

Key Insights:

**Revenue growth** remains consistent at **\$2.5bn**, marking a **24.7% increase** compared to last year. **Profitability** has also improved significantly by **24.7%**, with a **profit margin** steady at **49.88%**. The **ROI** of **\$99.5** reflects strong campaign efficiency and regional contributions, with **Asia** leading in **revenue generation**. The **upward trend** in revenue and profit highlights sustained **business growth** across regions.

Focus will be on expanding in **Europe** and **North America**. We anticipate a **5-10% increase in ROI** and a **15% boost in profit margin**, aiming for a **\$3bn revenue target**.

Overview & Trends

Campaign & Cost

Customer & Sales

Clear all slicers

Overview & Trends

Year

All

Region

All

Campaign\_Type

All

Total Revenue

\$2.5bn

↑ 24.7% 2bn

Total Profit

\$1.3bn

↑ 24.7% 1.02bn

Profit Margin

49.88%

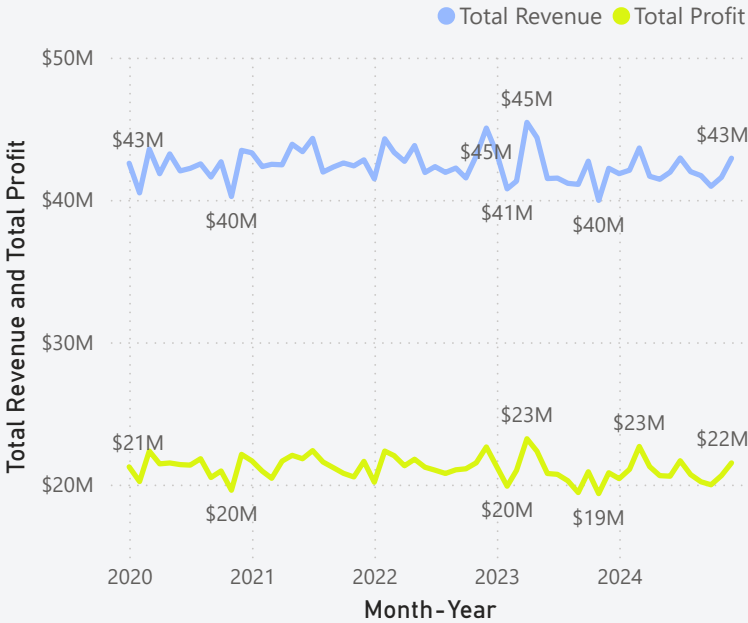
Prev Year Margin 49.91

ROI

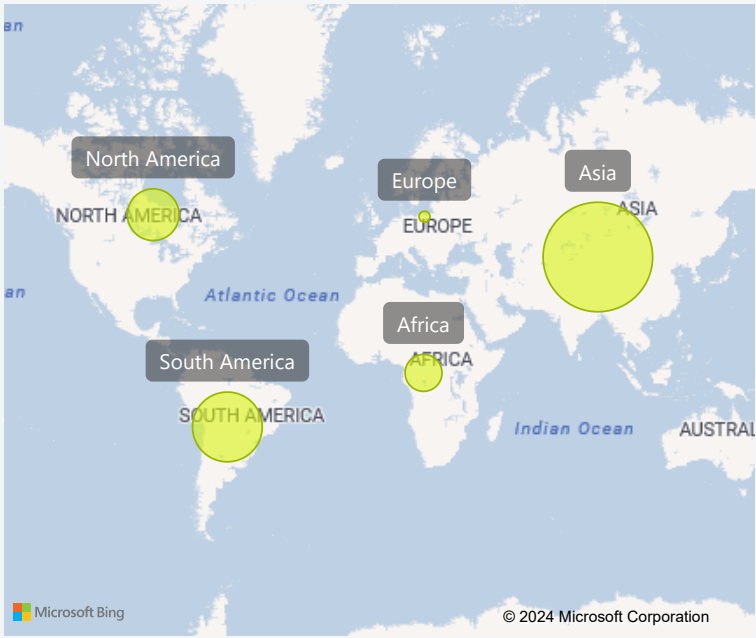
\$99.5

↑ 49.5% 50.05

Revenue and Profit by Year



Total Revenue by Region



### Key Insights:

#### Regional Revenue:

**Asia leads with \$517.9M**, followed by South America (**\$509.4M**) and Africa (**\$505.6M**). Europe has the lowest revenue at **\$504.7M**.

#### Campaign Efficiency:

**Social Media** is the most cost-efficient, achieving high ROI with moderate costs. **TV** drives the highest revenue but at a significantly higher cost. **Radio** has the lowest cost and revenue, indicating limited effectiveness.

#### Engagement Highlights:

**Out of 5B impressions**, only **1B clicks** result, with a low **conversion rate of 1%**. Improved targeting could enhance conversions.

#### Performance Trends:

**Campaigns near the Max Revenue Line** (e.g. TV) demonstrate better cost-revenue balance, while **Email** consistently performs across all metrics.

Overview & Trends

Customer & Sales

Clear all slicers

## Campaign & Cost

Year

All

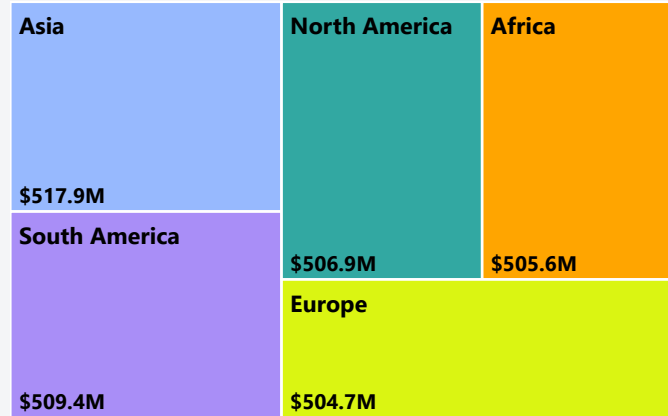
Region

All

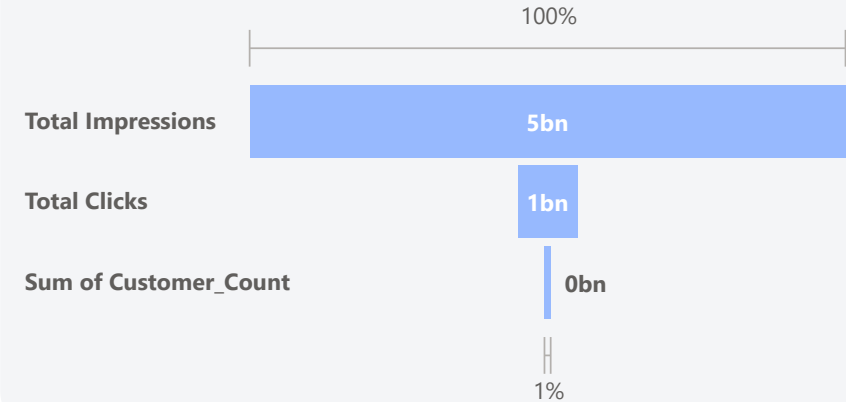
Campaign\_Type

All

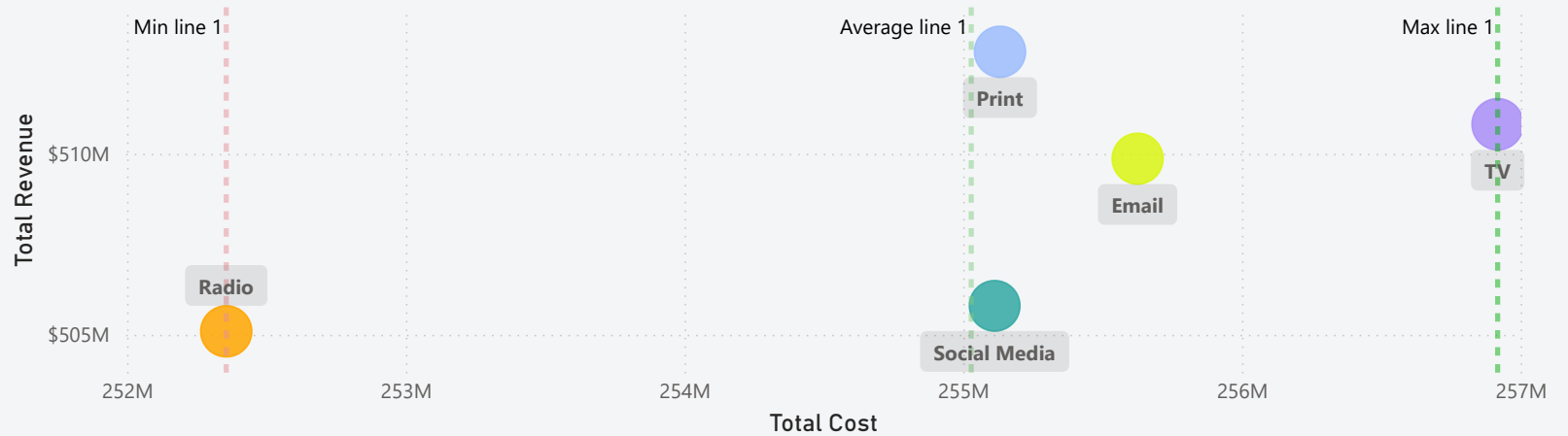
Total Revenue by Region



Overview of Total Impressions



Campaign Performance Analysis



Key Insights:

Campaign-Wise Conversion Rates:

- **Highest Conversion:** TV campaigns achieved the highest conversion rate (479.2K).
- **Needs Improvement:** Social media campaigns lagged with the lowest rate (464.2K).

Revenue Trends:

- Total revenue peaked in 2021 at **\$514.2M** and has declined steadily since.
- Quarterly revenue remains consistent at **\$0.64B**, with minimal growth of **\$0.13B** each quarter.

Conversion Efficiency:

- Social media campaigns contributed **50%** to overall conversions but **require efficiency improvements** in engagement.

Overview & Trends

Customer & Sales

Clear all slicers

Customer & Sales

Year

All

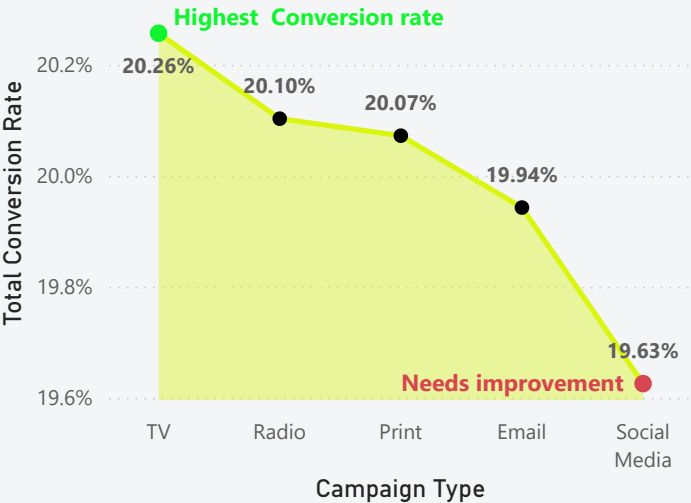
Region

All

Campaign\_Type

All

Campaign-Wise Conversion Rates



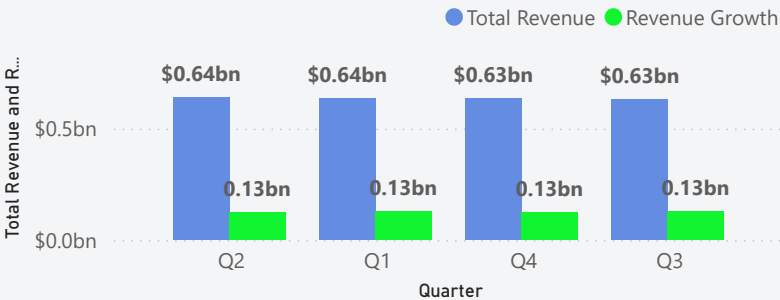
Total Impressions

5bn

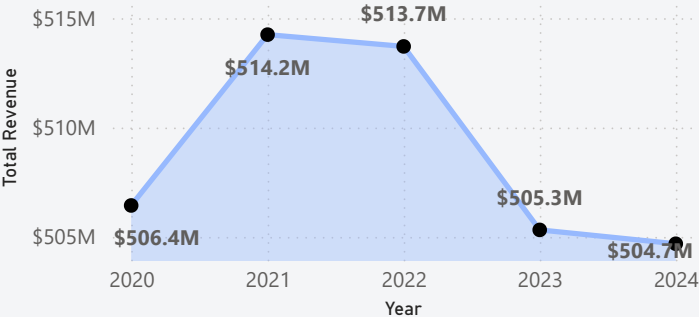
Total Clicks

505M

Revenue and Growth by Quarter



Total Revenue by Year



Conversion Efficiency Across Campaign Types

