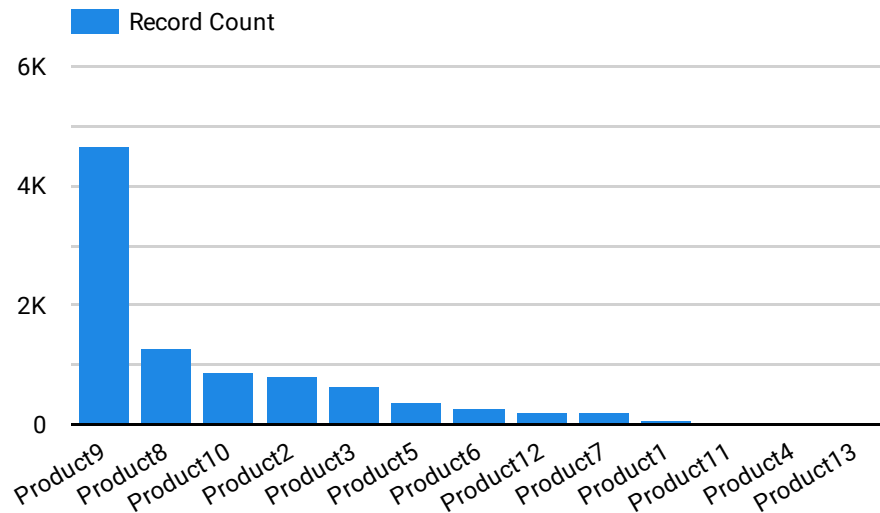


Total Revenue
REVENUE, USD
3.4M

Total AD SPENT
Marketing spends, Eur
1.2M

	Product sold	Record Count ▾
1.	Product9	4,648
2.	Product8	1,288
3.	Product10	864
4.	Product2	794
5.	Product3	622
6.	Product5	352
7.	Product6	266
8.	Product12	207
1 - 13 / 13 < >		

Total Revenue Per Product



Return on AD Spent Per Product

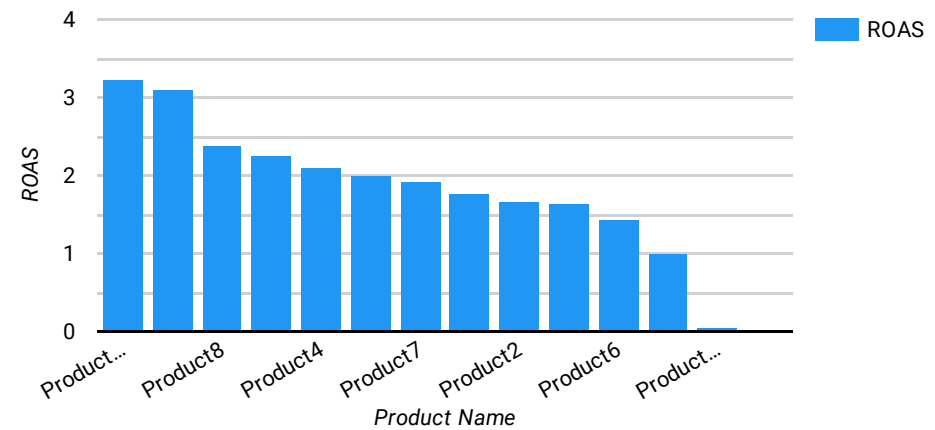
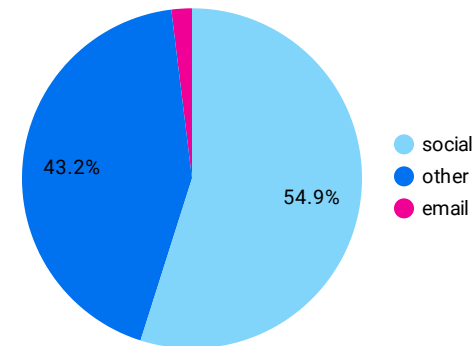


Chart Showing Most Profitable Marketing Channel



1. The most profitable channel is social media
2. The data generally had a lot of incomplete input. 43.2% of the utm-medium were not documented and is difficult to ascertain what channel would have been most profitable for marketing.

I would recommend proper input and documentation of data, other means of marketing leads can be categorised for easy data input.

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