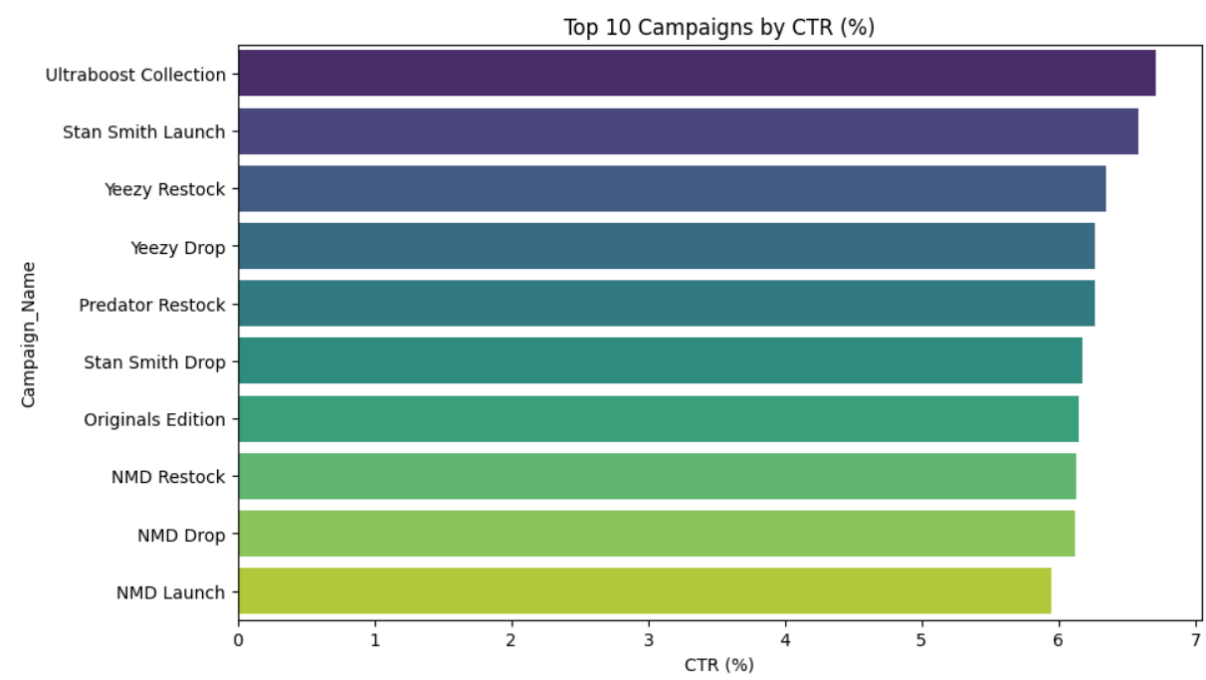


Visualization and Analysis

1.CTR(Click Through Rate)

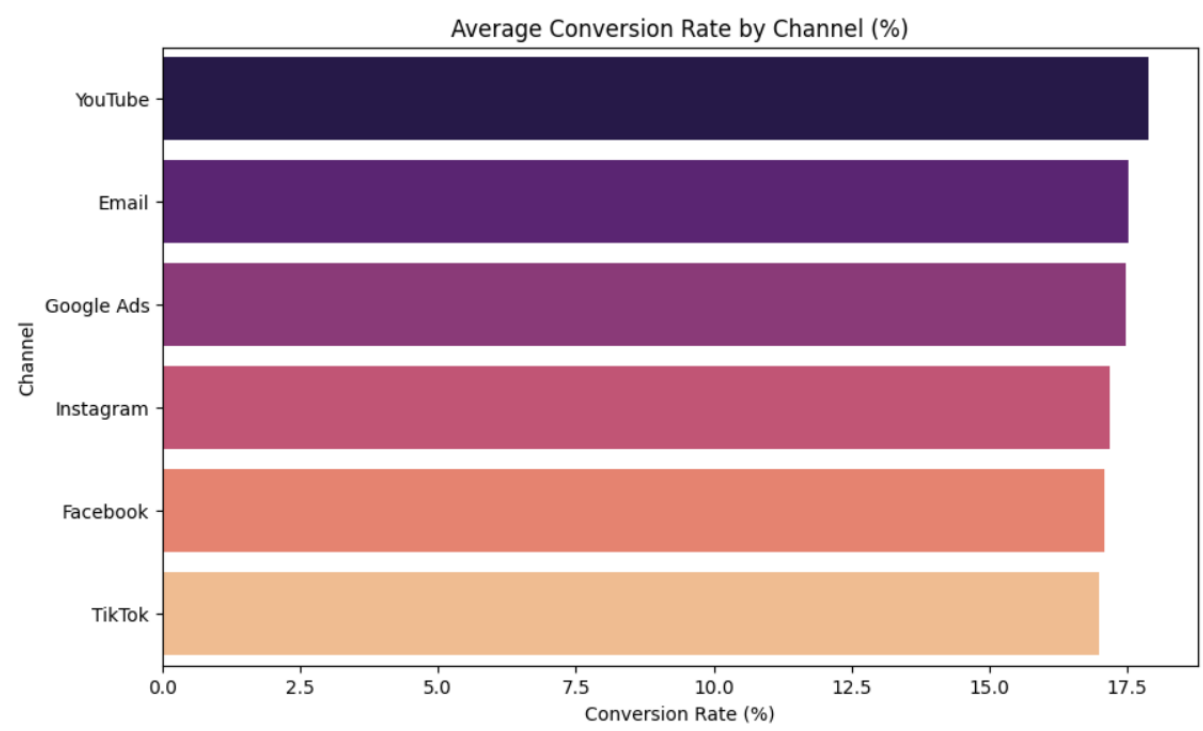
	Campaign_Name	CTR_Percentage	Total_Conversions
▶	NMD Edition	6.96	82413
	Yeezy Launch	6.81	227338
	Ultraboost Restock	6.57	57521
	Yeezy Restock	6.54	55184
	NMD Launch	6.43	224085
	Yeezy Edition	6.43	67611
	NMD Drop	6.40	76432
	Predator Launch	6.23	184022
	Originals Edition	6.22	48248
	NMD Collection	6.21	67521

Based on above data we've plotted the following graph



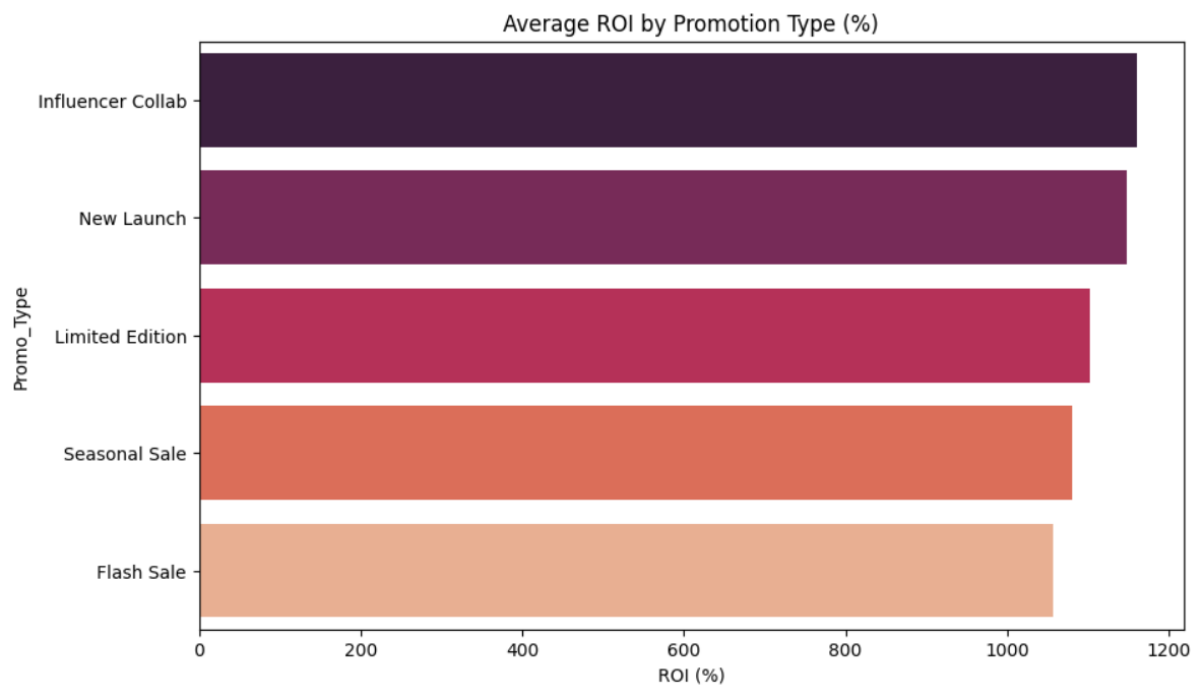
2. Conversion Rate by Channel

	Channel	Conversion_Rate_Percentage	Total_Revenue
▶	TikTok	18.03	69404140.02758789
	Facebook	17.52	93836393.14233398
	YouTube	17.46	59690438.54394531
	Instagram	17.40	98539008.66992188
	Email	17.34	105197675.08300781
	Google Ads	16.02	55373218.21801758



3.ROI(Return Of Investment) by promotion Type

	Promo_Type	ROI_Percentage
▶	Flash Sale	1141.17
	Limited Edition	1098.48
	New Launch	1022.41
	Influencer Collab	1006.81
	Seasonal Sale	961.92



4.Top Campaign by Revenue

	Campaign_Name	Total_Revenue	Total_Cost
▶	Yeezy Launch	45295233.8203125	3868332.244140625
	NMD Launch	44334138.63671875	4008874.7534179688
	Originals Launch	41651102.4609375	3749485.822265625
	Ultraboost Launch	38772179.49609375	3288764.0048828125
	Predator Launch	35509031.421875	3249483.2724609375

