



Marketing Campaign Analysis Dashboard

17-03-2025 19:39:53

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Sheet Navigator

Overview

Campaign Performance

Demographic Analysis

Channel Performance

Time Analysis

Summary Insight

Note : **Ctrl + Click Buttons** for Navigating Between Sheets

Instructor : Rupali

Created : Girish Kumar V

(09:00 PM Batch)

Overview

Main Page

Campaign Performance

Count of Campaign Run

200K

Sum of Revenue

13bn

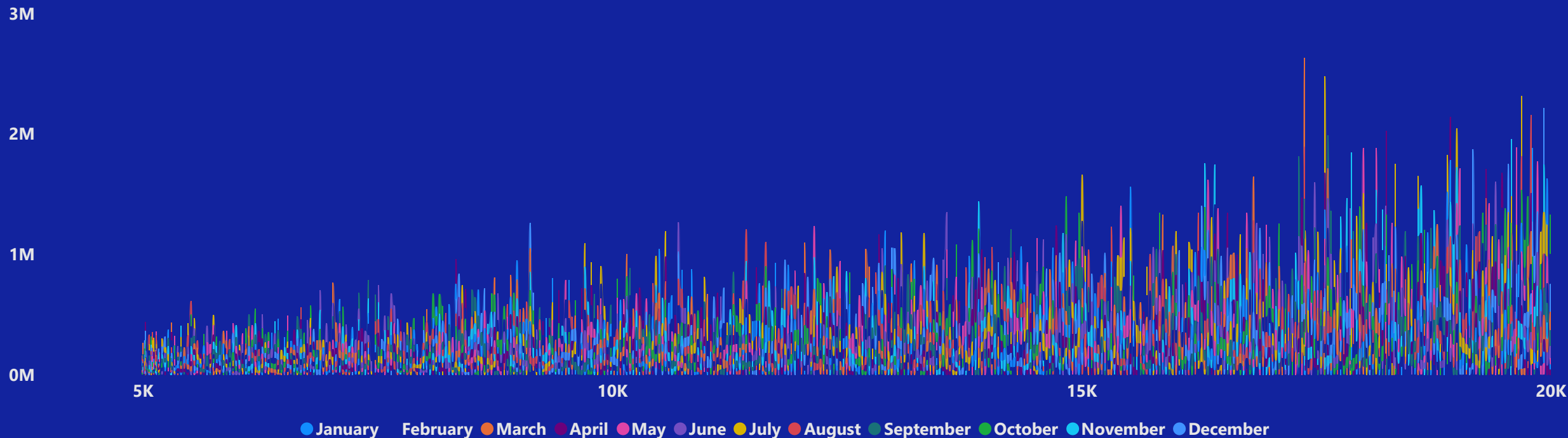
Amount Spent

3bn

Average Conversion Rate

0.08

Revenue VS Amount Spent



Campaign Performance

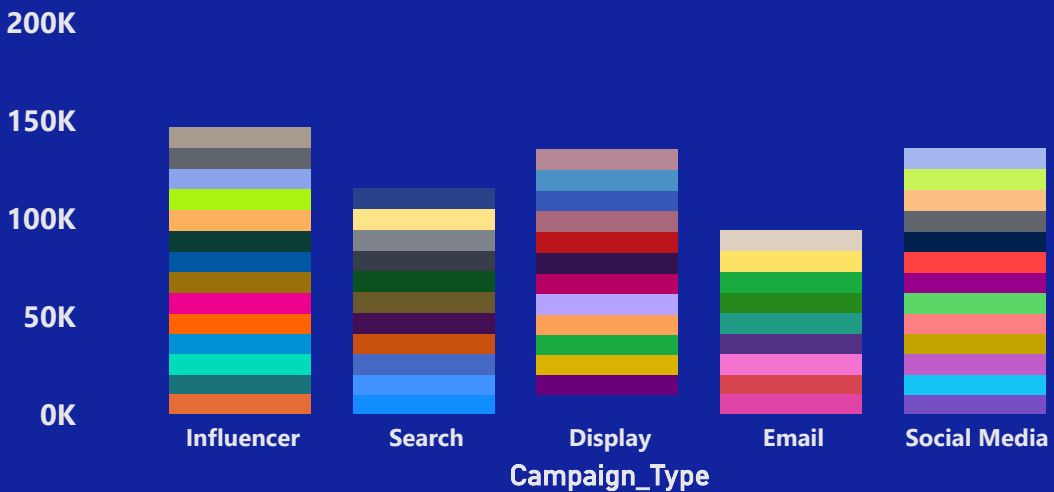
Overview



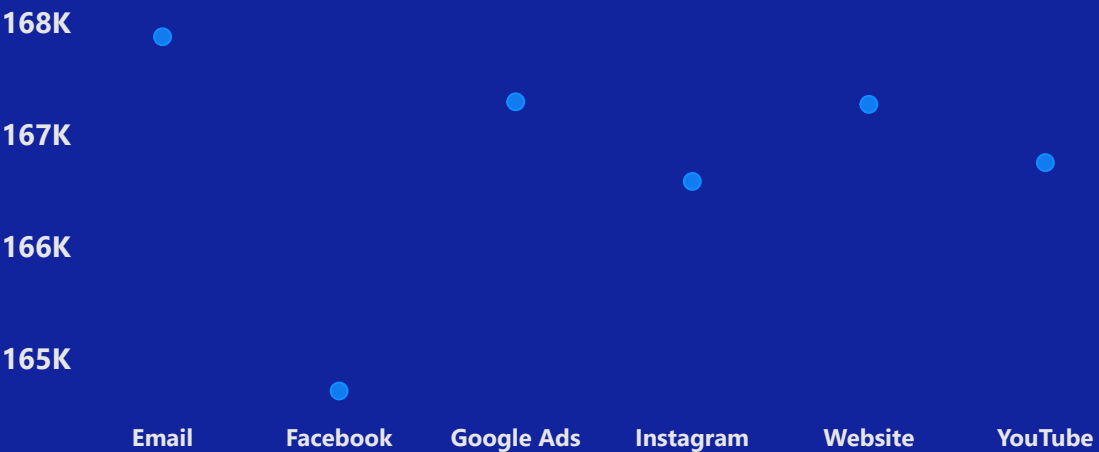
Demographic Analysis

Main Page

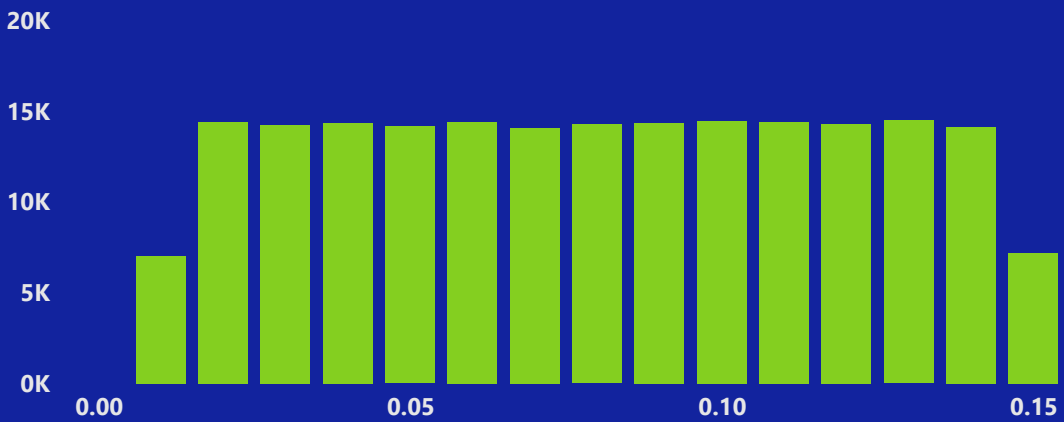
Revenue by Campaign_Type



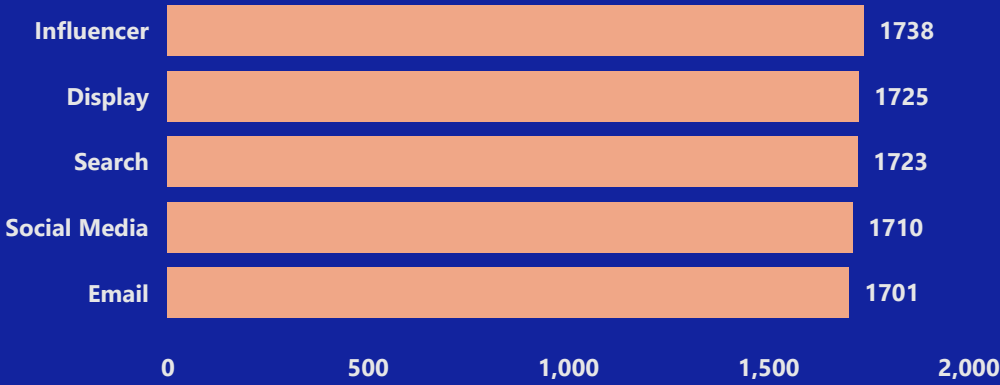
ROI for each Campaign



Converion Rate_Campaign



Top 5 Campaigns



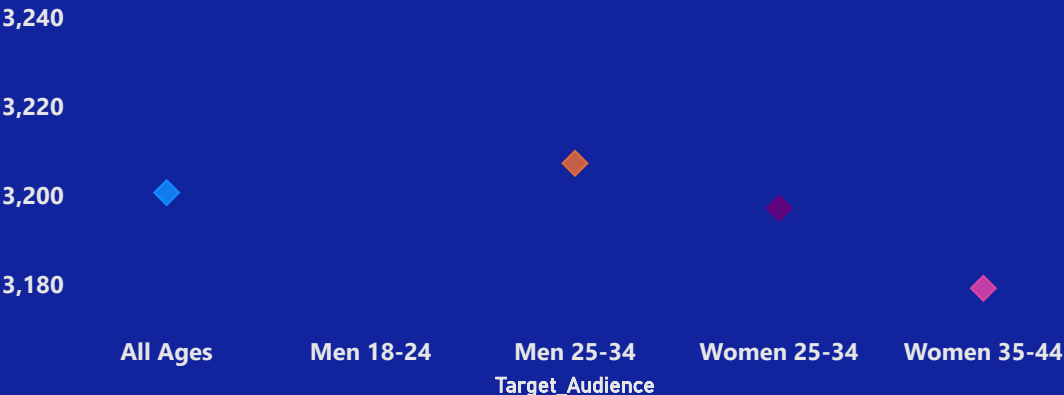
Demographic Analysis

Campaign Performance

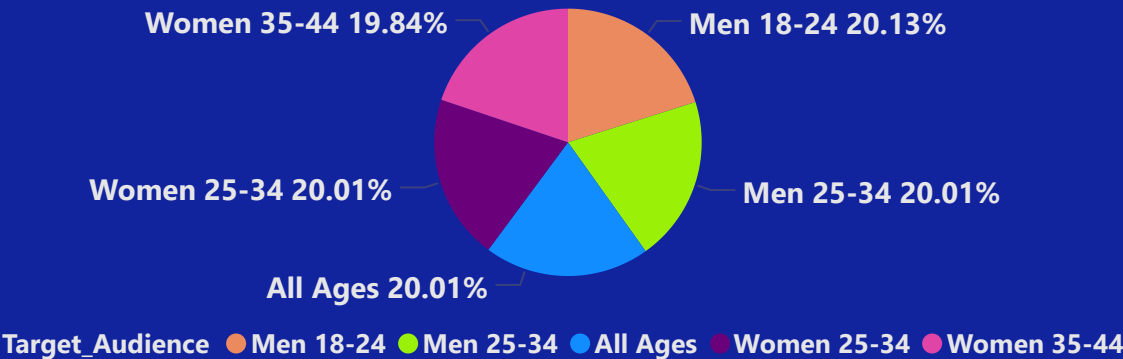
Channel Performance

Main Page

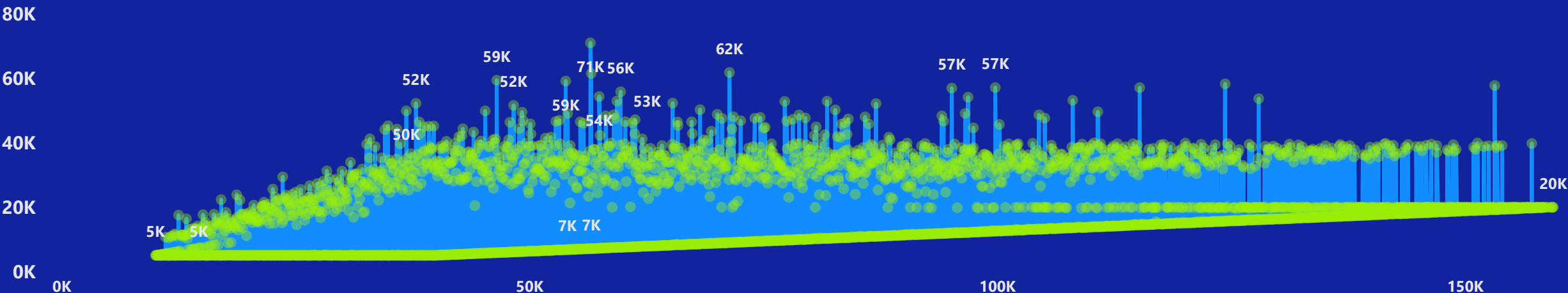
Age vs Conversion Rate



Gender wise Campaign Distribution



Income vs Revenue



Channel Performance

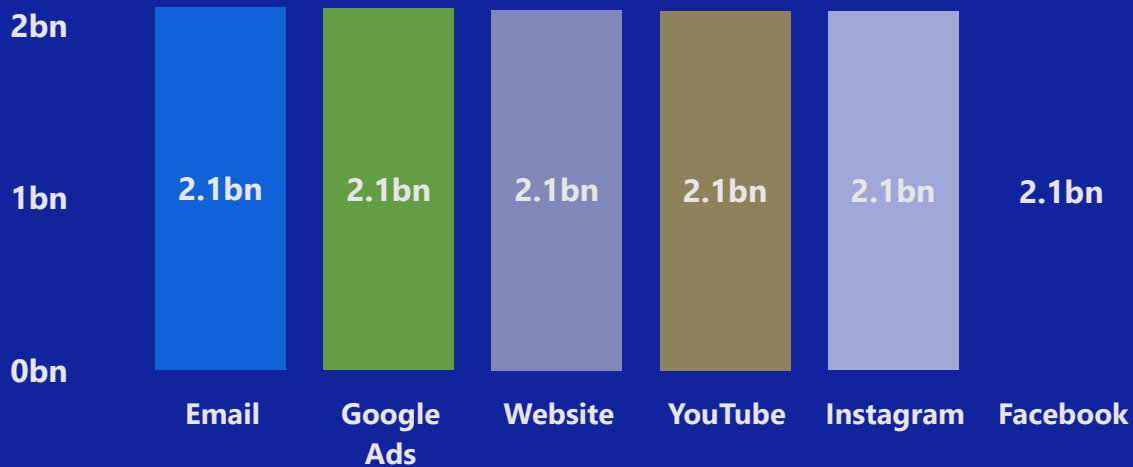
Demographic Analysis



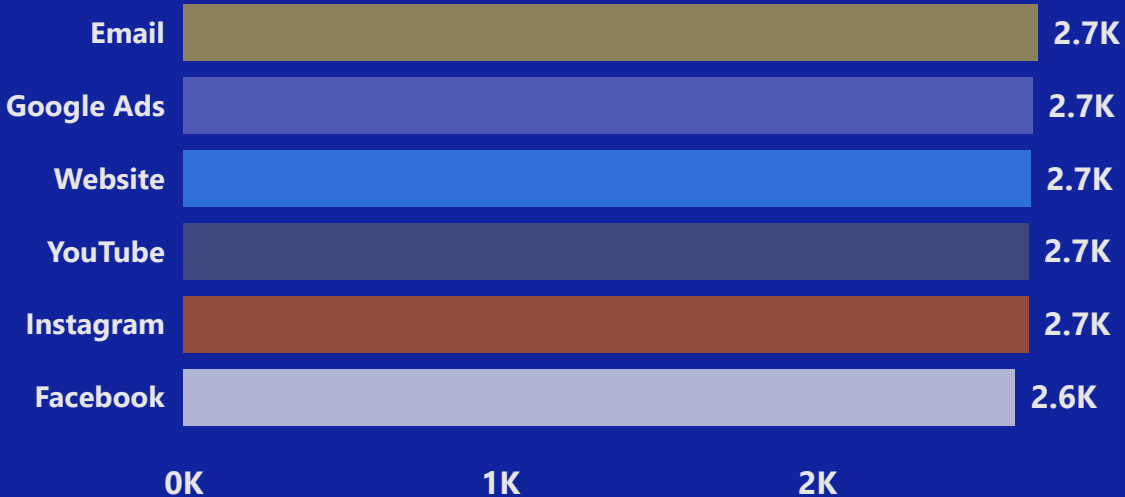
Time Analysis

Main Page

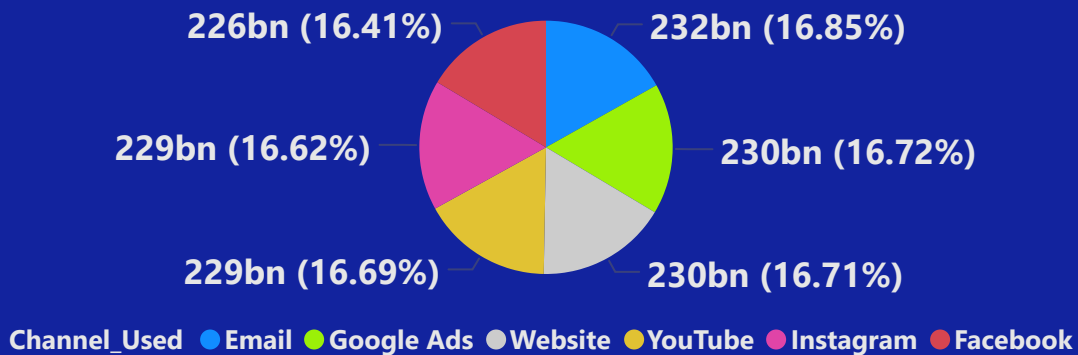
Revenue by Channel_Used



Conversion Rate by Channel



Budget_Allocated by Channel_Used

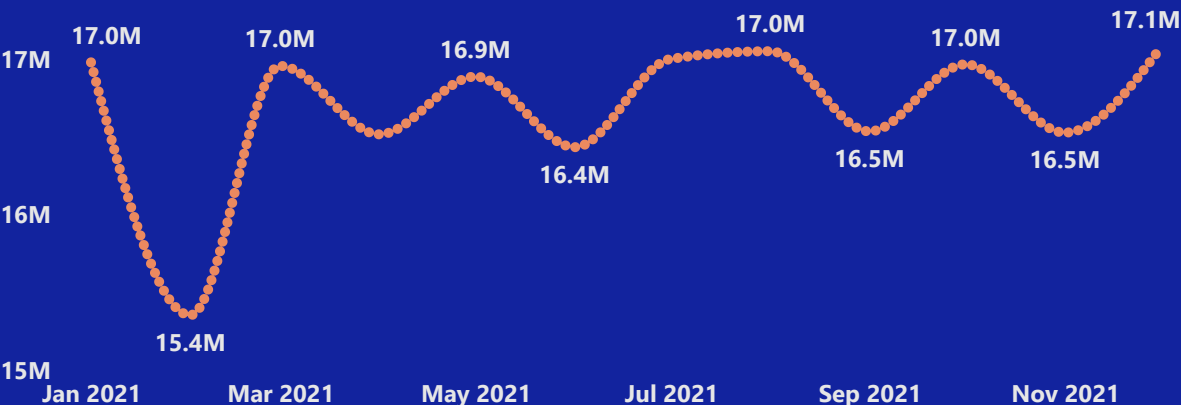


Time Analysis

Channel Performance

Summary Insight

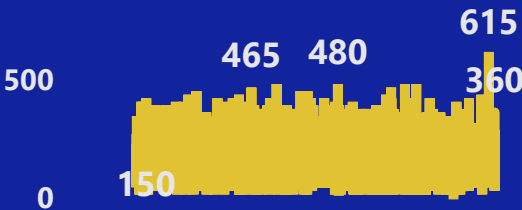
Revenue Generated over Campaign Period



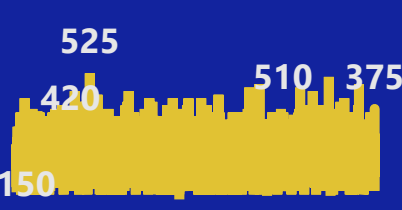
Month	Chicago	Houston	Los Angeles	Miami	New York	Total
January	18316834	18699199	18551679	18672025	18716335	92956072
February	17516140	16636203	16364773	16987395	16989339	84493850
March	19249637	18193882	18967288	18871897	18521784	93804488
April	18195189	17720043	18251015	18157035	18354066	90677348
May	18263968	18802611	18848822	18818761	18650806	93384968
June	18535629	17898308	18316544	18216884	18152113	91119478
July	19118134	18447417	18360504	17936672	19198066	93060793
August	18395217	18931004	18508347	19172520	18794135	93801223
September	17616742	18506689	18364654	18362242	17807975	90658302
October	18106488	18878369	19161262	18644749	18473141	93264009
November	17989348	18159361	17377571	18838819	18369579	90734678
December	18679683	18253950	18579866	18668727	19322869	93505095
Total	219983009	219127036	219652325	221347726	221350208	1101460304

Success and Campaign Duration

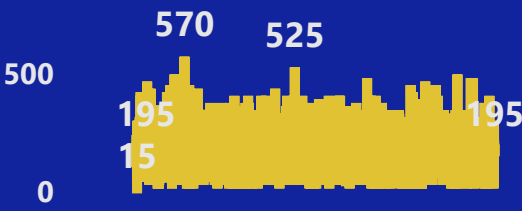
Display



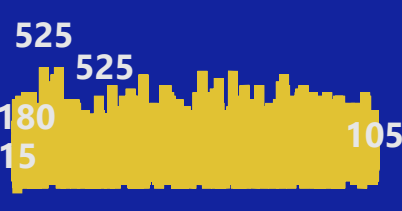
Email



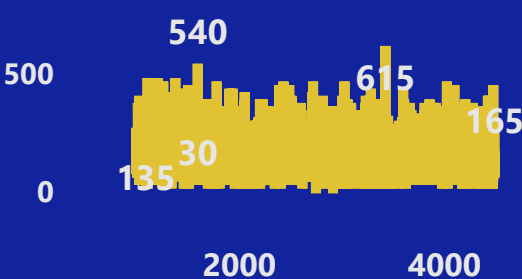
Influencer



Search



Social Media



Marketing Campaign Summary Report

Most Successful Campaigns

Top-Performing Campaign Types : Email, Social Media, Influencer Marketing

Channels Used in Best Campaigns : Instagram, Google Ads, YouTube

Best-Performing Audiences : Women (25-44), Outdoor Adventurers, Health & Wellness segment.

Best ROI by Channel

- **Facebook:** 5.02
- **Website:** 5.01
- **Google Ads:** 5.00
- **Lower ROI Channels :** YouTube, Instagram (due to higher acquisition costs).

Most Responsive Demographics

- **Most Engaged Age Group :** Women 25-44

Top-Performing Customer Segments :

- Health & Wellness
- Outdoor Adventurers

Recommendations :

Invest more in Email and Social Media marketing targeting highly engaged demographics.

- **Optimize YouTube and Instagram ads** to improve ROI.
- **Expand campaign strategies for Outdoor Adventurers and Health-conscious consumers.**

Summary Insight

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