

# Marketing ROI & Funnel Analytics Dashboard

Objective

All

Channel\_Name

All

Month, Day

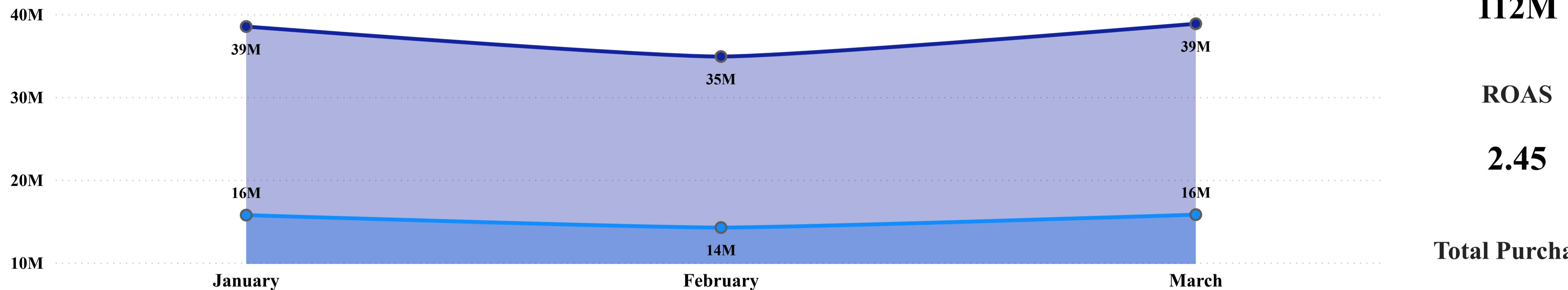
All

Product

All

## Date vs Spend & Revenue

Total Spend    Total Revenue



Total Revenue

112M

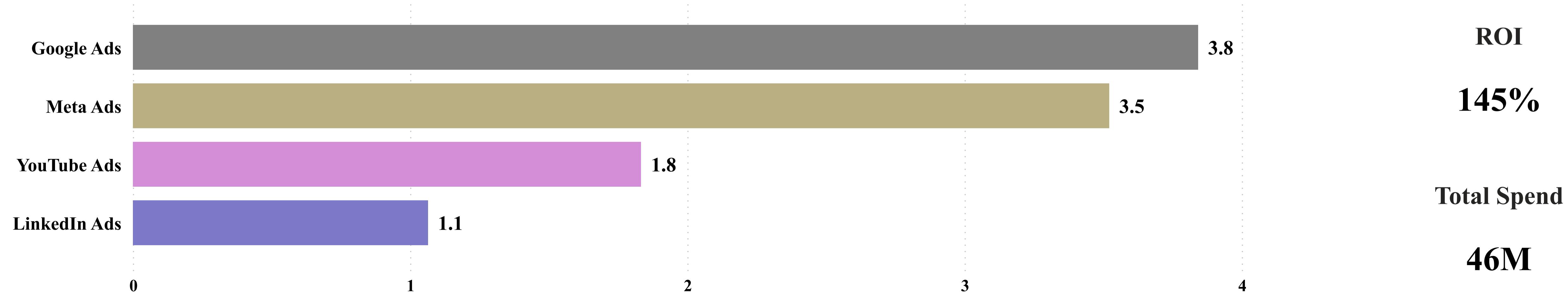
ROAS

2.45

Total Purchase

95K

## ROAS by Channel Name



ROI

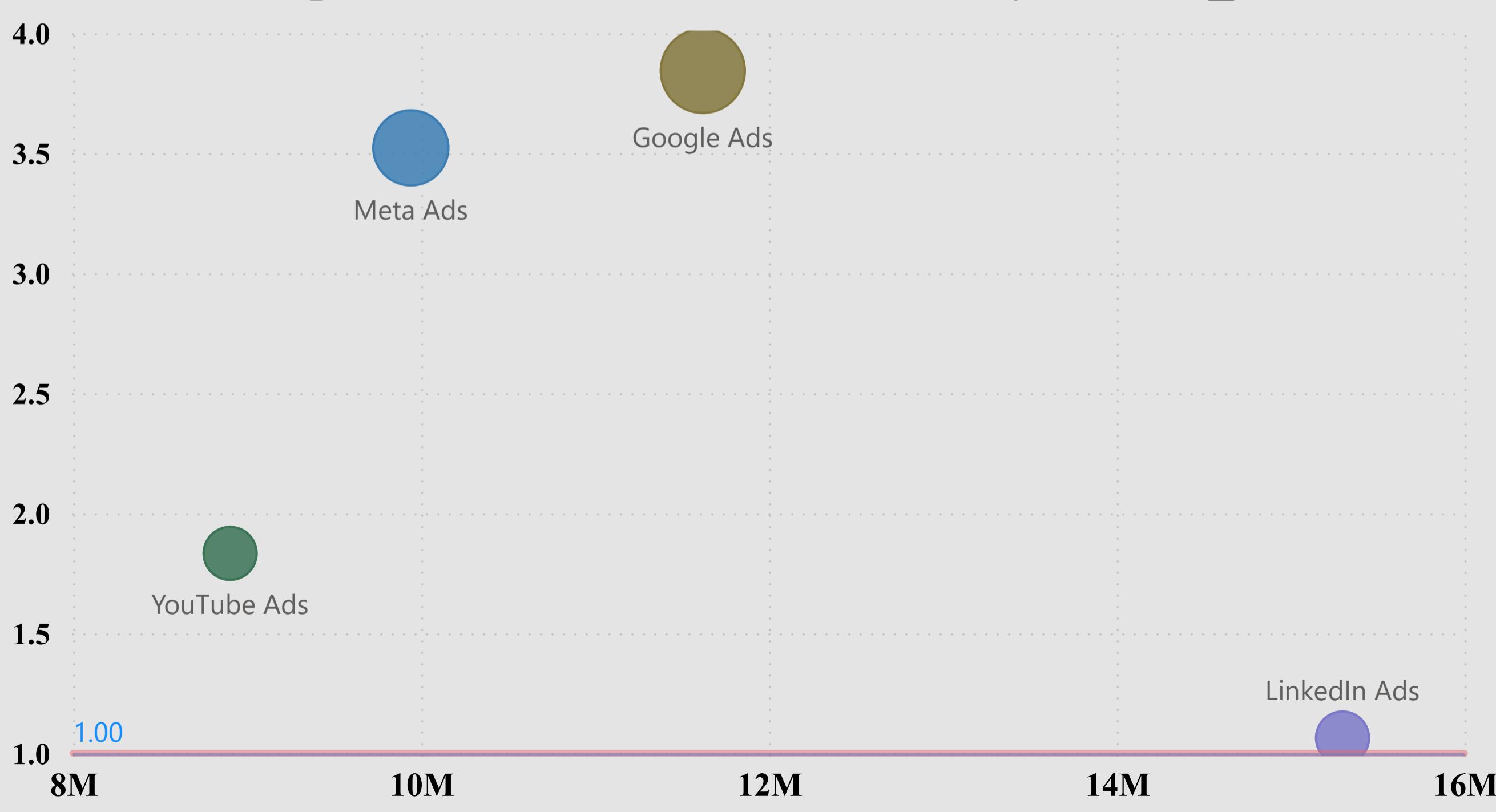
145%

Total Spend

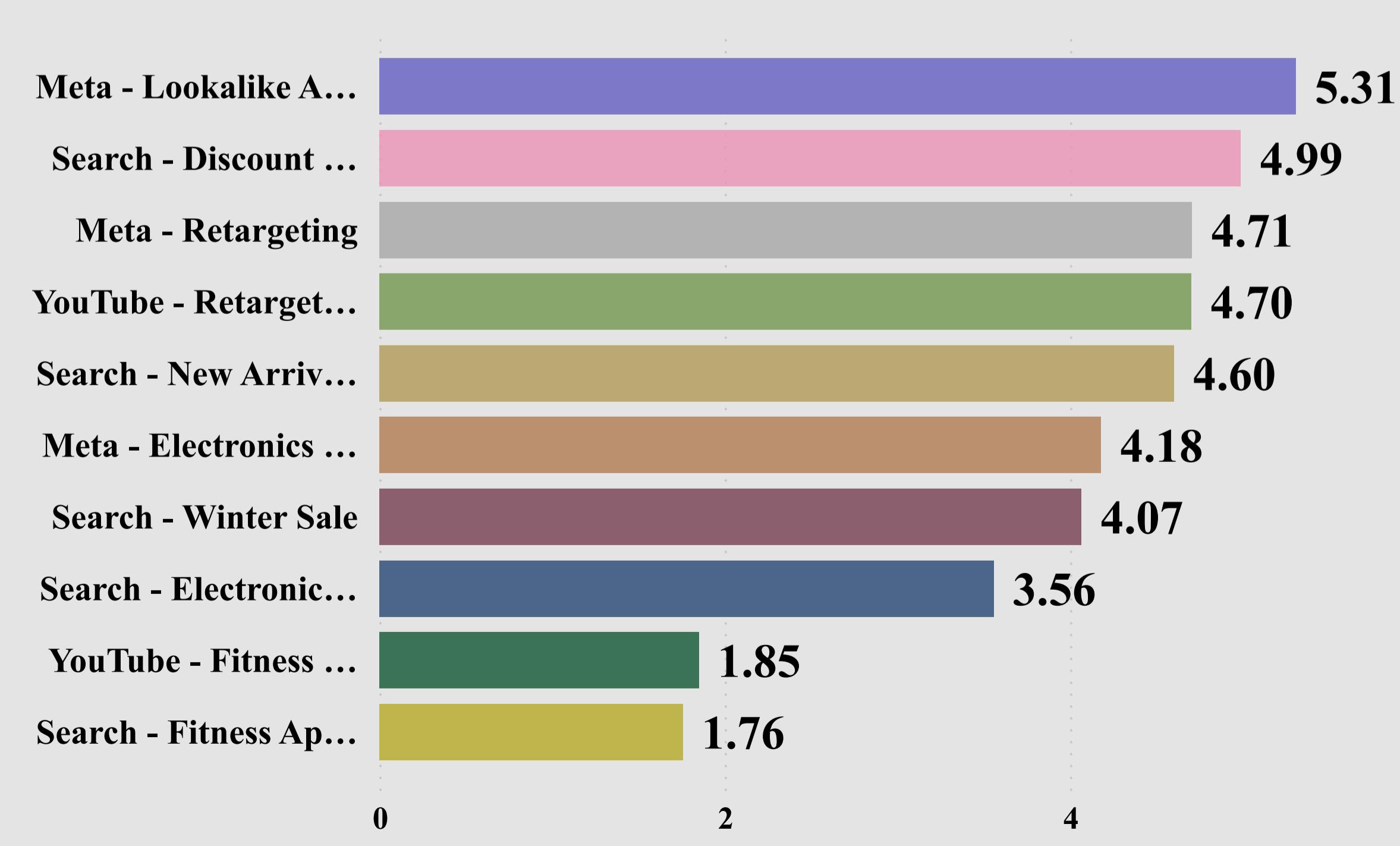
46M

campaign_name	Total Spend	Total Revenue	ROAS	Total Purchase
Search - Winter Sale	25,97,949.69	1,05,63,190.67	4.07	8932
Search - New Arrivals	22,77,804.11	1,04,81,453.94	4.60	8854
Meta - Lookalike Audience	19,63,063.96	1,04,19,869.22	5.31	8807
Meta - Electronics Offer	24,67,670.24	1,03,12,820.01	4.18	8699
Search - Discount Coupons	20,44,371.03	1,01,99,025.60	4.99	8569
Search - Electronics Deals	28,55,566.23	1,01,63,873.71	3.56	8519
Meta - Retargeting	21,39,951.85	1,00,71,293.50	4.71	8474
YouTube - Retargeting	21,27,629.18	1,00,05,552.22	4.70	8379
LinkedIn - B2B SaaS Leads	33,06,527.64	32,99,980.99	1.00	2761
LinkedIn - Consulting Leads	30,90,165.24	32,76,875.30	1.06	2741
LinkedIn - Webinar Signup	25,71,938.77	32,67,735.37	1.27	2728
Search - Fitness App Install	18,45,107.03	32,41,192.28	1.76	2706
Total	4,57,65,005.46	11,22,47,242.10	2.45	95131

Total Spend, ROAS and Total Revenue by channel\_name

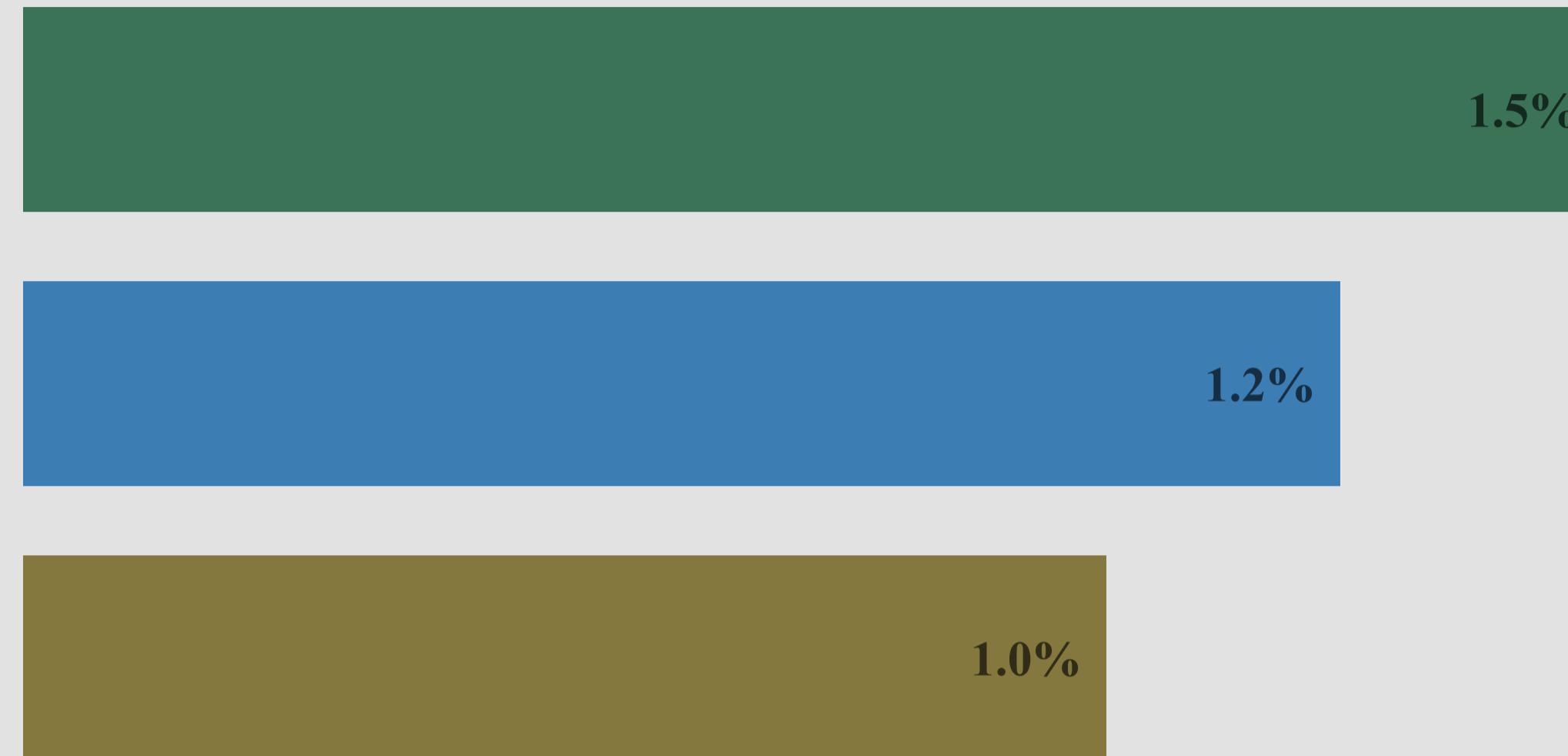


ROAS, Total Spend and Total Revenue by campaign\_name



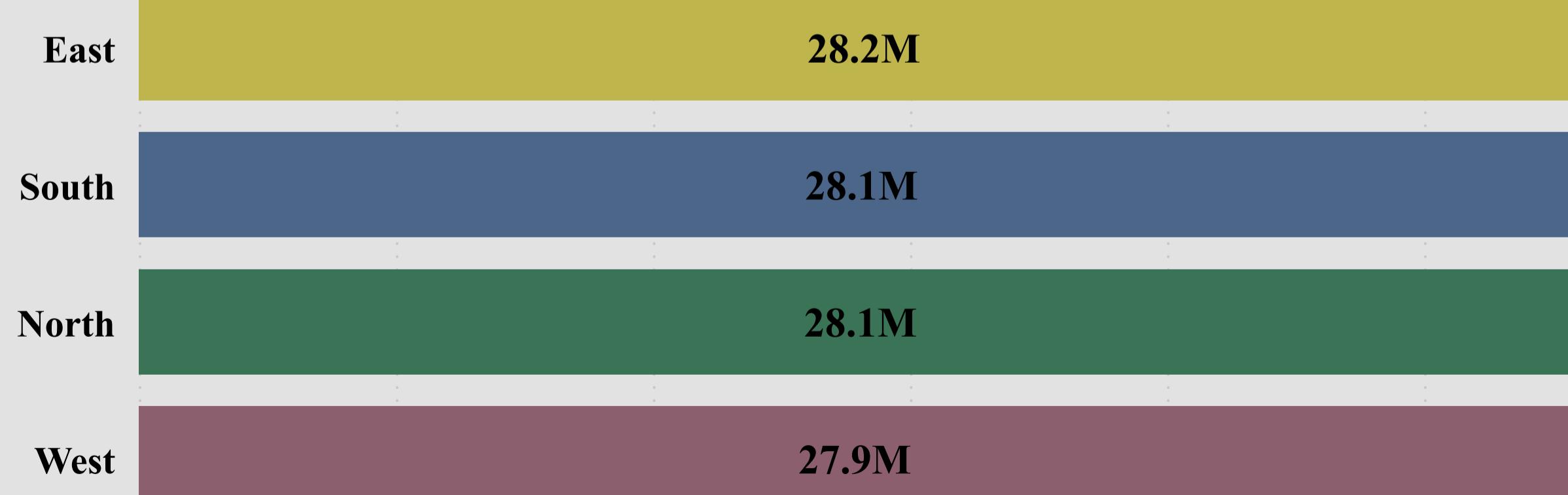
## Conversion Rate% by device\_type and device\_type

device\_type  
 ● Tablet  
 ● Mobile  
 ● Desktop



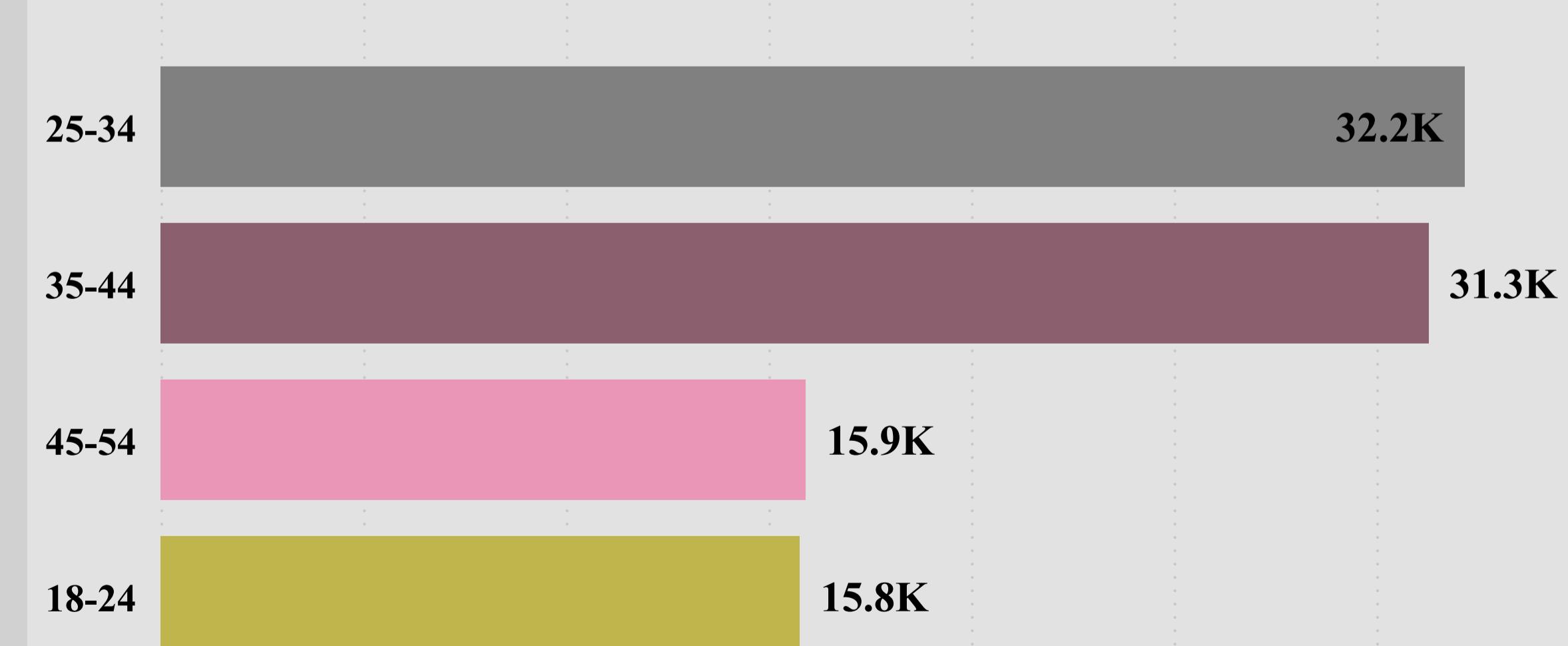
## Total Revenue by region and region

region ● East ● South ● North ● West



age_group	East	North	South	West	Total
18-24		90,83,856.11	95,17,310.21		1,86,01,166.32
25-34	94,91,718.38	94,63,988.69	95,56,942.73	93,70,264.27	3,78,82,914.07
35-44	93,85,350.88	95,27,672.44	90,38,626.52	90,19,896.79	3,69,71,546.63
45-54	93,29,534.55			94,62,080.53	1,87,91,615.08
<b>Total</b>	<b>2,82,06,603.81</b>	<b>2,80,75,517.24</b>	<b>2,81,12,879.46</b>	<b>2,78,52,241.59</b>	<b>11,22,47,242.10</b>

## Total Purchase by age\_group



# Key Findings

## Executive Summary

- Overall ROAS of 2.45 indicates strong campaign profitability.
- Total Revenue ~ 112.2M significantly exceeds Total Spend ~ 45.7M.
- Marketing efforts are generating 2.45x return - overall profitable strategy.
- Google ads & Meta channels deliver highest efficiency.
- March recorded peak spend and revenue levels.

## Campaign Performance

- Meta Lookalike audience campaign achieves highest ROAS (5.31).
- Search campaign consistently maintain ROAS above 4.0.
- LinkedIn campaign operate near break-even (ROAS~ 1.0-1.27).
- High-spend, low efficiency campaign identified for optimization.

## Audience Insights

- 25-34 age group drives highest purchases (~32K).
- Tablet users demonstrate strongest conversion rate.
- Regional Revenue is evenly distributed, with East region slightly leading.

## Recommendations

- Reallocate budget towards Meta and Search high-ROAS campaigns.
- Reassess LinkedIn targeting and bidding strategy.
- Increase focus on 25-34 demographic in retargeting campaigns
- Optimize creatives for tablet users to maximize conversion.