

DIGITAL MARKETING PERFORMANCE ANALYSIS

Total Order
8043

Total ROMI
\$42.89M

Total MS
\$30.59M

Gross Profit
\$12.30M

Total Impression
1.58B

Total Click
3.00M

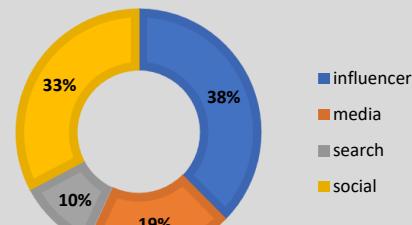
Total Lead
65579

OYEWOLE BISOLA ODUNAYO
SEPTEMBER COHORT DAT

ROMI By Campaign



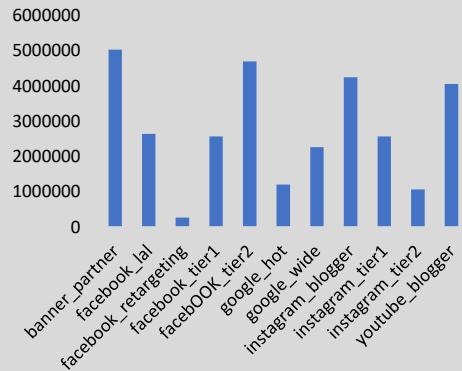
CATEGORY BY TOTAL ORDER



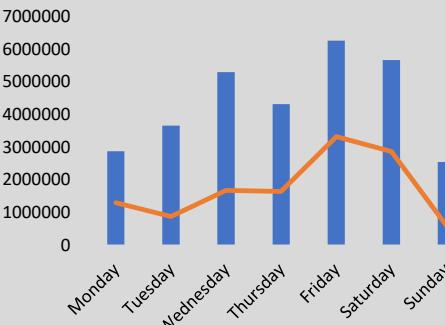
Average revenue and Market spent by Weekday



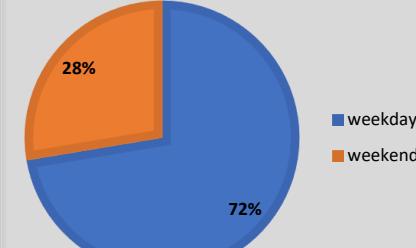
Market spent by Campaign



Gross Profit and Market spent by Weekday



AOV BY WEEKDAY CATEGORY



category

- influencer
- media
- search
- social

c_date

05/02/2021

weekday

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

campaign_name

- facebOOK_tier2
- google_hot