

Customer Segment Performance Dashboard														
	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 Segmement	
All	Foodies	2,523,856,973	503,587,434	0.77	22,080,774	5.51	Facebook	410,595,258.00	12,517,388,674.2	2,500,878,608.00	0.77	109,954,406.00	Foodies	
All	Tech Enthusiasts	2,509,875,191	501,100,259	0.77	22,035,992	5.49	Instagram	417,124,850.00						
All	Outdoor Adventurers	2,501,349,289	500,502,742	0.77	22,028,553	5.50	YouTube	416,778,582.00						
All	Health & Wellness	2,497,220,341	498,776,239	0.77	21,953,923	5.48	Website	416,593,500.00						
All	Fashionistas	2,485,086,877	496,911,934	0.77	21,855,164	5.49	Google Ads	416,912,314.00						
							Email	420,874,104.00						

Revenue by Customer Segment

Customer Segment	Revenue
Foodies	2,523,856,973
Tech Enthusiasts	2,509,875,191
Outdoor Adventurers	2,501,349,289
Health & Wellness	2,497,220,341
Fashionistas	2,485,086,877

Acquisition Cost by Marketing Channel

Channel_Used	SUM of Acquisition_Cost
Facebook	410,595,258.00
Instagram	417,124,850.00
YouTube	416,778,582.00
Website	416,593,500.00
Google Ads	416,912,314.00
Email	420,874,104.00

Revenue vs Acquisition Cost by Customer Segment

Customer Segment	Revenue	Acquisition Cost
Foodies	2,523,856,973	503,587,434
Tech Enthusiasts	2,509,875,191	501,100,259
Outdoor Adventurers	2,501,349,289	500,502,742
Health & Wellness	2,497,220,341	498,776,239
Fashionistas	2,485,086,877	496,911,934

Clicks by Customer Segment

Customer Segment	Clicks
Foodies	22,080,774
Tech Enthusiasts	22,035,992
Outdoor Adventurers	22,028,553
Health & Wellness	21,953,923
Fashionistas	21,855,164

Engagement Score by Customer Segment

Customer Segment	AVERAGE of Engagement_Score
Foodies	5.51
Tech Enthusiasts	5.49
Outdoor Adventurers	5.50
Health & Wellness	5.48
Fashionistas	5.49

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.