

Area of Establishment



Region Wise Ad Campaign

Europe 5 97.0	MEA 6 94.0	USA/Canada 5 65.0
Indonesia 8 125.0	Australia 3 47.0	Vietnam 3 48.0

Measure Names

- Amount Spent
- Collections

Deals



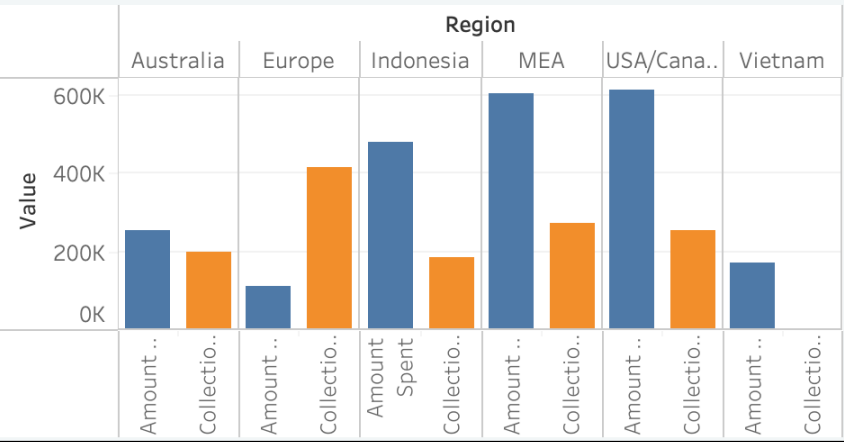
Distinct count of Camp..



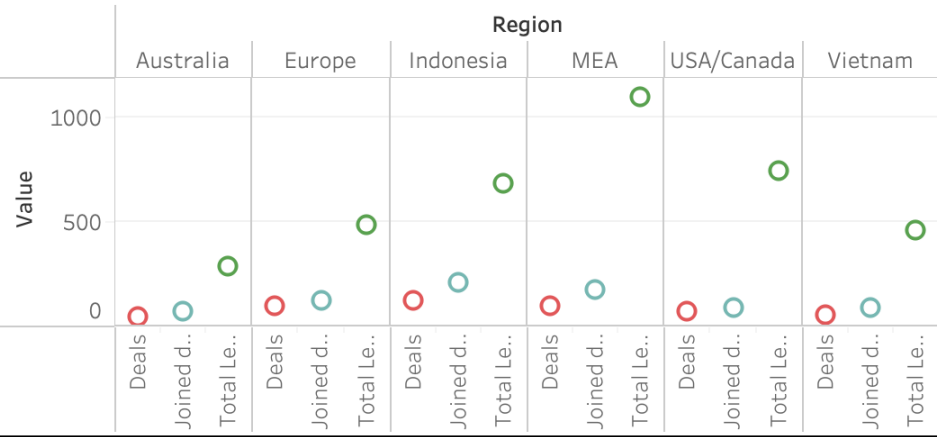
Highlight Region

No items highlighted

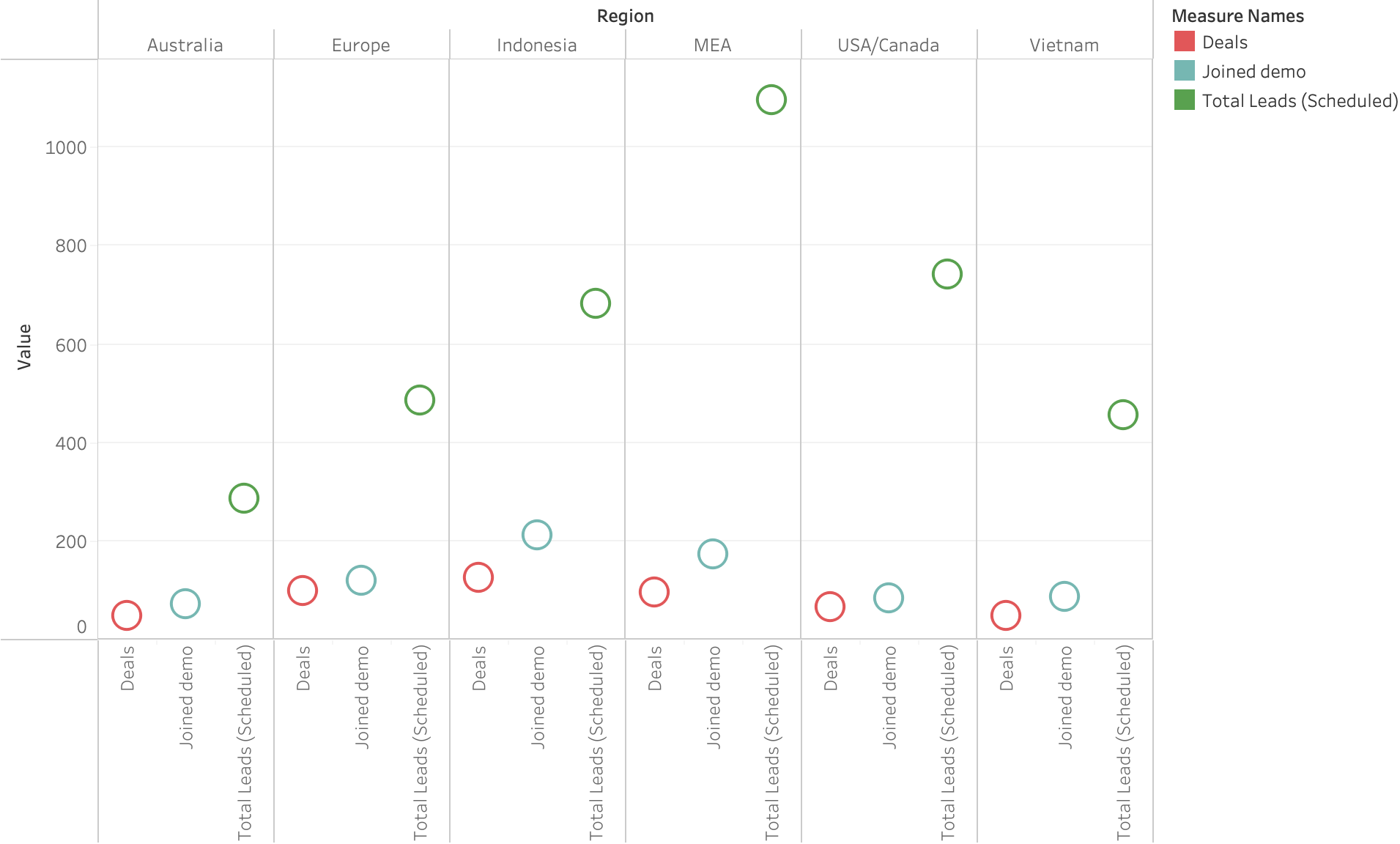
Amount spent in various regions vs collection



Deals vs Demos



Deals vs Demos



Deals, Joined demo and Total Leads (Scheduled) for each Region. Color shows details about Deals, Joined demo and Total Leads (Scheduled). The view is filtered on Region, which excludes Null.

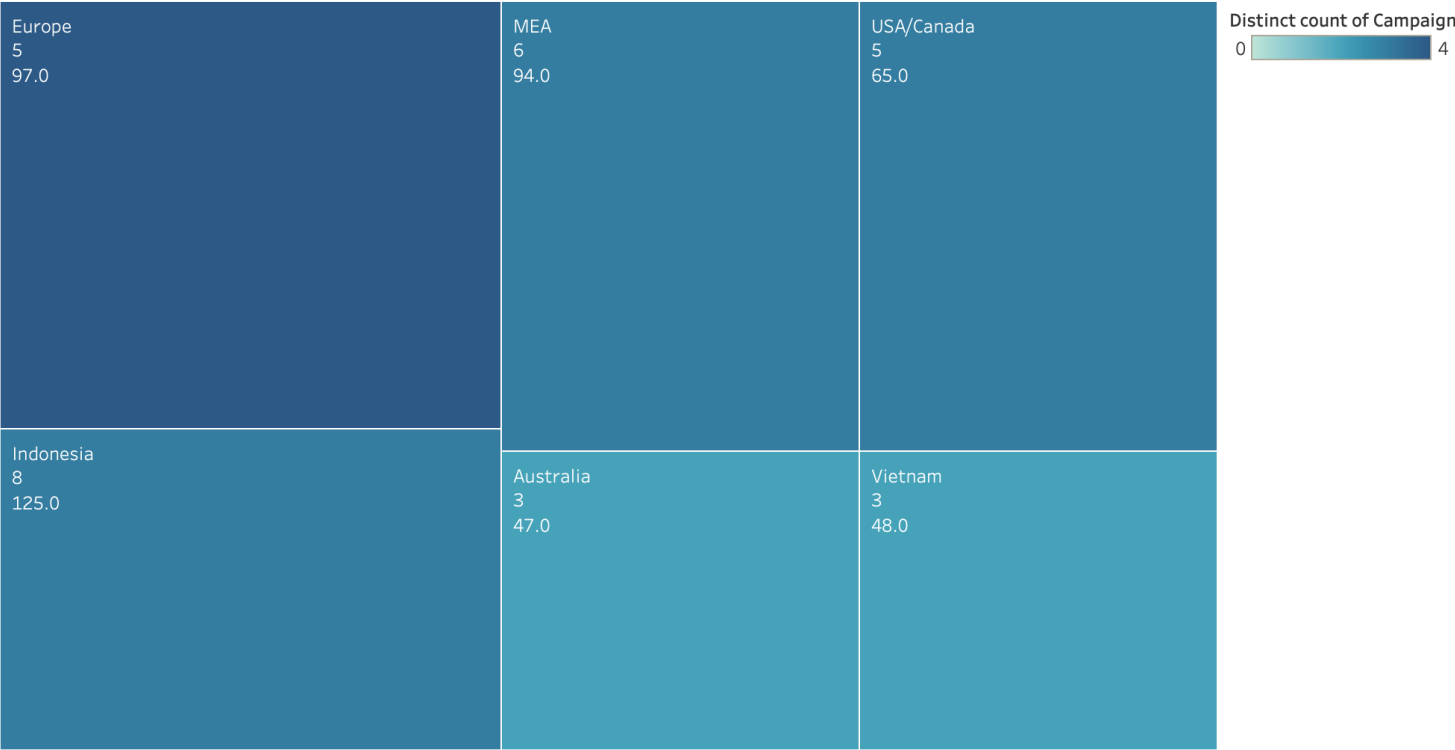
Region of Establishment

In the following areas edtech company operates. Best performing region Is Europe and worst performing is Vietnam in terms of number of deals cracked.



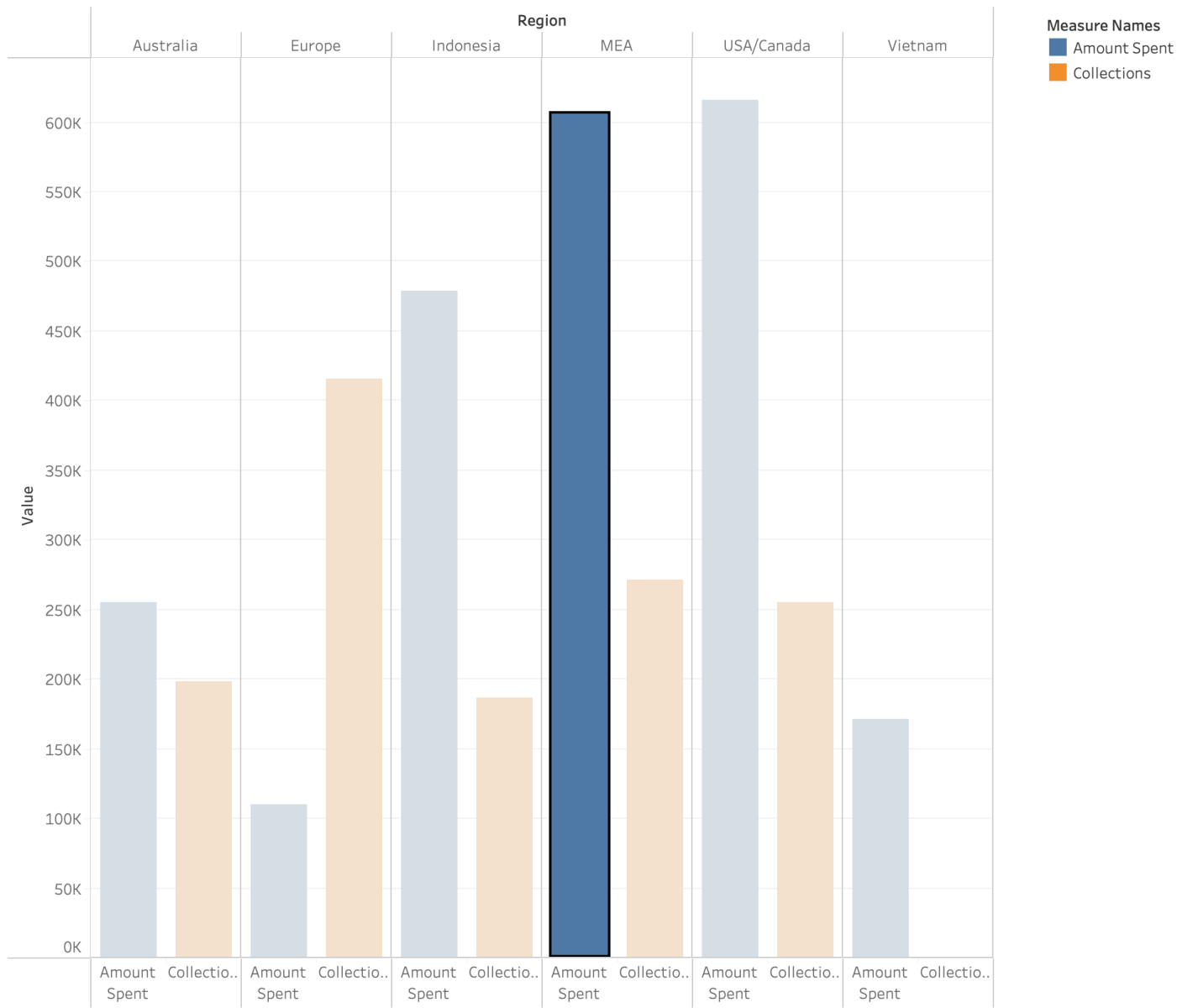
Campaign vs Number of deals cracked

It shows the region wise campaign run by the company for customer acquisition and the success and failure is shown in terms of lead generated.



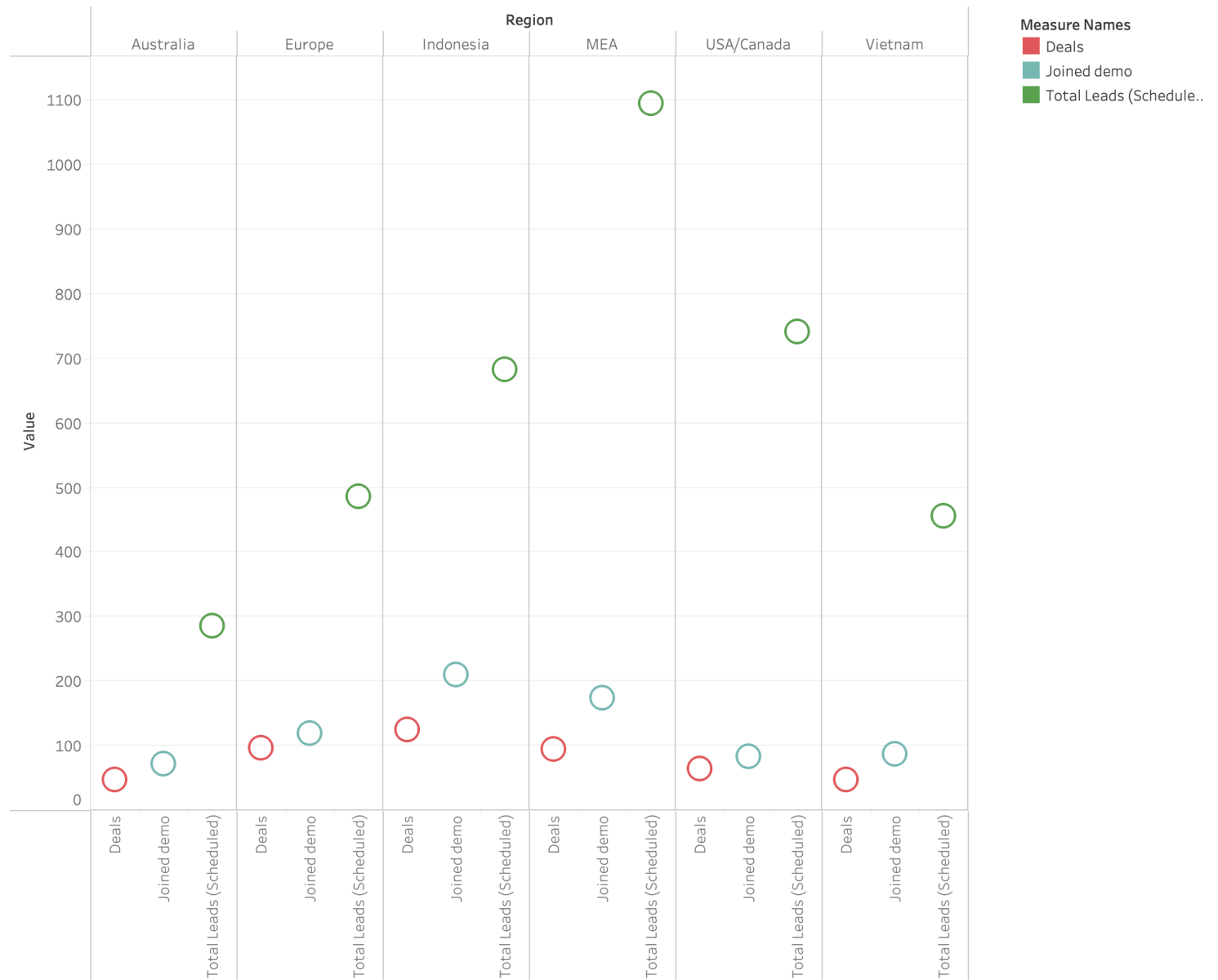
Amount spent vs Collected back

This visual shows how much is the amount spending in particular region and how much we are collected back out of that spending.



Story 4

This visual shows the number of total leads generated vs no. of demos attended by students vs no. of deals cracked region wise as well as campaign wise.



Story 5

Ros of each campaign along with performance is visualized in this visual. basically we need to close down the worst performing campaigns.

Region	ROS	Performance	
Australia	0.476190476	Scope for improvement	BC_Lead_CBO_AU_290423_Int
	1.190722222	Performong Well	BC_Lead_CBO_AU_290423_LA
Europe	Null	Performong Well	Demo_EU_Booking-Leads-CBO-Europe-Christmas Creatives Testing ...
	1.305890909	Performong Well	Demo_EU_leads_website_ABO_cold_best ads_14-02
Indonesia	0	worse	BC_Lead_CBO_ID_270423_LA
	0.543356223	Scope for improvement	BC_Lead_CBO_ID_280423_Int
	0.946587302	Scope for improvement	BC_Lead_ABO_ID_280423_CA
MEA	0	worse	BC_Lead_CBO_MEA_200423_Int
	0.531870813	Scope for improvement	BC_Lead_CBO_MEA_200423_LA
	2.291842857	Performong Well	BC_Lead_ABO_MEA_200423_CA
USA/Canada	0	worse	Demo_US_leads_website_ABO_cold_roblox_18-01-2
	0.573977173	Scope for improvement	BC_Lead_CBO_US_020523_Int
	0.676298851	Scope for improvement	BC_Lead_CBO_US_020523_LA
Vietnam	0	worse	BC_Lead_CBO_VN_270423_LA BC_Lead_CBO_VN_280423_Int

Happy Learning

