

# DIGITAL MARKETING PERFORMANCE ANALYSIS

Total Order  
8043

Total ROMI  
\$42.89M

Total MS  
\$30.59M

Gross Profit  
\$12.30M

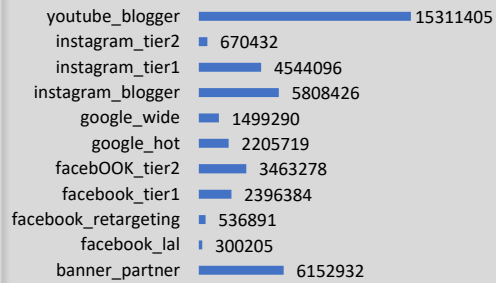
Total Impression  
1.58B

Total Click  
3.00M

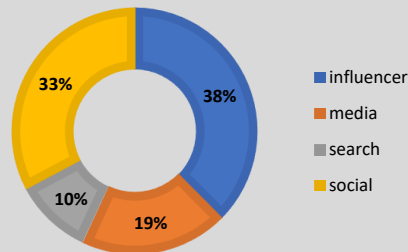
Total Lead  
65579

OYEWOLE BISOLA ODUNAYO  
SEPTEMBER COHORT DAT

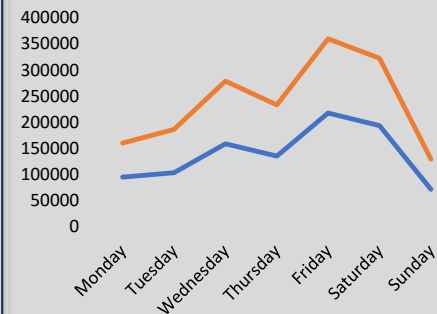
## ROMI By Campaign



## CATEGORY BY TOTAL ORDER



## Average revenue and Market spent by Weekday



category

influencer

media

search

social

c\_date

05/02/2021

weekday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

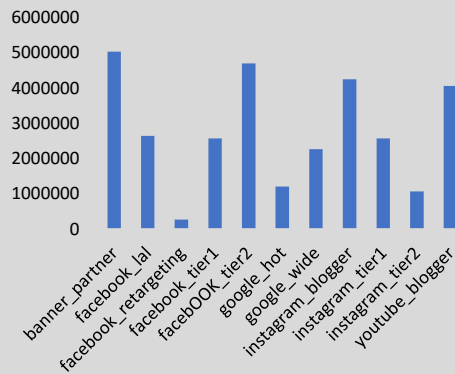
Sunday

campaign\_name

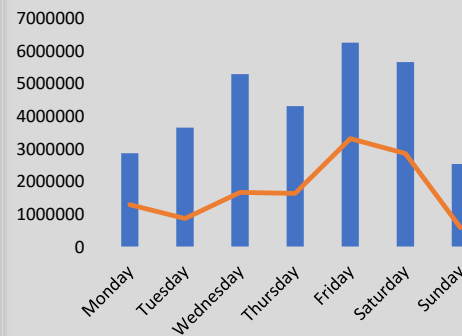
faceBOOK\_tier2

google\_hot

## Market spent by Campaign



## Gross Profit and Market spent by Weekday



## AOV BY WEEKDAY CATEGORY

