

Social Media Campaign Performance Dashboard

0.01%

CTR

\$1.68...

CPC

12K

Total Clicks

29.71%

ROI

4.36%

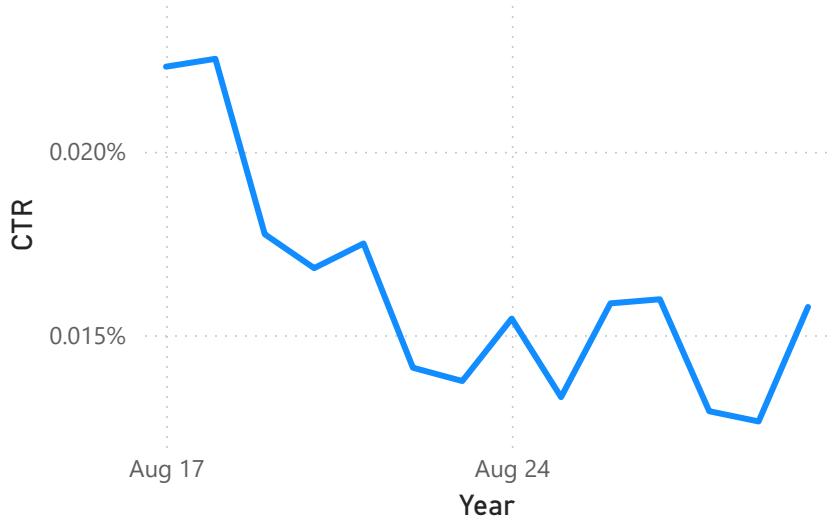
Conversion Rate

\$19.62K

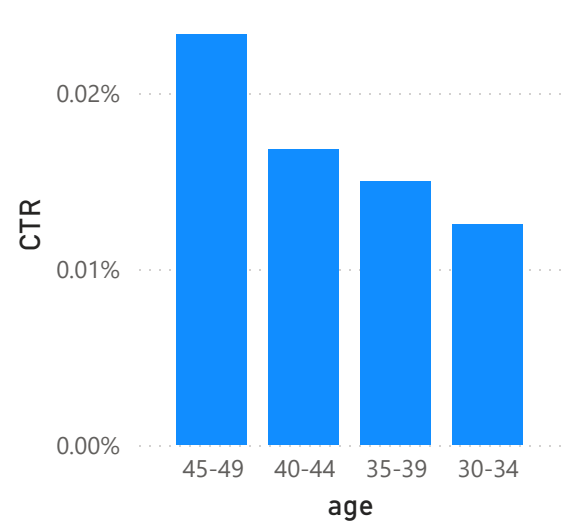
Total Spend

Conversion Value

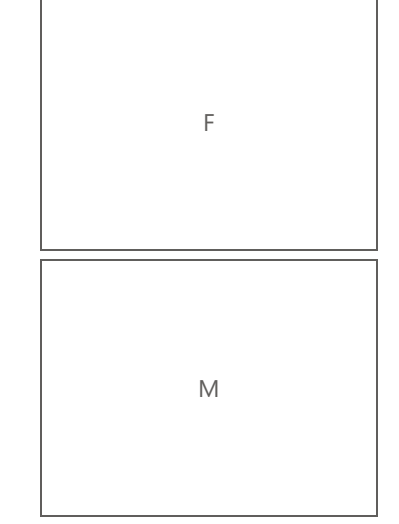
CTR over Time



CTR by Age Group



gender



age

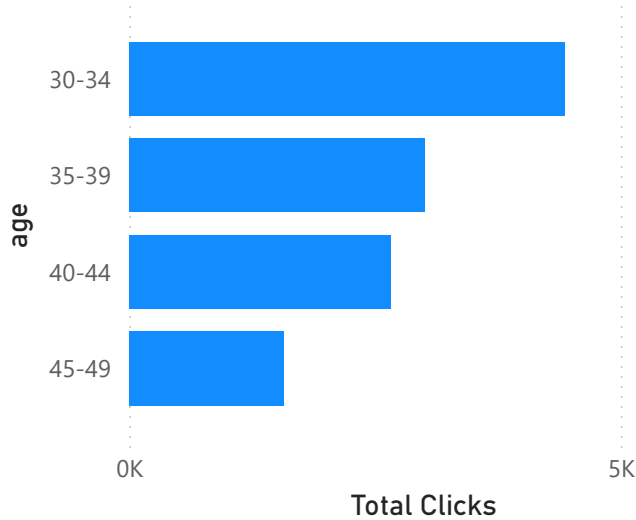
☐ 30-34

☐ 35-39

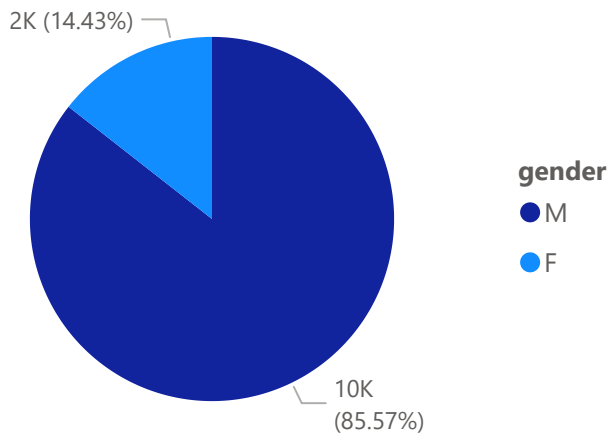
☐ 40-44

☐ 45-49

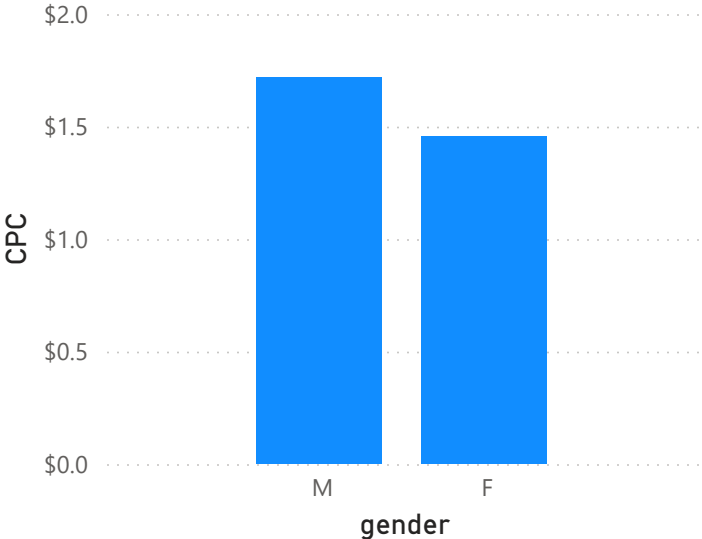
Total Clicks by age



Clicks by gender



CPC by gender



Day

1

2

3

4

gender

F

M

age

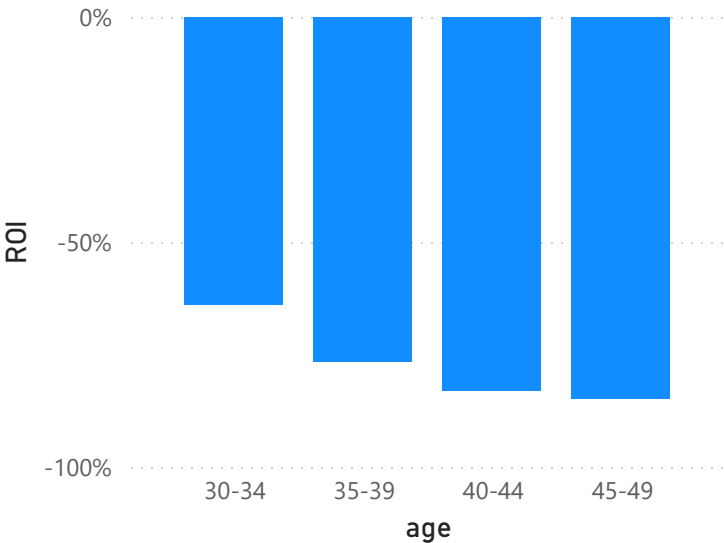
30-34

35-39

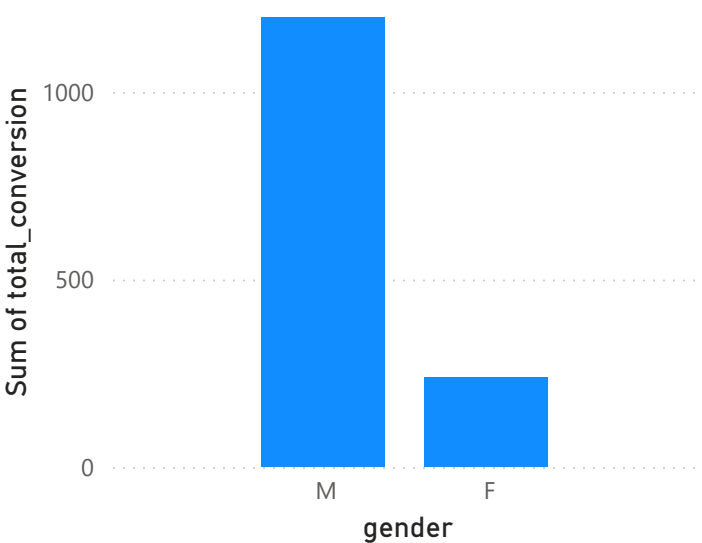
40-44

45-49

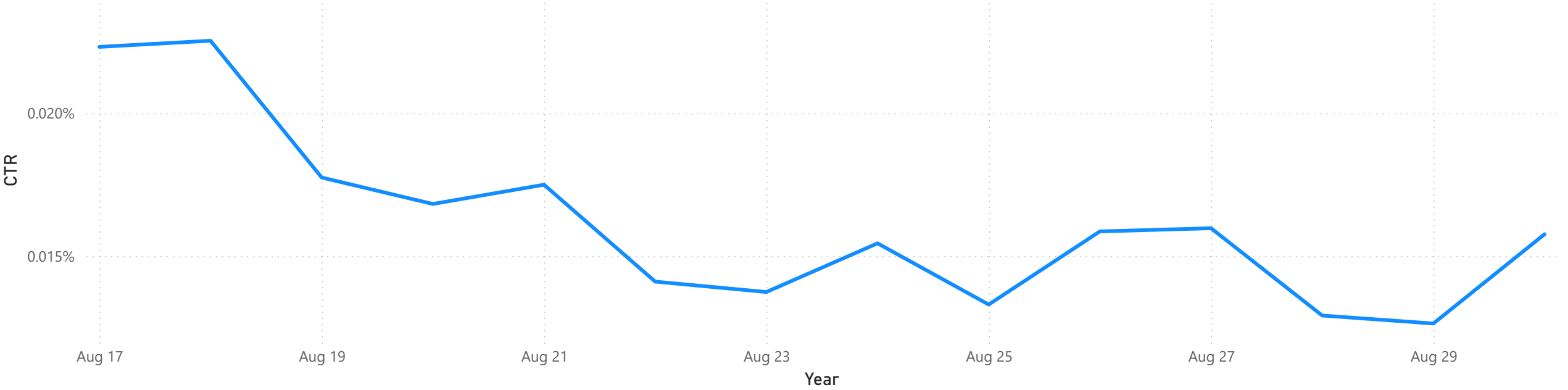
ROI by age



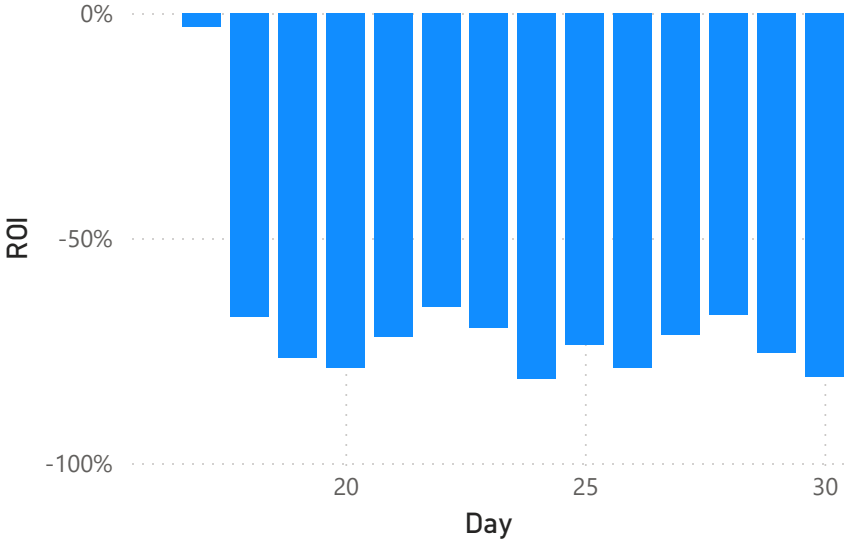
Sum of total_conversion by gender



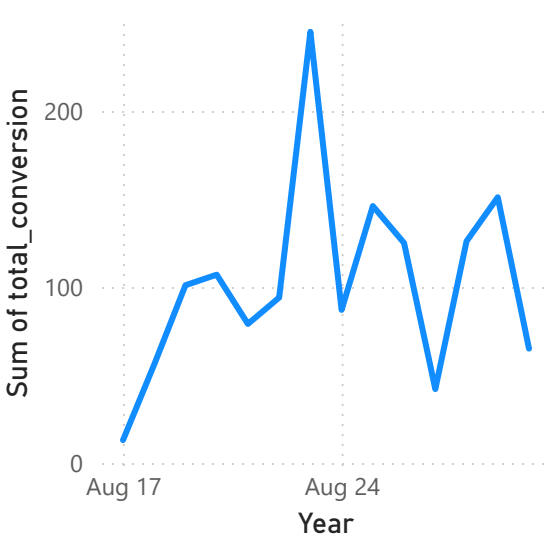
CTR over Time



ROI by Day



Conversions Over Time



Day

campaign_id

916

936

1178

campaign_id

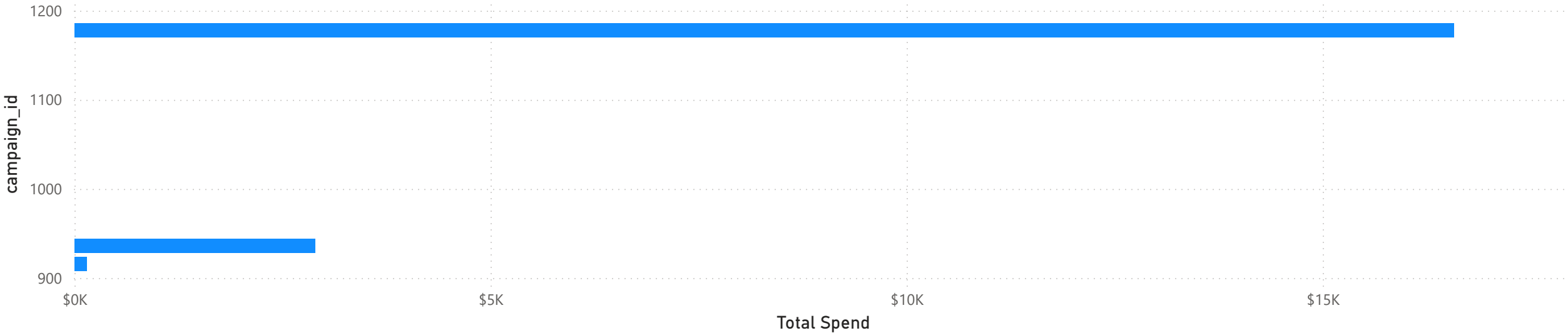
916

936

1178



Total Spend by campaign_id



ROI by campaign_id

