

- Time Period ▾
- ✓ Q1
 - ✓ Q2
 - ✓ Q3
 - ✓ Q4

Revenue & Marketing KPI Dashboard | Germany (2025)

By Konrad Kuleta | Power BI portfolio project

3,1M€

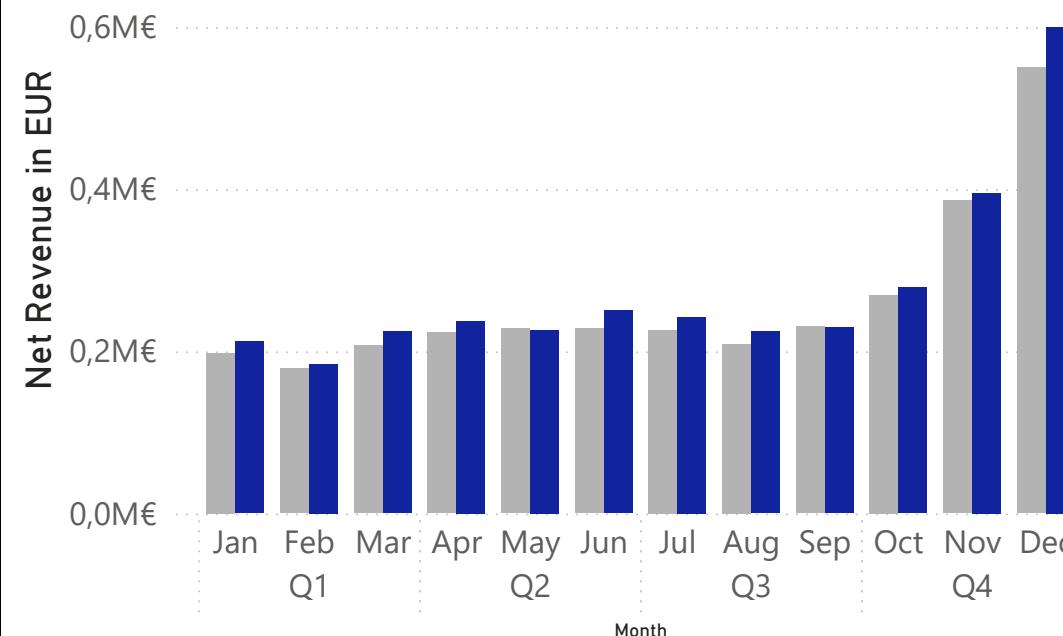
Net Revenue

94,82 %

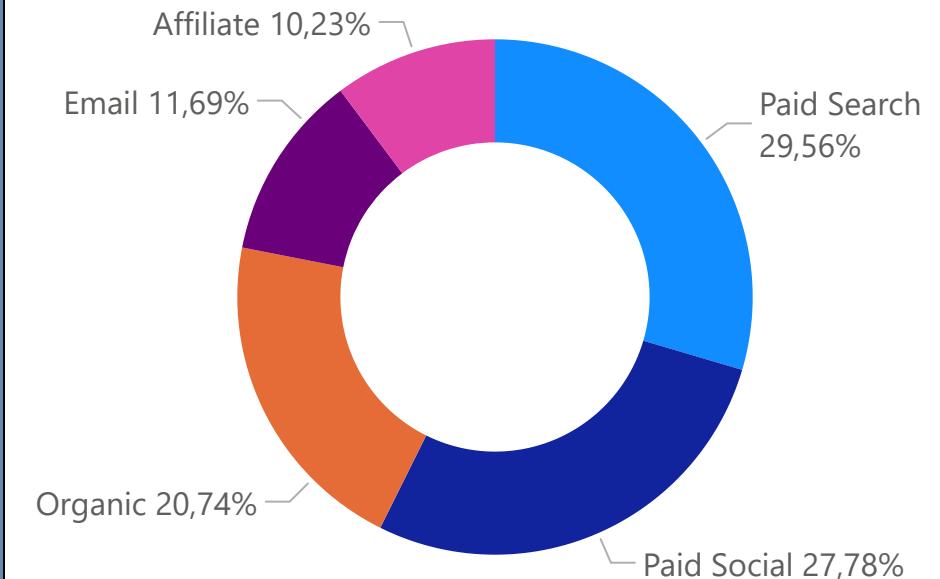
Revenue vs Target (%)

Net Revenue Trend: Seasonality Peak in Q4

● Net Revenue ● Revenue Target



Paid Search & Paid Social Drive the Largest Revenue Share



Mock dataset: simulated e-commerce transactions

Time Period ▾

- ✓ Q1
- ✓ Q2
- ✓ Q3
- ✓ Q4



Marketing Efficiency
Paid Channels Only

2,48M€

Net Revenue

16K

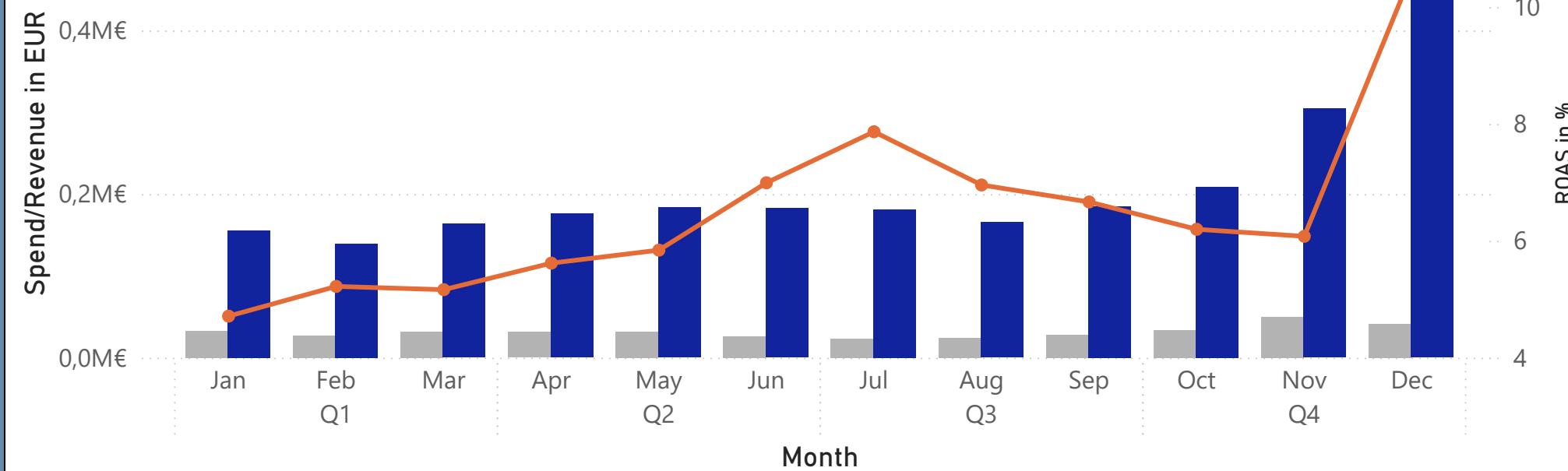
Order Count

155,98 €

AOV

Net Revenue Trend: Seasonality Peak in Q4

● Paid Spend ● Paid Revenue ● Paid ROAS



Paid Channels Performance Comparison

- Time Period** ▾
- ✓ Q1
 - ✓ Q2
 - ✓ Q3
 - ✓ Q4

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 €
Total	2.483.283,0 €	100,00%	380.000,02 €	6,53	56,30 €	23,87 €	15921	155,98 €

Product-level Performance Overview

Channel

- Affiliate
- Email
- Organic
- Paid Search
- Paid Social

“Hero Product” Effect: Revenue Heavily Concentrated at the Top

