

ID GLOBAL INVESTMENT MARKETING ANALYSIS REPORT

(NOV 2024 – DEC 2025)

INTRODUCTION

ID GLOBAL INVESTMENT is a digital marketing company that runs campaigns across multiple channels, including Email, Instagram Ads, Influencer Marketing, Google Ads, and more.

As the data analyst for ID GLOBAL INVESTMENT, my role was to ensure that all campaign data was clean, reliable, and ready for analysis. I then built a clean, interactive Power BI dashboard that clearly communicates key insights and allows for dynamic filtering across the dataset.

PROBLEM STATEMENT

Since 2024, ID GLOBAL INVESTMENT has run multiple advertising campaigns. Overall, the business is profitable, but leadership needed more detailed insights into which categories, products, and marketing channels generated the highest revenue and ROI.

OBJECTIVE: This dashboard was designed to address key business questions, including:

1. Which marketing channels deliver the highest ROI?
2. Which product categories and products generate the most revenue?
3. How do spend, clicks, impressions, and conversions trend over time?
4. Which campaigns and categories are underperforming?

Data Transformation

This is a page report

1. Purpose: Provide a high-level view of campaign spend and engagement performance.

2. Key Visuals:

- KPI Cards: Total Ad Spend, Total Revenue, Total ROI, Total Conversions, Total Impressions, Total Clicks.
- Ad Spend by Marketing Channel (Bar chart)
- Ad Spent, ROI, Conversions and Clicks by Campaign Date (Line chart)
- Slicers for Campaign Date, Category, Product Name, and Marketing Channel.
- Revenue by Product – Top 10 (bar chart)
- iii. ROI by Category (bar chart)
- iv. Clicks by Impressions (Pie chart)
- ROI by Product (bar chart)
- Ad Spent by Marketing Channel (bar chart)

DAX performed

$\text{ROI} = \text{DIVIDE}([\text{Total Revenue}] - [\text{Total Ad Spend}], [\text{Total Ad Spend}]) * 100$

$\text{CTR} = \text{DIVIDE}([\text{Total Clicks}], [\text{Total Impressions}]) * 100$

$\text{Conversion Rate} = \text{DIVIDE}([\text{Total Conversions}], [\text{Total Clicks}]) * 100$

The dashboard is fully interactive:

Slicers: Campaign Date, Category, Product Name, Marketing Channel

Insights & Recommendations

Key Insights:

1. Top Revenue Category: Household products generated the highest revenue.
2. Top ROI Category: Electronics delivered the highest return on ad spend.
3. High-Performing Channels:

Google Ads: consistently high engagement, ROI, and conversions

Instagram Ads: strong CTR and effective revenue generation

4. Underperforming Channels:

Influencer Marketing: high spend but lowest ROI

Email Campaigns: low CTR and conversions despite significant spend

5. Seasonal Trends: Revenue spikes in January and December, linked to holiday campaigns and festive consumer activity.

Recommendations

1. Budget Allocation: Reallocate 15–20% of spend from Email and Influencer Marketing campaigns to Google Ads and Instagram Ads, which show stronger ROI.

2. Channel Optimization: Test new creatives, audience targeting, and timing strategies for underperforming channels before further investment.

3. Seasonal Strategy: Develop holiday campaign playbooks to capitalize on January and December peaks by scaling ads earlier.

4. Product Focus: Prioritize high-revenue products from the top 10 list for promotions and bundles.

5. Cost Management: Reduce budget for low-ROI product categories and reallocate toward proven high-performing ones.