

Executive Summary – Social Media Marketing Analysis Dashboard

Business Objective

The primary goal of this dashboard is to evaluate influencer marketing performance across Facebook, Instagram, and YouTube by measuring platform-wise ROI, conversion efficiency, and demographic response to guide future campaign investments.

Key Insights

Platform Performance

- **YouTube** delivered the **highest ROI (2.06)** despite lower conversion count, indicating efficient monetization.
- **Facebook** had the **widest reach and balanced ROI (1.96)** — suitable for brand awareness.
- **Instagram** had **strong engagement among younger audiences**, with solid ROI (1.84) and highest conversions (1.49M when filtered).





Demographic Trends

- **Female users showed higher engagement and conversion rates** (52.01% of total audience).
- Instagram appeals slightly more to **female users**, while Facebook and YouTube had relatively balanced gender distribution.
- City-wise performance showed **Kolkata had lower ROI (0.39)** compared to **Delhi or Bangalore** — suggesting scope for reallocation of spend.

Spending & Return

- ₹86.29M spent across platforms led to ₹168.20M revenue and 4.37M conversions overall — yielding a solid **Return on Ad Spend (ROAS) of 1.95**.
- In Instagram-only filters, **₹30.01M spend returned ₹55.10M revenue**, validating its value for scaled execution.
- High spend in Kolkata contributed less revenue — possible overspend zone.

Recommended Actions

1.  **Allocate more budget to YouTube** for better ROI efficiency.
2.  **Increase Instagram campaigns** targeting **female audiences** in top-performing cities (Delhi, Bangalore).
3.  **Reduce spend in low-performing cities** like Kolkata unless audience quality improves.
4.  **Leverage Facebook** for mass engagement but monitor ROI to avoid waste.