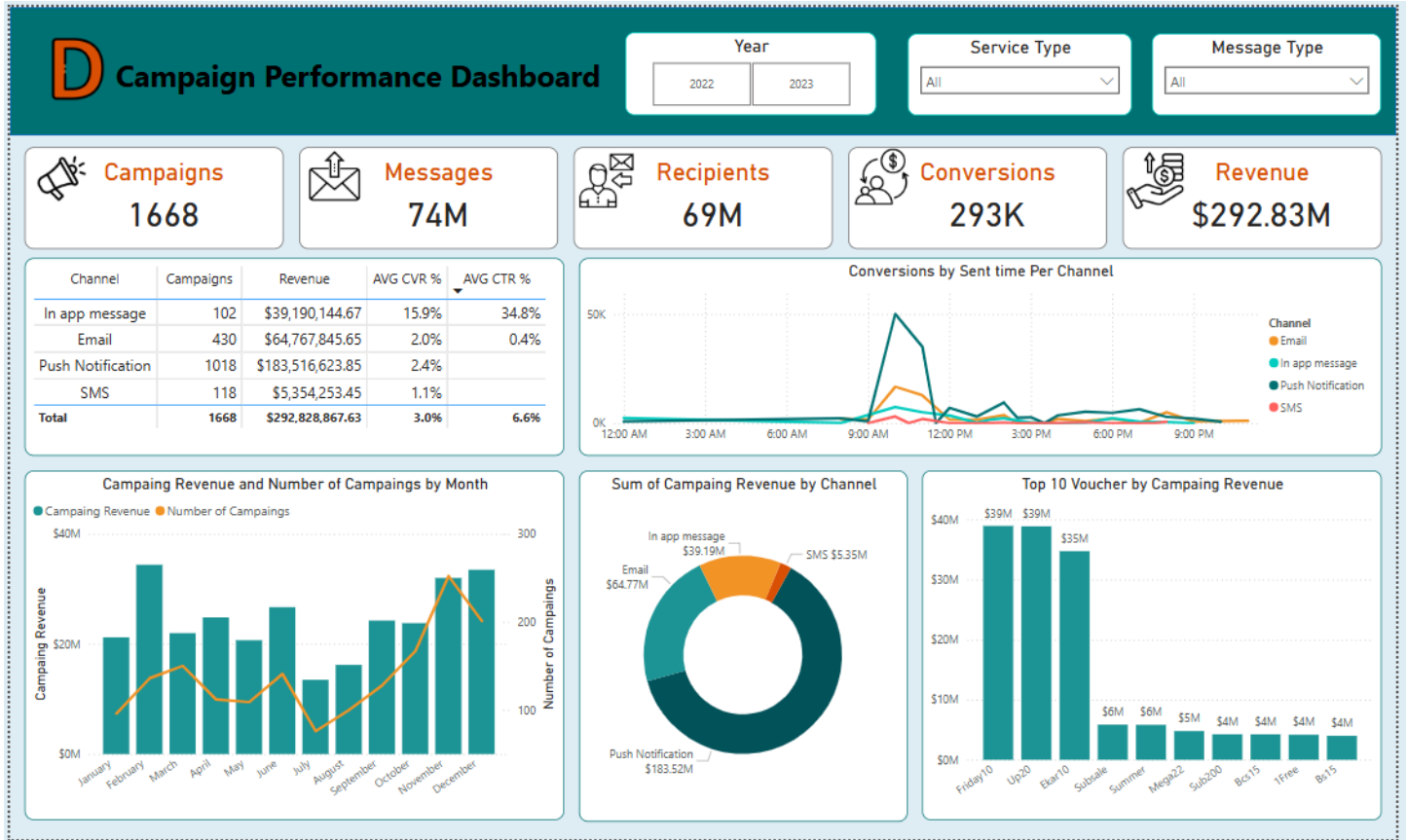


Campaign Performance

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Power BI Dashboard



Insights:

1- Overall Campaign Performance:

- Total of 1,668 campaigns launched.
- 74M messages sent to 69M recipients.
- Generated 293K conversions and \$292.83M in revenue.

2-Performance by Channel:

- Push Notification leads with the highest number of campaigns (1,018) and the highest revenue (\$183.5M).
- Email is second in revenue (\$64.7M) but shows low conversion (2%) and very low CTR (0.4%).
- In-App Message has the highest conversion rate (15.9%) and highest CTR (34.8%), despite being used in only 102 campaigns.
- SMS has the lowest revenue (\$5.35M) and lowest CVR (1.1%) with just 118 campaigns.

3-Best Time to Send Messages (Conversions):

- Peak conversion time is between 9:00 AM and 12:00 PM.
- Conversions are significantly lower during other hours, especially after 3:00 PM.

4-Revenue by Channel:

- The majority of revenue comes from Push Notifications, making up over 60% of total revenue.

5-Monthly Performance:

- November stands out as the month with the highest revenue and number of campaigns.
- A noticeable spike in campaign activity and revenue during Q4 (Oct–Dec).

6- Top Performing Vouchers:

- Friday10, Up20, and Extra generated the highest revenue (~\$39M each).
- The rest of the vouchers performed significantly lower.

Recommendations:

1-Increase Use of In-App Messages:

- Due to excellent conversion and click rates, it's recommended to expand the use of this channel in upcoming campaigns.

2-Optimize Email Campaigns:

- Despite solid revenue, performance (CVR and CTR) is poor.
- Consider A/B testing subject lines and content to improve engagement.

3-Reevaluate SMS Campaigns:

- Low return and performance might not justify the cost.
- Consider using SMS only for specific, high-impact scenarios or alongside other channels.

4-Focus on Optimal Sending Times:

- Schedule message delivery between 9:00 AM – 12:00 PM to maximize conversions.

5-Review **Underperforming** Vouchers:

- Vouchers generating less than \$5M should be reviewed or replaced with new offers.

6-Capitalize on Seasonal Peaks:

- Boost campaign activity and offers during high-performing months like November and December.