

50.29%

Conversion rate

260.16%

ROAS

\$0.40

CPA

\$0.20

CPC

Marketing_Channel

☐ Select all

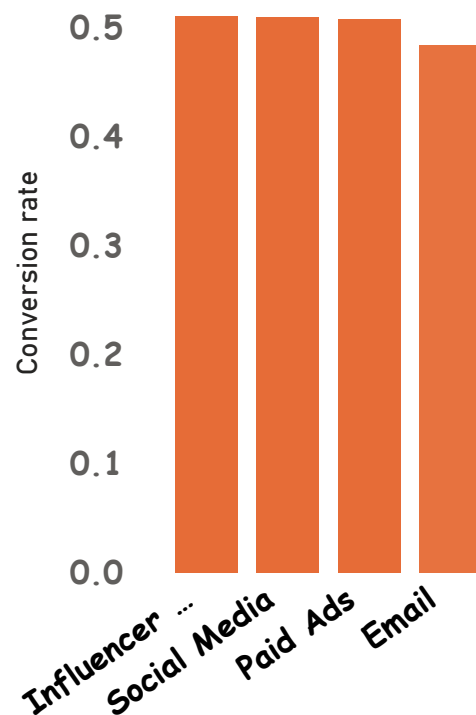
☐ Email

☐ Influencer Marketing

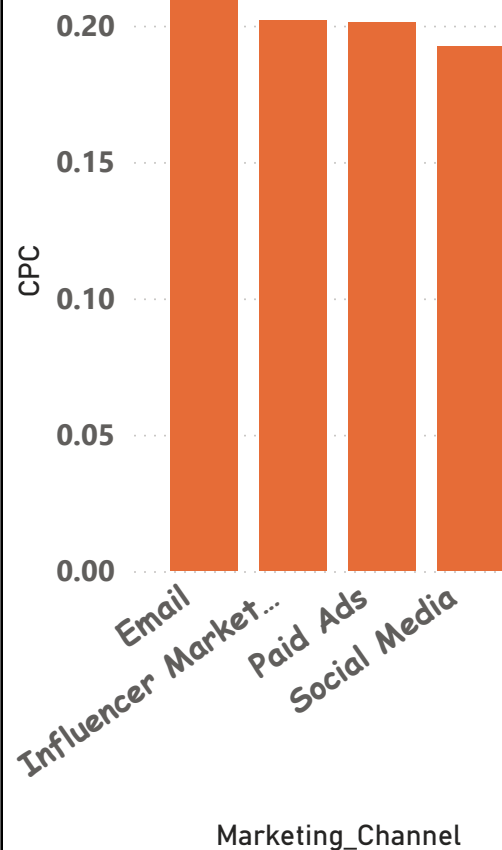
☐ Paid Ads

☐ Social Media

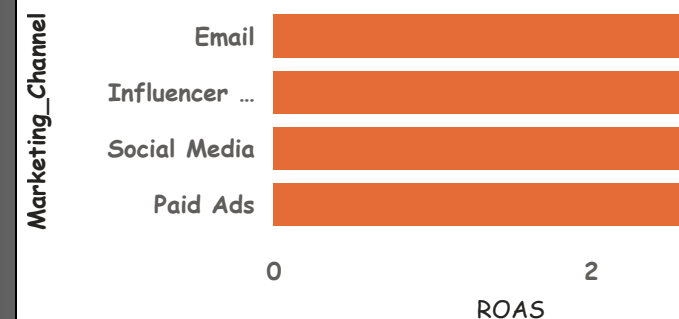
Conversion rate by Marketing_Channel



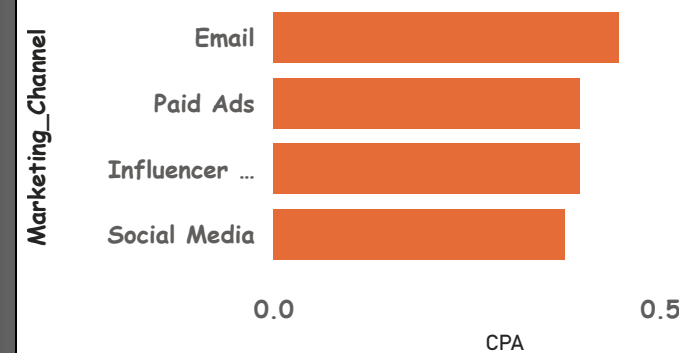
CPC by Marketing_Channel



ROAS by Marketing_Channel



CPA by Marketing_Channel



Marketing_Channel

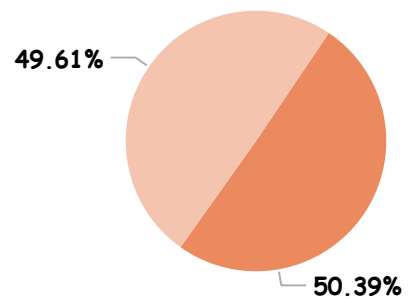


- ☐ Email
- ☐ Influencer Marketing
- ☐ Paid Ads
- ☐ Social Media

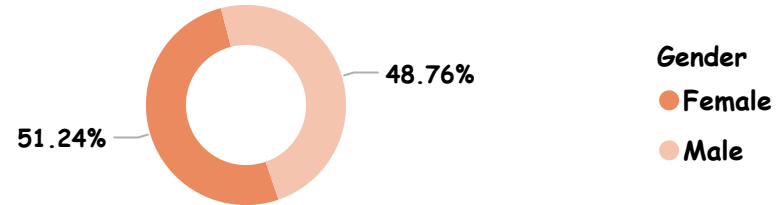
ROAS by Gender

Gender

- Female
- Male



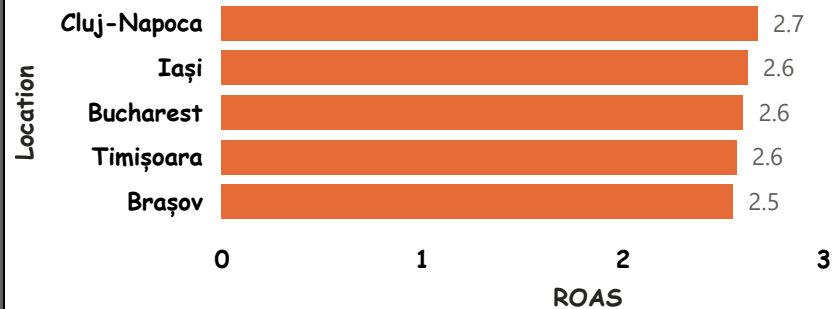
Conversion rate by Gender



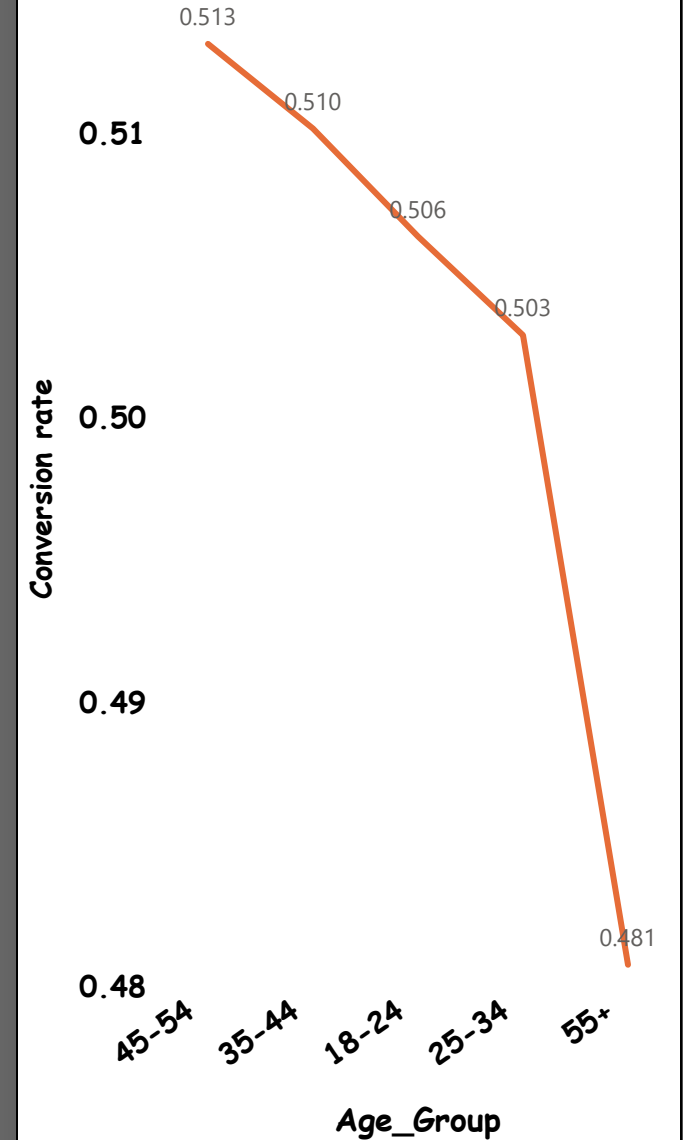
ROAS by Age_Group



ROAS by Location



Conversion rate by Age_Group

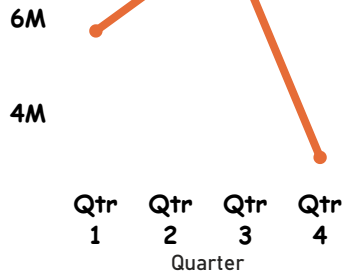


Time-Based Analysis

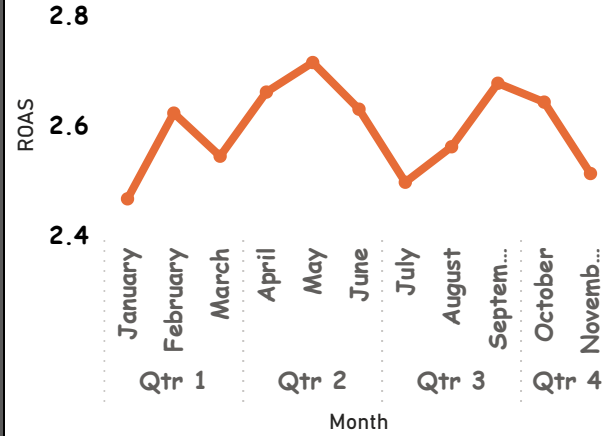
Marketing_Chan... ▾

- ☐ Email
- ☐ Influencer Marke...
- ☐ Paid Ads
- ☐ Social Media

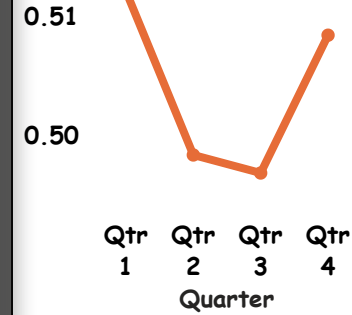
Sum of Revenue_Generate d by Quarter



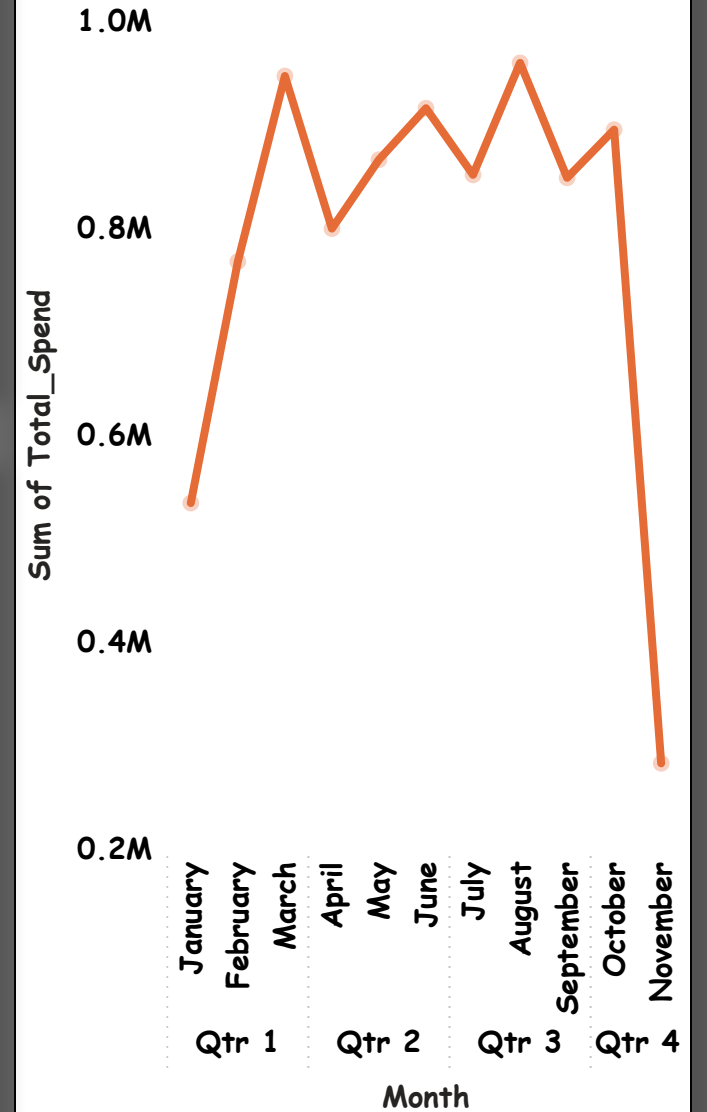
ROAS by Quarter and Month



Conversion rate by Quarter



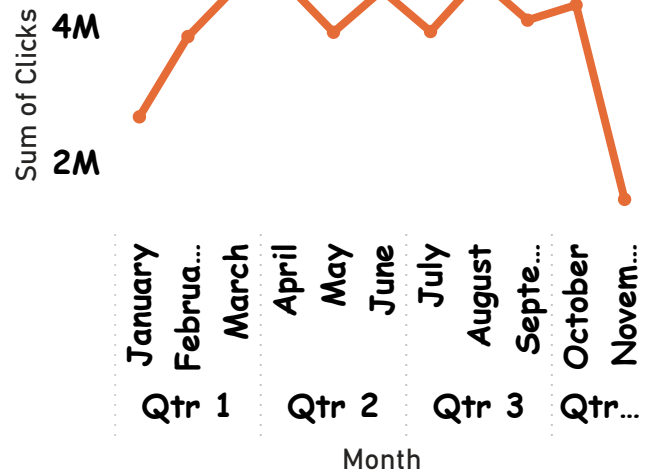
Sum of Total_Spend by Quarter and Month



Quarter, Month ▾

- ✓ ☐ Qtr 1
- ✓ ☐ Qtr 2
- ✓ ☐ Qtr 3
- ✓ ☐ Qtr 4

Sum of Clicks by Quarter and Month



CPA by Quarter

