

MARKETING PERFORMANCE ANALYTICS DASHBOARD

Date

01-01-2023

24-11-2024

Product

All

Revenue

1.04M

Total Spend

0.26M

Total Impressions

570K

Avg ROI

447.61

Average CPC

6.57

Avg CTR

13.86%

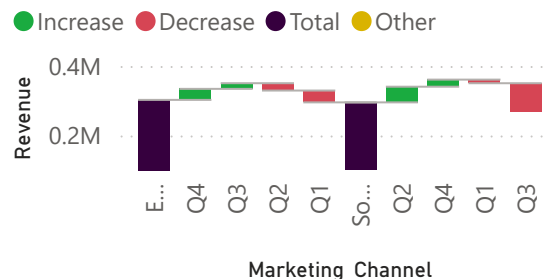
Total Conversions

2531

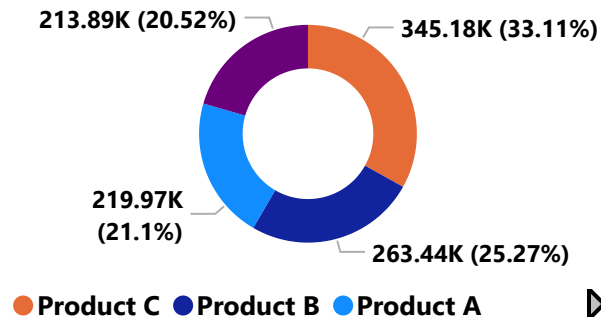
Total Clicks

56K

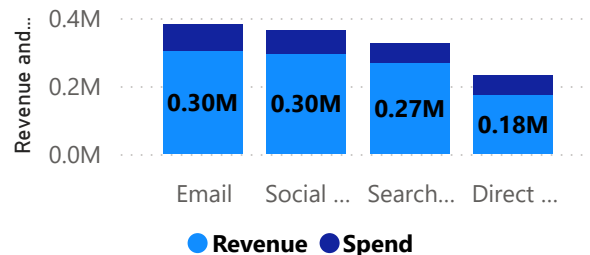
Revenue by Channel and Quarter



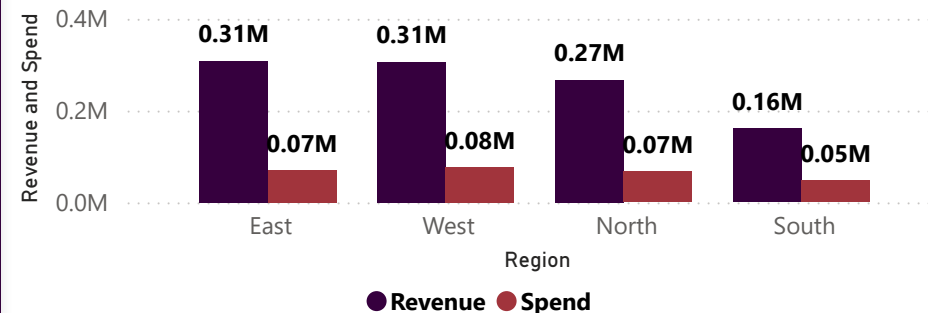
Total Revenue by Product



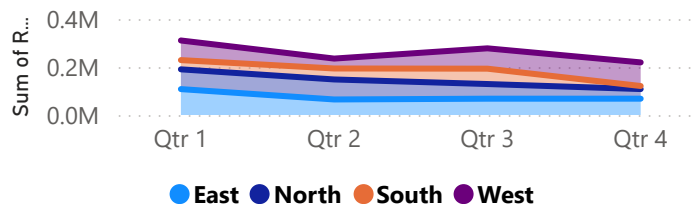
Revenue and Spend by Marketing_Channel



Total Spend and Average of ROI by Region



Sum of Revenue by Quarter and Region



Region	Product A	Product B	Product C	Product D	Total
East	66	99	132	132	665
North	135	243	186	76	745
South	146	92	37	113	388
West	217	147	261	108	733
Total	564	696	742	529	2531



Email

693



Social Media

638



Search Engine

606



Direct Mail

594