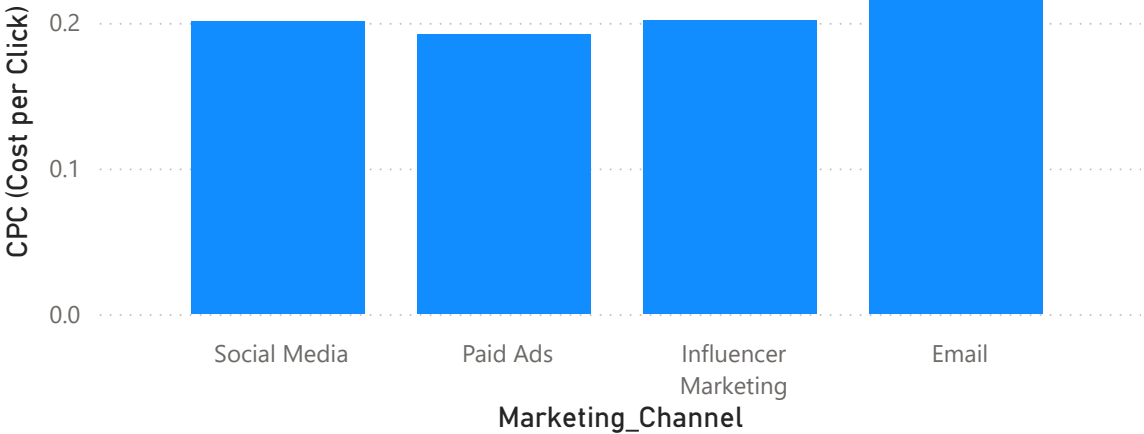
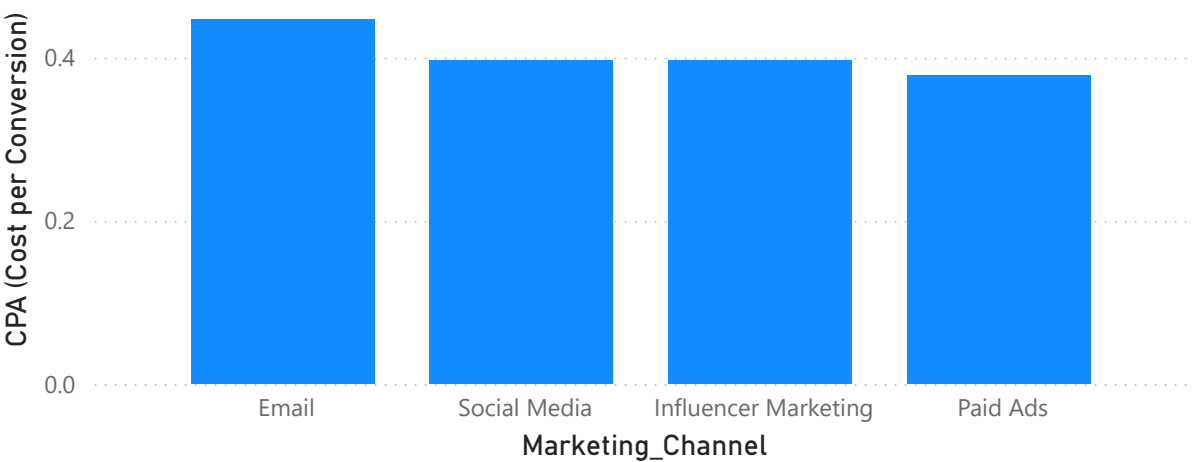


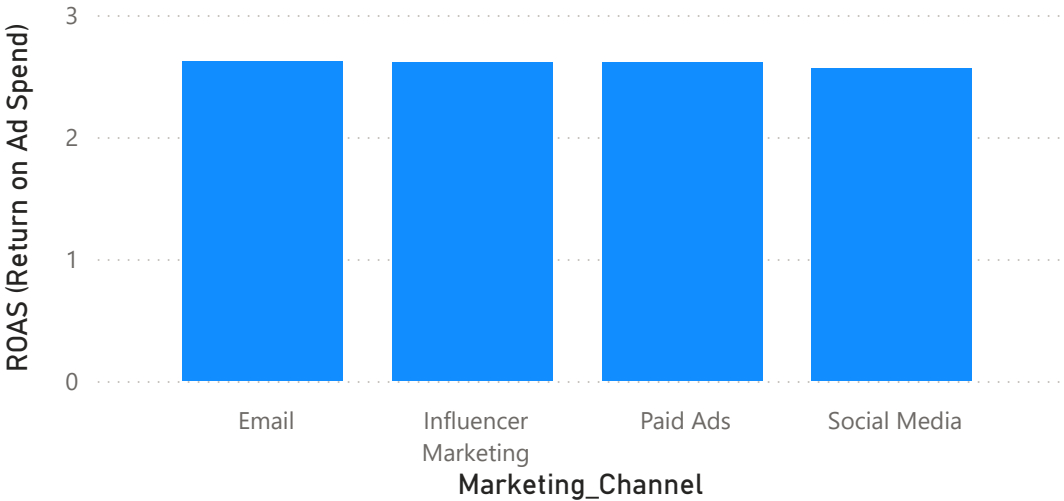
CPC (Cost per Click) by Marketing_Channel



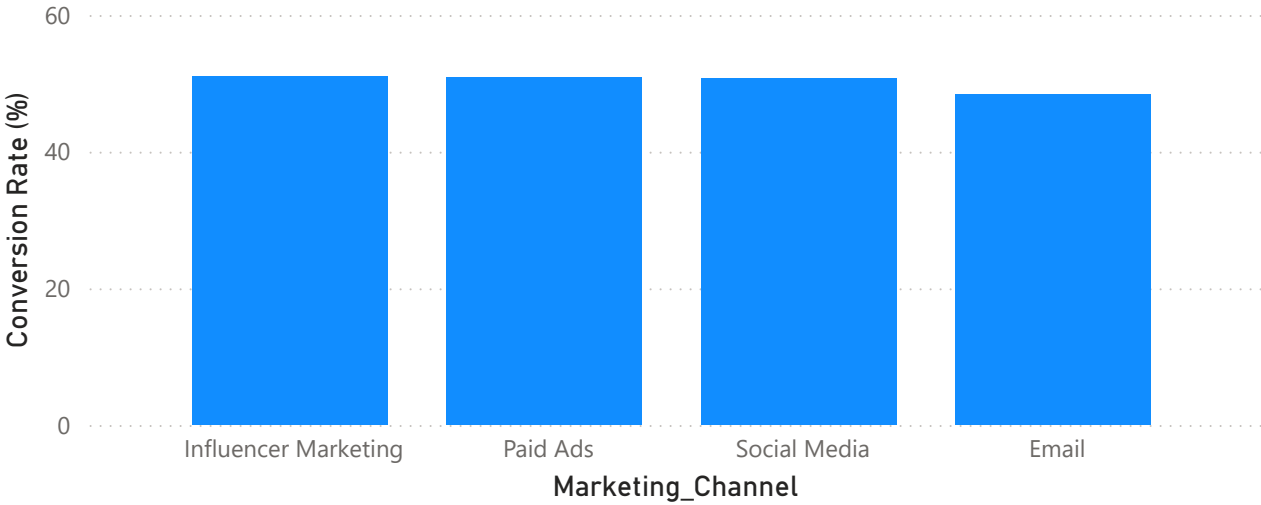
CPA (Cost per Conversion) by Marketing_Channel



ROAS (Return on Ad Spend) by Marketing_Channel

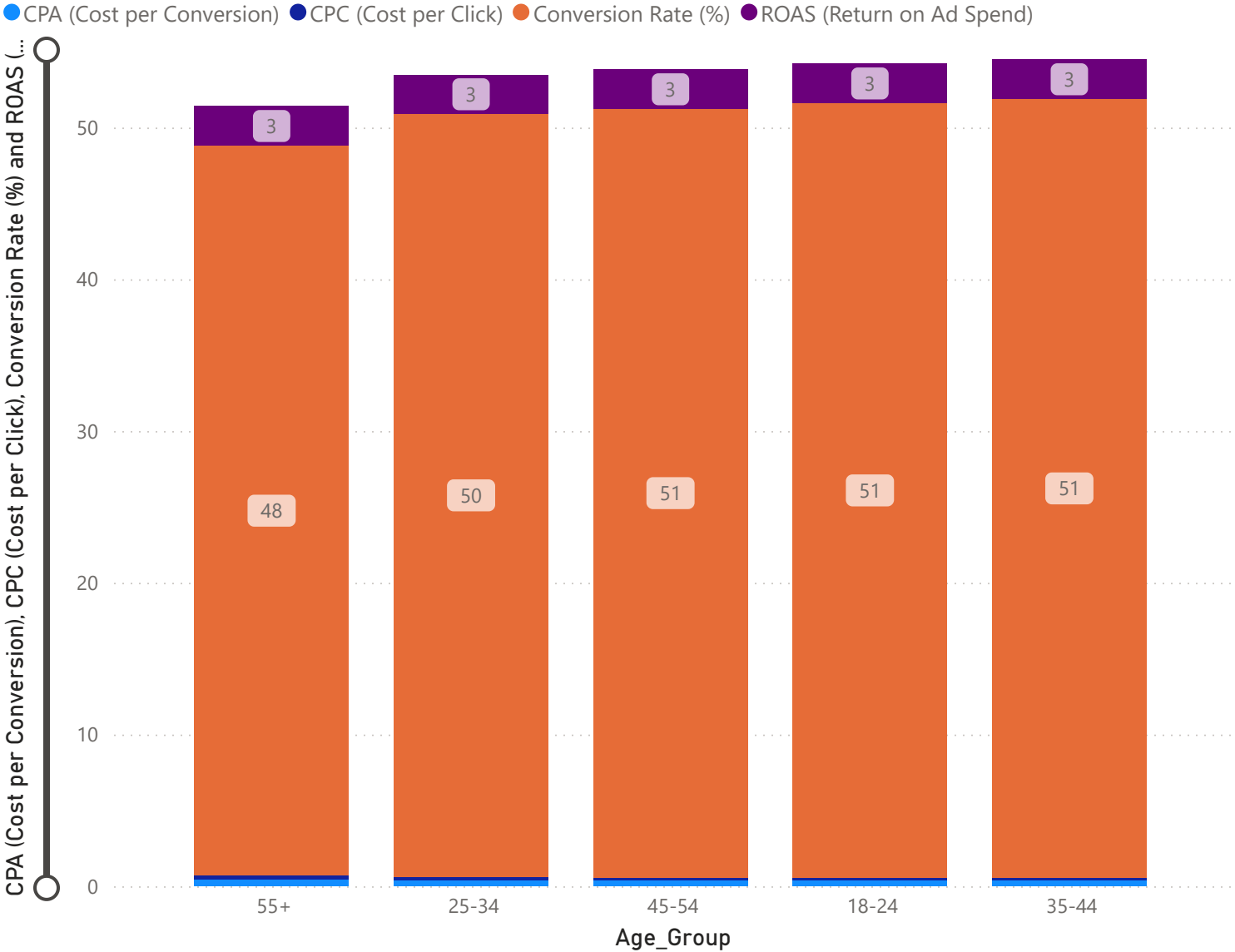


Conversion Rate (%) by Marketing_Channel



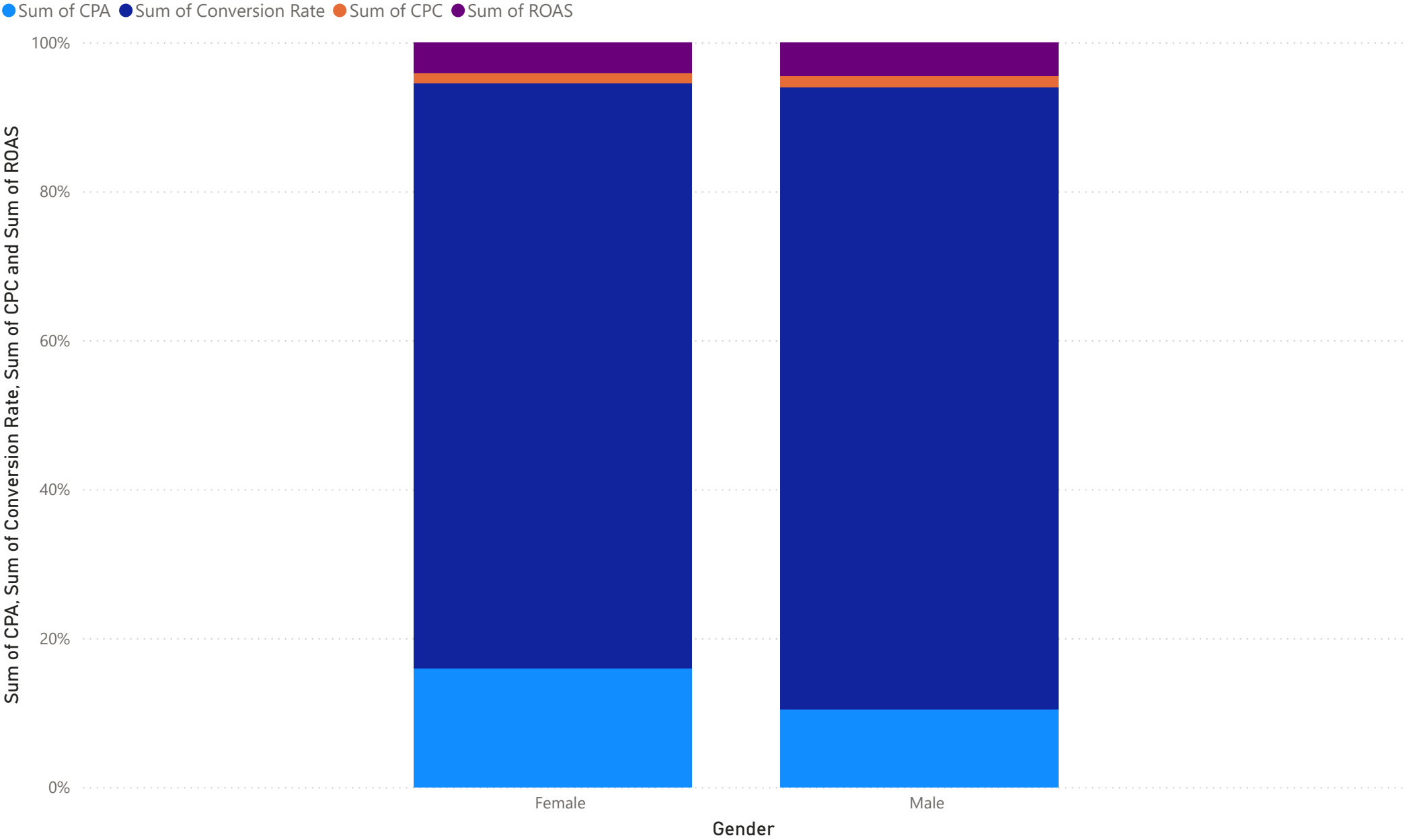
Age_Group	Gender	Location
18-24	Female	Alba Iulia
18-24	Female	Brăila
18-24	Female	Deva
18-24	Female	Mediaș
18-24	Female	Pitești
18-24	Male	Alba Iulia
18-24	Male	Brăila
18-24	Male	Deva
18-24	Male	Mediaș
18-24	Male	Pitești
25-34	Female	Alba Iulia
25-34	Female	Brăila
25-34	Female	Deva
25-34	Female	Mediaș
25-34	Female	Pitești

CPA (Cost per Conversion), CPC (Cost per Click), Conversion Rate (%) and ROAS (Return on Ad Spend) by Age_Group



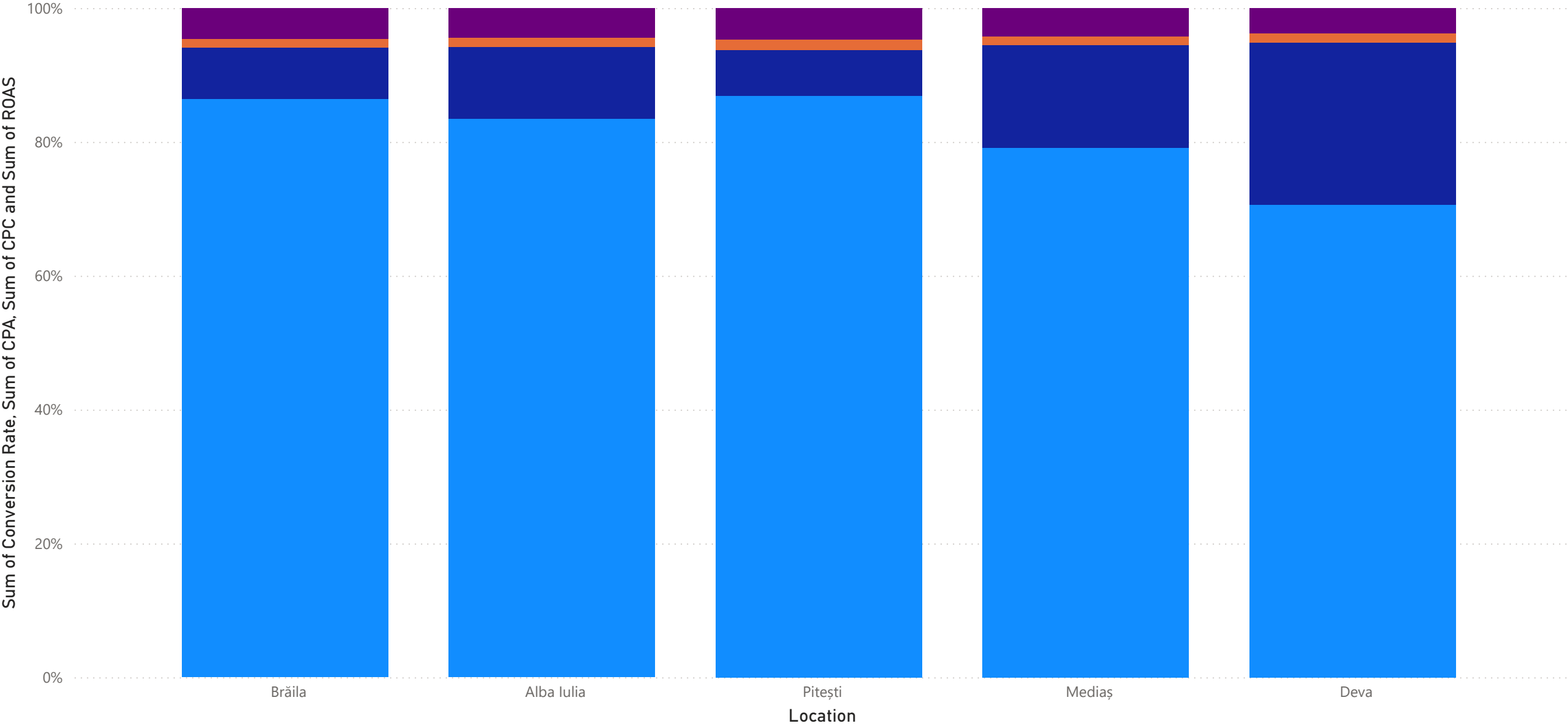
Age_Group	Gender	Location
18-24	Female	Alba Iulia
18-24	Female	Brăila
18-24	Female	Deva
18-24	Female	Mediaș
18-24	Female	Pitești
18-24	Male	Alba Iulia
18-24	Male	Brăila
18-24	Male	Deva
18-24	Male	Mediaș
18-24	Male	Pitești
25-34	Female	Alba Iulia
25-34	Female	Brăila

Sum of CPA, Sum of Conversion Rate, Sum of CPC and Sum of ROAS by Gender

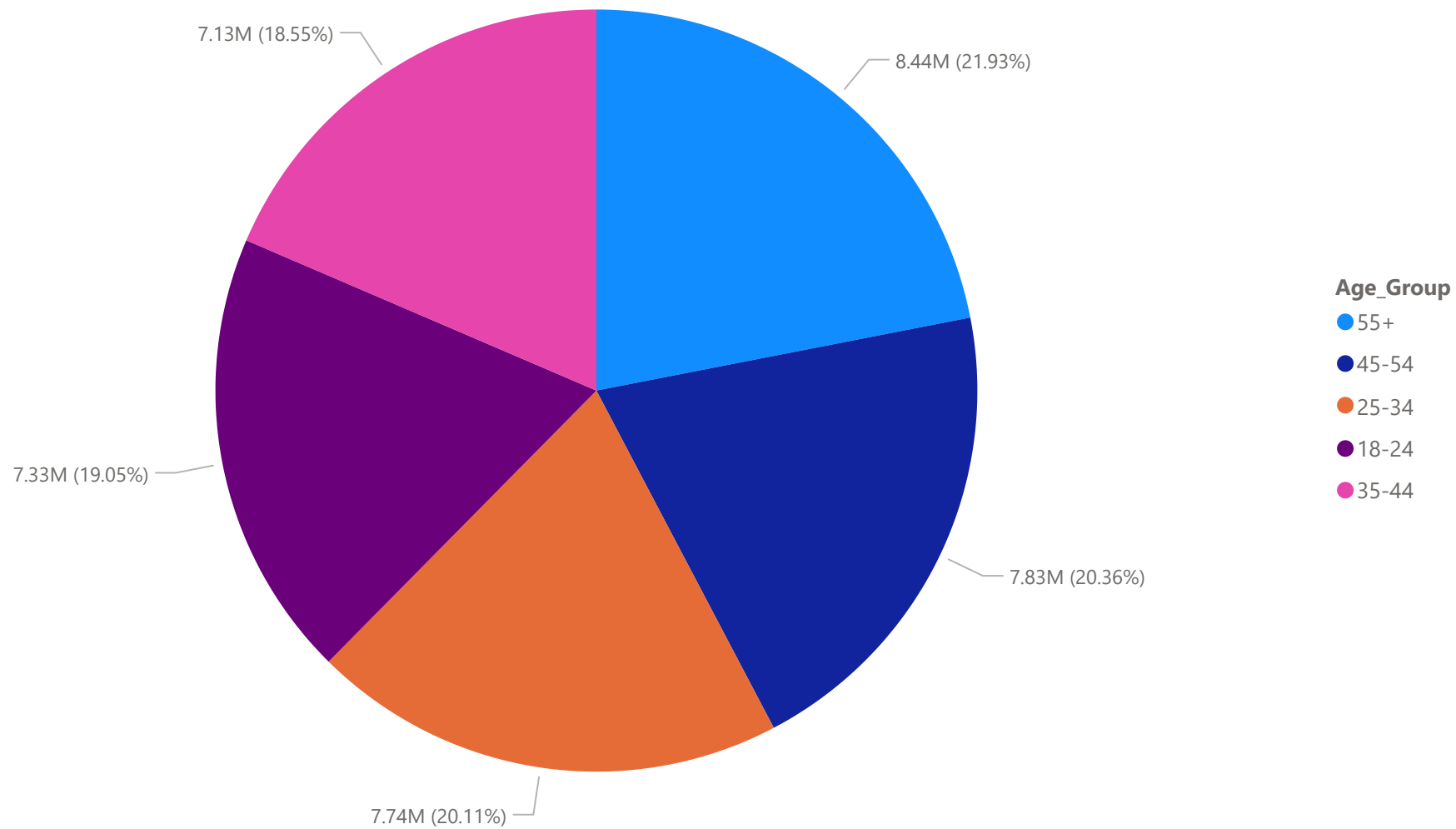


Sum of Conversion Rate, Sum of CPA, Sum of CPC and Sum of ROAS by Location

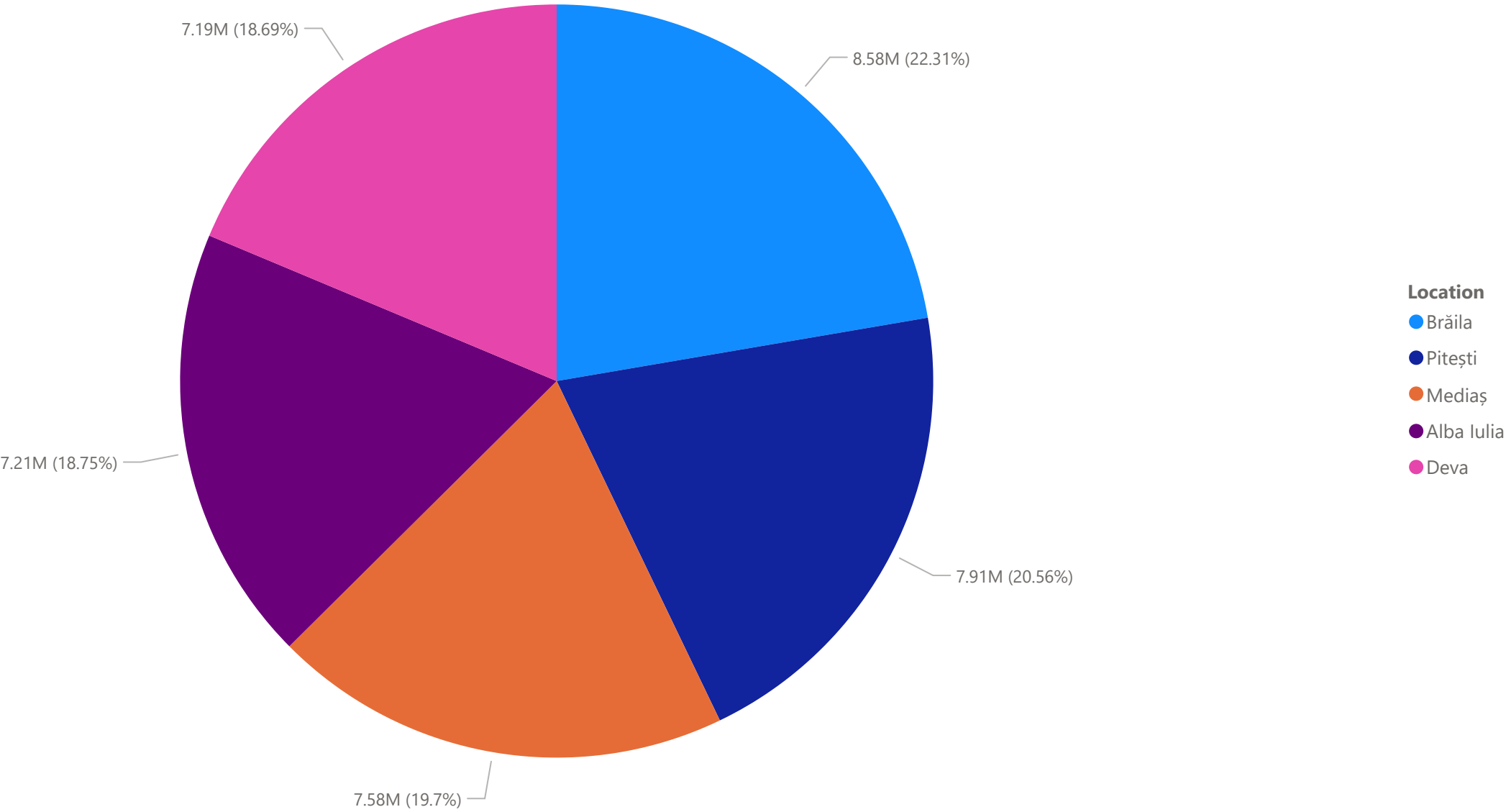
Sum of Conversion Rate Sum of CPA Sum of CPC Sum of ROAS



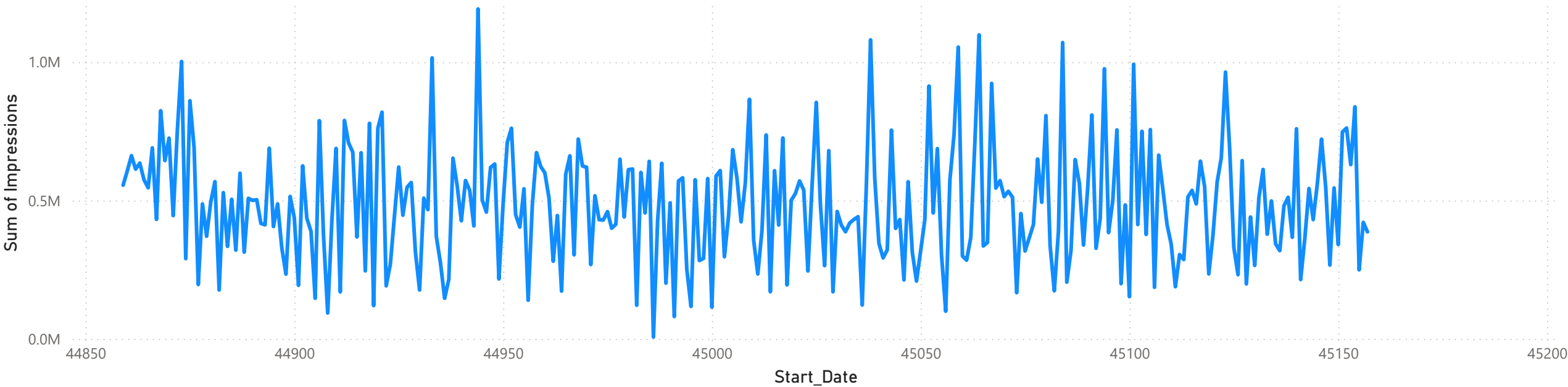
Sum of Revenue_Generated by Age_Group



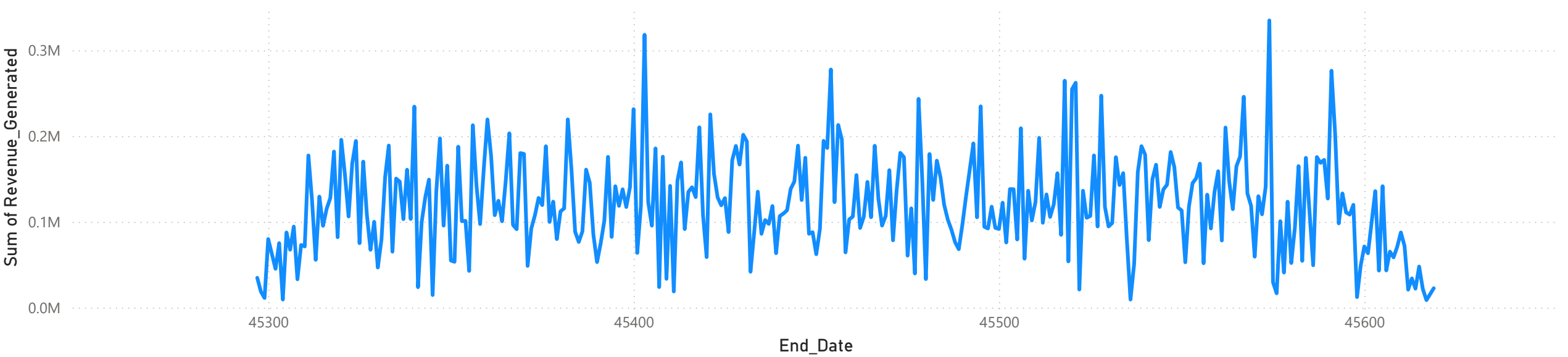
Sum of Revenue_Generated by Location



Sum of Impressions by Start_Date



Sum of Revenue_Generated by End_Date

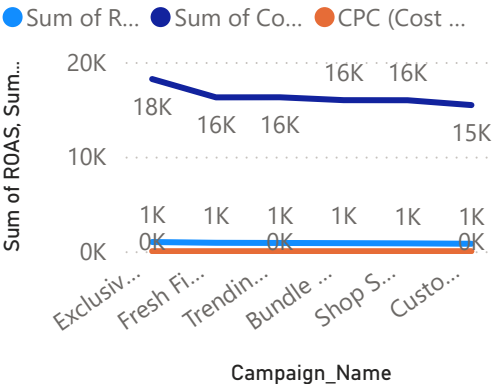


DASHBOARD

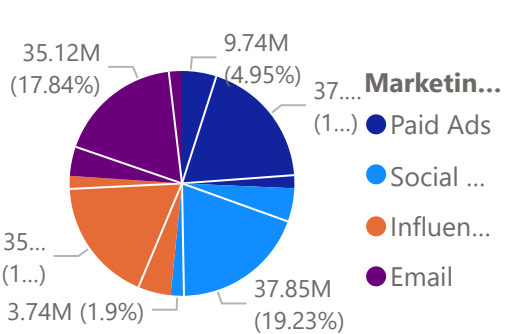
73.01...145.35M38.46M14.78M0.400.205.19K

Sum of ClicksSum of ImpressionsSum of Revenue_GeneratedSum of Total_SpendCPA (Cost per Conversion)CPC (Cost per Click)Sum of ROAS

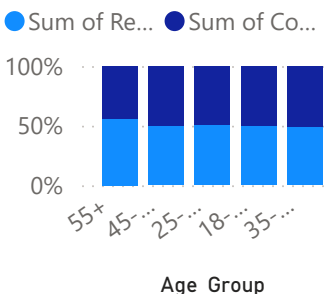
Sum of ROAS, Sum of Conversion Rate and CPC (Cost per Click) by Campaign_Name



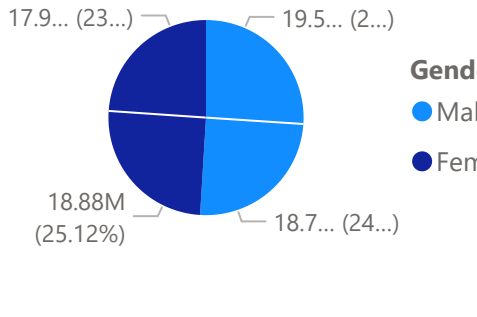
Sum of Conversions, Sum of Impressions and Sum of Total_Spend by Marketing_Channel



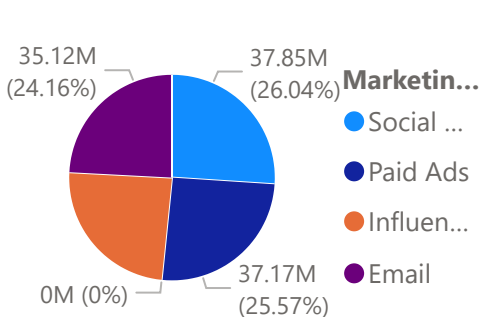
Sum of Revenue_Generated and Sum of Conversions by Age_Group



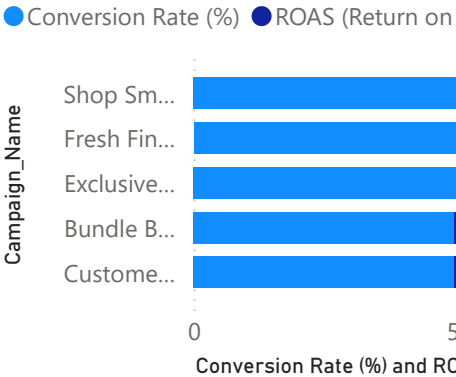
Sum of Revenue_Generated and Sum of Conversions by Gender



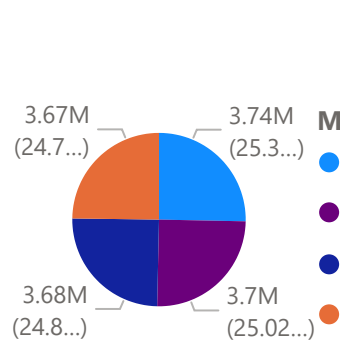
Sum of Impressions and Sum of ROAS by Marketing_Channel



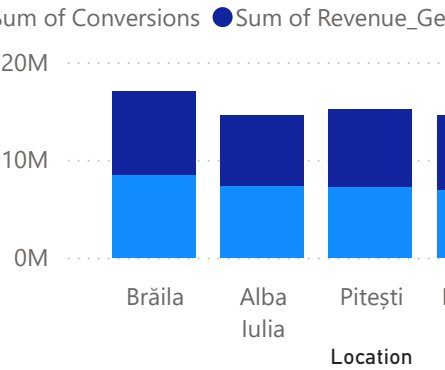
Conversion Rate (%) and ROAS (Return on Ad Spend) by Campaign_Name



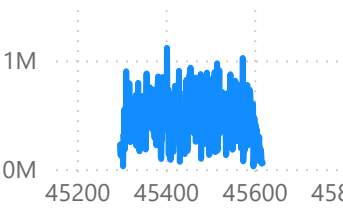
Sum of Total_Spend by Marketing_Channel



Sum of Conversions and Sum of Revenue_Generated by Location



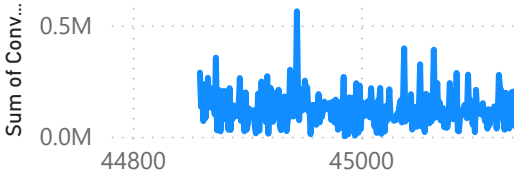
Sum of Impressions by End_Date



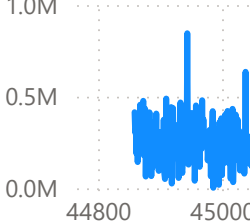
Marketing_Channel

- ☐ Email
- ☐ Influencer Marketing
- ☐ Paid Ads
- ☐ Social Media

Sum of Conversions by Start_Date



Sum of Clicks by Start_Date



Campaign_Name

- ☐ Bundle Bonanza
- ☐ Customer Appreciation
- ☐ Exclusive Access
- ☐ Fresh Finds
- ☐ Shop Smart
- ☐ Trending Now

Key Insights :

1-Top-Performing Campaigns and Channels:

- Best Campaigns: Shop Smart and Trending Now are delivering the highest Conversions and ROAS. Focus on scaling these with increased budgets.
- Best Channel: Social Media leads in ROAS and Impressions, making it the most effective channel. Allocate more budget here for greater returns.
- Underperforming Campaign: Customer Appreciation Week needs refinement in offers or messaging to improve performance.

2-Demographic Insights:

- Best Age Group: The 25-34 age group shows the highest engagement and conversions.
- Best Gender: Male customers are responding better than females.
- Top Region: Braila shows the highest performance, while Deva underperforms.
- 1. Seasonal or Temporal Trends:
 - Best Day: Thursday sees the highest CPC and conversions, making it the best day to focus on.
 - Best Month: August is the highest performing month, particularly for CPC and Conversion Rates.

3-Budget Allocation Recommendations:

- Increase the budget for high-performing campaigns like Shop Smart and Trending Now.
- Allocate more funds to Social Media for continued high ROAS.
- Reduce spend on underperforming campaigns like Customer Appreciation Week and Bundle Bonanza.
- Reallocate budget based on seasonal trends, focusing more on Thursday and August for better results.

Future Recommendations:

1-Campaign Refinement:

- Focus on refining underperforming campaigns like Customer Appreciation Week by improving offers, messaging, and targeting. A/B testing different strategies will help find what resonates best with the audience.

2-Channel Optimization:

- Keep investing in Social Media for its strong returns. Explore additional platforms (e.g., TikTok) or experiment with new formats (e.g., video ads, interactive content) to keep engagement high.
- Optimize Email campaigns by segmenting the audience more precisely and testing different approaches to improve open rates and conversions.

3-Demographic Targeting:

- Continue to focus on the 25-34 age group and male customers, but consider expanding campaigns to target younger females or other underrepresented segments for more diverse results.
- Expand campaigns to regions with potential like Braila, while addressing underperforming areas like Deva through tailored promotions.

4-Seasonal Strategy:

- Plan campaigns around August and Thursday based on historical success. Use these time periods to push seasonal offers or special promotions to maximize returns.