

01-01-2023

24-11-2024

MARKETING PERFORMANCE ANALYSIS DASHBOARD

Total Clicks

56K

#Conversions

2531

Avg CPC

6.57

#Impression

570K

Revenue

1.04M

Total Spend

0.26M

Avg ROI

4.48

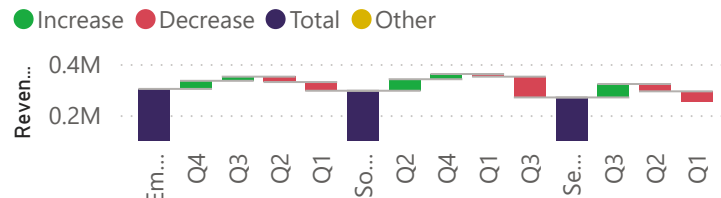
Avg CTR

13.86%

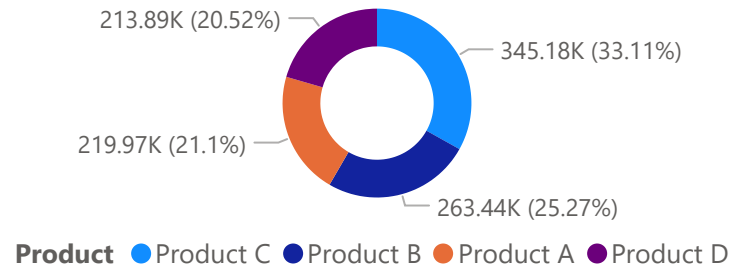
Products

Product
AProduct
BProduct
CProduct
D

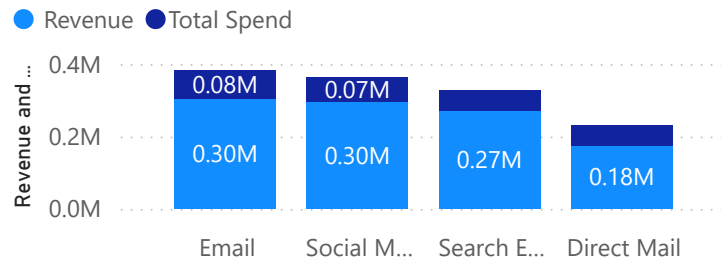
Revenue by Channels and Quarters



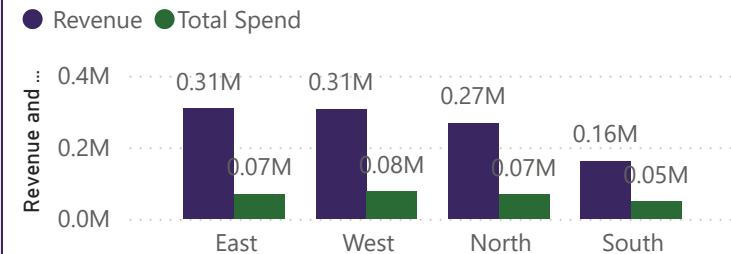
Revenue By Products



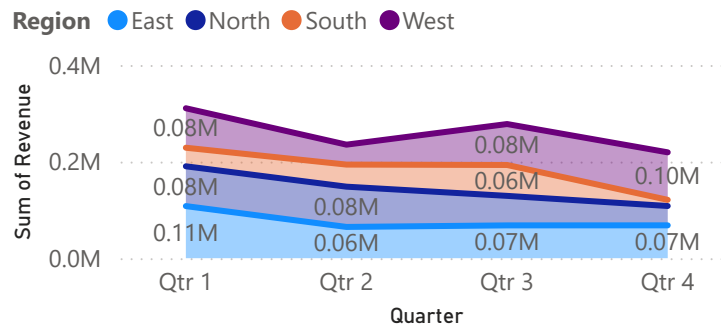
Revenue and Total Spend by Channels



Total Spend and AVG of ROI by Region



Revenue by Quarters and Regions



Region	Product A	Product B	Product C	Product D	Total
North	135	248	186	176	745
West	217	147	261	108	733
East	66	209	258	132	665
South	146	92	37	113	388
Total	564	696	742	529	2531

Email
693Social Media
638Search Engine
606Direct Mail
594

Quarters

☐ Q1☐ Q2☐ Q3☐ Q4