



Market Flash

Performance Campaign



Market Flash Campaign Performance Dashboard

Objective:

To create a full-bodied data model and interactive dashboard for analyzing client campaign performance.

Key Components:

- **Entity-Relationship Diagram (ERD):** Defines the data structure for campaign, client, location, and employee information.
- **SQL Database:** Implements the ERD with tables and relationships, ensuring data consistency and efficient queries.
- **Tableau Dashboard:** Visualizes metrics like clicks, conversions, and expenses, with interactive filters for user-driven insights.

Goal:

Deliver actionable insights into campaign effectiveness to improve marketing strategy and client engagement.

Entity-Relationship Diagram (ERD)

Market Flash ERD Diagram

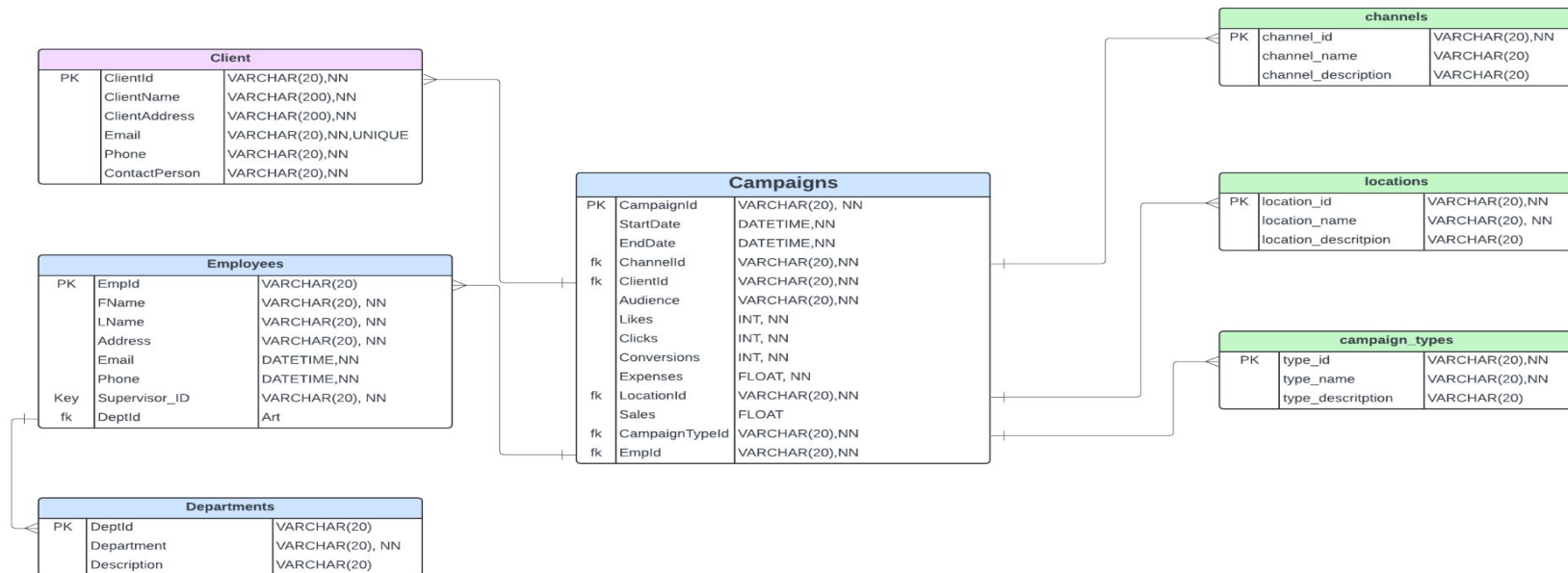


Tableau Dashboard

Market Flash Campaign Performance

Channel Audience Location Campaign Type
(All) (All) (All) (All)

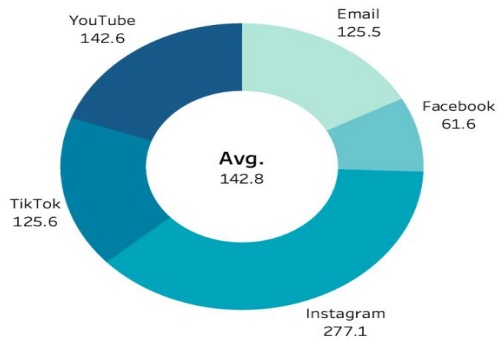
Avg. Cost Per Click
17.0

Avg. Cost Per Conversion
142.8

Avg. Cost Per Engagemnt
10.4

Avg. Cost Per View
1.9

Conversion Per Channel



Conversion By Audience



Conversion By location All

