

Business Problem Questions

1. Which ad channel generated the highest revenue and best conversion rate?
2. How does ad spend correlate with leads generated and total conversions?
3. Which date ranges or campaigns showed declining performance?
4. What is the average conversion rate across different channels?
5. Which platform delivered the lowest cost per conversion?
6. What percentage of total revenue comes from each marketing channel?
7. How can marketing teams reallocate budget to improve campaign efficiency?
8. What are the key insights and recommendations from this analysis?