

Multi-Channel Marketing Analytics Dashboard (16.05.2025 - 12.09.2025)

Total Revenue

\$31,406,165.81

Total Spend

\$5,258,304.06

Revenue Per Order

\$10,881.88

Total Orders

352,602

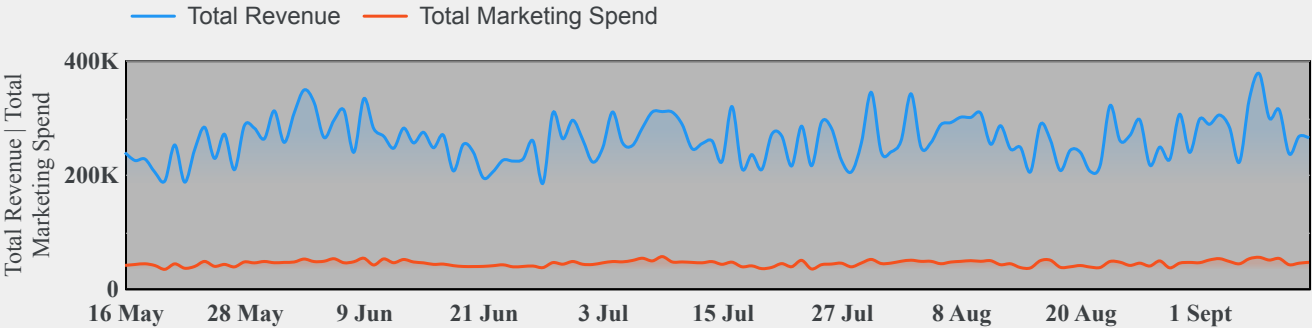
New Customers

146,668

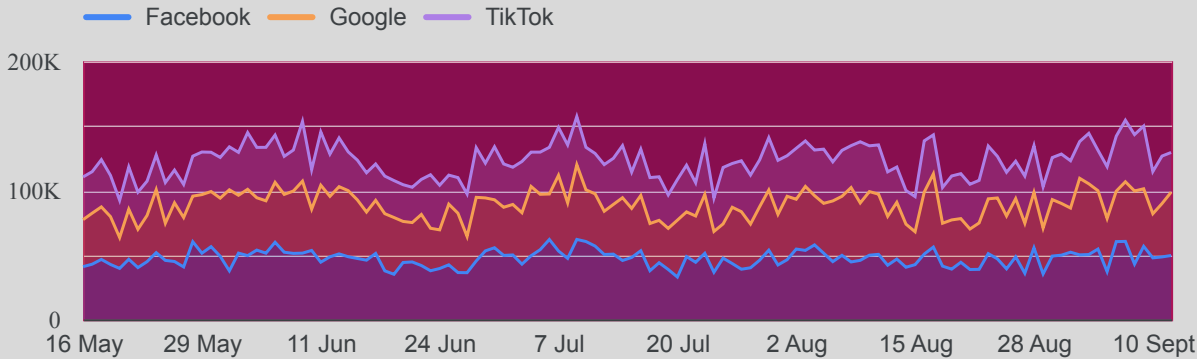
ROAS

716.47

Total Revenue & Total Marketing Spend over time



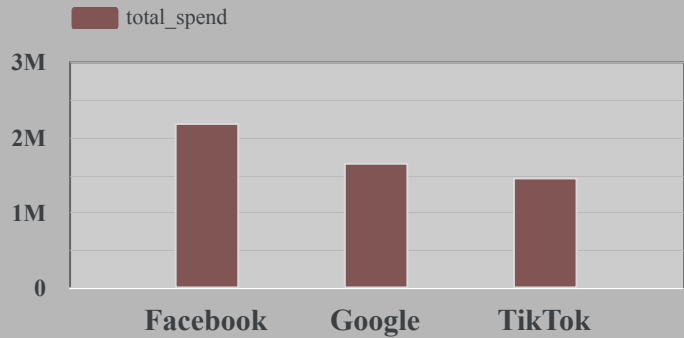
Channel-wise Revenue Over Time



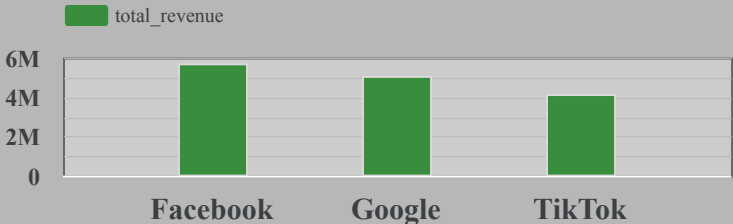
Multi-Channel Marketing Analytics Dashboard Table

Date ▲	No of Orders	Revenue	Spend	ROAS	New Customers	Revenue Per Order
16 May 2025	2,452	\$238,010.95	\$40,107.26	5.93	989	\$97.07
17 May 2025	2,173	\$224,086.4	\$41,682.96	5.38	761	\$103.12
18 May 2025	2,749	\$226,582.57	\$42,959.17	5.27	1,192	\$82.42
19 May 2025	2,060	\$203,540.86	\$39,938.04	5.1	960	\$98.81
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Spend By Channel



Revenue By Channel



Channel Summary Report

	Channel	ROAS ▼	CTR %	CPC
1.	Google	3.06	4.15	\$0.16
2.	TikTok	2.83	1.5	\$0.54
3.	Facebook	2.61	1.35	\$0.73
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📌 Google's strong CTR & ROAS suggests potential to scale spend there, while Facebook's large spend but lower ROAS (2.61) might need optimization.