MICROSOFT POWER BI

You're working as a data analyst for a company that runs digital marketing campaigns across different channels: Email, Instagram Ads, Influencer Marketing, and more. Your team wants a fully interactive dashboard to monitor campaign performance and help optimize future strategies. Your job is to build a clean, professional dashboard that clearly communicates key insights and allows for dynamic filtering across campaigns, dates, products, and marketing channels.

Tips for Creating Dashboard

1. KPIs:

Show Total Ad Spend, Impressions, Clicks, Conversions, Revenue, and Overall ROI using card visuals.

2. Visuals:

Include charts for Ad Spend by Channel, Clicks vs Impressions, Conversion Rate by Category, Revenue by Product, ROI by Product/Category, and time- based trends for Spend, Conversions, ROI, and Clicks.

3. Interactivity:

Add slicers for Campaign Date, Product Name, Product Category, and Marketing Channel.

4. DAX Measures: Create calculated fields for CTR, Conversion Rate, and ROI (double-check vs dataset ROI).

5. Design Tips:

Keep it clean and readable, use a clear title and summary, and apply consistent colors (e.g., green for high ROI, red for low).

NOTE: You are to create a comprehensive report that contains everything you did to come up with the solution in the details. Let the document be in **PDF** format before submitting.

Find the marketing dataset here: [Dataset](#)

Start Date: Monday, August 11, 2025

End Date: Friday, August 15, 2025