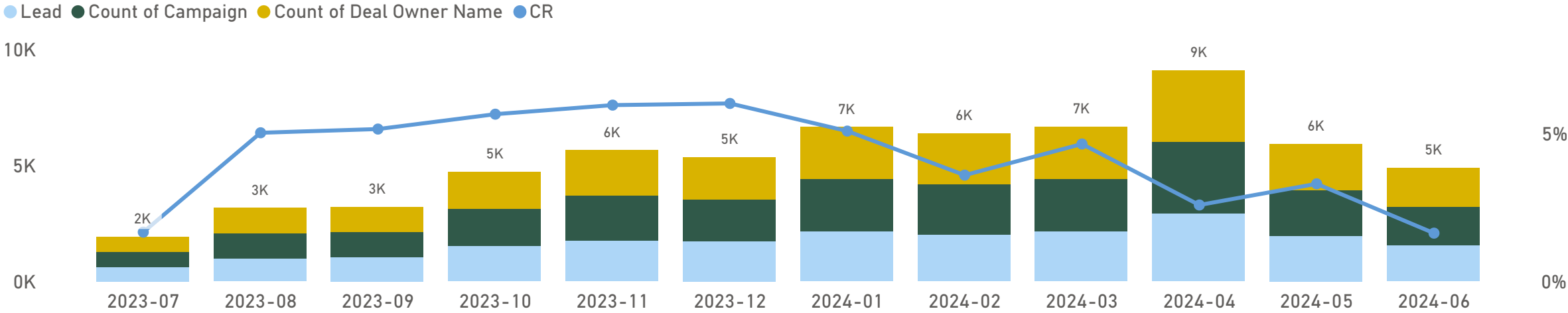
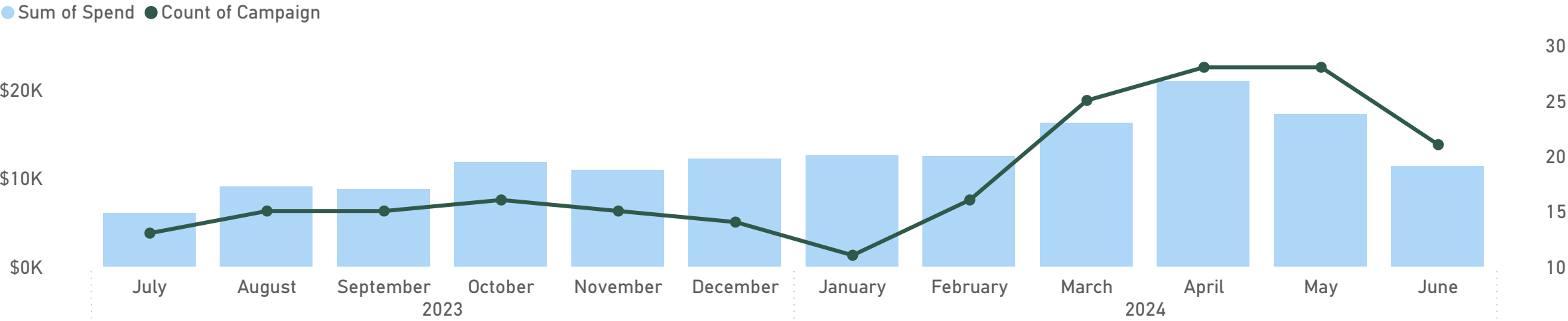


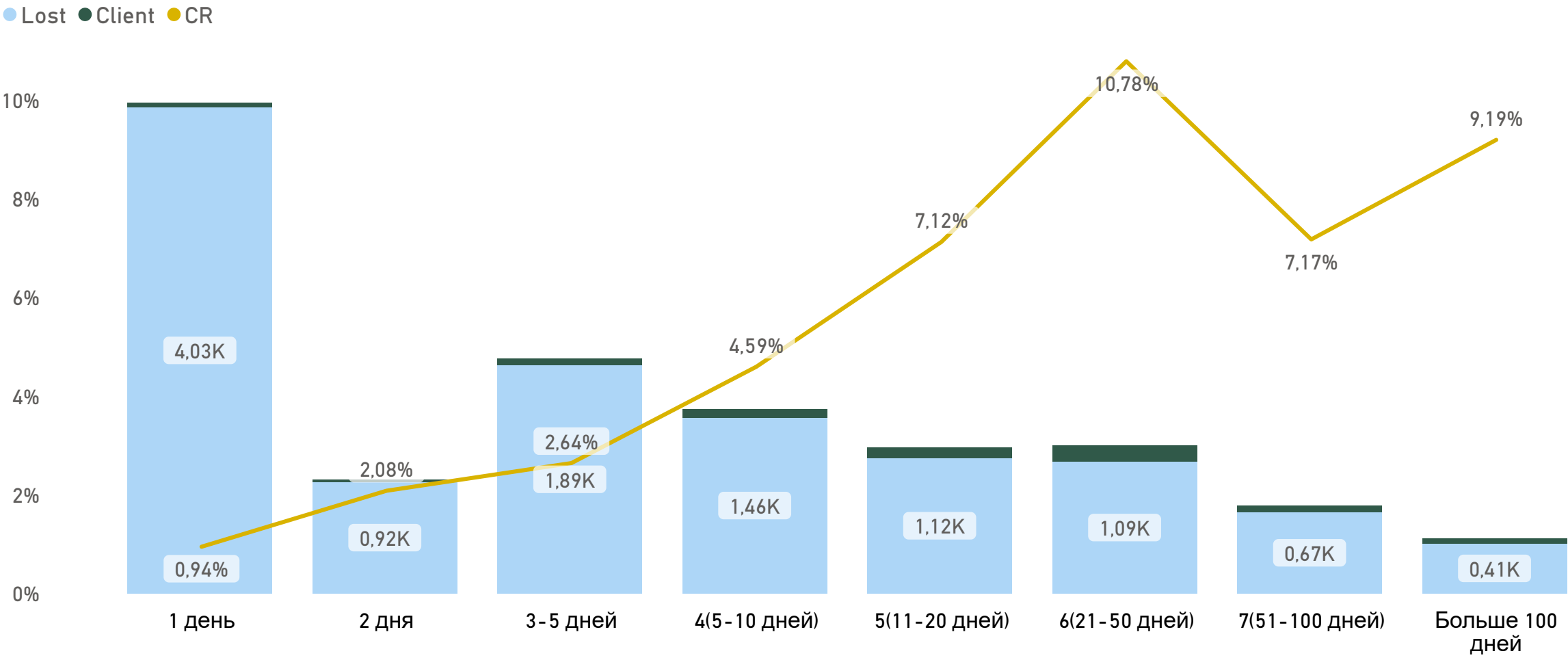
Sum of Spend and Count of Campaign by Month



Marketing analysis of the IT school

Time Series	Time Series (Procesing)	Marketing Spend	Marketing CR	Source	Manager	Payment +product	UNIT	Coll_Duration	Time Analyse	Click_table
AVG_Processing_Time_days										

Lost, Client and CR by ProcessingPeriodGroup

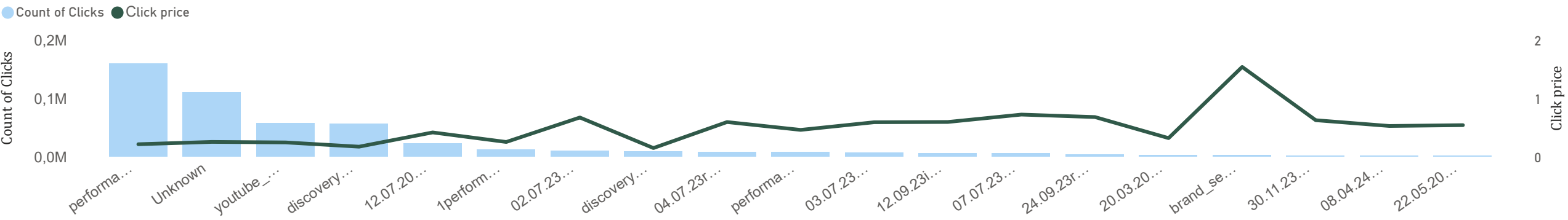


Marketing analysis of the IT school

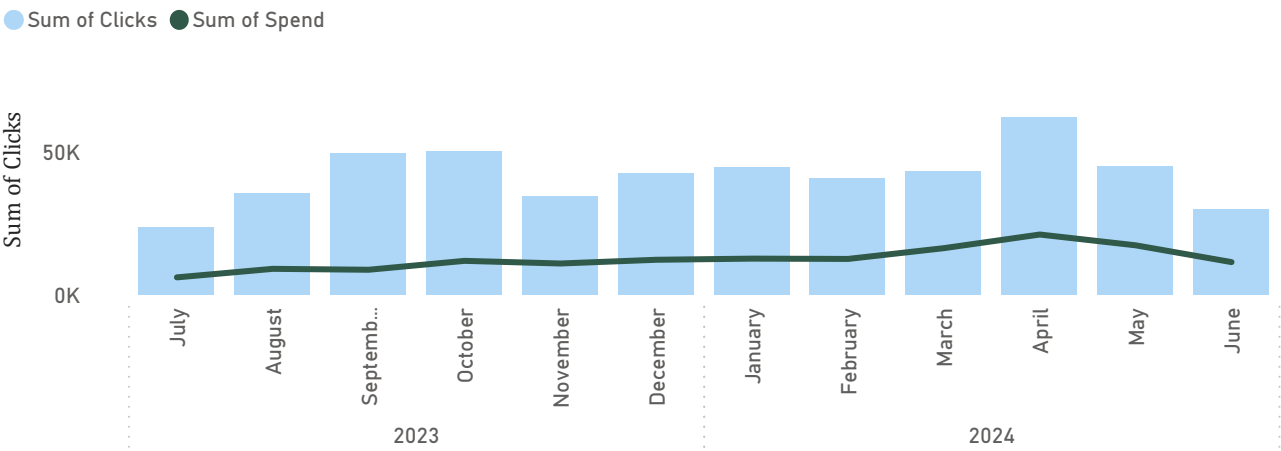
Time Series	Time Series (Procesing)	Marketing Spend	Marketing CR	Source	Manager	Payment +product	UNIT	Coll_Duration	Time Analyse	Click_table
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Count of Campaign	Count of Source	Sum of Spend	Click price
52	14	\$150K	0,30

Count of Clicks and Click price by Campaign



Sum of Clicks and Sum of Spend by Year and Month

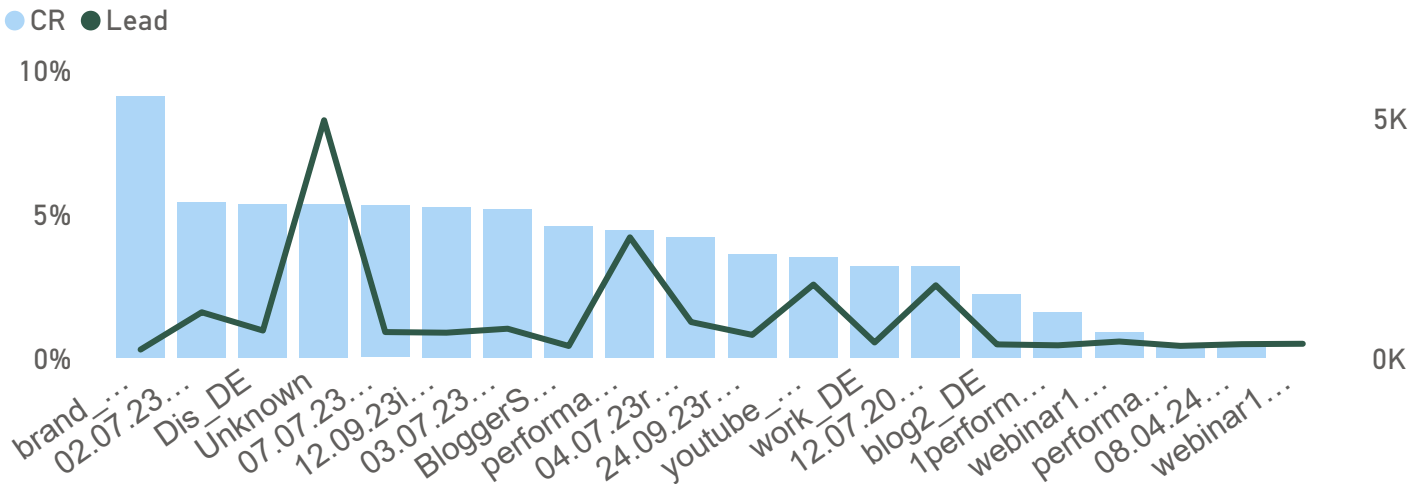


Campaign	Click price	Sum of Spend	Sum of Clicks	Sum of Impressi
performancemax_eng_DE	0,21	\$34 183	160175	21007
Unknown	0,25	\$27 888	110103	1469
youtube_shorts_DE	0,24	\$14 149	57873	8481
discovery_DE	0,17	\$9 751	56889	6912
12.07.2023wide_DE	0,42	\$9 472	22768	3302
02.07.23wide_DE	0,67	\$6 914	10281	594
04.07.23recentlym	0,59	\$4 523	7611	417
oved_DE				
Total	0,30	\$149 523	498501	51079

Marketing analysis of the IT school

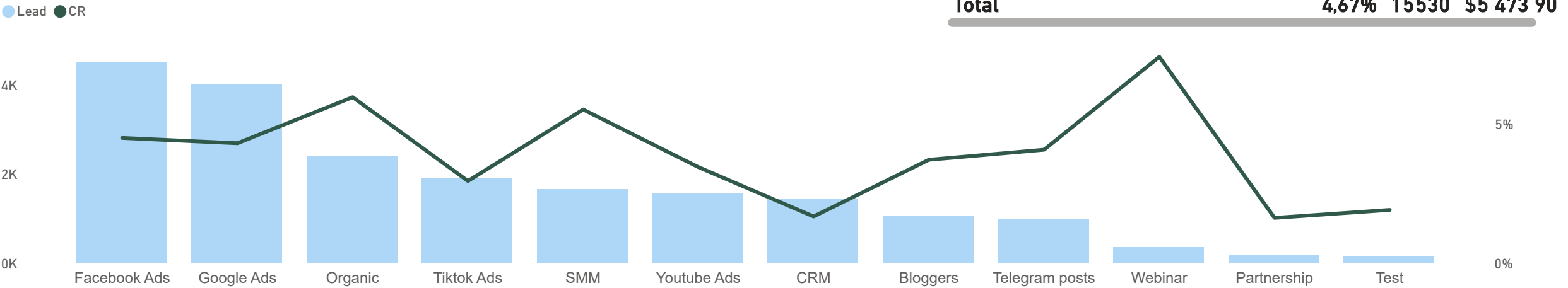
Time Series	Time Series (Procesing)	Marketing Spend	Marketing CR	Source	Manager	Payment +product	UNIT	Coll_Duration	Time Analyse	Click_table
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CR and Lead by Campaign



Campaign	CR	Lead	Sales
Unknown	5,34%	4948	\$1 908 80
performancemax_digitalmarkt_ru_DE	4,43%	2506	\$839 40
youtube_shorts_DE	3,48%	1521	\$415 50
02.07.23wide_DE	5,41%	943	\$396 90
12.07.2023wide_DE	3,19%	1506	\$336 40
03.07.23women	5,17%	600	\$255 90
07.07.23LAL_DE	5,28%	530	\$243 00
12.09.23interests_Uxui_DE	5,22%	517	\$229 00
Dis_DE	5,34%	562	\$221 50
04.07.23recentlymoved_DE	4,19%	739	\$190 10
24.09.23retargeting_DE	3,61%	471	\$145 90
BloggerShina_DE	4,58%	240	\$108 00
work_DE	3,19%	313	\$77 00
blog2_DE	2,20%	272	\$12 50
Total	4,67%	15530	\$5 473 90

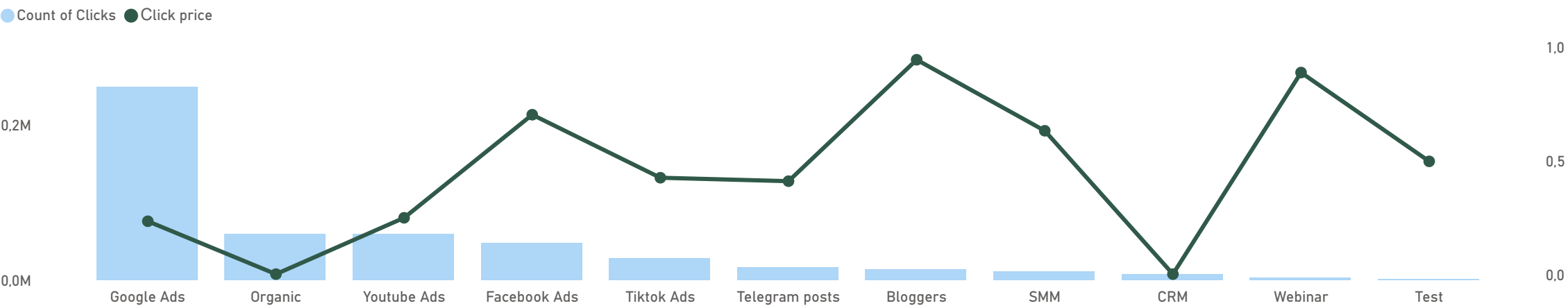
Lead and CR by Source



Marketing analysis of the IT school

Time Series	Time Series (Procesing)	Marketing Spend	Marketing CR	Source	Manager	Payment +product	UNIT	Coll_Duration	Time Analyse	Click_table
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Click price and Count of Clicks by Source



Source	Sum of Spend	Count of Clicks	Sum of Impressions
Radio	\$300	0	0
Offline	\$0	57	0
Partnership	\$0	350	0
Test	\$608	1226	43969
Webinar	\$2 874	3241	301670
CRM	\$0	7995	0
SMM	\$7 270	11528	23772
Bloggers	\$13 439	14250	738460
Telegram posts	\$6 860	16777	705415
Tiktok Ads	\$11 986	28268	5007212
Total	\$149 523	498501	51079010

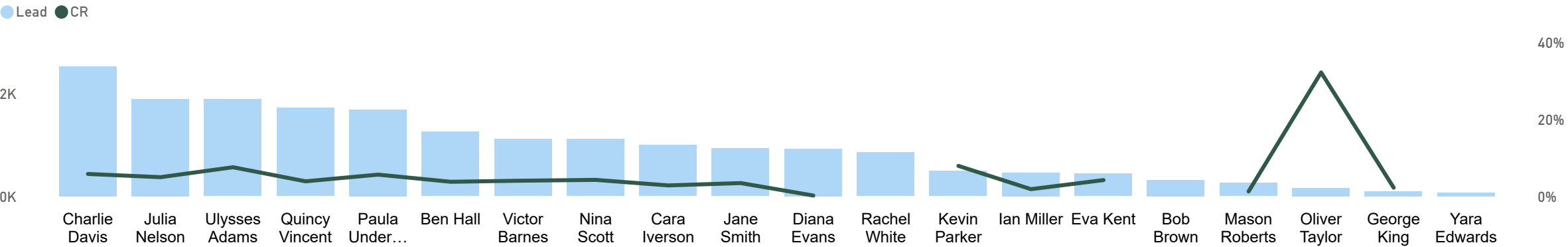
Source	Lead	Client	CR
Webinar	352	26	7,39%
Organic	2390	142	5,94%
SMM	1655	91	5,50%
Facebook Ads	4487	201	4,48%
Google Ads	4010	172	4,29%
Telegram posts	986	40	4,06%
Bloggers	1055	39	3,70%
Youtube Ads	1544	53	3,43%
Total	18035	845	4,69%

Marketing analysis of the IT school

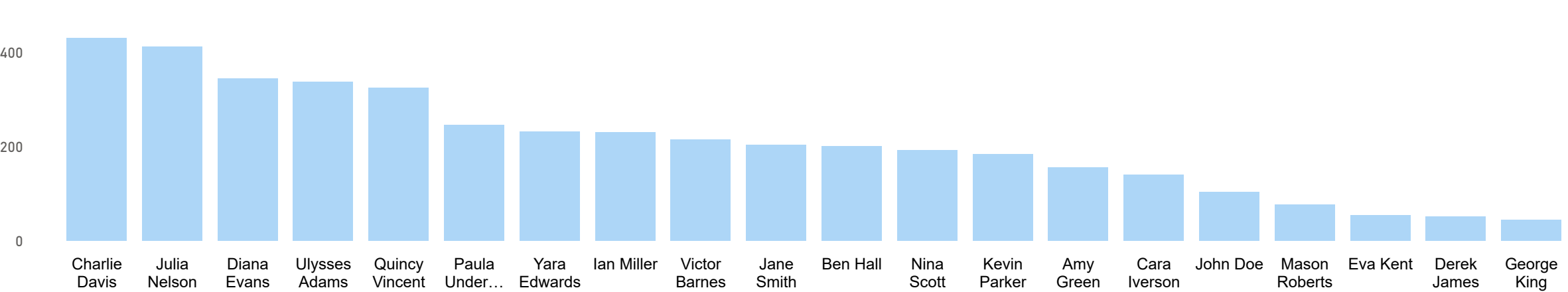
Time Series	Time Series (Procesing)	Marketing Spend	Marketing CR	Source	Manager	Payment +product	UNIT	Coll_Duration	Time Analyse	Click_table
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AVG_colls_duration/min 6,87	AVG Leads pro Manadger 644	Sales \$6M	CR 4,69%	Lead 18K
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Lead and CR by Manager

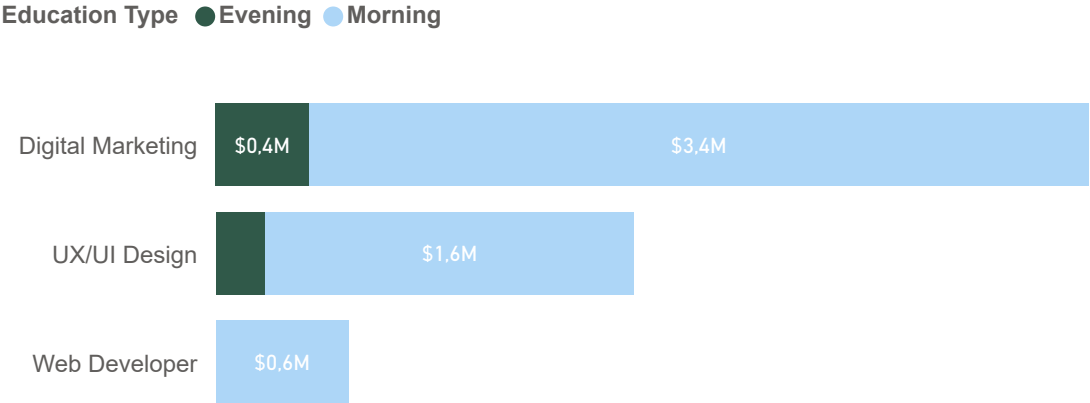


Sum of Call Duration (hours) by Manager

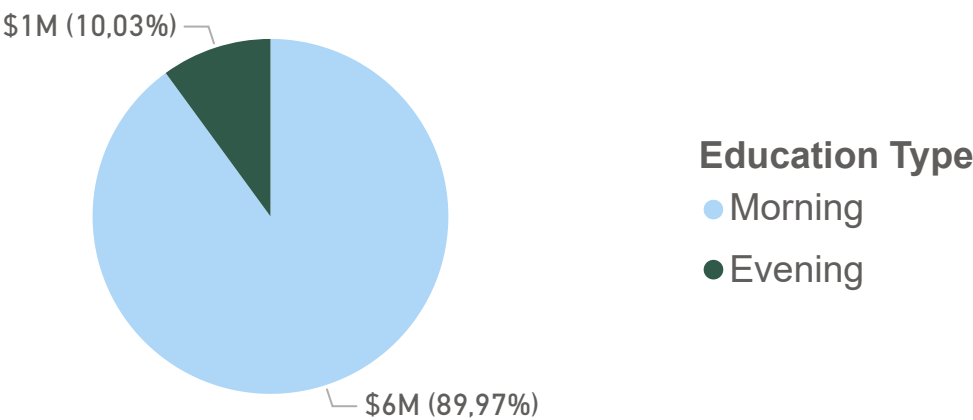


Marketing analysis of the IT school										
Time Series	Time Series (Procesing)	Marketing Spend	Marketing CR	Source	Manager	Payment +product	UNIT	Coll_Duration	Time Analyse	Click_table

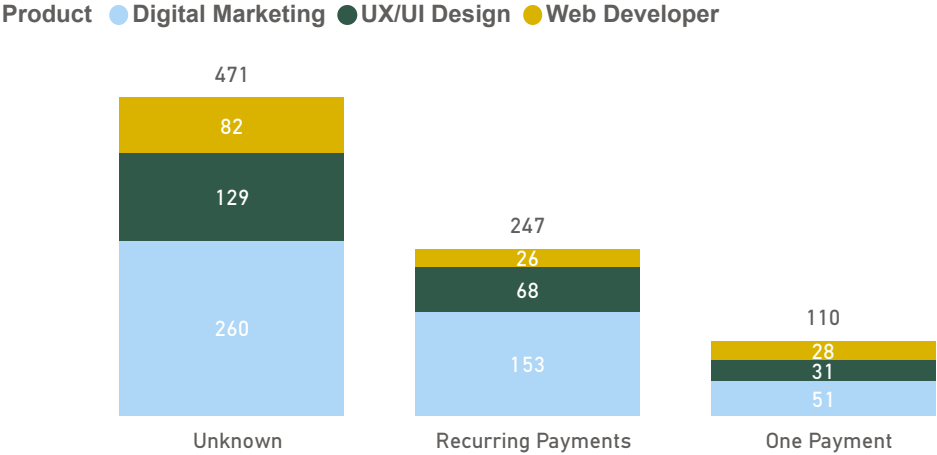
Sales by Product and Education Type



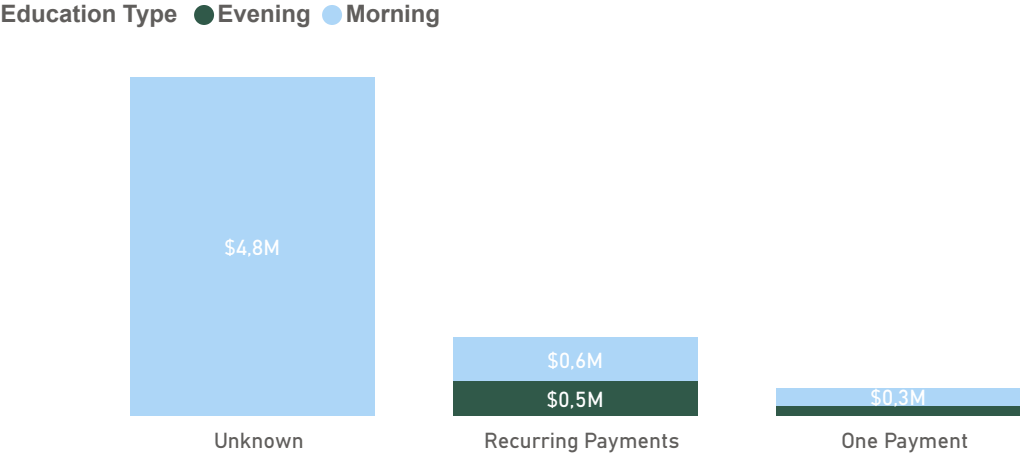
Sales by Education Type



Client by Payment Type and Product



Sales by Payment Type and Education Type



Marketing analysis of the IT school										
Time Series	Time Series (Procesing)	Marketing Spend	Marketing CR	Source	Manager	Payment +product	UNIT	Coll_Duration	Time Analyse	Click_table

Product	UA	B	C	AOV	R	T	APC	CLTV	LTV	AC	CPA	CM	CAC
Digital Marketing	18035	470	24,15%	\$1 744	\$5 051 915	2897	6,16	\$10 748,8	2 596,05	\$149 523	8,29	\$5 035 781	76,84
UX/UI Design	18035	227	22,61%	\$1 706	\$1 996 265	1170	5,15	\$8 794,1	1 988,31	\$149 523	8,29	\$1 987 941	148,93
Web Developer	18035	136	24,07%	\$1 520	\$767 400	505	3,71	\$5 642,6	1 358,23	\$149 523	8,29	\$762 716	264,64
Total	18035	829	23,73%	\$1 709	\$7 815 580	4572	5,52	\$9 427,7	2 236,86	\$149 523	8,29	\$7 786 612	42,79