

Customer Segment Performance Dashboard

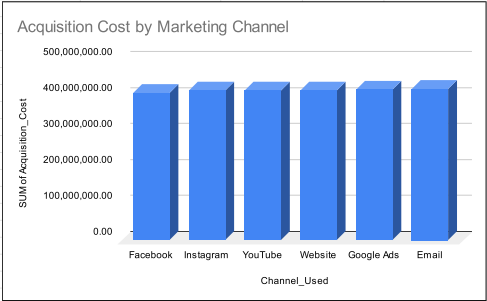
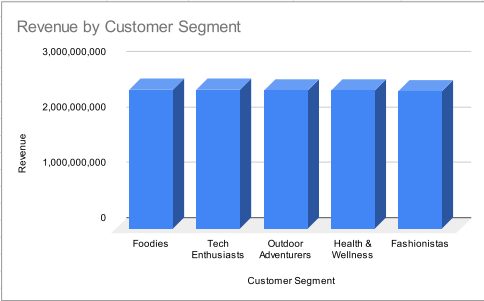
Channel\_Used

All

Customer Segment

All

Customer Segment	Revenue	Acquisition Cost	Avg Profit Margin	Clicks	AVERAGE of Engagement_Score	Channel_Used	SUM of Acquisition_Cost	Total Revenue	Total Acquisition Cost	Average Profit Margin	Total Clicks	Top Performance Segmemnt
Foodies	2,523,856,973	503,587,434	0.77	22,080,774	5.51	Facebook	410,595,258.00	12,517,388,674.00	2,500,878,608.00	0.77	109,954,406.00	Foodies
Tech Enthusiasts	2,509,875,191	501,100,259	0.77	22,035,992	5.49	Instagram	417,124,850.00					
Outdoor Adventurers	2,501,349,289	500,502,742	0.77	22,028,553	5.50	YouTube	416,778,582.00					
Health & Wellness	2,497,220,341	498,776,239	0.77	21,953,923	5.48	Website	416,593,500.00					
Fashionistas	2,485,086,877	496,911,934	0.77	21,855,164	5.49	Google Ads	418,912,314.00					
						Email	420,874,104.00					



Insights Summary

- Foodies are the highest-performing segment across revenue & clicks.
- All segments show similar engagement scores (5.48–5.51).
- Acquisition cost is highest on Google Ads but yields strong click volume.
- Profit margin is consistent across all segments at 0.77.

