📊 Business Performance Report: Multi-Channel Marketing Analysis (2016–2021)

✅ Objective:

This report provides a comprehensive analysis of the marketing performance across three major channels — **Google Ads, Facebook Ads, and Web (Organic/Non-Paid)**. The aim is to evaluate how ad spend correlates with revenue generation, user sessions, and overall orders, helping stakeholders make data-driven decisions regarding marketing investments.

📒 Data Sources:

- **Facebook Ads** — Daily campaign cost data

- **Google Ads** — Daily spend data

- **Google Analytics Paid** — Sessions and transactions attributed to paid campaigns

- **Google Analytics Non-Paid** — Organic sessions and transactions

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📌 Key Metrics:

Metric	Value
Total Revenue	5.74M
Total Ad Spend	438.08K
Facebook Spend	200.32K
Google Ads Spend	237.76K
Total Orders	30K

📈 Performance Overview:

- ◆ **Ad Spend vs Revenue by Channel:**

  - **Google Ads** generated the highest revenue, significantly outperforming Facebook in return relative to spend.

- Despite **Facebook Ads** having a lower total spend, it yielded considerably less revenue compared to Google Ads.

◆ **Revenue Trend (2016–2021):**

- Revenue growth was strong between **2017 and 2019**.

- A noticeable decline started in **2020**, indicating potential market shifts, reduced marketing efforts, or external factors like COVID-19.

◆ **Paid vs Non-Paid Sessions:**

- Non-Paid (organic) sessions consistently remained higher than Paid sessions over the years.

- Indicates a strong presence in organic traffic but suggests reliance on non-paid channels for long-term stability.

◆ **Session Share:**

- **Paid:** ~893K sessions

- **Non-Paid:** ~909K sessions

- Balanced contribution, but with Non-Paid slightly higher — highlighting strong SEO or brand-driven traffic.

💰 **Cost Efficiency Insights:**

- **Return on Ad Spend (ROAS):**

  ○ ROAS is significantly higher for Google Ads compared to Facebook Ads.

  ○ **ROAS Formula:**
  ROAS = Total Revenue / Total Ad Spend

- **Cost Per Order:**

  ○ Both platforms demonstrate relatively low acquisition costs, but further analysis shows Google yielding higher order counts.

🔍 **Key Observations:**

- ◆ **Google Ads** is the highest-performing paid channel in both revenue and order generation.

- ◆ **Organic (Non-Paid) Traffic** remains a crucial driver, contributing nearly 50% of total sessions.

- ◆ **Facebook Ads** require optimization to improve return metrics, possibly through targeting refinement or creative adjustments.

- ◆ There is a clear revenue drop after **2019**, which may warrant a review of campaign strategies or market changes.

🎯 **Recommendations:**

1. **Increase investment in Google Ads**, as it shows a higher ROAS and stronger order conversion rates.

2. **Review Facebook Ads performance** to identify inefficiencies — look into audience segmentation, creatives, and bidding strategies.

3. **Maintain and further strengthen organic channels** — SEO, content marketing, and brand-building appear highly valuable.

4. Consider diversification into new marketing channels (e.g., Instagram Ads, YouTube, Display).

5. Perform a deep-dive analysis into the revenue decline post-2019 — explore whether it's due to external factors or internal inefficiencies.

📌 **Conclusion:**

This marketing dashboard effectively summarizes channel-wise performance, spend efficiency, and conversion trends over a five-year period. It provides actionable insights for marketing teams and decision-makers to optimize spending, enhance customer acquisition strategies, and drive sustainable growth.