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)

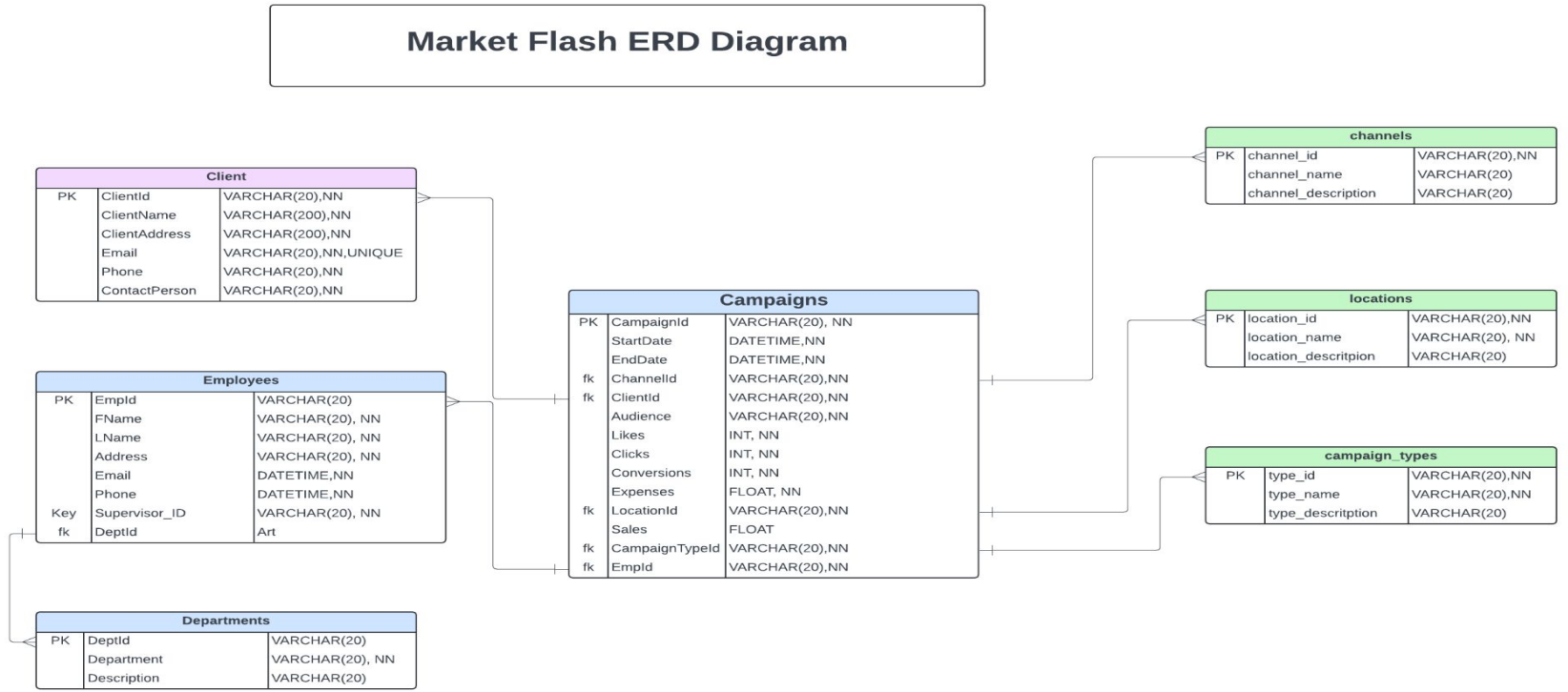
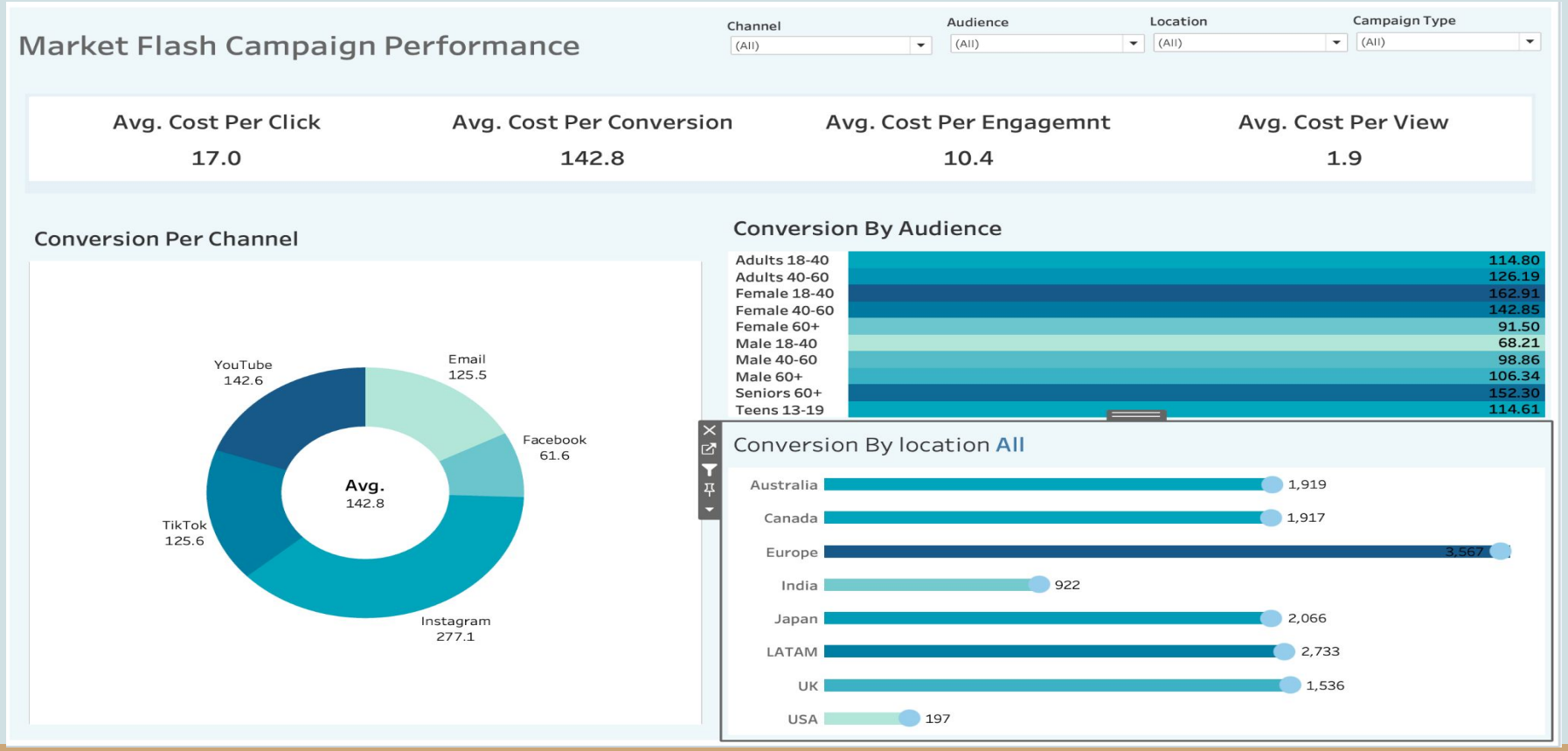
Tableau Dashboard