

Marketing Performance Dashboard

Total Budget
256.71M

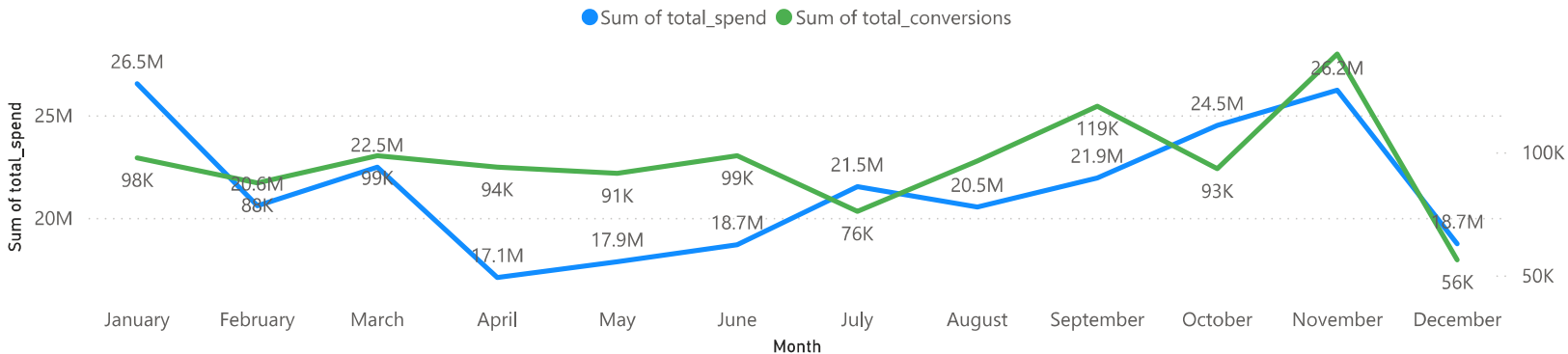
Average ROAS
3.09

Average CPA
1.97K

Total Conversions.
1M

Total ROAS
256.71M

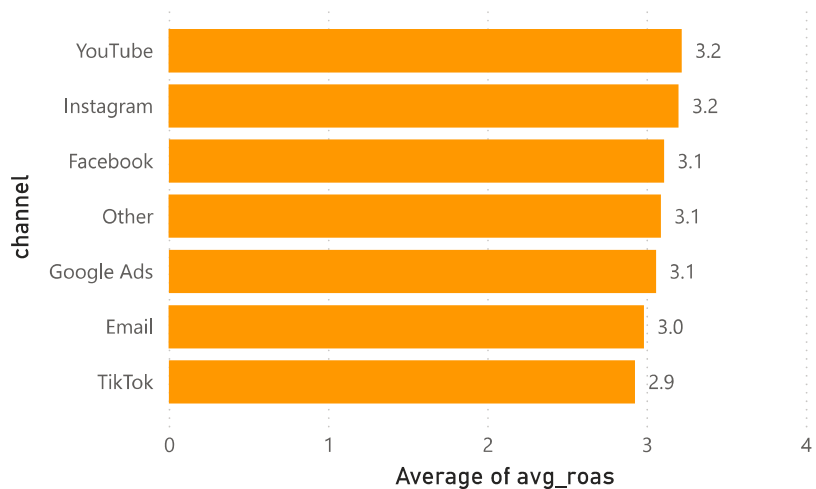
Total Spend by Month



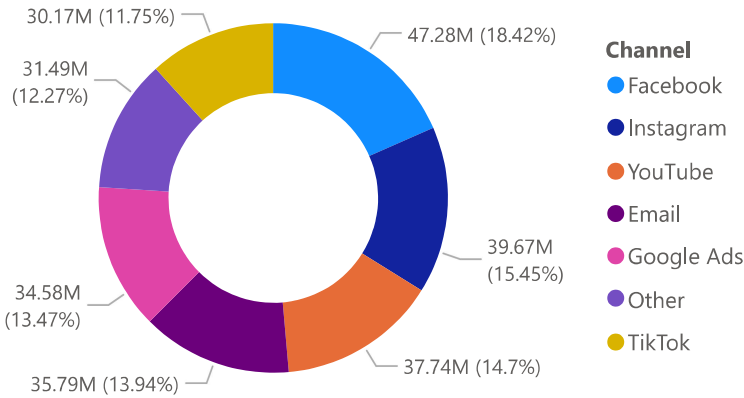
Influencer ROI (%)

influencer_id	Influencer_ROI
INFLB8439E1E8369	302
INFLED3A8F6B356D	248
INFL8F93CBECFAF3	219
INFLBE931E8DE685	60
INFL548F9E46B46A	56
INFLC55D8A52797A	47
INFL48E539A427DA	46
INFL05B7DB4C721A	41
INFL8FD82DA4DF2A	37
INFL6E19BFB6EEA2	29
INFL147460220280	27
INFL12548F767393	21
INFL6836A466D005	21
INFLA8176B09CC04	20
INFL3301984DDA11	18
INFLC04C4137EC4D	17
INFL174421CF89B2	16
INFLB790151AAF4E	15
INFLA28F373145BF	15
INFL2117E862A96E	15
INFL1C6F344C5003	15
INFL2A4CF1EA1D6D	14
INFL9399C4CC5EEE	14
INFL38042597DABA	14
INFLC632DF457665	14
INFL3AF41E74DE09	14
INFLA775EE2ABE32	14

Average ROAS by Channel



Budget Allocation by Channel



Customer & Website Insights

Total Customers

50K

Customer Lifetime Value (CLV)

12.76K

Repeat Rate

68.54

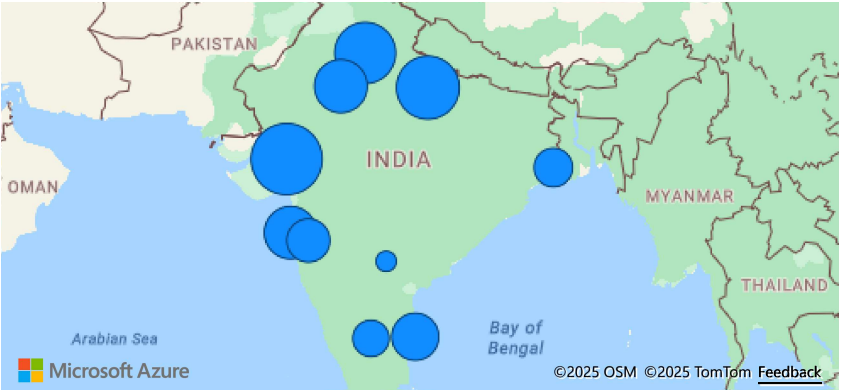
Bounce Rate

40

Cart Abandonment

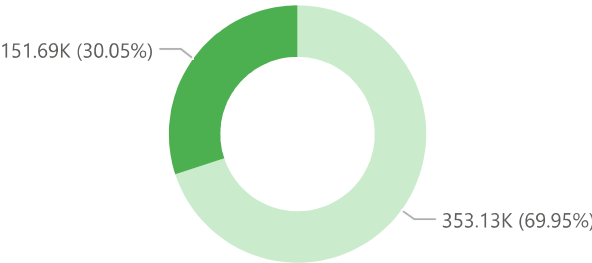
30

Customer_Count by city



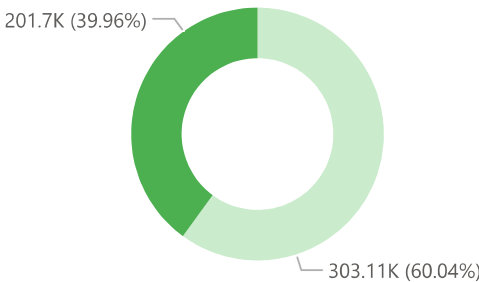
Count of Cart Abandoned

cart_abandoned ● False ● True

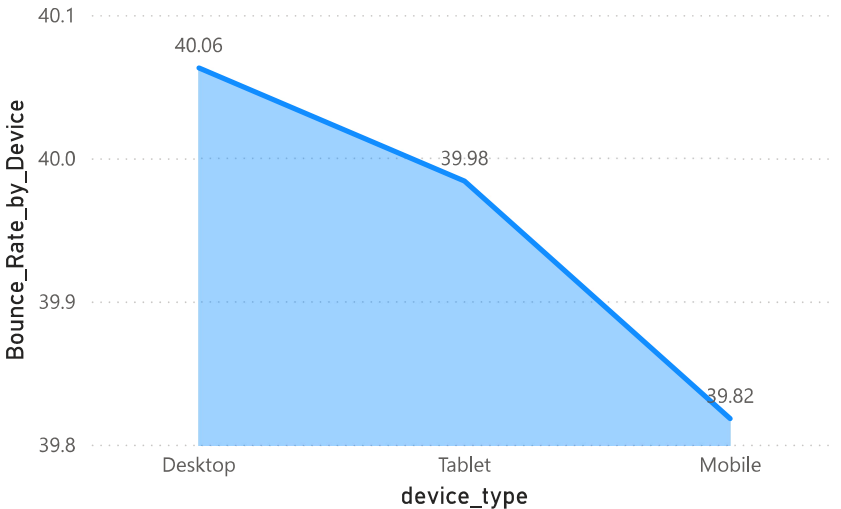


Count of bounce

bounce ● False ● True



Bounce Rate by Device Type



Spend by City & Fitness Goal

City	Endurance	General Fitness	Muscle Gain	Other	Weight Loss
Ahmedabad	5,556.95	5,594.17	5,507.72	5,453.16	5,547.61
Bangalore	5,473.92	5,539.99	5,400.72	5,547.02	5,499.94
Chennai	5,514.75	5,528.42	5,551.43	5,533.94	5,620.93
Delhi	5,519.49	5,544.84	5,538.99	5,497.37	5,432.68
Hyderabad	5,523.83	5,541.10	5,454.64	5,599.13	5,621.65
Jaipur	5,518.95	5,534.63	5,569.63	5,480.22	5,530.98
Kolkata	5,525.39	5,524.09	5,361.00	5,506.99	5,523.11
Lucknow	5,579.66	5,554.23	5,431.00	5,461.49	5,631.90
Mumbai	5,474.96	5,558.31	5,464.69	5,503.78	5,568.20
Pune	5,516.61	5,481.92	5,473.52	5,490.61	5,508.54

Executive Business Overview

Total Customers

393.97M

Customer Lifetime Value

12.76K

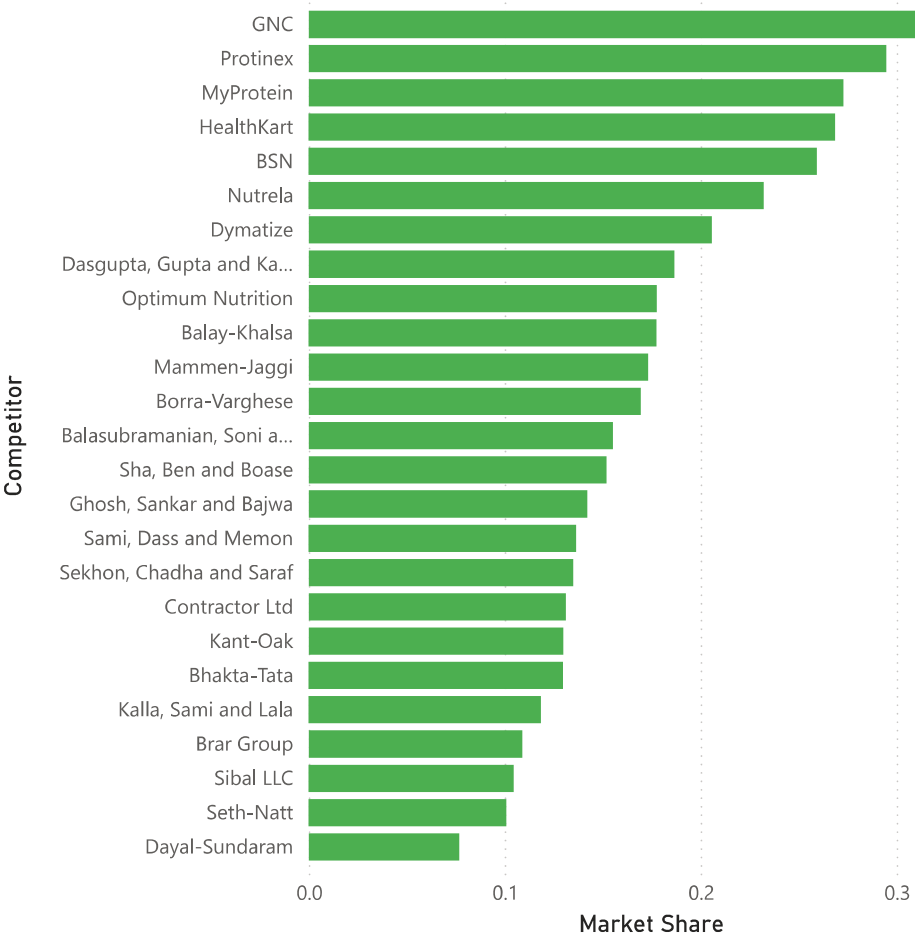
Customer Acquisition Cost

26.96K

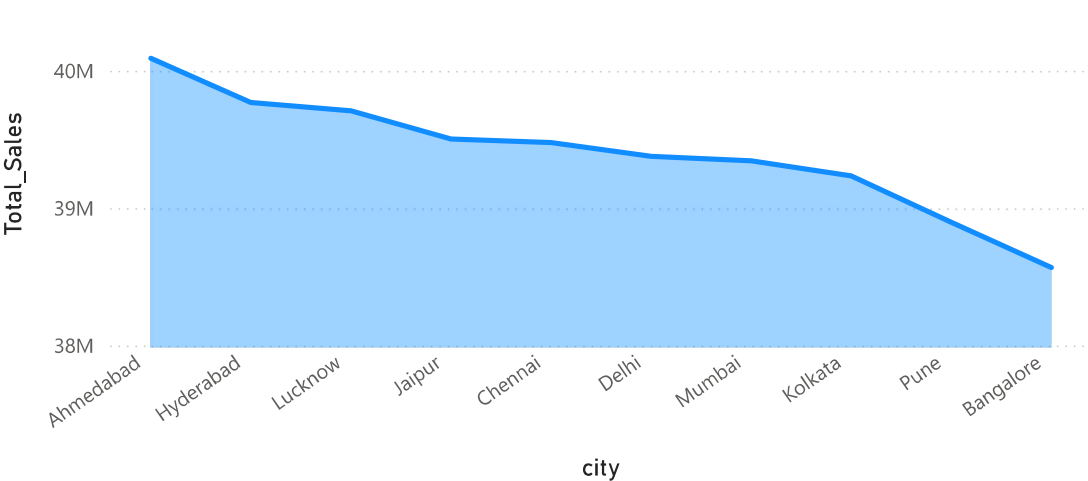
Top Competitor Market Share

0.20

Competitor Market Share



Total_Sales by city



High-Impact Market Trends

Trend_Description	Impact_Level
Vital Meal Replacement Shake: Promotes healthy skin and hair.	High
Sustained-Release L-Glutamine: Balances hormones naturally.	High
Recovery-Enhancing Fat Burner: Balances hormones naturally.	High
Non-GMO Ashwagandha: Maintains bone density.	High
Immune-Strengthening Magnesium Glycinate: Maintains bone density.	High
Fast-Acting Pre-Workout: Improves joint health and mobility.	High
Essential Sleep Aid: Enhances strength and endurance.	High
Advanced Omega-3 Fish Oil: Detoxifies and cleanses the body.	High