

Product Campaign Performance Dashboard

Campaigns

200

Avg. ROI

1K

↓ -3.6% competition

Total Sales

\$3.66M

↑ 137.7% competition

Avg. Impression

1.8M

↑ 132.4% competition

Avg. Conversion

13.4K

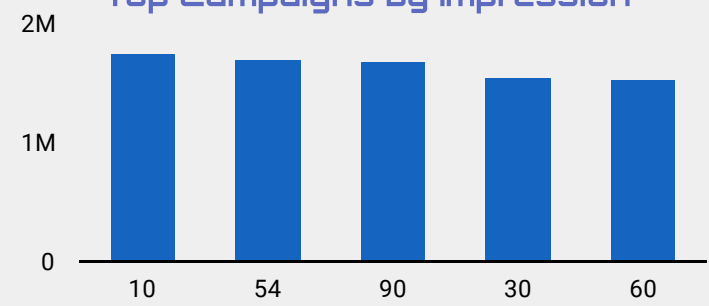
↑ 131.2% competition

Avg. Clicks

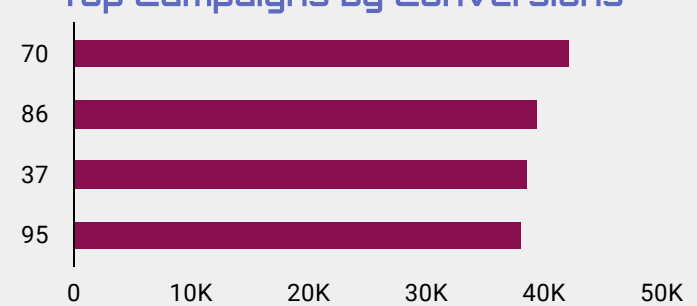
126.6K

↑ 142.2% competition

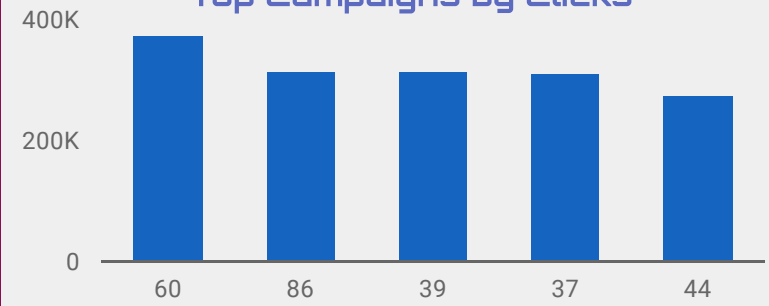
Top Campaigns by Impression



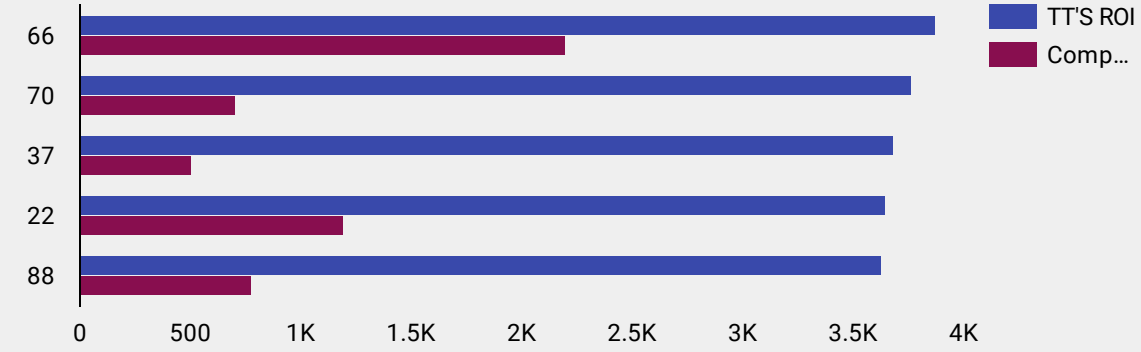
Top Campaigns by Conversions



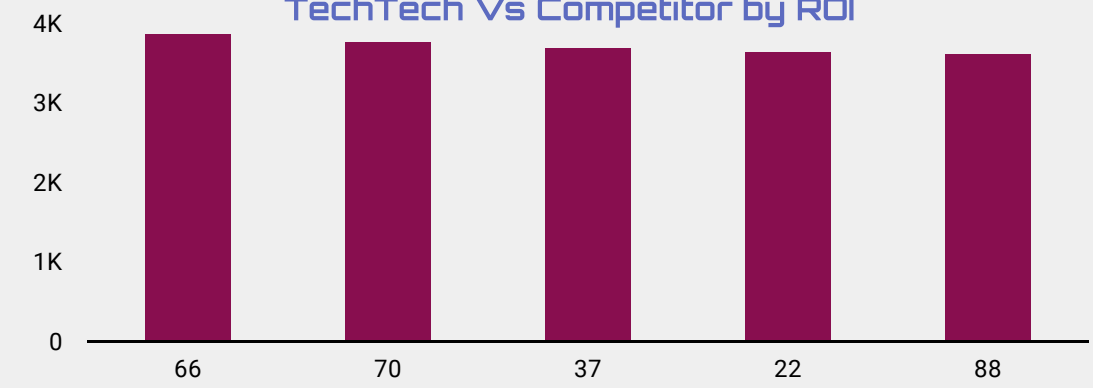
Top Campaigns by Clicks



Top 5 Campaign by ROI

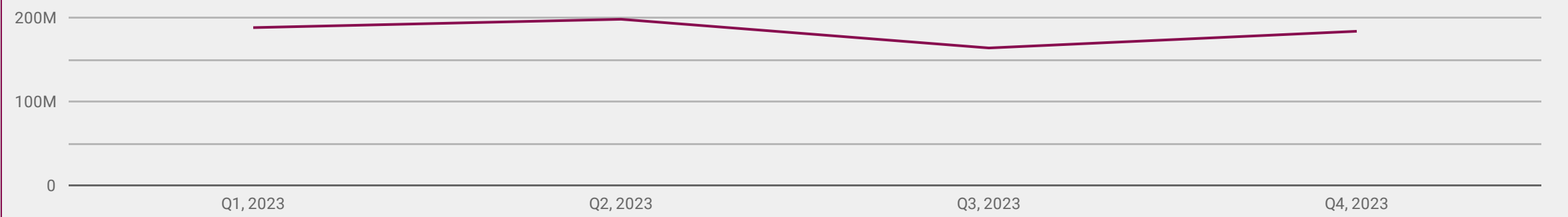


TechTech Vs Competitor by ROI



Total Sales Performance Through the Year

↑ ↓ A-Z ⋮



Customer Base Analysis

Understanding the Customers that interact with the products

Customers

200

Max Age

65

Min Age

19

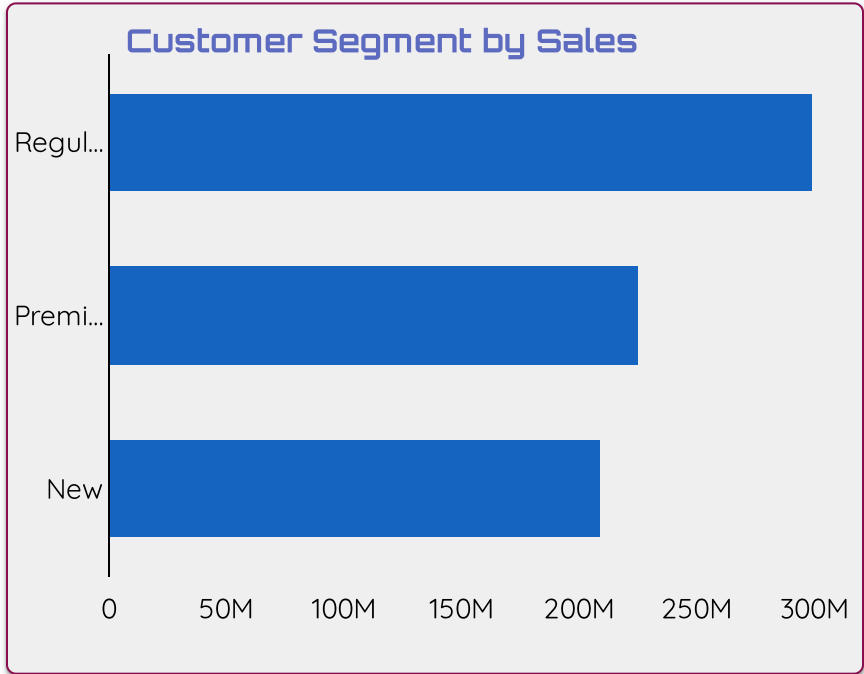
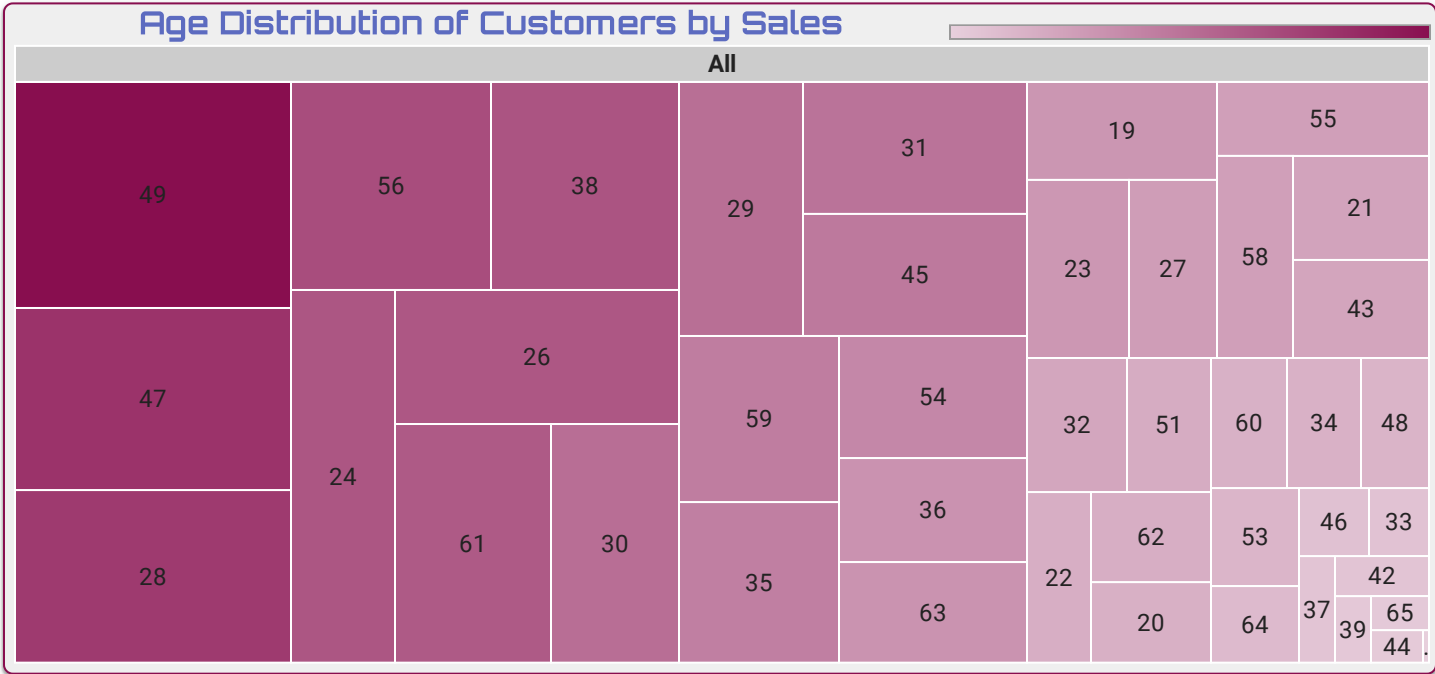
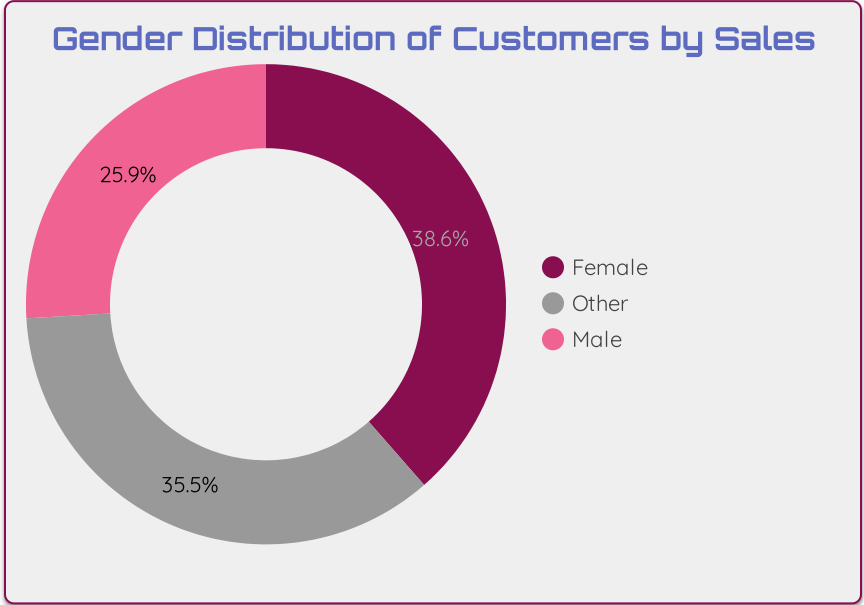
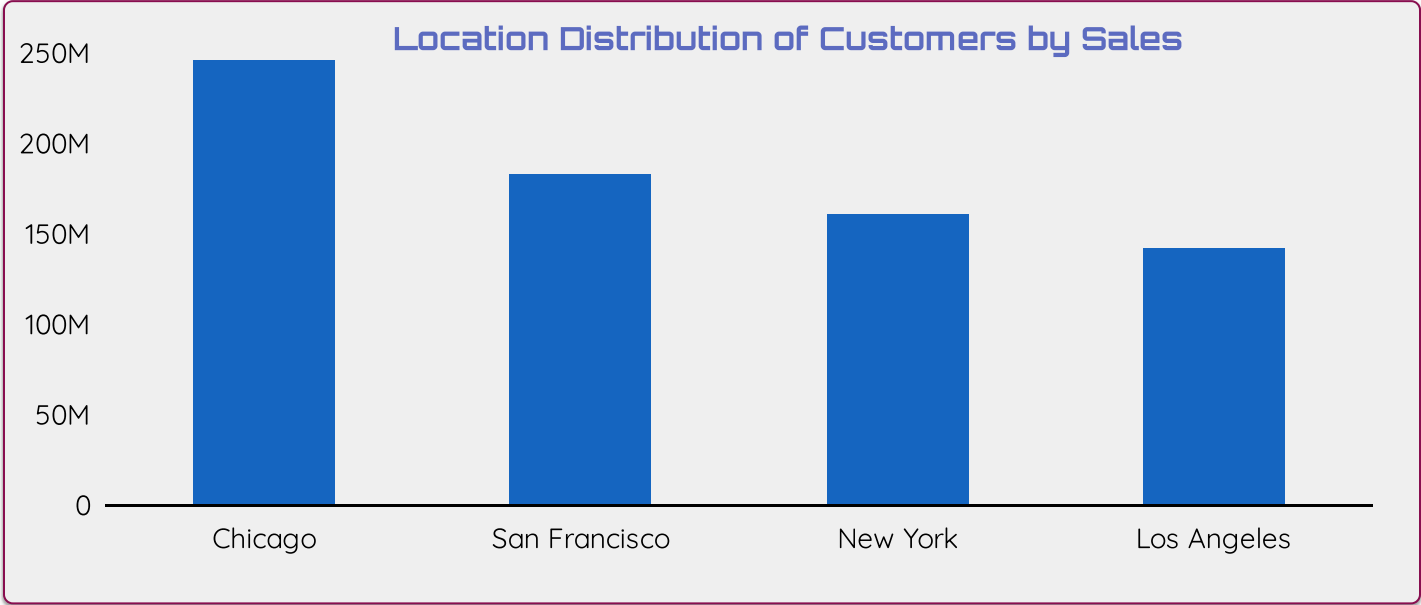
Avg. Age

41

Total Sales

\$3.66M

↑ 137.7% competition

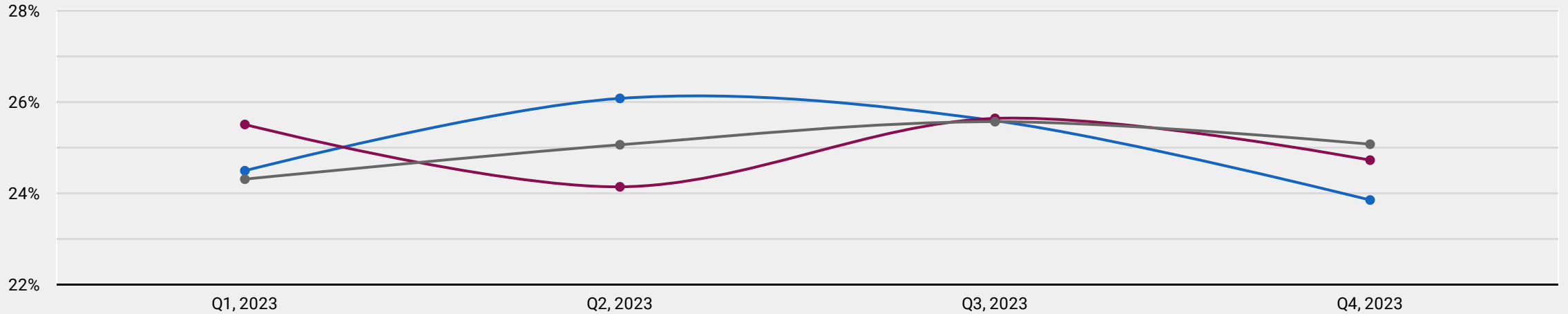


Comparative Analysis

Understanding the effects of external factors on the "Sales" and "ROI" at the same time period

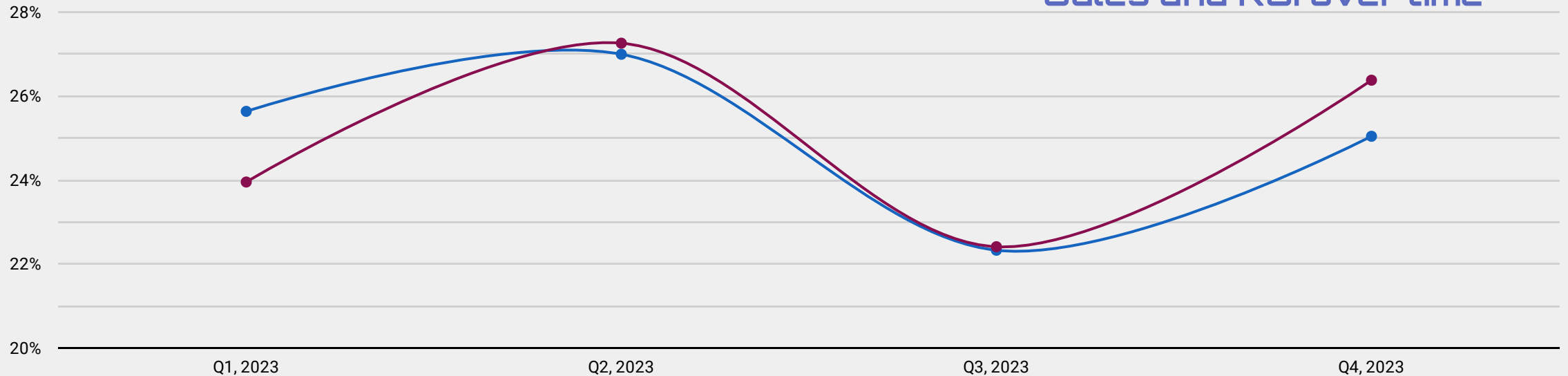
—●— GDP Growth Rate (%) —●— Inflation Rate (%) —●— Consumer Sentiment Index

External Factors over time



—●— Sales —●— ROI

Sales and ROI over time



Insights

Campaign ROI Variability:

TechTech's marketing campaigns show a wide range of ROI, suggesting variability in campaign effectiveness. Some campaigns are exceptionally effective, while others underperform.

Customer Demographics:

TechTech's customer base is diverse, with a slight inclination towards female customers and a concentration in certain locations like Chicago. Different customer segments respond differently to marketing campaigns, with segments like 'Regular' showing higher engagement and sales.

Competitor Comparison:

TechTech's average campaign ROI is comparable to that of its competitors, though competitors show slightly more consistent performance. TechTech's campaigns generally have higher ad spends, resulting in more impressions, clicks, and conversions compared to competitors.

External Factors:

External economic factors (GDP Growth Rate, Inflation Rate, Consumer Sentiment Index) have a limited direct correlation with campaign performance. Seasonal variations or specific market trends might be more influential but require a more detailed analysis.

Recommendations

Campaign Optimization:

Conduct a deeper analysis of high and low-performing campaigns to understand the drivers behind the success or failure. This could involve evaluating the content, messaging, or specific tactics used.

Experiment with different ad spends to find the optimal budget allocation that maximizes ROI.

Targeted Marketing Strategies:

Develop targeted marketing strategies for different customer segments and locations. Tailoring campaigns to specific demographics can enhance engagement and conversions.

Explore opportunities in underrepresented demographics to expand market reach.

Competitive Strategy:

Analyze the strategies employed by competitors in their successful campaigns. This can provide insights into tactics that might be effective for TechTech. Focus on building a consistent performance across campaigns, drawing lessons from competitors' approaches.

Leveraging External Insights:

While economic indicators have limited direct impact, staying informed about market trends and consumer sentiment can aid in strategic planning. Consider seasonal trends and market events when planning campaign timings and messaging.

Data-Driven Decisions:

Invest in gathering more detailed data, especially regarding marketing channels and tactics, for more granular analysis and insights. Utilize advanced analytics and predictive modeling to forecast campaign performance and optimize resource allocation.