Product and Campaign Performance Dashboard

#Campaigns	Avg ROI	Total Sales	Avg. Impression	Avg. Conversion	Avg. Clicks
200	1K ▼ -3.6%	366M ▲ 137.7%	1.8M ▲ 132.4%	13.4K ▲ 131%	126.6K ▲ 142.2%

Top Campaigns by Impression

Campaign	Impressions
144	4,545,548
58	4,262,445
109	4,243,064
186	4,084,056
157	4,061,720
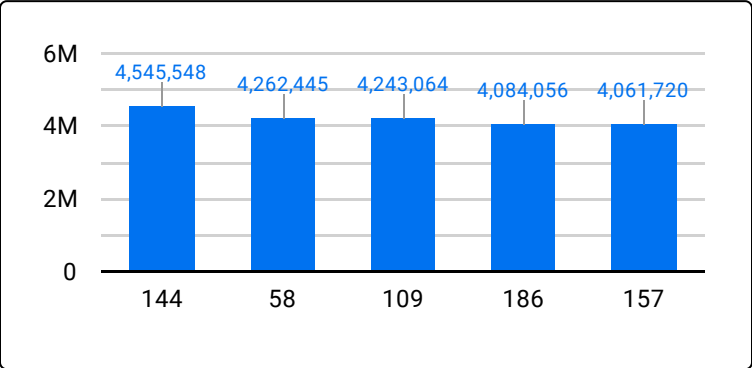
Top Campaigns by Conversions

Campaign	Conversions
157	73,849
144	54,113
70	42,195
86	39,421
37	38,670

Top Campaigns by Clicks

Campaigns: 144, 60, 157, 186, 146 (all approximately 350K–380K)

ROI compared to competitors

Legend: ROI, T ROI

Campaign	ROI	T ROI
66	2.2K	3.9K
70	707.1	3.8K
37	508	3.7K
22	1.2K	3.6K
88	775.9	3.6K

ROI by Campaign

Legend: Sales
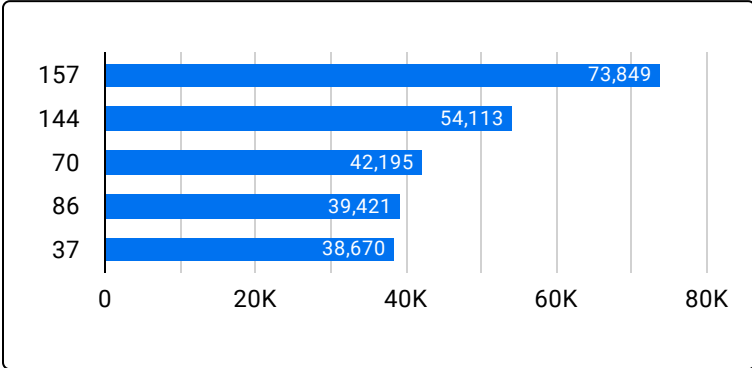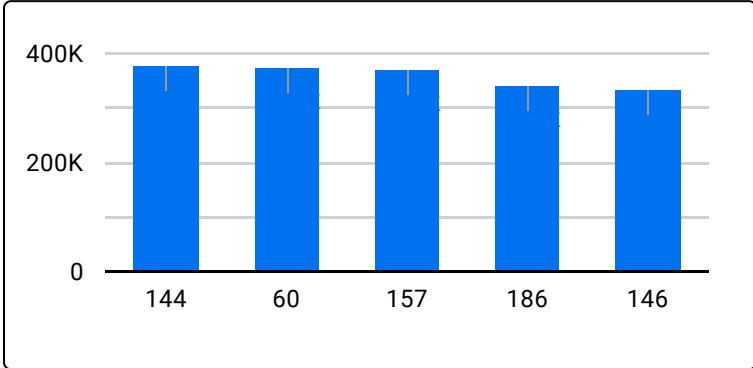
Campaign	Sales
144	19.8M
112	18.2M
157	18.2M
66	17.7M
138	17.2M
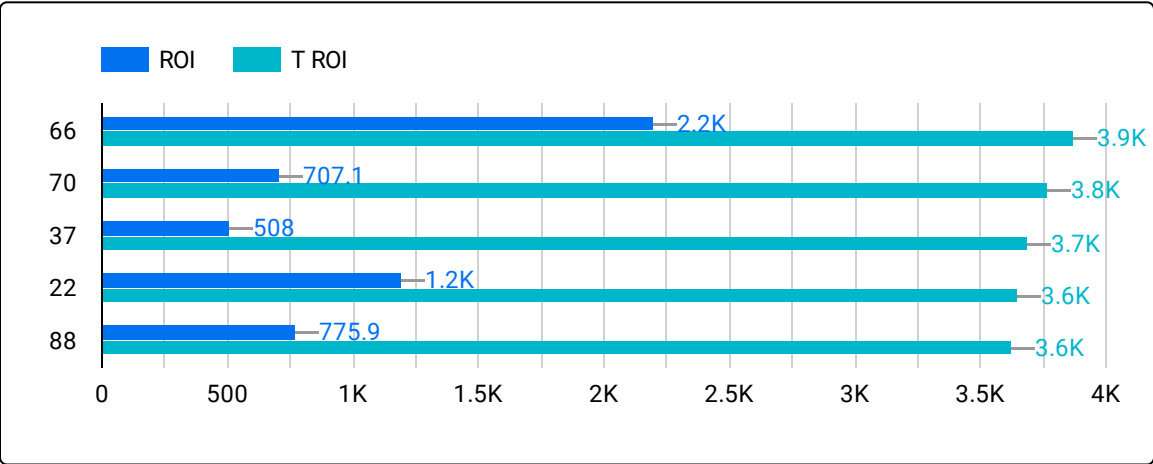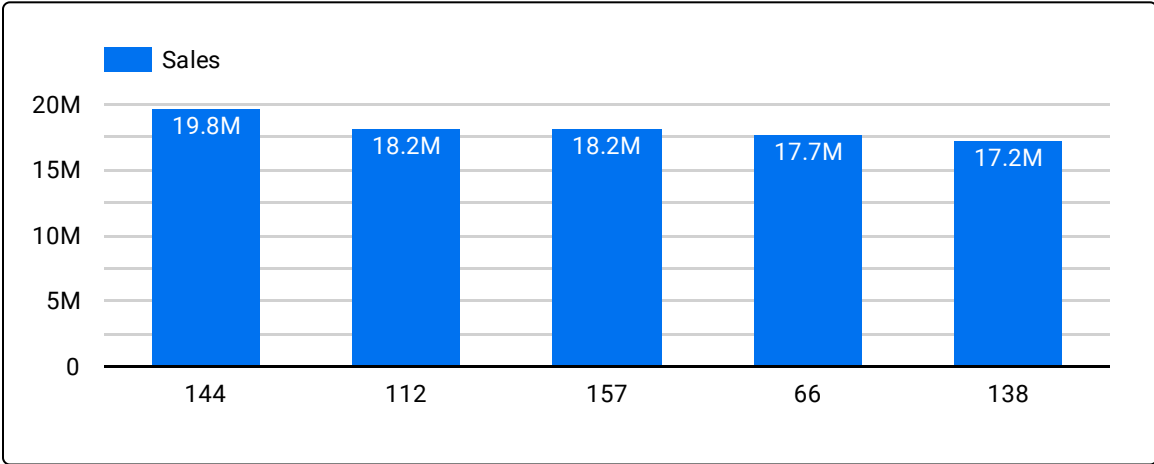
Sales Performance Through the Year

Legend: Sales

Quarter	Sales
Q4, 2023	183,780,194
Q3, 2023	163,871,329
Q2, 2023	198,108,526
Q1, 2023	188,134,296
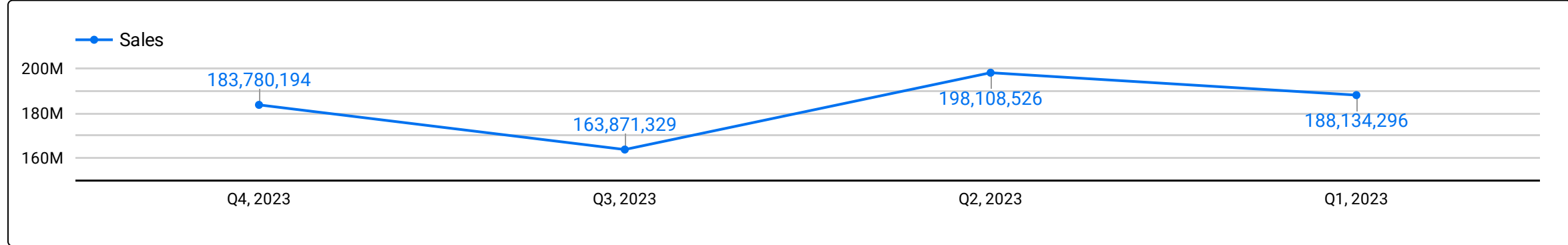
Customer Base Analysis

Understanding the customers that interacted with the products.
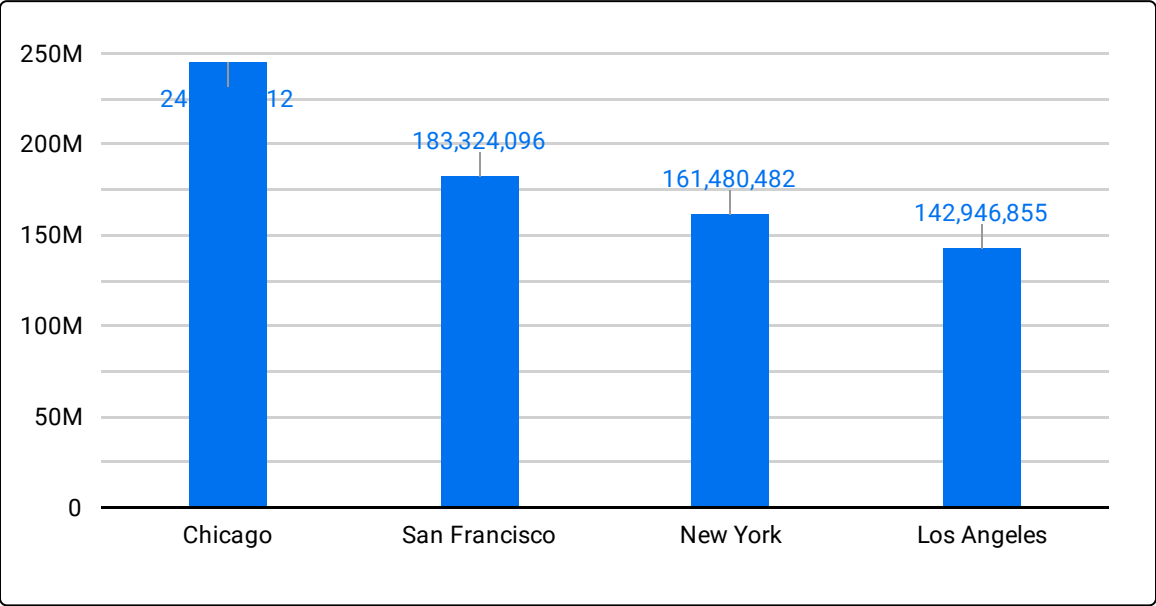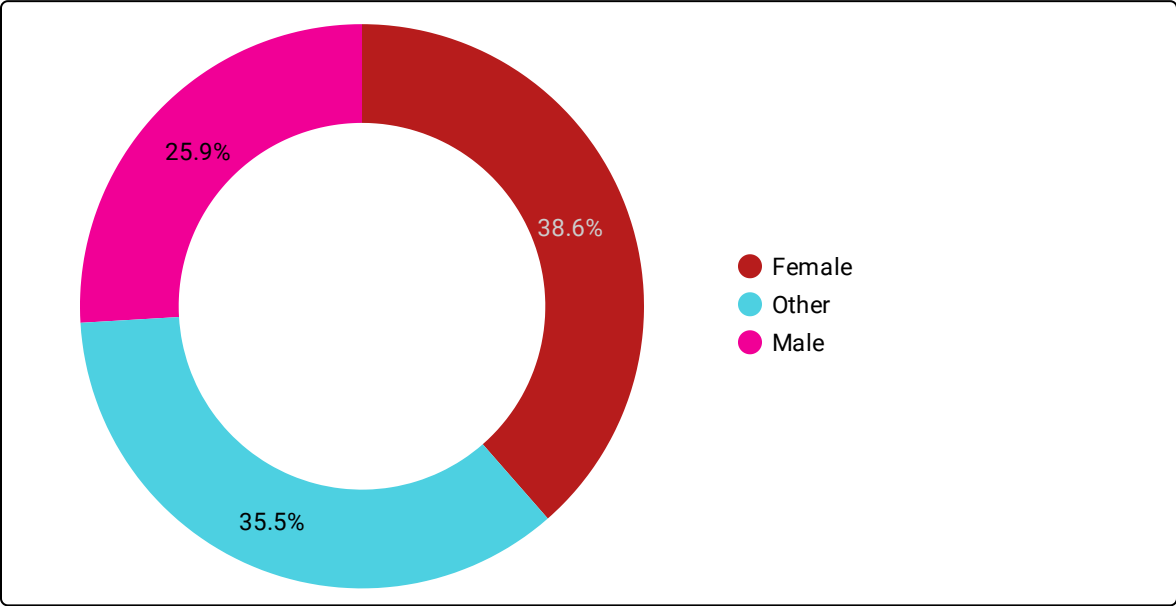
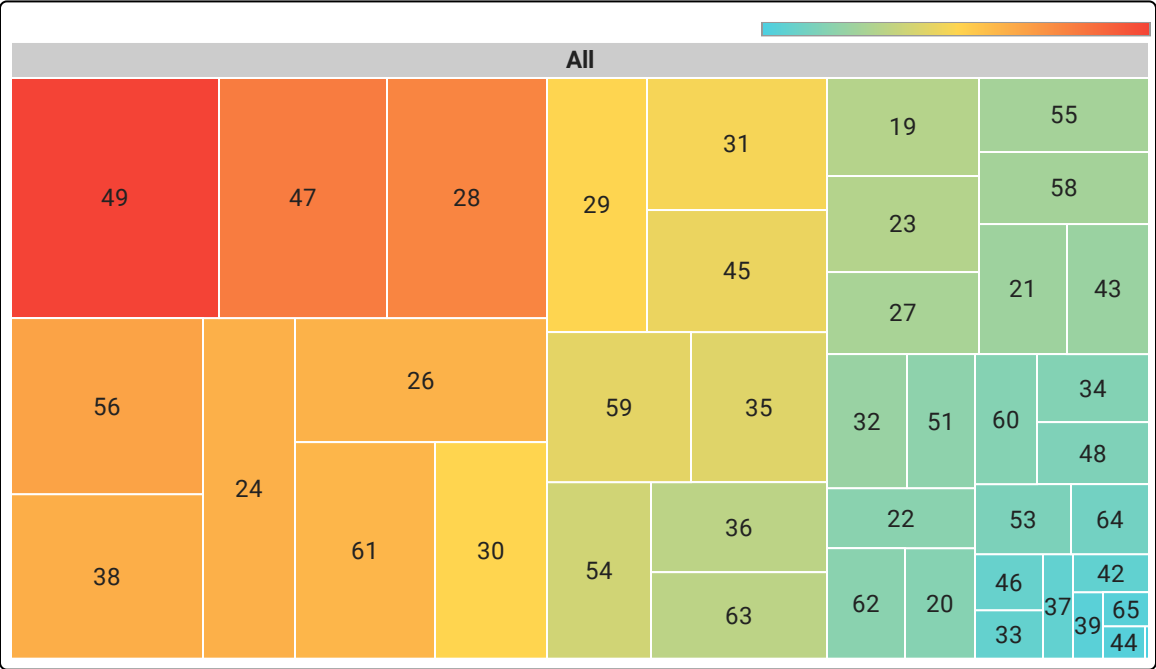| #Campaigns	Max Age	Min Age	Avg. Age	Total Sales
200	65	19	41	366M
				▲ 138% Competition

Total sales by region

- Chicago: 24...12
- San Francisco: 183,324,096
- New York: 161,480,482
- Los Angeles: 142,946,855

Sales by gender Distribution

- Female: 38.6%
- Other: 35.5%
- Male: 25.9%

Age distribution of customers by sales

All

(Values shown: 49, 47, 28, 31, 19, 55, 29, 23, 58, 45, 27, 21, 43, 56, 26, 59, 35, 32, 51, 60, 34, 48, 24, 54, 36, 22, 53, 64, 61, 30, 63, 62, 20, 46, 37, 42, 65, 44, 33, 39, 38)

Total sales by Customer Segment

- Regular: 299,482,122
- Premi...: 225,111,824
- New: 209,300,399
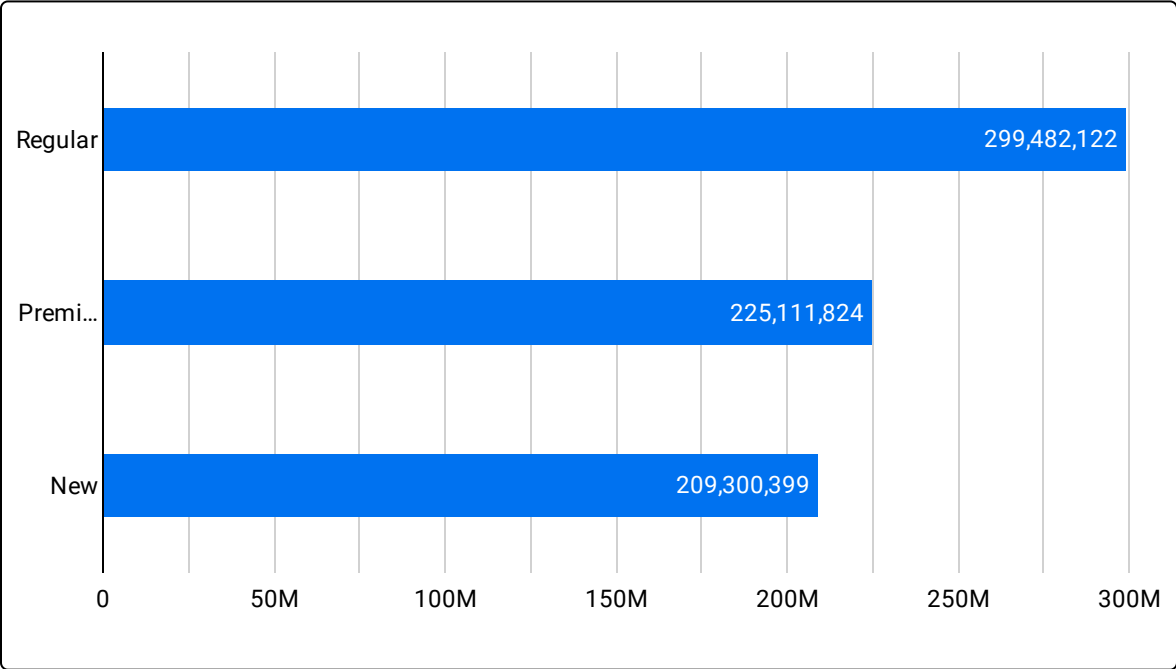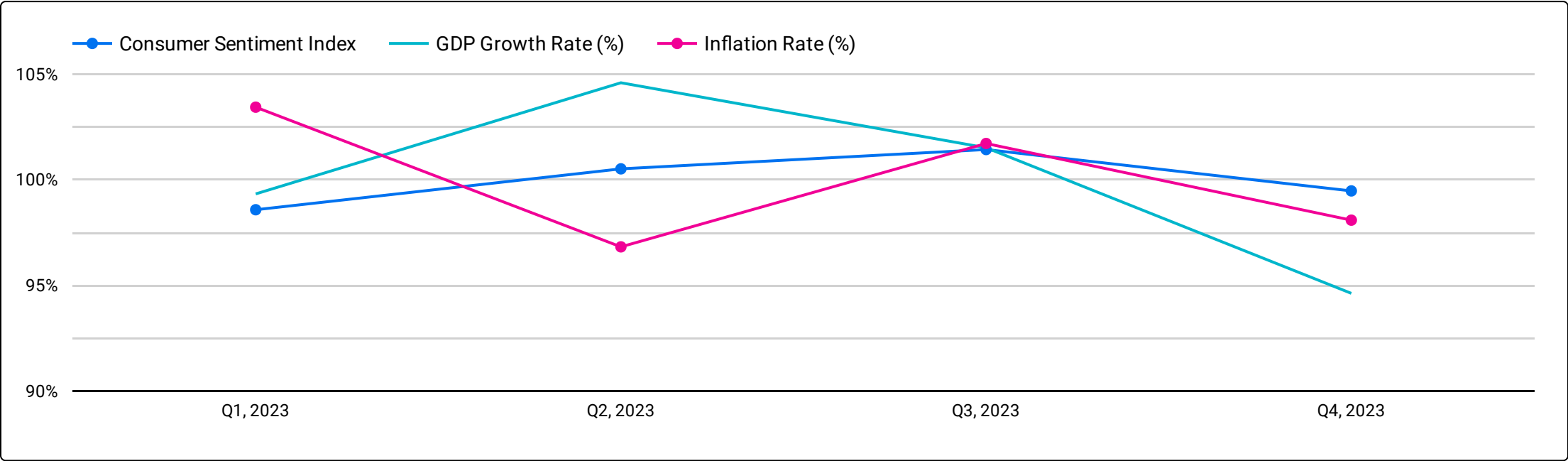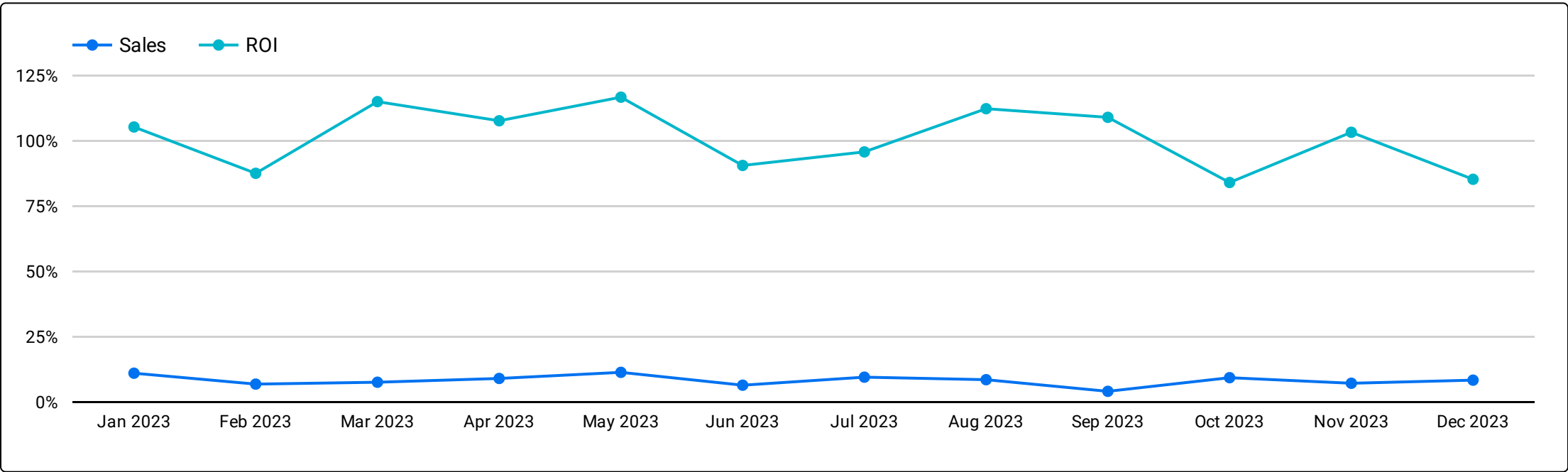
Comparative Analysis

Understanding the impact of 'external factors' and 'ROI' during the same period.

External Factors Over Time

Sales and ROI Over Time

Insights

Campaign ROI Variability:
TechTech's marketing campaigns show a wide range of ROI, suggesting variability in campaign effectiveness. Some campaigns are exceptionally effective, while others underperform.

Customer Demographics:
TechTech's customer base is diverse, with a slight inclination towards female customers and a concentration in certain locations like Chicago.
Different customer segments respond differently to marketing campaigns, with segments like 'Regular' showing higher engagement and sales.
Competitor Comparison:

TechTech's average campaign ROI is comparable to that of its competitors, though competitors show slightly more consistent performance.
TechTech's campaigns generally have higher ad spends, resulting in more impressions, clicks, and conversions compared to competitors.
External Factors:

External economic factors (GDP Growth Rate, Inflation Rate, Consumer Sentiment Index) have a limited direct correlation with campaign performance.
Seasonal variations or specific market trends might be more influential but require a more detailed analysis.

Recommendation

Campaign Optimization:
Conduct a deeper analysis of high and low-performing campaigns to understand the drivers behind the success or failure. This could involve evaluating the content, messaging, or specific tactics used.
Experiment with different ad spends to find the optimal budget allocation that maximizes ROI.

Targeted Marketing Strategies:
Develop targeted marketing strategies for different customer segments and locations. Tailoring campaigns to specific demographics can enhance engagement and conversions.
Explore opportunities in underrepresented demographics to expand market reach.

Competitive Strategy:
Analyze the strategies employed by competitors in their successful campaigns. This can provide insights into tactics that might be effective for TechTech.
Focus on building a consistent performance across campaigns, drawing lessons from competitors' approaches.

Leveraging External Insights:
While economic indicators have limited direct impact, staying informed about market trends and consumer sentiment can aid in strategic planning.
Consider seasonal trends and market events when planning campaign timings and messaging.

Data-Driven Decisions:
Invest in gathering more detailed data, especially regarding marketing channels and tactics, for more granular analysis and insights.
Utilize advanced analytics and predictive modeling to forecast campaign performance and optimize resource allocation.
These recommendations aim to improve the effectiveness and ROI of TechTech's marketing efforts through strategic analysis, targeted approaches, and data-driven decision-making.