

# Social Media Campaign Performance Tracker

ROI

ROI  
409.88

Product Sold

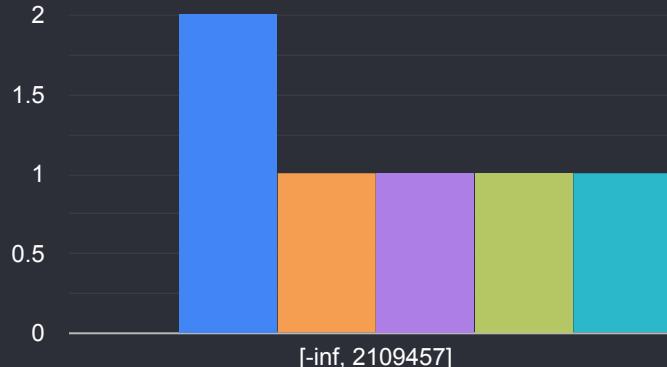
Product\_Sold  
4,218,914

Total spend

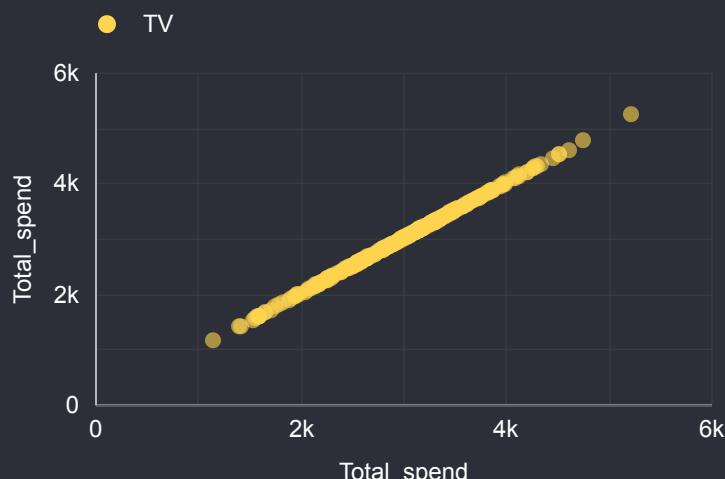
Total\_spend  
891,745.01

## Sales Impact Analysis

null  
139719.76999999996  
153733.2400000001  
146940.03

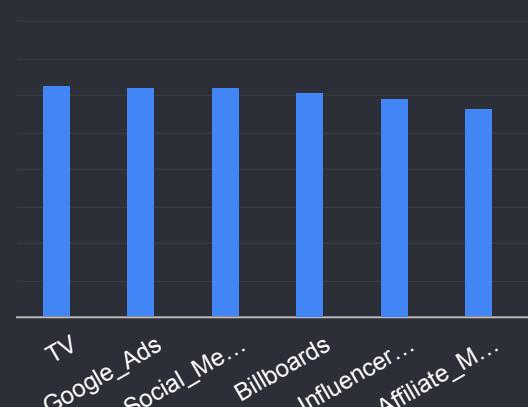


## Spend vs Sales Correlation



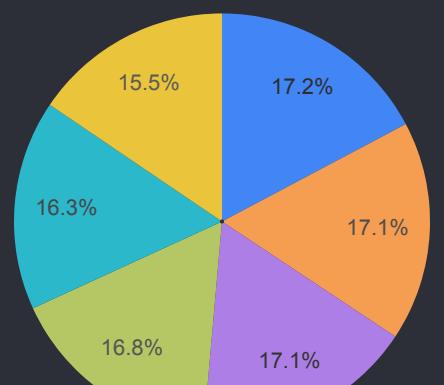
## SPEND by CHANNEL and PRODUCT SOLD

2109457  
null



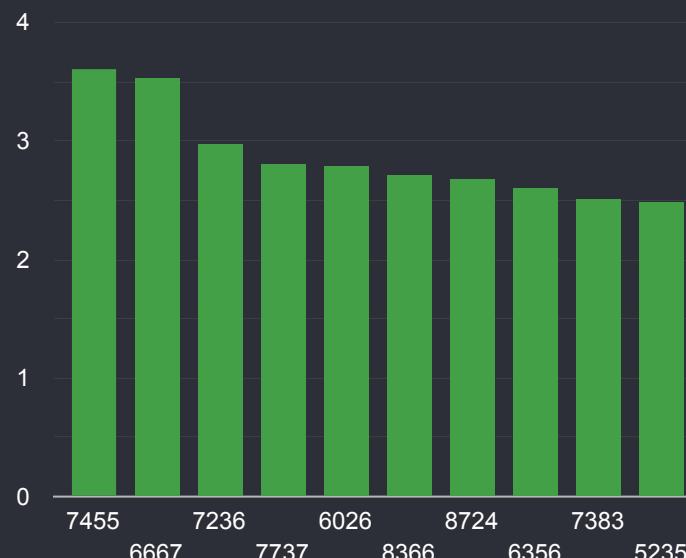
## Spend Contribution

TV  
Google\_Ads  
Social\_Media  
Billboards  
Influencer\_Marketing



## Channel wise ROI

ROI



## Sales Efficiency

SPEND

