

Campaigns vary across Different Target Audiences

Gender

Male & Female

Men

Women

Count of Campaign_ID

33K

33K

33K

33K

33K

Target_Audience(AgeRanges)

25-34

18-24

45-60

35-44

All Ages

Conversion_Rate and ROI by Target_Audience

Sum of Conversion_Rate

Sum of ROI

Sum of Conversion_Rate a...

212K

212K

212K

210K

107K

5K

5K

5K

5K

3K

Target_Audience(AgeRanges)

18-24

25-34

45-60

35-44

All Ages

Engagement_Score and Conversion_Rate by Campaign_Goal

Average of Engagement_Score

Average of Conversion_Rate

Average of Engagement_Sc...

4.37

4.37

4.37

4.36

0.1

0.1

0.1

0.1

Campaign_Goal

Increase Sales

Product Launch

Market Expansion

Brand Awareness

Conversion_Rate by Channel_Used

Channel_Used

Pinterest

Facebook

Twitter

Instagram

5.99K

6.01K

6K

6K

(24.96%)

(25.04%)

(24.99%)

(25.01%)

Engagement_Score by Customer_Segment

Sum of Engagement_Score

263.4K

262.5K

262.2K

261.4K

261.3K

Health

Fashion

Food

Technolo...

Home

Customer_Segment

ROI by Campaign_Goal

Sum of ROI

239.3K

238.7K

238.3K

237.0K

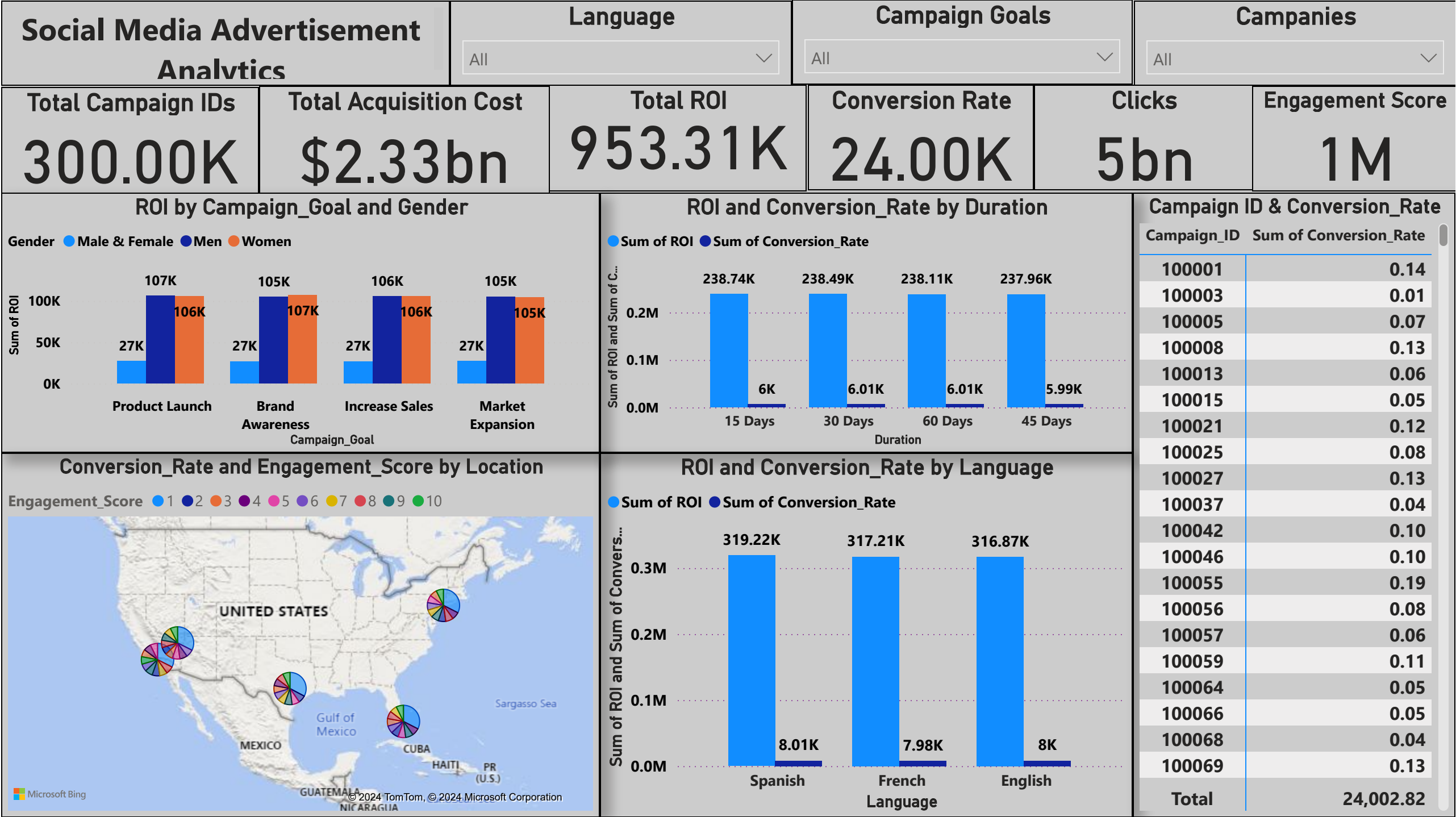
Product Launch

Brand Awareness

Increase Sales

Market Expansion

Campaign_Goal



Conversion_Rate and Engagement_Score by Location

Engagement_Score

12345678910

UNITED STATES

MEXICO

CUBA

HAITI

PR (U.S.)

GUATEMALA

NICARAGUA

Gulf of Mexico

Sargasso Sea

ROI and Conversion_Rate by Language

Sum of ROI

Sum of Conversion_Rate

319.22K317.21K316.87K

8.01K7.98K8K

SpanishFrenchEnglish

Language