

Social Media Campaign Dashboard

Performance across platforms



Campaign Performance Overview

This dashboard evaluates multi-channel marketing performance across Facebook, Instagram, and Twitter using key KPIs such as impressions, clicks, engagement, conversion value, and profitability.

The campaign demonstrates **strong overall performance**, with high impressions (~15M) and robust profitability (~1.57M), indicating an effective full-funnel marketing strategy.

The analysis reveals that different channels serve distinct roles across the funnel — from awareness to conversion — highlighting the success of a diversified channel mix.

Funnel-Level Performance Analysis

◆ Awareness (Top of Funnel)

- High total impressions suggest strong brand visibility.
- Facebook and Twitter contribute significantly to reach due to scalable distribution and broad demographics.
- Desktop impressions remain strong, indicating performance across professional audiences.

Insight: The campaign effectively captures broad audience segments, ensuring top-of-funnel stability.

◆ Engagement Layer

- Engagement (~799K) indicates solid audience interaction.
- Twitter shows strong engagement density relative to spend, suggesting content resonance.
- Mobile devices contribute significantly to engagement, highlighting mobile-first behavior.

Insight: The campaign aligns well with mobile consumption patterns and real-time engagement channels.

◆ Conversion Layer

- Instagram contributes the highest conversion value (~39% share).
- Visual storytelling and higher intent users likely drive conversion efficiency.

- Conversion distribution suggests stronger performance in visually driven formats.

Insight: Instagram functions as the primary **conversion engine** within the channel mix.

Questions to Be Answered

1. Which channel or device had the most impressions?
2. How has each city/location contributed to the overall profit?
3. What is the best-performing city or location for this campaign?
4. Which channel gets better ROI or conversions?
5. What is the trend over time (daily/weekly) in impressions, clicks, or spend?
6. Are we spending more money for lower conversions on any specific platform?
7. How does ROI correlate with Location and Channel?
8. Is a higher spend actually improving the click through rate?

Key Metrics and KPIs:

1. Profits by City/Location: Shows the increase or decrease of profits by City/Location
2. Impressions grouped by Channel and Device: Shows the total impressions by channel which is further divided by Device.
3. ROI per channel: Tracks the ROI/profit per channel
4. Return on Investment (ROI): Assesses the financial return generated with further decomposition into City and Channel
5. Total Impressions by Ad: Total impressions generate by Ad type
6. Total Profits: Measures the profit by looking at the different between conversions and spend
7. Total Engagement: Measures the total engagement which combines total likes, shares and comments.
8. Total CPC: Cost per Click (CPC) is to measure how much you're charged each time someone clicks on your ad.
9. Total CTR: Click-Through Rate (CTR) is a metric that measures how effective a digital ad, email, or link is at encouraging users to click on it.

Marketing Campaign Performance Dashboard

Multi-Channel Analysis – Facebook | Instagram | Twitter

Prepared by: Jatin Sawant

Tools: Power BI | Excel

Date: 20-02-2026

399K

Clicks

15M

Impressions

799K

Engagement

\$1.57M

Profit

Channel Overview

Facebook

- Best for reach
- Strong conversions

Instagram

- Highest conversion share
- Visual engagement leader

Twitter

- High engagement
- Strong campaign ROI

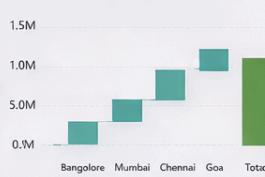
Includes:

- Channel Performance
- Geographic Profitability
- Device Insights
- Quarterly Trends

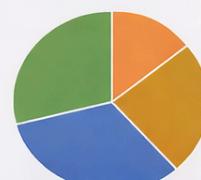
Channel Share



Profit by City



Conversion Value



Confidential – For Portfolio Use Only

CAMPAIGN PERFORMANCE DASHBOARD

Quarter	Campaign, Channel			
Qtr 4	Qtr 2	Qtr 4	All	

City/Location	Channel	Total Click	Total Impression	Total Cost	Profits
Mumbai	Facebook	44,312	17,613,176	28,409.28	1,07,74.70
Bangalore	Instagram	44,138	16,97,2744	18,124.87	78,453.87
Mumbai	Instagram	42,810	16,67,6744	28,366.60	1,99,660.21
Bangalore	Twitter	44,578	16,648,150	18,944.73	2,09,980.01
Chennai	Instagram	34,125	14,706,744	18,093.19	1,74,231.81
Chennai	Twitter	31,115	13,326,675	13,409.35	1,09,865.25
Chennai	Instagram	31,779	16,706,744	18,917.48	1,47,431.81
Goa	Facebook	8,758	2,88,096	4,203.47	40,685.65
Total		3,99,096	1,46,72,689	1,63,250.07	15,68,450.37

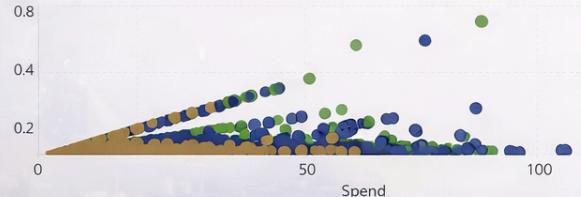
Average of Impressions and Average of CTR% by Channel and Device

● Average of Impressions ● Average of CTR%



Channel, Spend and CPC

Channel ● Facebook ● Instagram ● Twitter



Profits

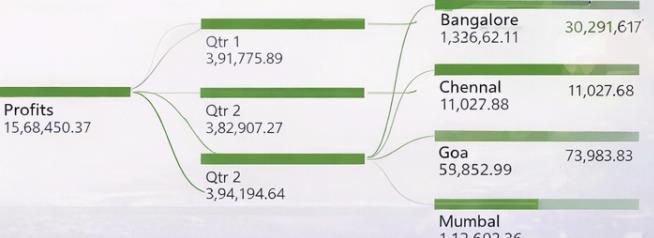
15,68,450.37

Quarter

Qtr 4

City/Location

Bangalore, Chennai, Goa, Mumbai



Report Pages and Visuals:

Marketing Campaign Analysis

- Waterfall Chart – Profits by City/Location
- Donut Chart – Impression by Channel and Device
- Pie Chart – Sum of conversions by channel
- Clustered column chart - Profits by Quarter and City/Location
- KPI Cards: Total Profits, Total Engagements, Total Impressions, Total Cost, Total Clicks

Campaign Performance

- Line and Clustered column chart – CTR vs Impressions by channel and device
- Scatter Chart – Spend vs CTR
- Decomposition tree – To analyse profits explained by Date, City/Location and Channel

KPIs by Leadership Role – Marketing Department

Role: Marketing Head (CMO)

Relevant KPIs and Charts:

- CTR vs Impressions (Line & Clustered Column Chart)
- Scatter Chart (Spend vs CTR)
- Pie Chart (Conversions by Channel)
- Donut Chart (Impressions by Channel & Device)
- Sunburst Chart (Impressions by Ad)

Role: CEO

Relevant KPIs and Charts:

- Waterfall Chart (Profits by City/Location)
- Clustered Column Chart (Profits by Quarter and Location)
- Decomposition Tree (Profits by Date, City, Channel)
- KPI Cards (Total Profits, Total Cost, Total Clicks)

Role: COO

Relevant KPIs and Charts:

- Scatter Chart (Spend vs CTR)
- Decomposition Tree
- KPI Cards (Total Cost, Total Engagements, Total Impressions)
- Clustered Column Chart (Profits by Quarter)