That sounds like a solid plan! Creating separate tables for Performance KPIs and Traffic KPIs will help you maintain clarity and focus on the important metrics for your campaign analysis. Here's a recap and additional tips to help you set this up effectively in Power BI:

### **1. Performance KPIs Table**

**Table Title**: **Performance KPIs**

| **KPI** | **Value** |
| --- | --- |
| Total Spend, GBP | [Sum of Spend, GBP] |
| Total Conversions | [Sum of Conversions] |
| Total Revenue | [Sum of Total Conversion Value, GBP] |
| Conversion Rate (%) | [Average of Conversion Rate] |
| Return on Ad Spend (ROAS) | =[Total Revenue] / [Total Spend, GBP] |

### **2. Traffic KPIs Table**

**Table Title**: **Traffic KPIs**

| **KPI** | **Value** |
| --- | --- |
| Total Clicks | [Sum of Clicks] |
| Total Impressions | [Sum of Impressions] |
| Click-Through Rate (CTR, %) | [Average of CTR %] |
| Average Cost Per Click (CPC) | [Average of Daily Average CPC] |
| Total Likes | [Sum of Likes] |
| Total Shares | [Sum of Shares] |

### **Importance of KPIs in Your Dashboard:**

1. **Measuring Success**: KPIs provide a clear measure of success against your goals. They help you track whether your campaigns are performing as expected.
2. **Focused Insights**: KPIs distill complex data into simple, actionable metrics. This allows stakeholders to quickly understand performance without diving into detailed reports.
3. **Decision-Making**: Having KPIs enables data-driven decision-making. You can identify which areas are underperforming and take corrective actions promptly.
4. **Performance Tracking**: Regularly reviewing KPIs helps you track trends over time, which can inform future strategies and improve overall campaign performance.
5. **Accountability**: KPIs promote accountability within teams. When everyone knows the metrics that matter, it encourages them to work towards common goals.

### **Types of KPIs to Consider:**

1. **Performance KPIs**: These can include metrics such as total revenue, total ad spend, conversion rate, and return on ad spend (ROAS).
2. **Traffic KPIs**: These may include total clicks, impressions, click-through rate (CTR), and engagement metrics like likes and shares.

Sure! the DAX formulas for each KPI you mentioned earlier.

### **1. Total Spend, GBP**

This can usually be directly summed up if you have a column for it in your dataset.

Total Spend = SUM('YourTable'[Spend, GBP])

### **2. Total Conversions**

Sum of the conversions attributed to the ads.

Total Conversions = SUM('YourTable'[Conversions])

### **3. Total Revenue**

Sum of the total conversion value in GBP.

Total Revenue = SUM('YourTable'[Total conversion value, GBP])

### **4. Conversion Rate (%)**

To calculate the conversion rate, you'll divide the total conversions by total impressions.

Conversion Rate =

DIVIDE(

[Total Conversions],

SUM('YourTable'[Impressions]),

0

) \* 100

### **5. Return on Ad Spend (ROAS)**

ROAS is calculated by dividing total revenue by total ad spend.

ROAS =

DIVIDE(

[Total Revenue],

[Total Spend],

0

)

### **6. Total Clicks**

Similar to total conversions, sum the total clicks.

Total Clicks = SUM('YourTable'[Clicks])

### **7. Total Impressions**

Sum of the impressions.

Total Impressions = SUM('YourTable'[Impressions])

### **8. Click-Through Rate (CTR, %)**

Calculate the average click-through rate.

CTR =

DIVIDE(

[Total Clicks],

SUM('YourTable'[Impressions]),

0

) \* 100

### **9. Average Cost Per Click (CPC)**

To calculate the average CPC, you'll sum the daily average CPC and divide it by the total number of clicks.

Average CPC =

DIVIDE(

SUM('YourTable'[Daily Average CPC]),

[Total Clicks],

0

)

### **10. Total Likes**

Sum of total likes.

Total Likes = SUM('YourTable'[Likes])

### **11. Total Shares**

Sum of total shares.

Total Shares = SUM('YourTable'[Shares])

### **Performance KPIs Visualizations**

1. **Total Spend, GBP**
   * **Visualization Type**: Card or KPI visual.
   * **Description**: Displays the total spend prominently.
2. **Total Conversions**
   * **Visualization Type**: Card or KPI visual.
   * **Description**: Showcases the total number of conversions.
3. **Total Revenue**
   * **Visualization Type**: Card or KPI visual.
   * **Description**: Highlights total revenue generated from campaigns.
4. **Conversion Rate (%)**
   * **Visualization Type**: Gauge or KPI visual.
   * **Description**: Indicates the conversion rate as a percentage.
5. **Return on Ad Spend (ROAS)**
   * **Visualization Type**: Card or KPI visual.
   * **Description**: Displays the ROAS metric clearly.

### **Traffic KPIs Visualizations**

1. **Total Clicks**
   * **Visualization Type**: Card or KPI visual.
   * **Description**: Shows the total clicks received across campaigns.
2. **Total Impressions**
   * **Visualization Type**: Card or KPI visual.
   * **Description**: Displays the total number of impressions.
3. **Click-Through Rate (CTR, %)**
   * **Visualization Type**: Clustered bar chart or gauge visual.
   * **Description**: Compares CTR across different channels.
4. **Average Cost Per Click (CPC)**
   * **Visualization Type**: Line chart.
   * **Description**: Tracks average CPC over time.
5. **Total Likes and Shares**
   * **Visualization Type**: Clustered bar chart.
   * **Description**: Compares total likes and shares side by side.