

# Campaign Overview Dashboard

Campaign Type

☐ 20% Off  
☐ Buy One Get One Free  
☐ Flash Sale

Promotion Start Date

▼

☐ 2021

Promotion End Date

▼

☐ 2022

Product Category

All

▼

Store Location

All

▼

999

Total Campaigns

2.48bn

Total Revenue Per Campaign

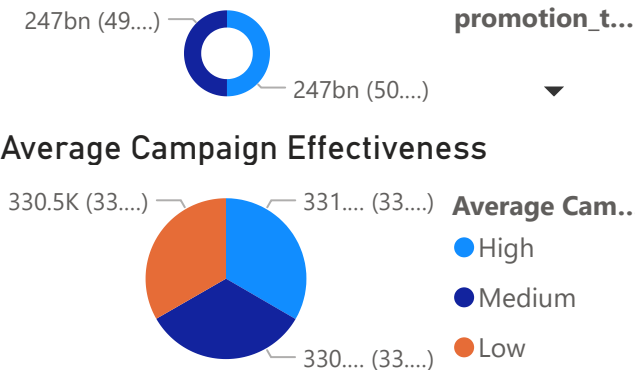
0.25

Average Discount Applied Per Transaction

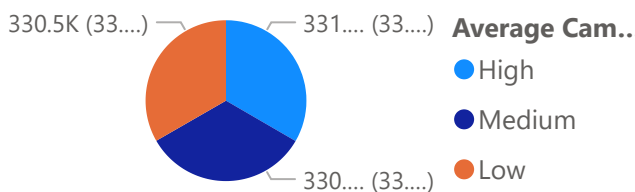
365

Average Campaign Duration (Days)

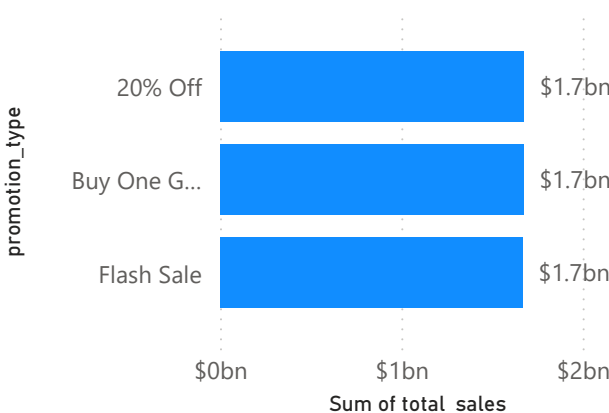
Sum of customer\_id by promotion\_target\_audience



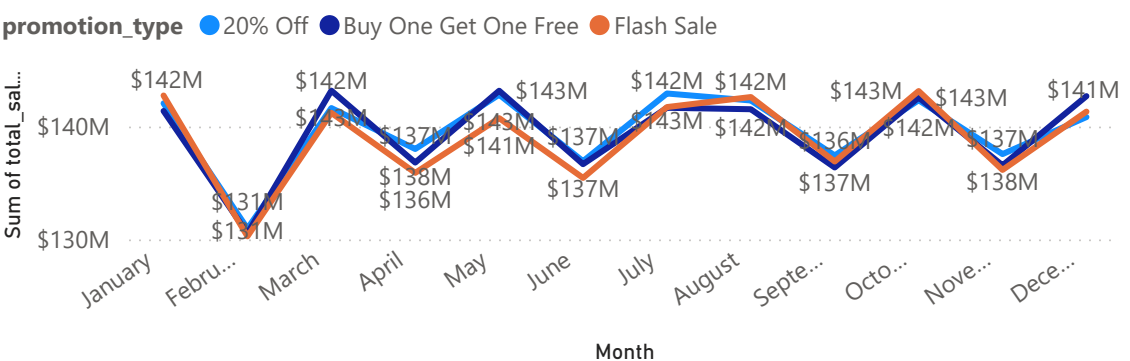
Average Campaign Effectiveness



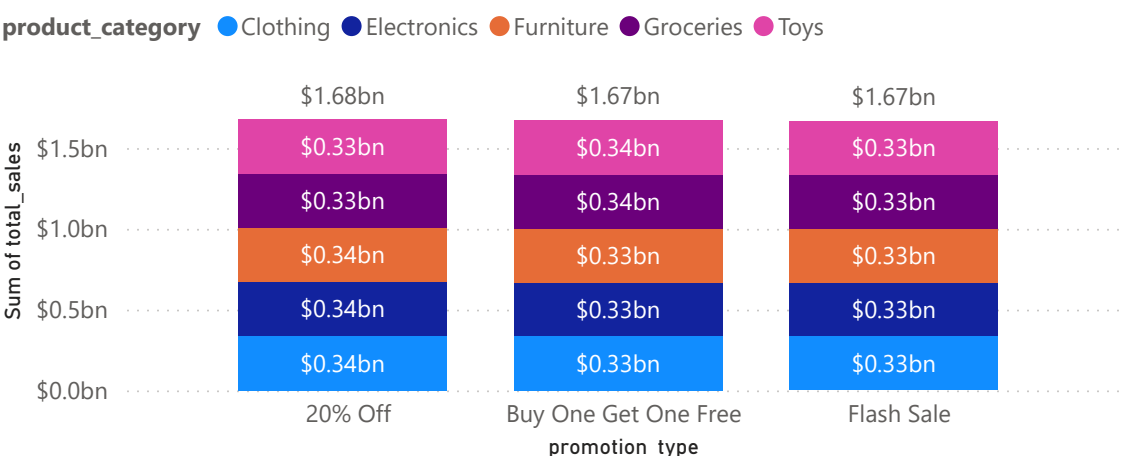
Total Revenue Per Campaign



Sum of total\_sales by Month and promotion\_type

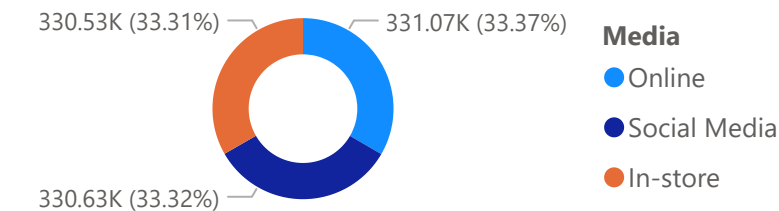


Sales breakdown by campaign types

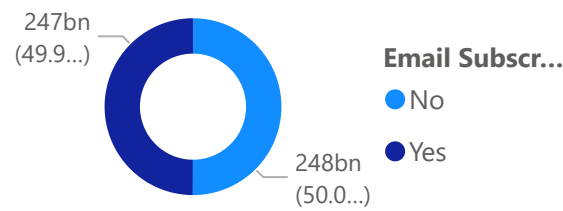


# Audience Engagement Dashboard

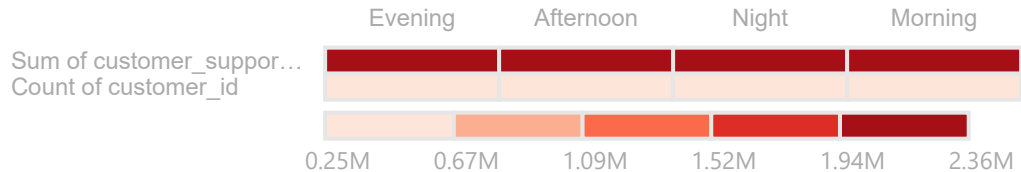
Media Engagement Rate



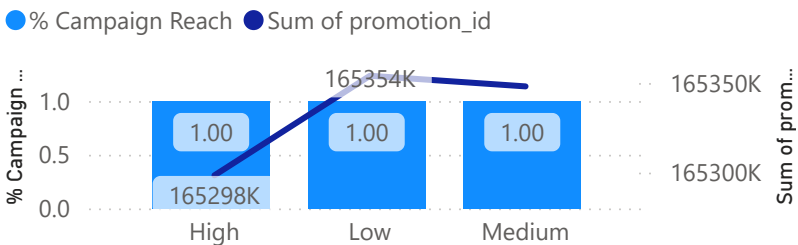
Email Subscription Conversion Rate



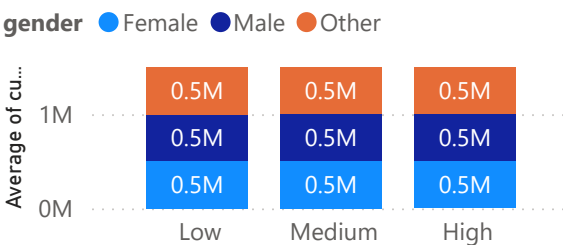
Customer Interaction by Time Period of the Day



Overall Interaction with Promotions



App Usage Frequency by Gender



Customer Engagement via Social Media Channels

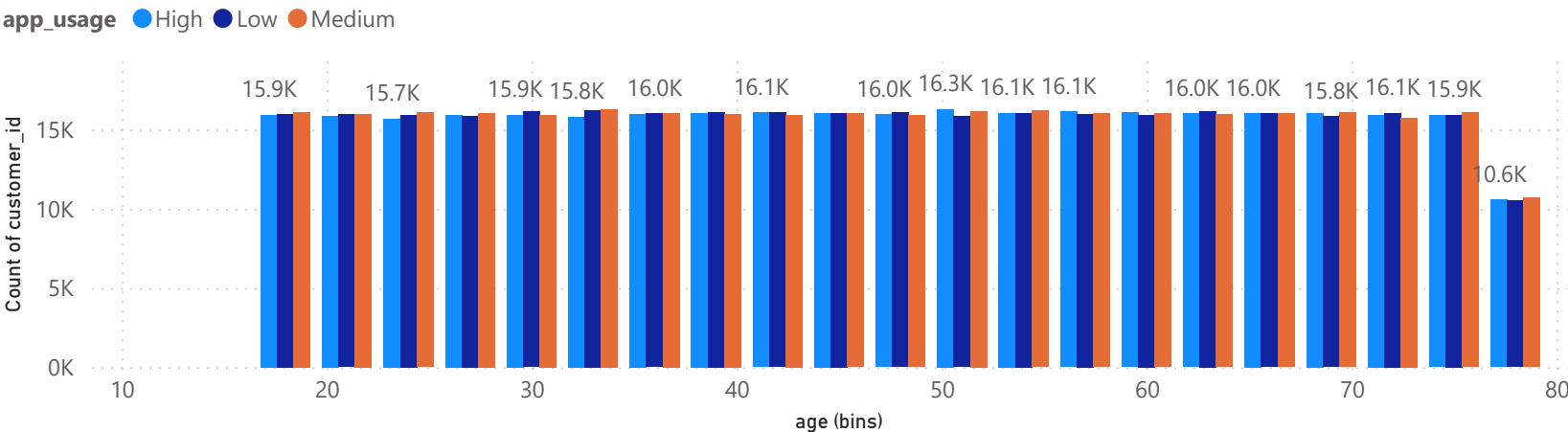


Total Website Visits per Campaign

Campaign Website Visitors

Campaign	Website Visitors
1	49484
2	48343
3	50873
4	50671
Total	49129864

App Usage Frequency by Age



# Sales Impact Dashboard

2.48bn

Gross Sales

1.99bn

Net Sales

Year

2020

2021

Product Category

All

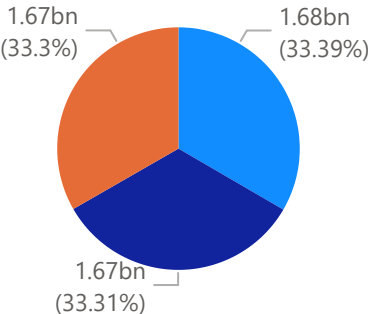
Store Location

All

Sales Channel

All

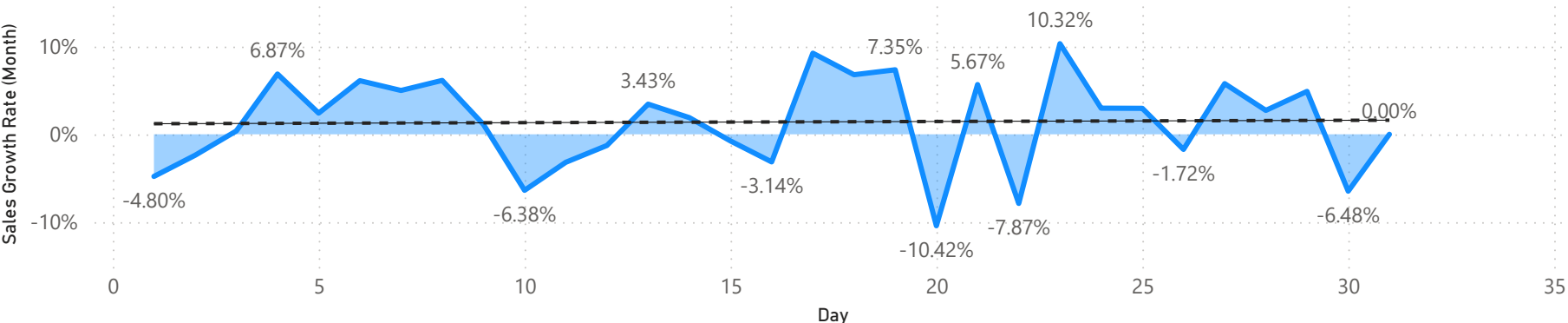
## Customer Spending Across Online vs In-store vs Social Media



promotion\_ch...

- Online
- Social Me...
- In-store

## Sales Growth Rate : November 2021 vs. December 2021



## Promotion Id Total Sales

25	\$1,964,817.72
52	\$1,924,521.53
55	\$1,912,218.29
156	\$1,921,227.52
222	\$2,075,304.5
Total	\$29,069,640.27

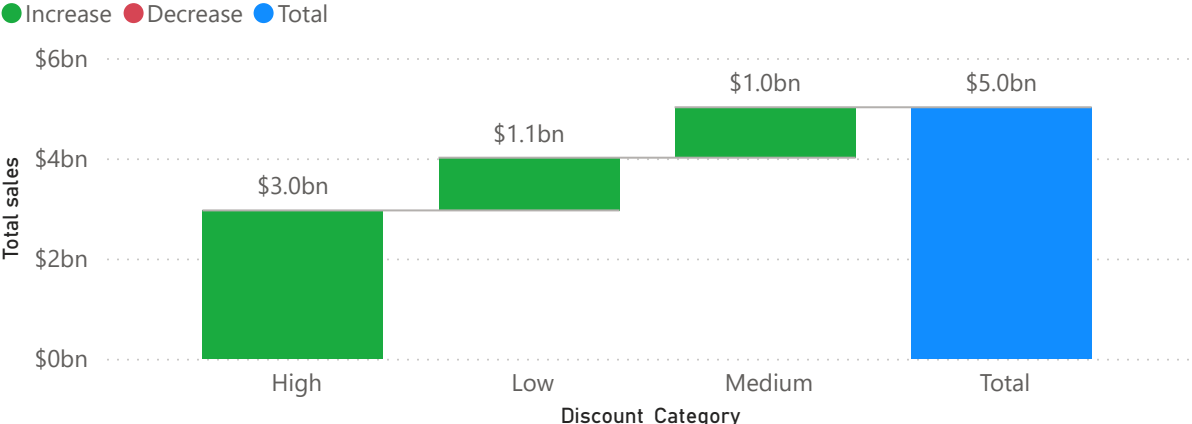
## Sales Contribution (%) by Product Category



## Average Transaction Value by Product Category



## Total Discounts Given Impact on Sales || Sum of total\_sales and Total\_Sales\_By\_Discount\_Category by Discount\_Category



# Channel Performance Dashboard

Year

2020

2021

Month

All

Promotion Type

☐ 20% Off

☐ Buy One Get One Free

☐ Flash Sale

Promotion Channel

☐ In-store

☐ Online

☐ Social Media

Product Category

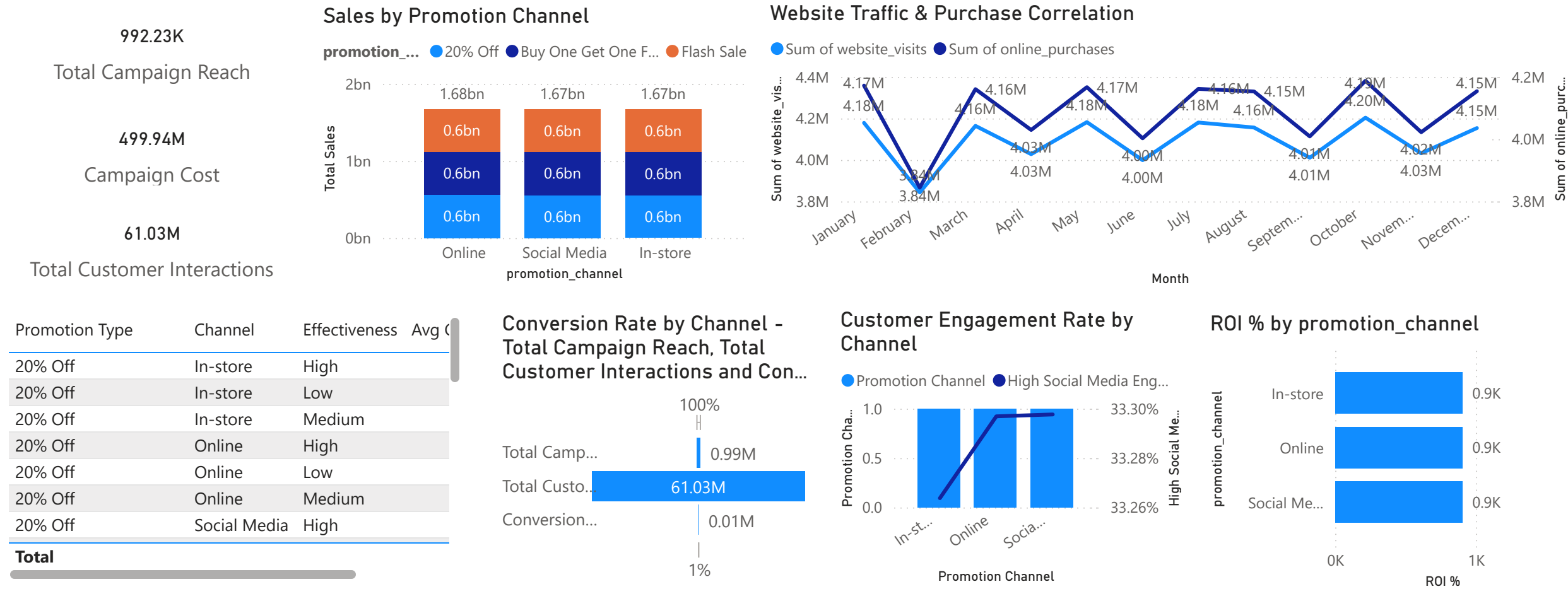
All

Customer City

☐ City A

☐ City B

☐ City C



# Content Performance Dashboard

20%  
CTR (%)

499.94M  
Campaign Cost

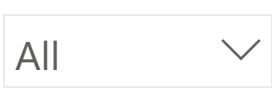
Year



Month



Product Category



Campaign Type



Income



Gender



61.03M

Total Customer Interactions

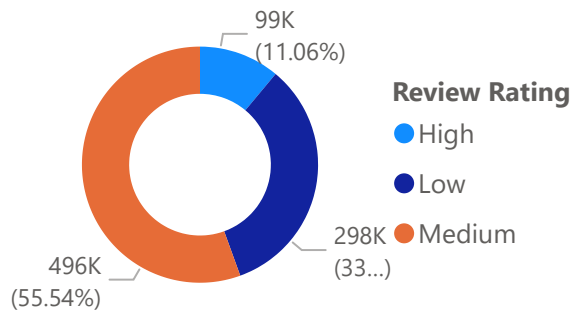
33%

High Social Media Engagement Rate (%)

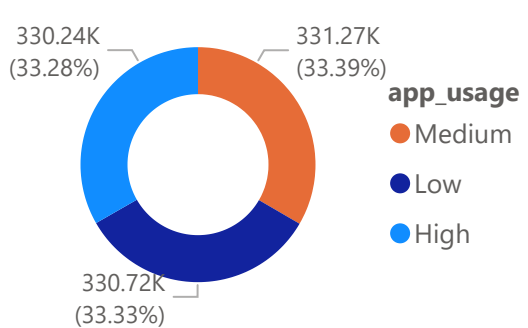
330K

High Social Media Engagement

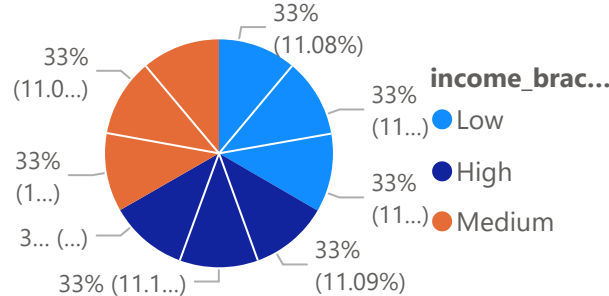
Sentiment Proportion (%)



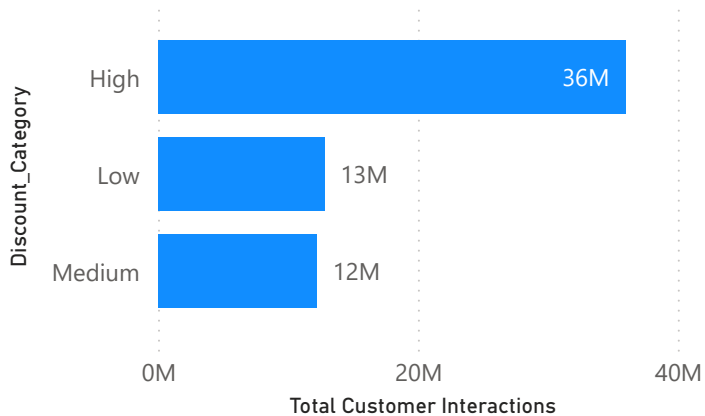
Total Campaign Reach by app\_usage



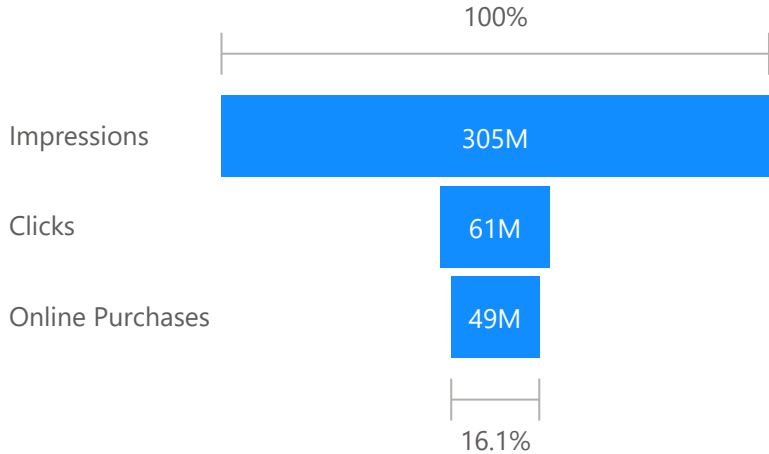
High Social Media Engagement Rate (%) by income\_bracket and promotion\_type



Total Customer Interactions by Discount\_Category



Conversion Rate (%)



High Social Media Engagement Rate (%) by Campaign Name and Media Channel

