

PRODUCT CAMPAIGN PERFORMANCE DASHBOARD

#Campaigns

200

Avg ROI

1K

↓ -4%

Total Sales

366M

↑ 137.7%

Avg Impression

1.8M

↑ 132.4%

Avg Conversion

13.4K

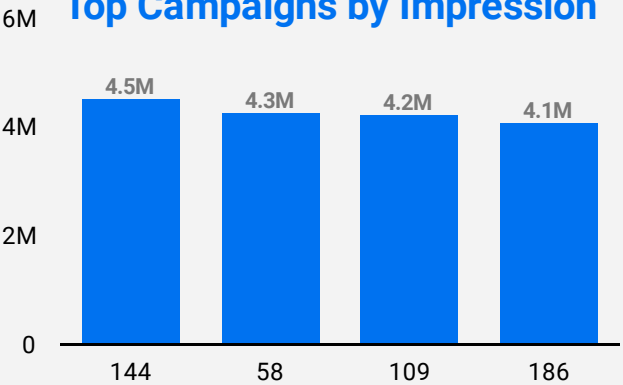
↑ 131.2%

Avg Clicks

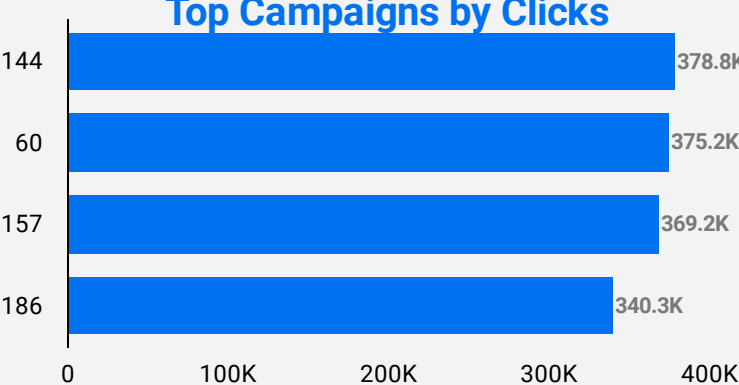
126.6K

↑ 142.2%

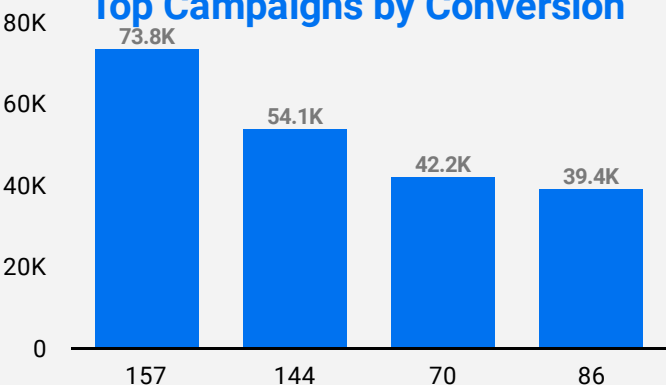
Top Campaigns by Impression



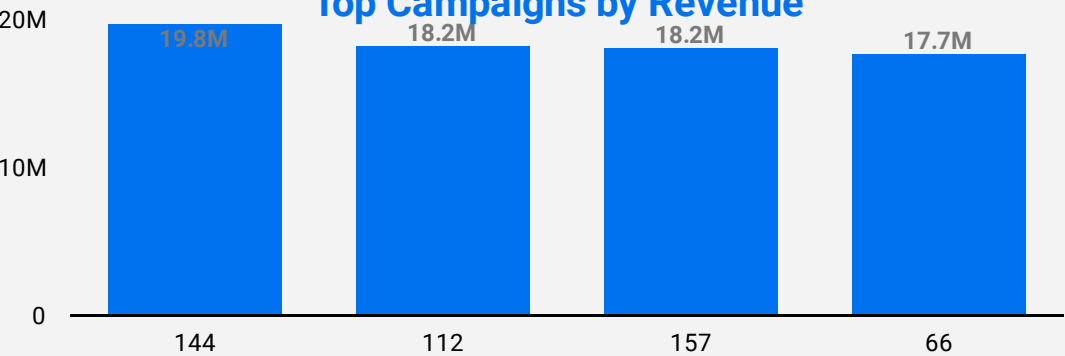
Top Campaigns by Clicks



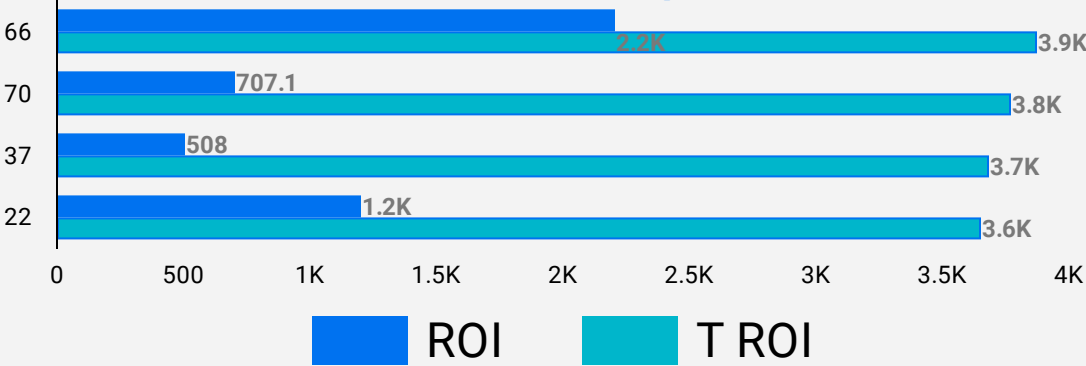
Top Campaigns by Conversion



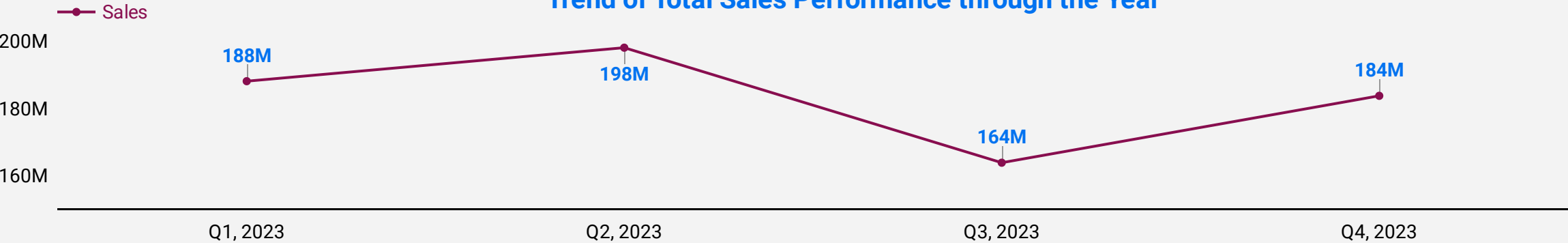
Top Campaigns by Revenue



TechTech ROI Vs Competitors ROI



Trend of Total Sales Performance through the Year



Customer Base Analysis

Understanding the Customers that Interact with the Products

#Customer

200

Max Age

65

Min Age

19

Avg Age

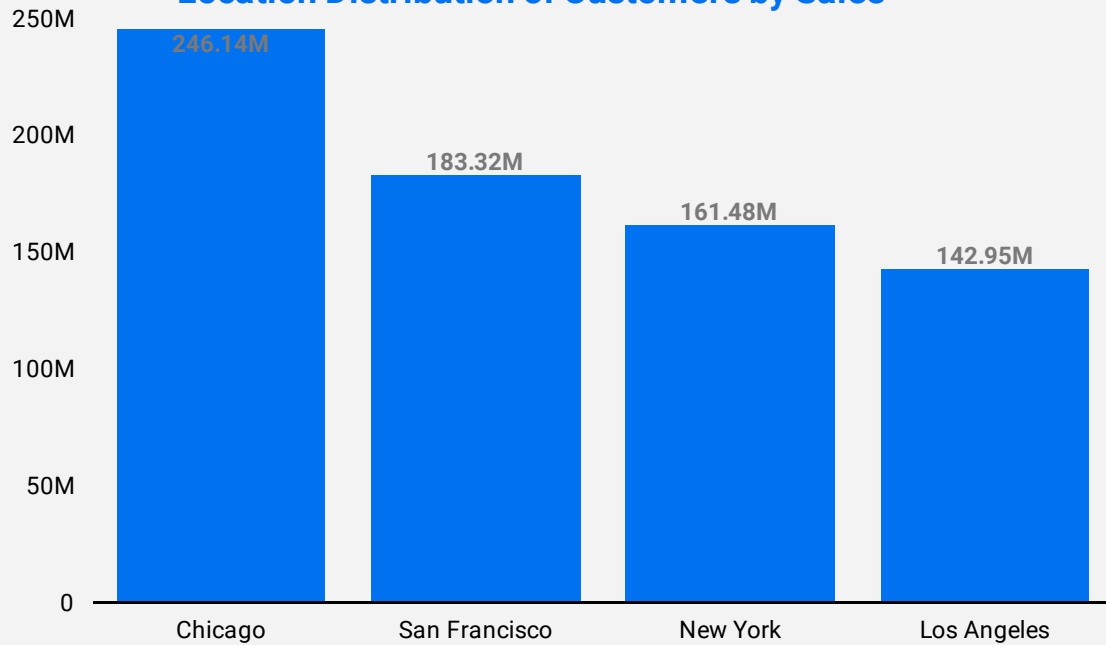
41

Total Sales

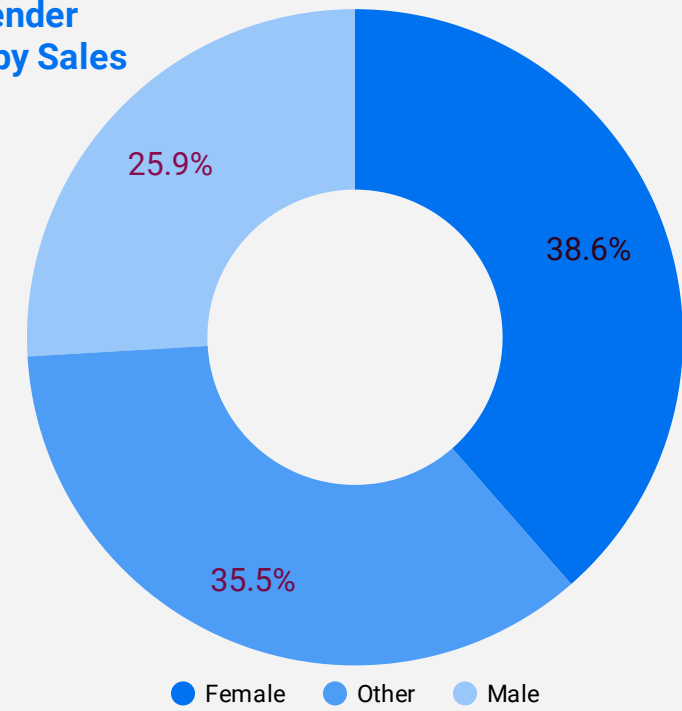
366M

📈 138% from Sales

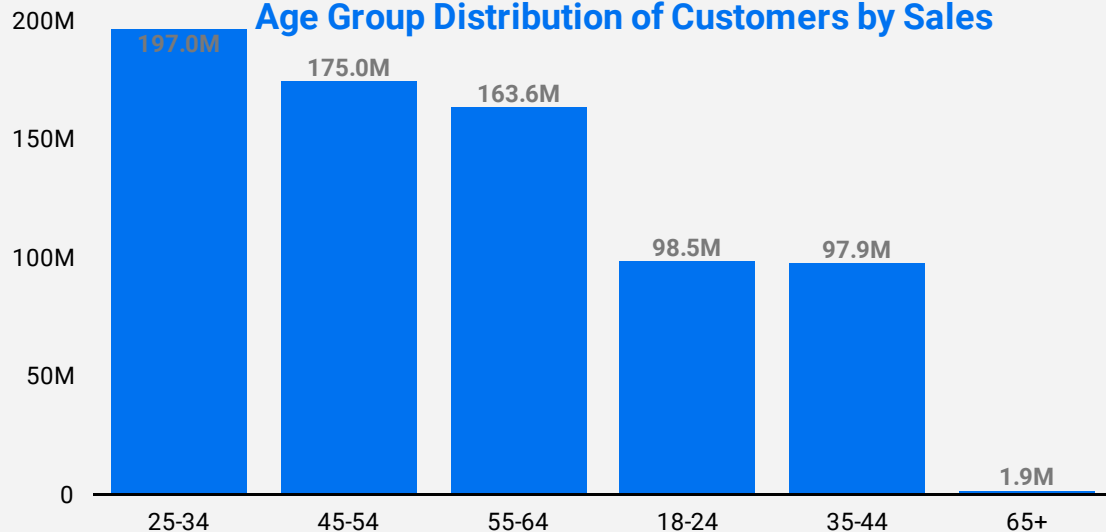
Location Distribution of Customers by Sales



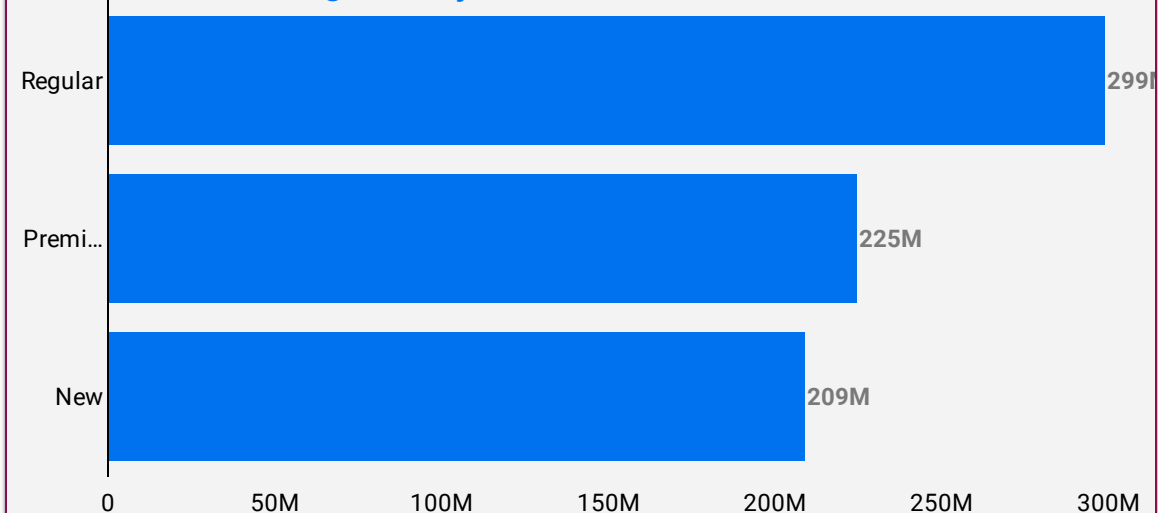
Customer Gender Distribution by Sales



Age Group Distribution of Customers by Sales



Customers Segment by Sales



Comparative Analysis

Understanding the Effects of External Factors on the "Sales" and "ROI" at the same Time Period

