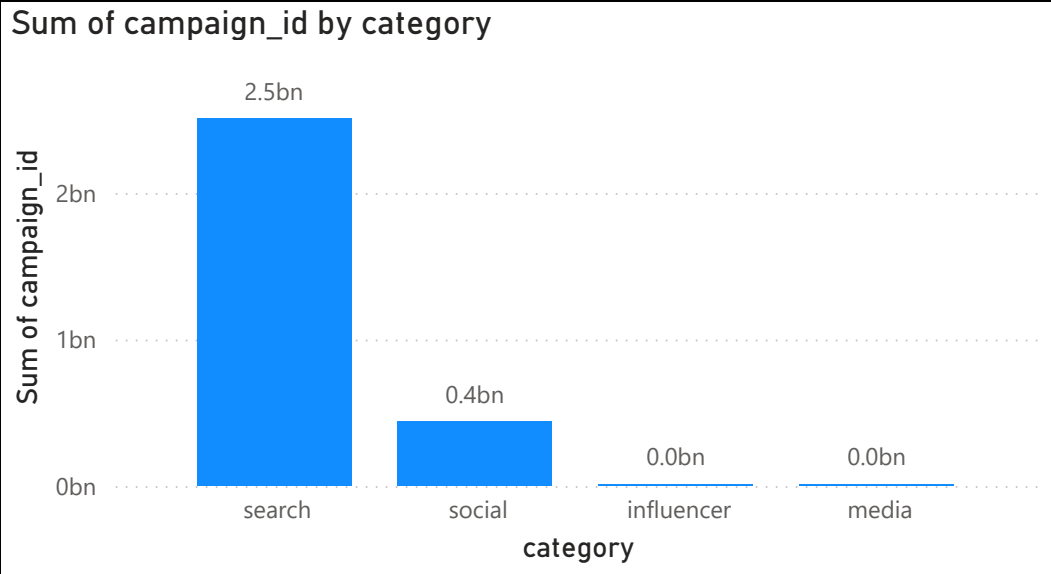
category

influencer

media

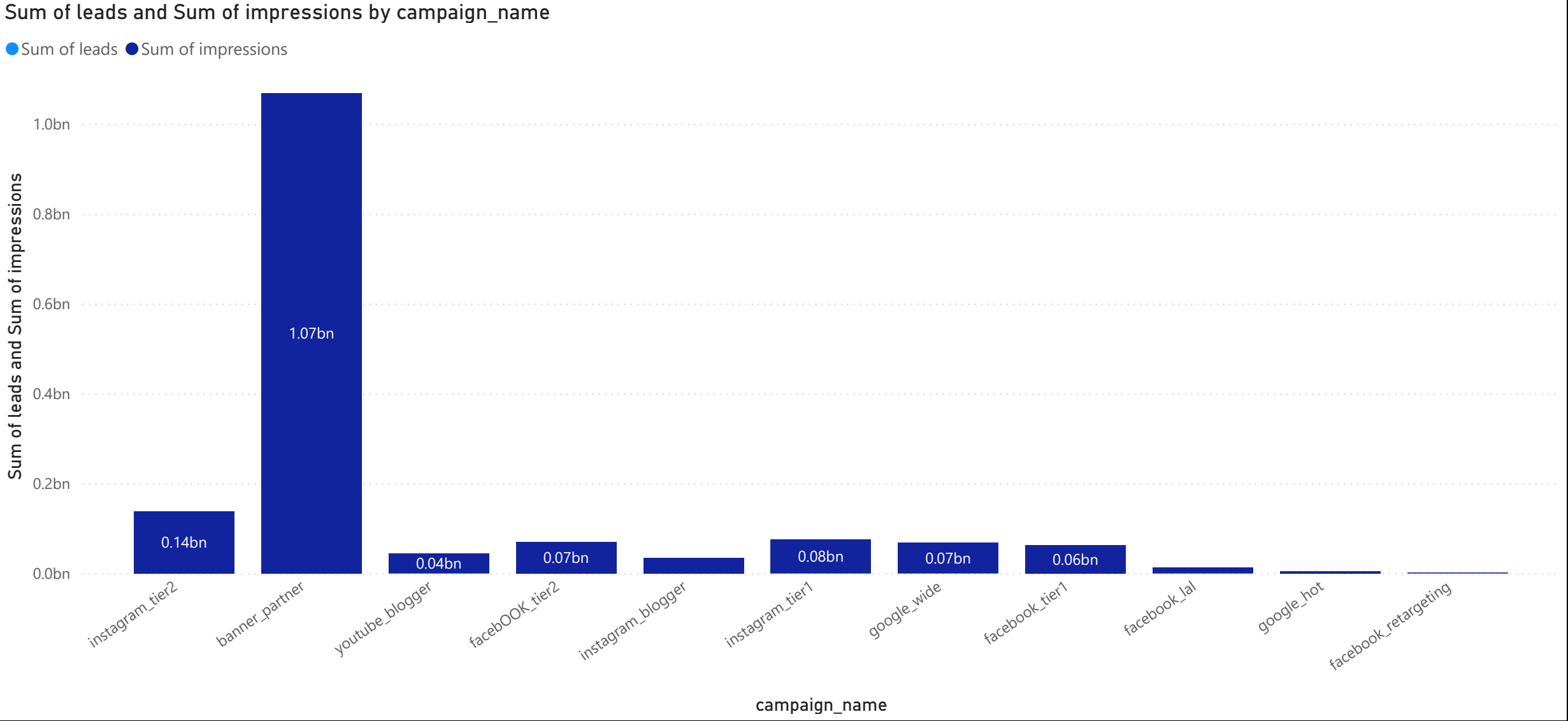
search

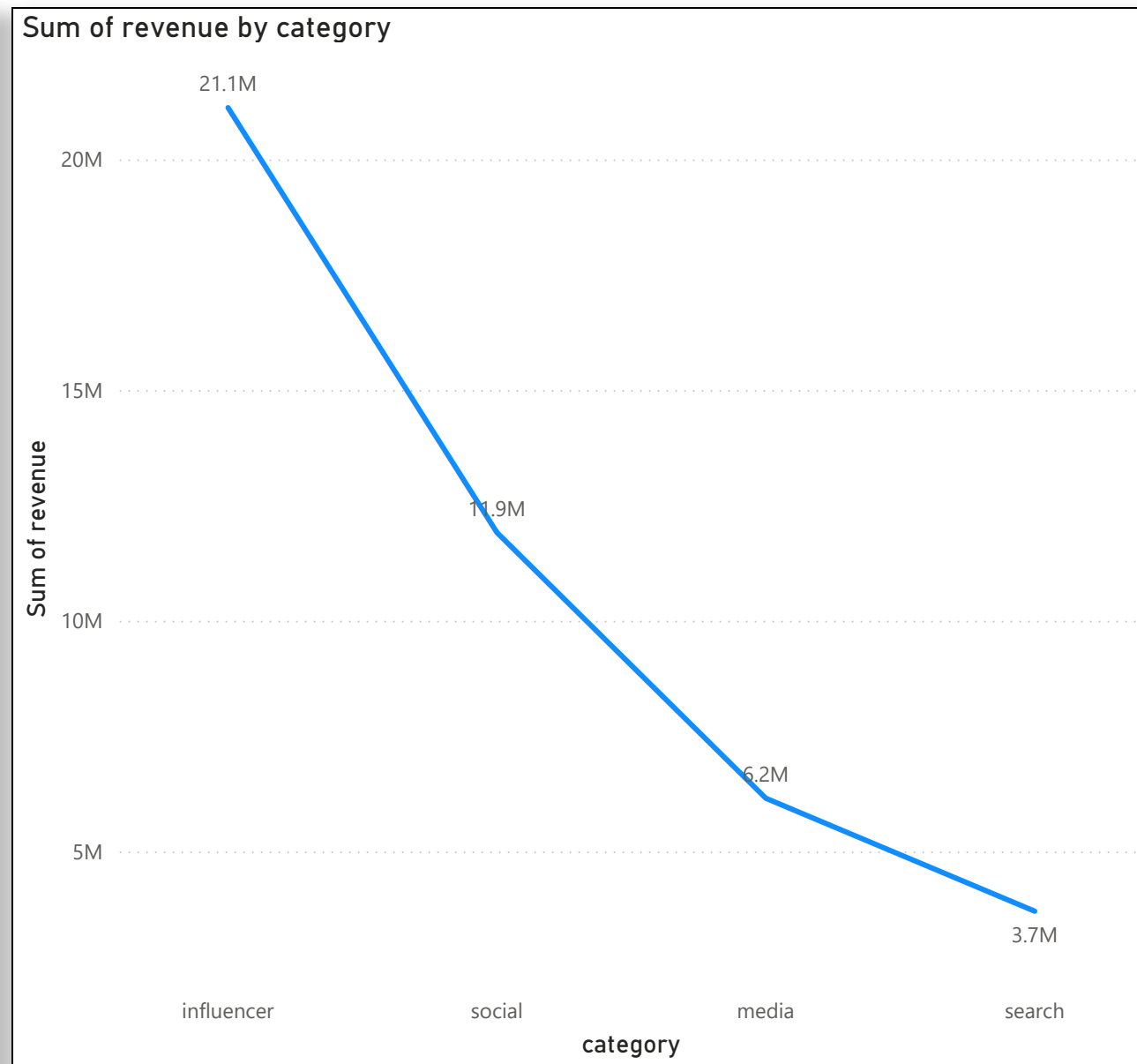
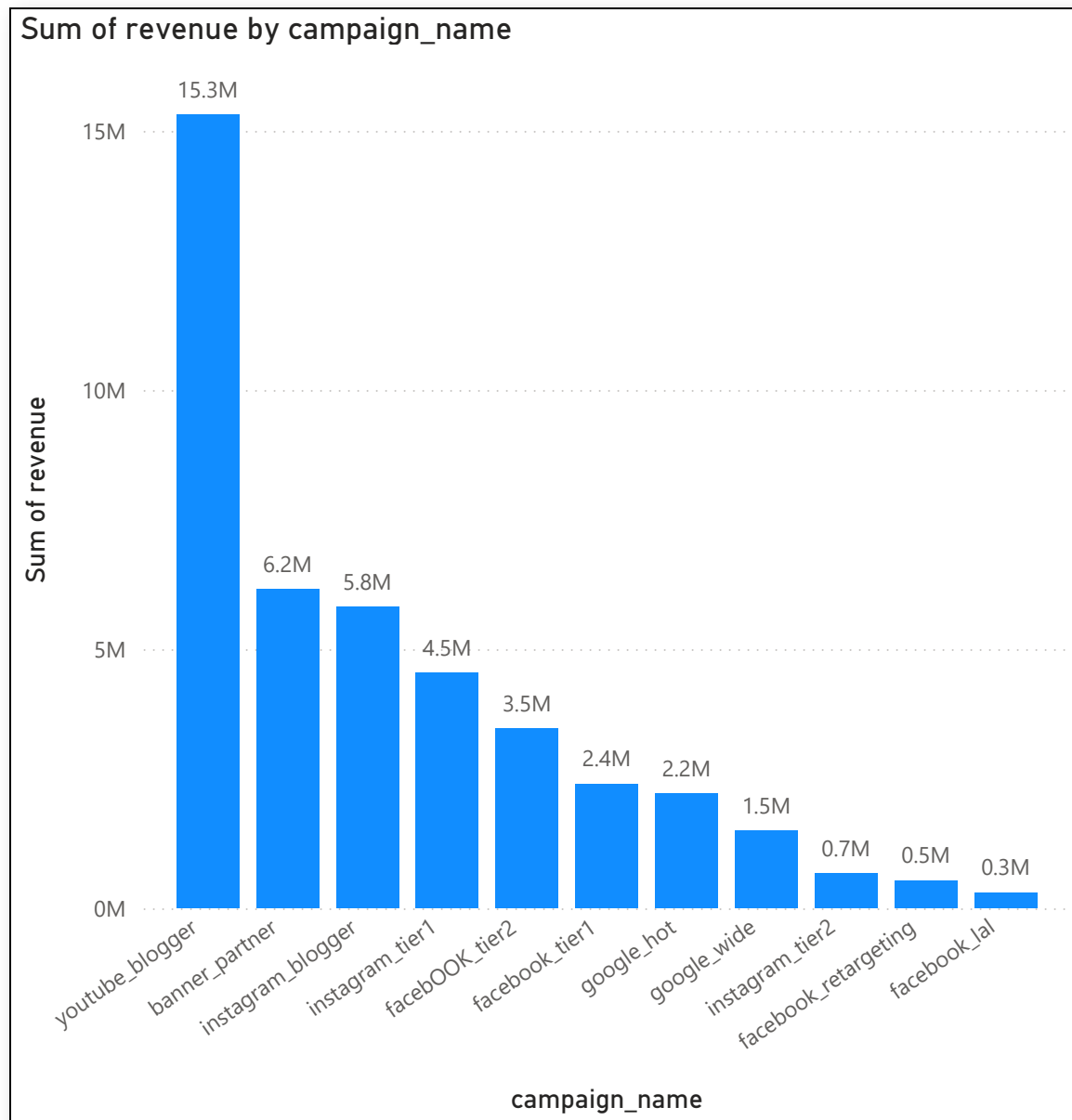
social



category	Sum of clicks
influencer	749973
media	420003
search	330054
social	1499889
Total	2999919

Lead wise Impression by Campaign name





Sum of impressions by campaign_name

