



Audience Analysis



Total Customers

8000

Total Conversions

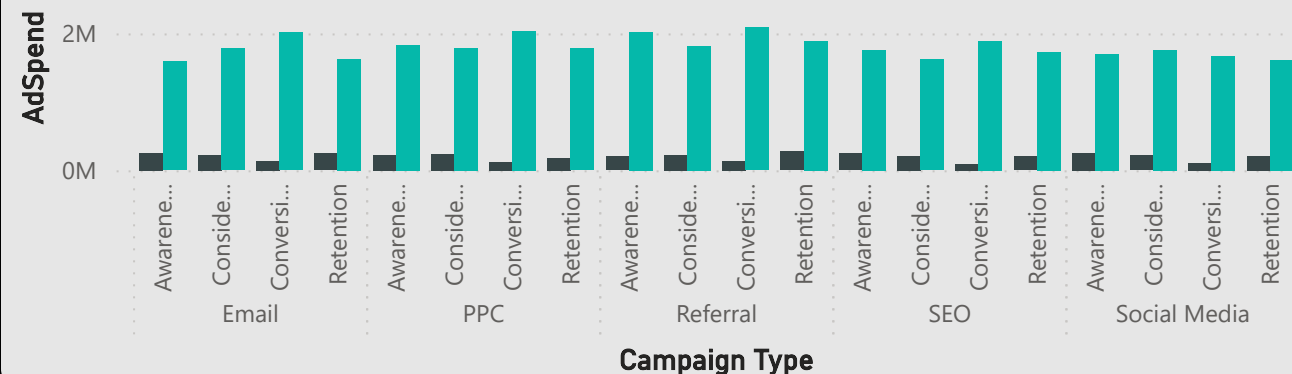
7012

Total Ad Spend

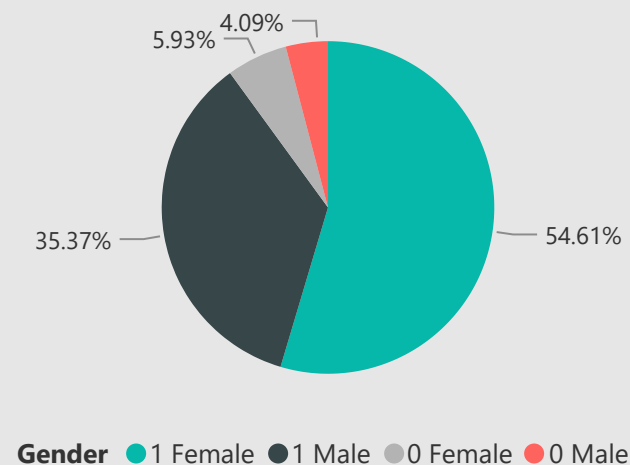
40.01M

Ad Spend by Channel, Type, and Conversion

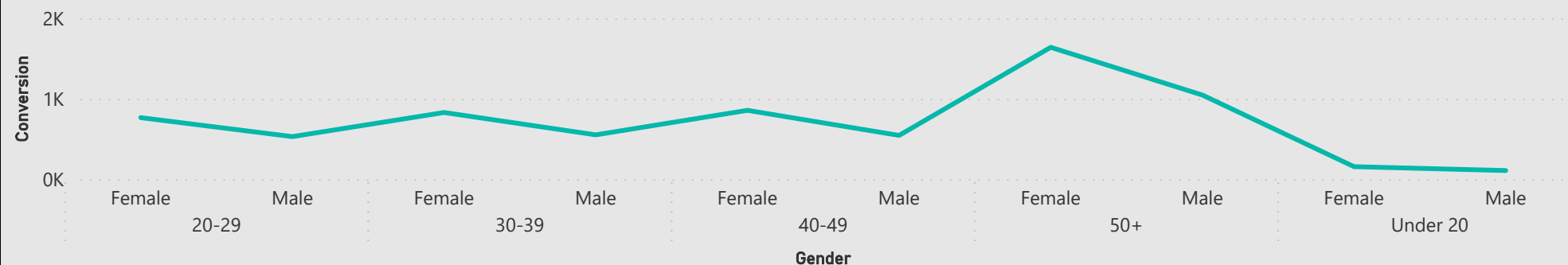
Conversion ● 0 ● 1

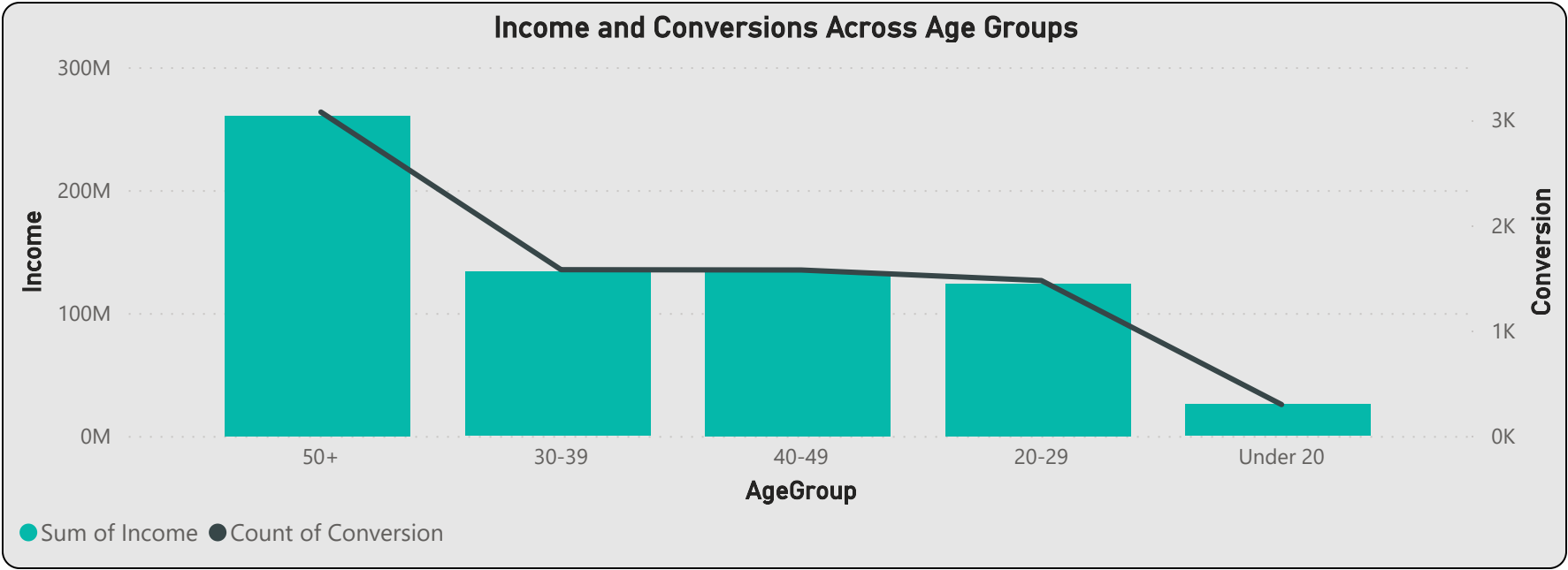
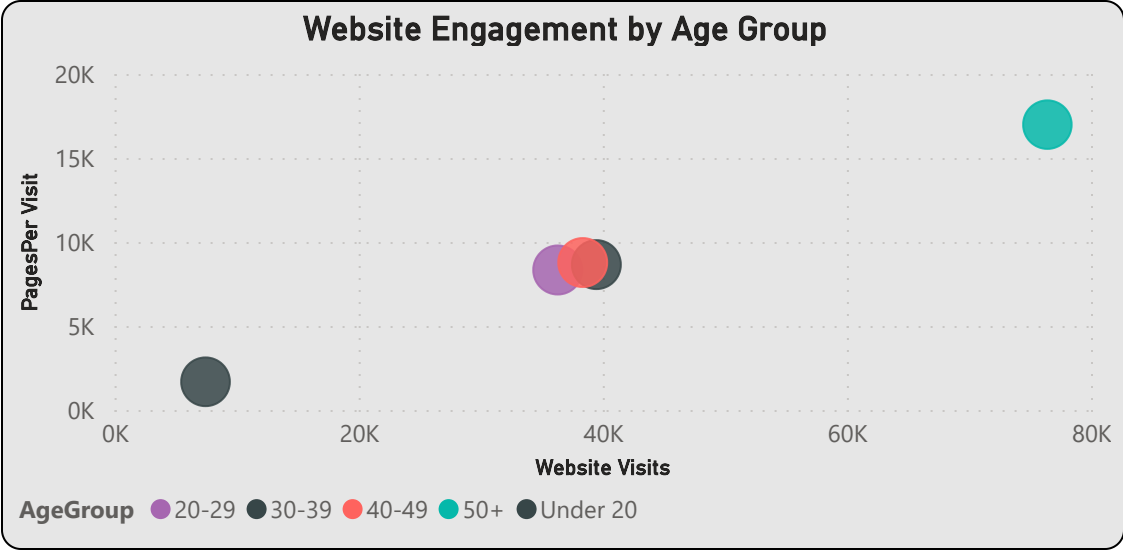
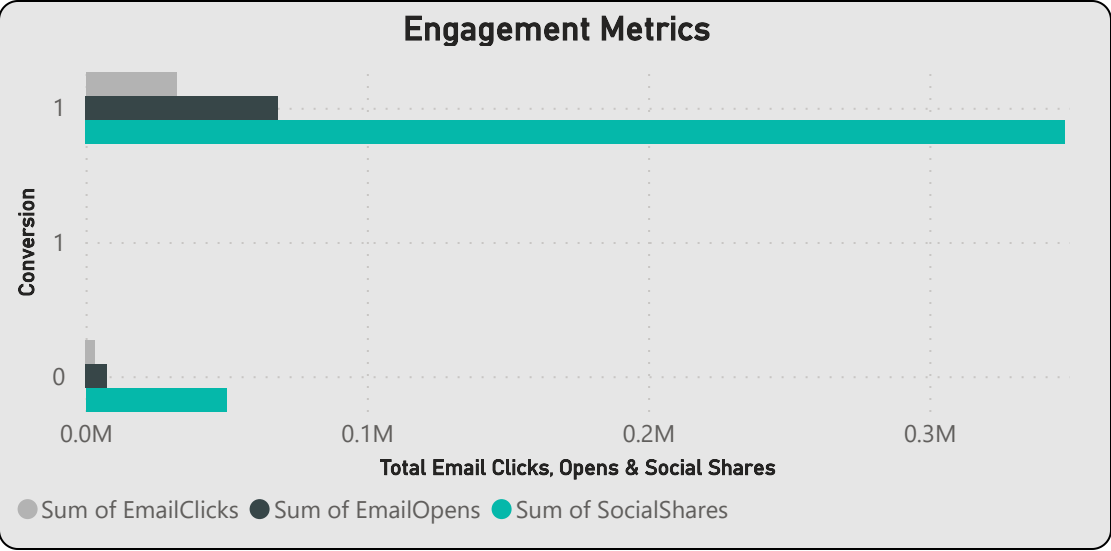


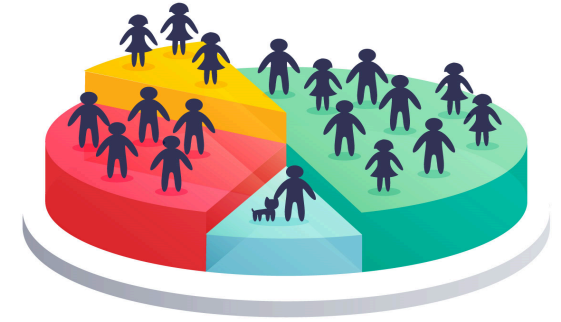
Ad Spend and CTR by Conversion



Conversion Trends by Age and Gender







Conclusion:

By analyzing customer engagement, ad spend, and conversion data across different age groups, genders, and campaign types, we identified several key insights:

- Younger age groups show higher engagement, but middle-aged groups have the highest conversions.
- Email and PPC campaigns yield better conversion rates than other channels.
- Conversion-focused campaigns are more effective than other campaign types.

