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EMAIL MARKETING ROI DASHBOARD
Real-Time Insights Across 354M Emails & $61.66M Revenue

PROBLEM

• No unified view of email performance across 5 platforms
• Manual Excel reports → 3-day delay in ROI insights
• Marketing team couldn't identify high-ROI campaigns or audience segments
• Leadership lacked confidence in budget allocation decisions

SOLUTION

Built an **interactive Power BI dashboard** with:

✓ Star-schema data model (Fact_Emails ↔ Dim_Campaign, Dim_Customer, Dim_Date)
✓ 50+ DAX measures (MoM %, Revenue per Recipient, ROI %)
✓ 5 synced slicers (Month, Platform, Segment, Campaign, Industry)
✓ 4 insight-driven pages: Executive | Campaign | Audience | A/B Tests

Key Visuals:
• ROI-weighted scatter plot
• Filled world map with demographic drill-down
• Dual-axis revenue + conversion trend
• KPI cards with conditional formatting

Tech Stack: Power BI Desktop | DAX | Custom Theme | Power Query

IMPACT

$61,66,591 revenue tracked | 354M emails | 30.03% open rate

1. Identified **621% ROI campaign** → recommended 40% budget scale-up
2. Discovered **45-54 age group = 43% of revenue** → shifted content strategy
3. Proved **Sendgrid outperforms Mailchimp by 32%** in conversions → platform migration plan

→ Projected **$1.2M annual uplift** from data-driven decisions

KEY INSIGHTS DELIVERED

1. **TOP CAMPAIGN**
"Universal Responsive Migration"
 ROI: 621% | Revenue: $413K | Cost: $65
→ Scale budget + replicate subject line

2. **AUDIENCE GOLDMINE**

Age 55–64: $15.06M (24.42% of total)
$\rightarrow$ Launch mid-life premium product bundle

3. **PLATFORM WINNER**
Sendgrid: $14M revenue
Hubspot: $13M revenue
$\rightarrow$ Migrate 60% volume $\rightarrow$ +$420K projected

TECHNICAL HIGHLIGHTS

DAX Measures (Sample)
Revenue per Recipient = DIVIDE([Total Revenue], [Emails Delivered], 0)

MoM % = VAR PrevMonth = CALCULATE([Total Revenue], PREVIOUSMONTH('Date'[Date]))
RETURN DIVIDE([Total Revenue] - PrevMonth, PrevMonth)

Data Model:
• Fact Table: 10K rows (Emails Sent, Delivered, Clicks, Conversions)
• Dimension Tables: Campaign, Customer, Date, Platform
• Relationships: Many-to-one (inactive handled via USERELATIONSHIP)

Interactivity:
• Cross-filtering enabled
• Drill-through: Campaign $\rightarrow$ Detailed Funnel
• Bookmarks: Reset | Focus Mode

OPEN-SOURCE & REUSABLE

GitHub: https://github.com/Ishankj23/Email-Marketing-ROI-Dashboard/tree/main

Includes:
• .pbix
• data.csv
• README with setup guide

"Let data decide where the next dollar goes."
Looking forward to your guidance and feedback to further enhance this project.