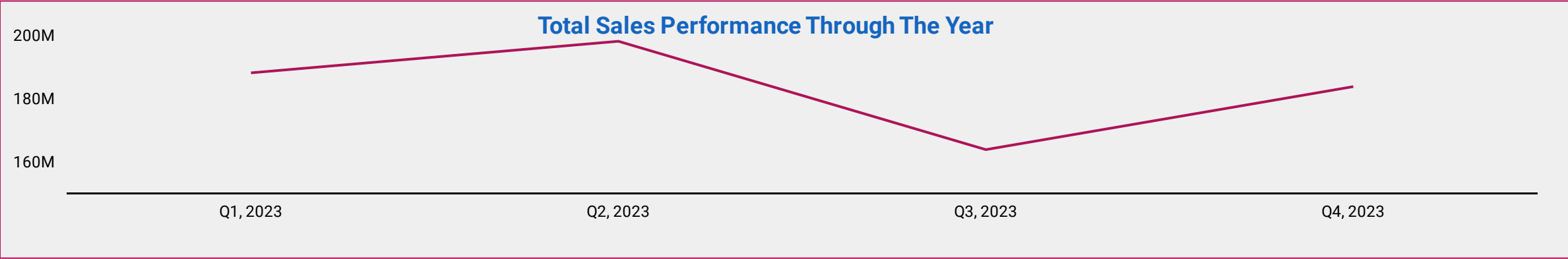
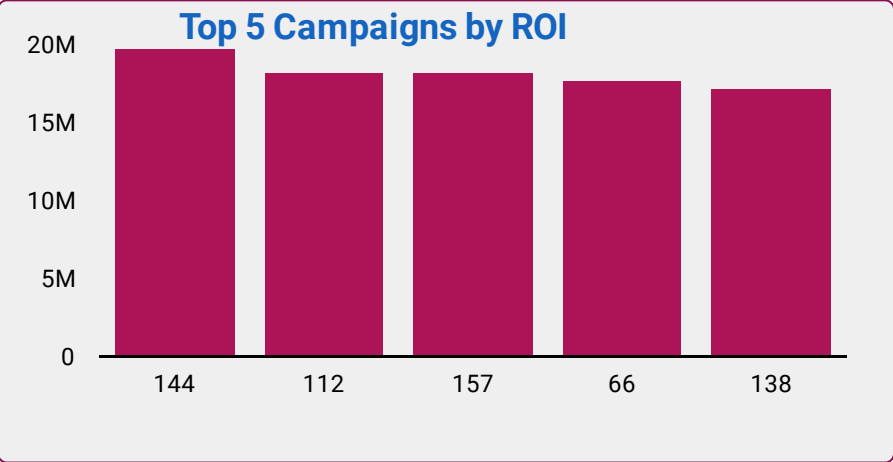
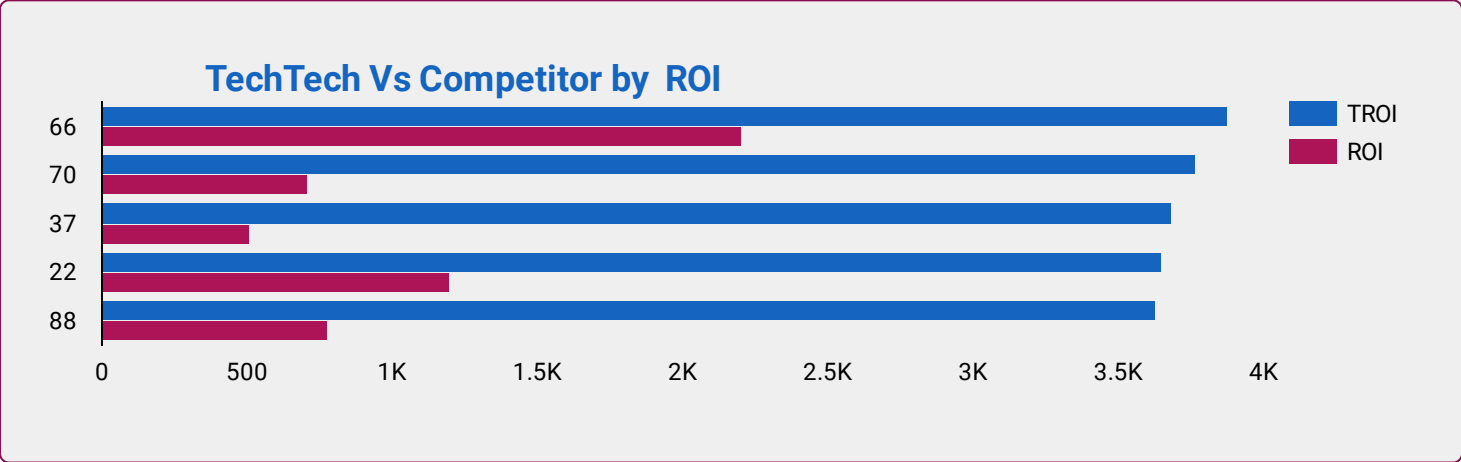
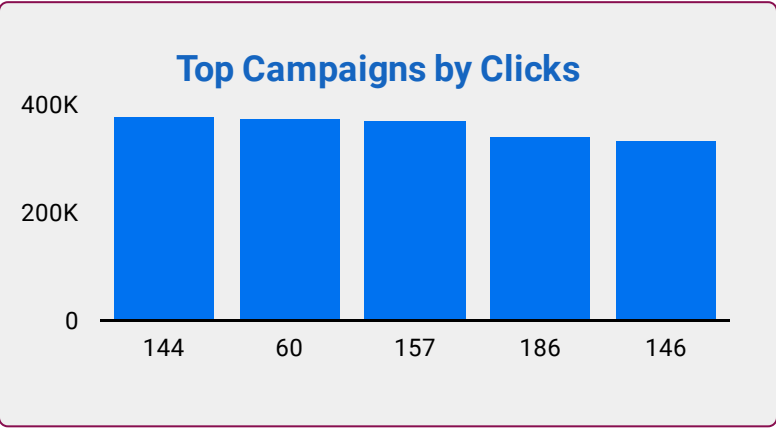
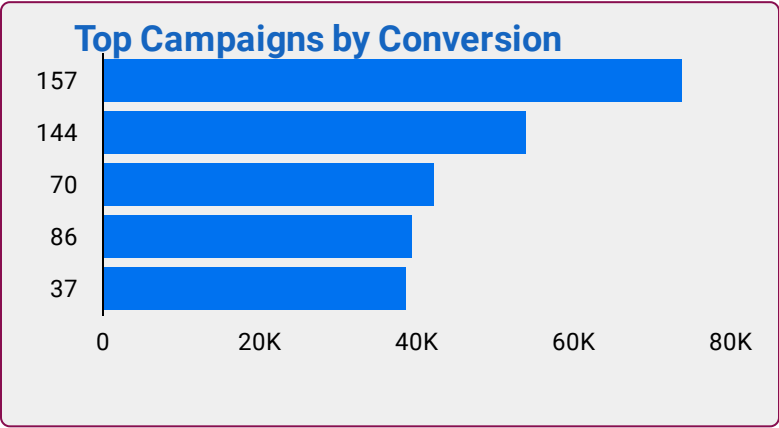
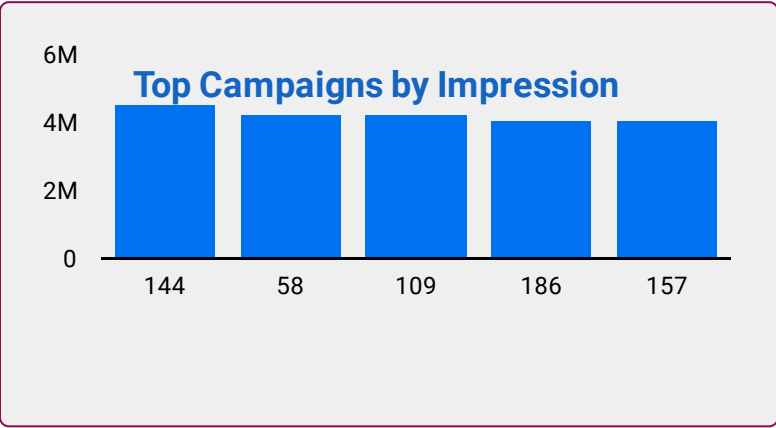


PRODUCT CAMPAIGN PERFORMANCE DASHBOARD

# Campaigns	Average ROI	Total Sales	Avg. Impressions	Avg. Conversions	Avg. Clicks
200	1K ↓ -3.6%	366M ↑ 138%	2M ↑ 132%	13K ↑ 131%	127K ↑ 142%



Customer Base Analysis

Understanding the Customers that interact with the products

Customers

Max. Age

Min. Age

Avg. Age

Total Sales

200

65

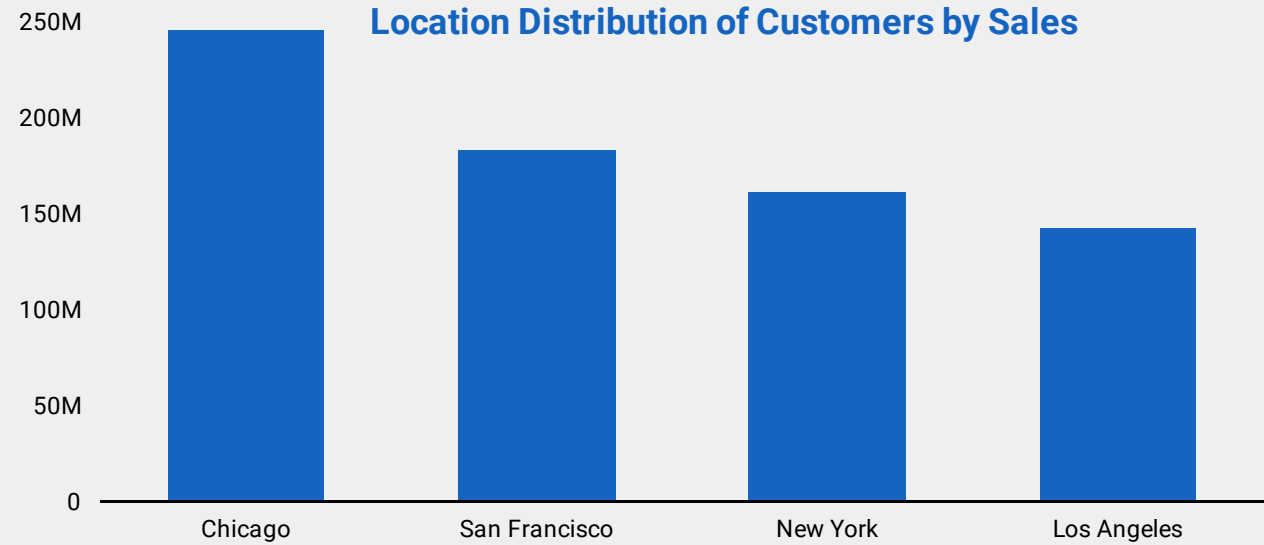
19

41

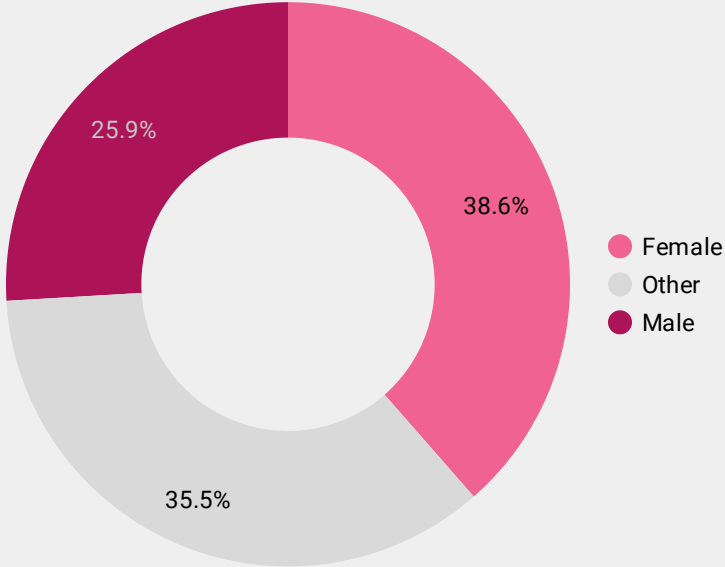
366M

📈 138% Competition

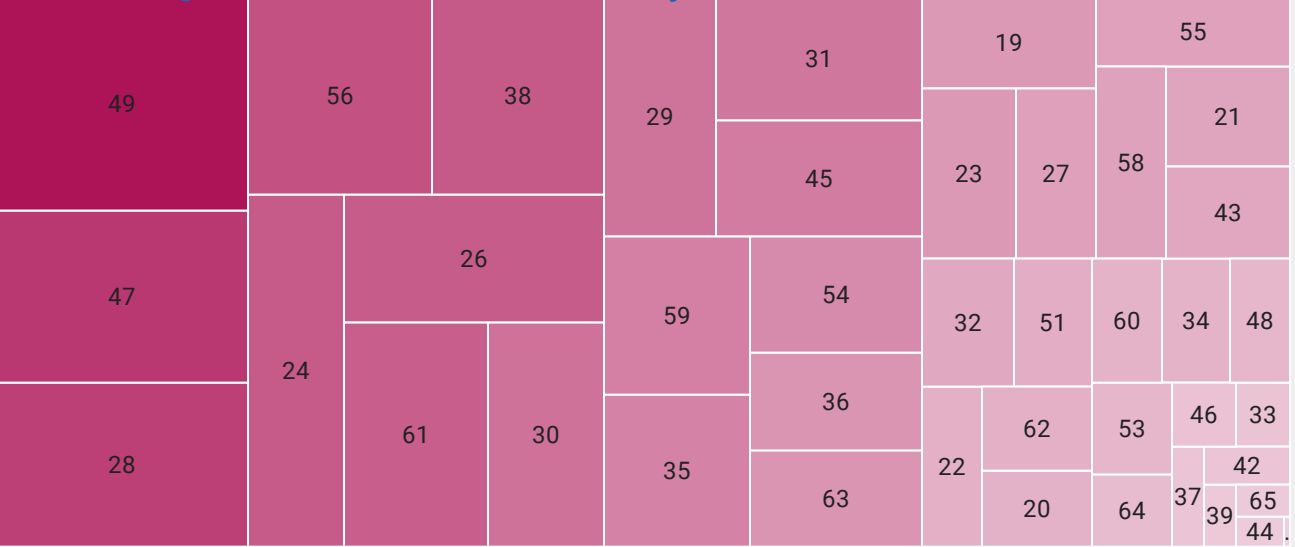
Location Distribution of Customers by Sales



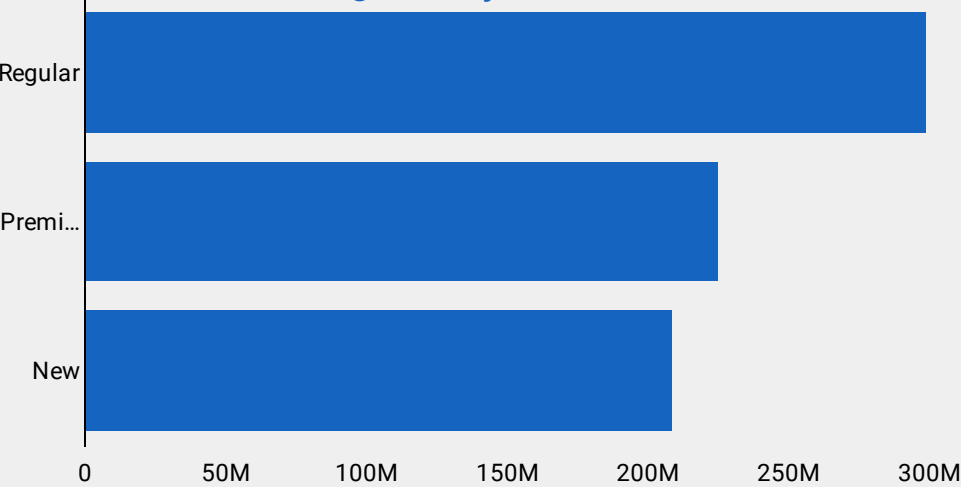
Gender Distribution of Customers by Sales



Age Distribution of Customers by Sales

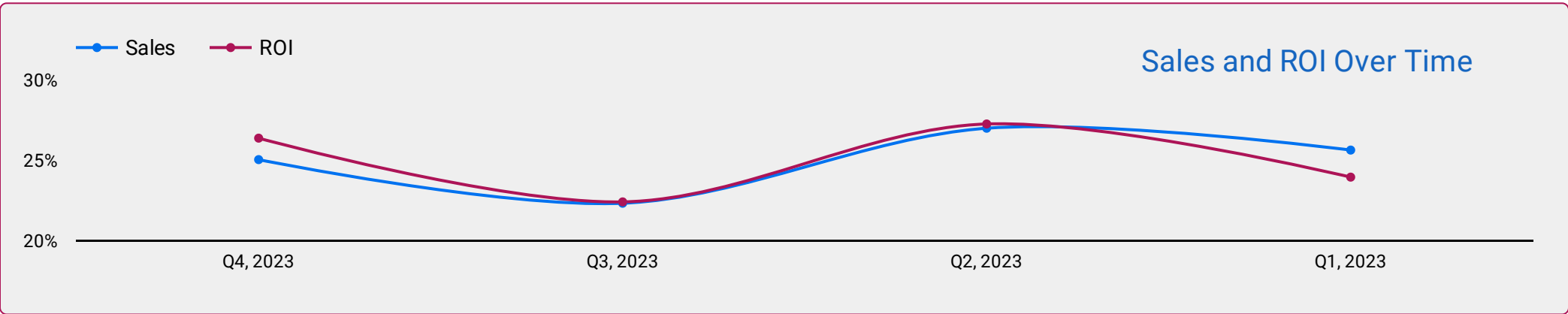
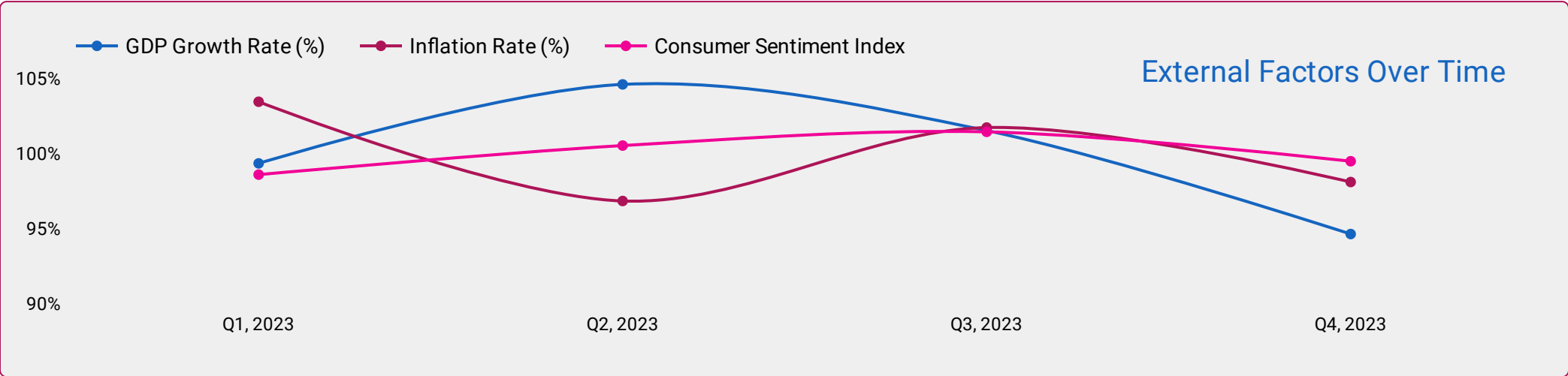


Customer Segment by Sales



COMPARATIVE ANALYSIS

Understanding the effects of External Factors on the Sales and ROI at the same time period



INSIGHTS

Campaign ROI Variability: TechTech's marketing campaigns exhibit significant variability in ROI, indicating differences in campaign effectiveness. Some campaigns perform exceptionally well, while others fall short of expectations.

Customer Demographics: TechTech's customer base is diverse, with a slight preference towards female customers and a notable concentration in locations such as Chicago. Different customer segments, such as 'Regular' customers, show varying responses to marketing campaigns, with higher engagement and sales observed in certain segments.

Competitor Comparison: TechTech's average campaign ROI is comparable to that of its competitors, although competitors tend to demonstrate slightly more consistent performance. TechTech generally allocates higher ad spends, resulting in increased clicks, impressions, and conversions compared to competitors.

External Factors: External economic factors (e.g., GDP growth rate, inflation rate, consumer sentiment index) show limited direct correlation with campaign performance. Seasonal variations or specific market trends might have a more substantial influence and warrant further detailed analysis.

RECOMMENDATIONS

1. Campaign Analysis:

Conduct thorough pre- and post-campaign analysis.

Utilize A/B testing for better insights.

2. Targeted Marketing:

Focus on high-engagement segments like 'Regular' customers.

Tailor campaigns for female customers and key locations.

3. Competitive Strategy:

Analyze competitors' strategies.

Optimize ad spend for higher efficiency.

RECOMMENDATIONS [CONTD.]

4. Market Trends:

Monitor seasonal trends and market conditions.
Adapt marketing plans based on real-time data.

5. Data-Driven Decisions:

Invest in advanced analytics tools.
Encourage a data-driven culture.

6. Continuous Improvement:

Promote continuous learning within the team.
Regularly refine marketing strategies.