

Time Period ▾

▾ ☐ Q1

▾ ☐ Q2

▾ ☐ Q3

▾ ☐ Q4

## Revenue & Marketing KPI Dashboard | Germany (2025)

By Konrad Kuleta | Power BI portfolio project

3,1M€

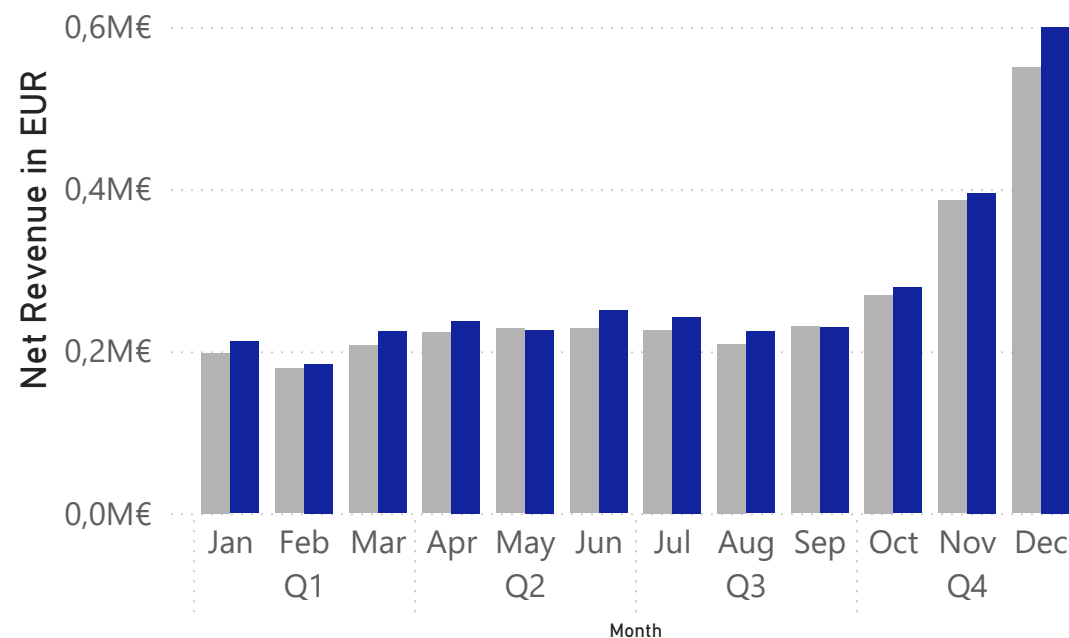
Net Revenue

94,82 %

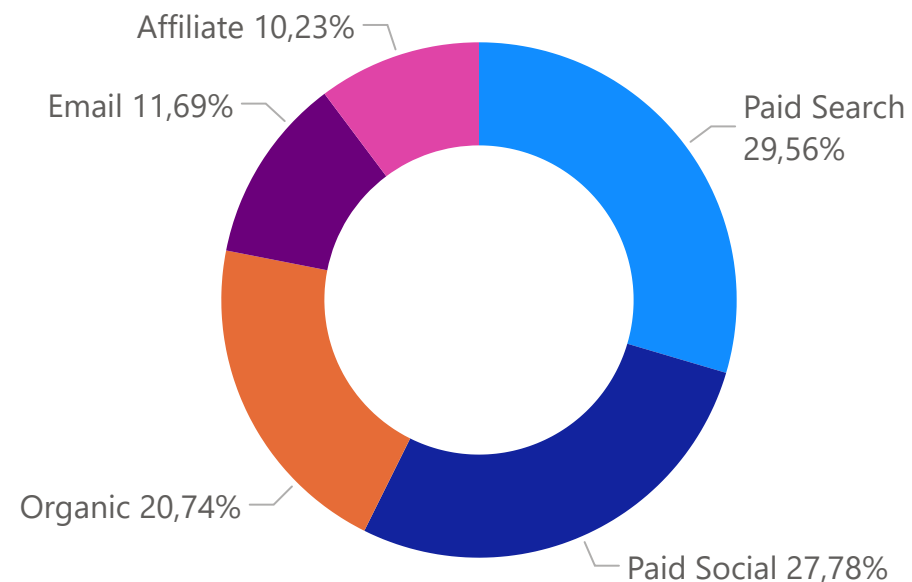
Revenue vs Target (%)

### Net Revenue Trend: Seasonality Peak in Q4

● Net Revenue ● Revenue Target



### Paid Search & Paid Social Drive the Largest Revenue Share



### Time Period

- Q1
- Q2
- Q3
- Q4

380K €

Marketing Spend

6,53

ROAS

23,87 €

CPA (per order)

2,48M€

Net Revenue

16K

Order Count

155,98 €

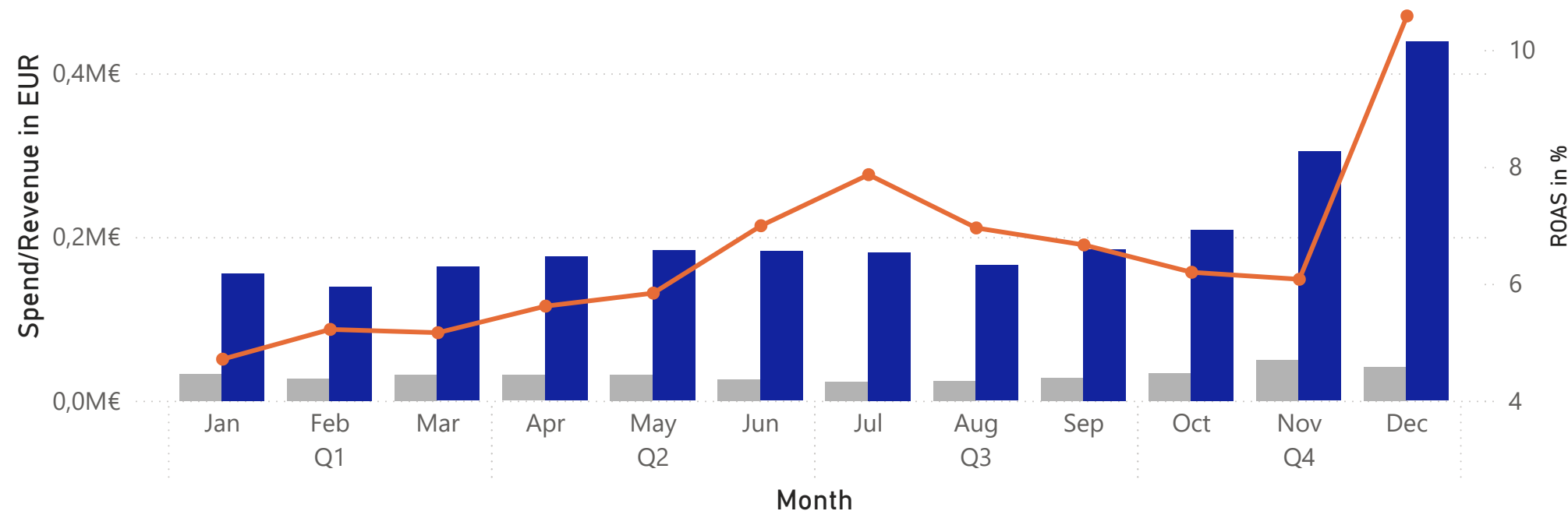
AOV

### Marketing Efficiency

Paid Channels Only

### Net Revenue Trend: Seasonality Peak in Q4

Paid Spend Paid Revenue Paid ROAS



Time Period ▾

▾ ☐ Q1

▾ ☐ Q2

▾ ☐ Q3

▾ ☐ Q4

## Paid Channels Performance Comparison

### Paid Channel Mix: Search & Social Drive Most Revenue, Affiliate/Email Lead Efficiency

Channel	Net Revenue	% of Net Revenue	Spend	ROAS	CAC ▾	CPA	Orders	AOV
Paid Search	926.257,8 €	37,30%	159.030,85 €	5,82	23,56 €	26,83 €	5928	156,25 €
Paid Social	870.265,9 €	35,04%	129.655,89 €	6,71	19,21 €	23,06 €	5623	154,77 €
Email	366.194,1 €	14,75%	53.351,37 €	6,86	7,90 €	22,73 €	2347	156,03 €
Affiliate	320.565,2 €	12,91%	37.961,91 €	8,44	5,62 €	18,77 €	2023	158,46 €
<b>Total</b>	<b>2.483.283,0 €</b>	<b>100,00%</b>	<b>380.000,02 €</b>	<b>6,53</b>	<b>56,30 €</b>	<b>23,87 €</b>	<b>15921</b>	<b>155,98 €</b>

Channel

Affiliate

Email

Organic

Paid Search

Paid Social

Product-level Performance Overview

