# Sales and Performance Dashboard

campaign_id

124319604784   997303818969

Total Sales

58.58K

Sum of attributed_sales_7d

Total Cost

11.53K

Sum of cost

Total Quantity Ordered

578

Sum of attributed_units_or...

Sum of Performance metrics by campaign ID

- ● Sum of impressions
- ● Sum of clicks
- ● Sum of attributed_sales_7d
- ● Sum of attributed_conversi...
- ● Sum of cost

Sum of value

0.7M
0.6M
0.5M
0.4M
0.3M
0.2M
0.1M
0.0M

Total Impression

646K

Sum of impressions

Total Clicks

6735

Sum of clicks

Total Conversions

475

Sum of attributed_conver...
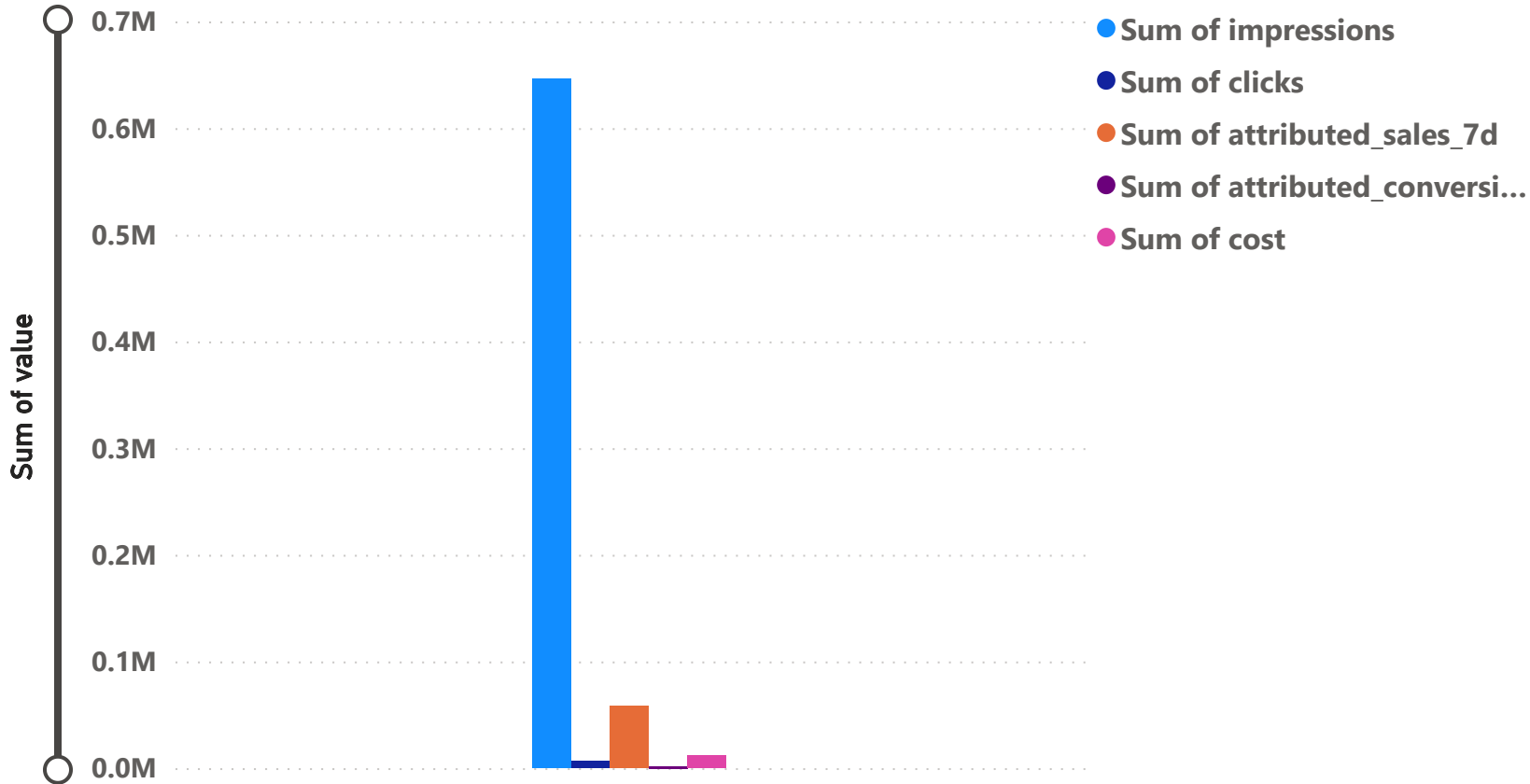
Sales Trends Dashboard

Total Sales by Time

- 9.4K (10:00)
- 10.2K (11:00)
- 11.4K (12:00)
- 9.9K (13:00)
- 9.0K (14:00)
- 8.8K (15:00)

Axis: Total Sales (9K, 10K, 11K) vs time_window_start (10:00, 11:00, 12:00, 13:00, 14:00, 15:00)
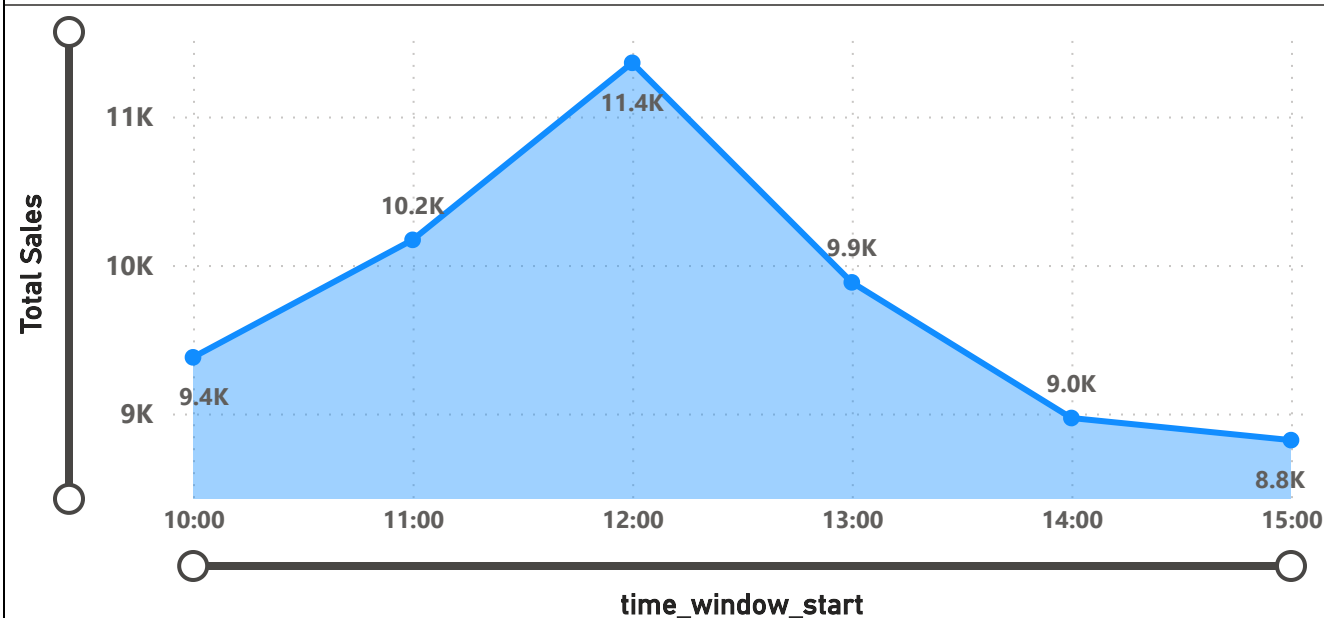
Total Impression and Clicks by Category

- Mattress: 0.46M
- Bed Frame: 0.14M
- Mattress Toppers: 0.05M

Axis: Sum of impressions (0.0M, 0.2M, 0.4M) vs category
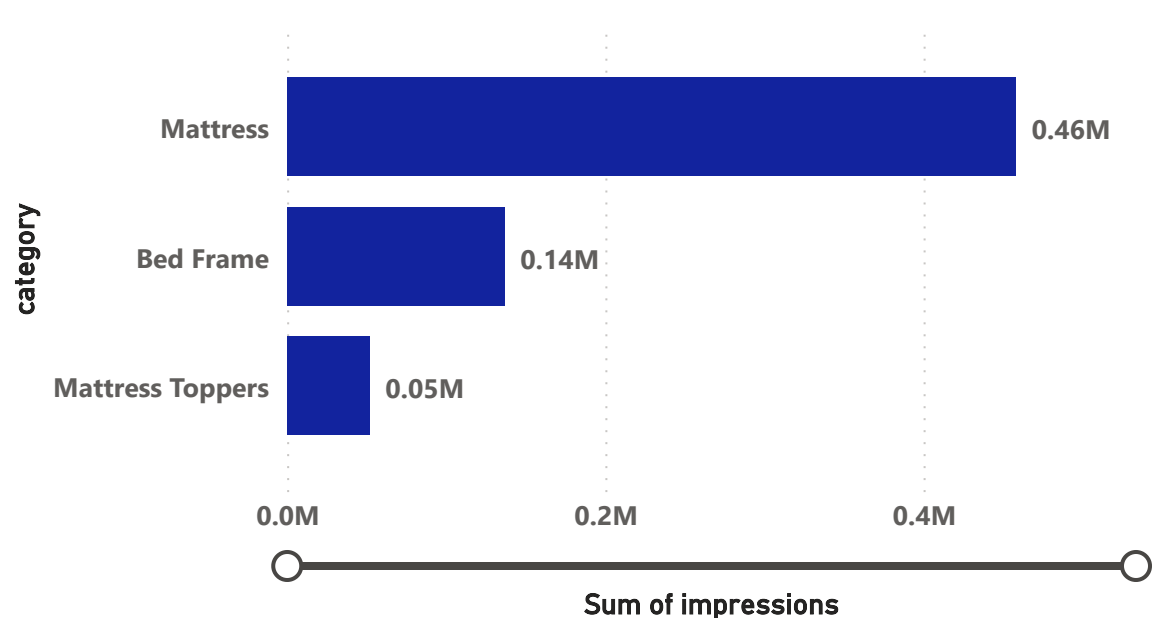
Conversion Rate by ad_group_id and campaign_id

Conversion Rate values: 1.00, 0.19, 0.14, 0.11, 0.11, 0.10, 0.08, 0.06, 0.06, 0.05, 0.05, 0.05, 0.05, 0.04, 0.04

campaign_id: 2435347..., 2271263..., 2197415..., 2197415..., 2681857..., 1514740..., 5466584..., 9973038..., 3637489..., 5779464..., 1243196..., 8240367..., 1974973..., 2271263..., 5386134..., 2550403..., 4240286..., 4240286..., 2732293..., 5466584..., 1514740..., 2732293..., 7230488..., 2271263..., 3012725..., 3016111..., 1459186..., 9821765...
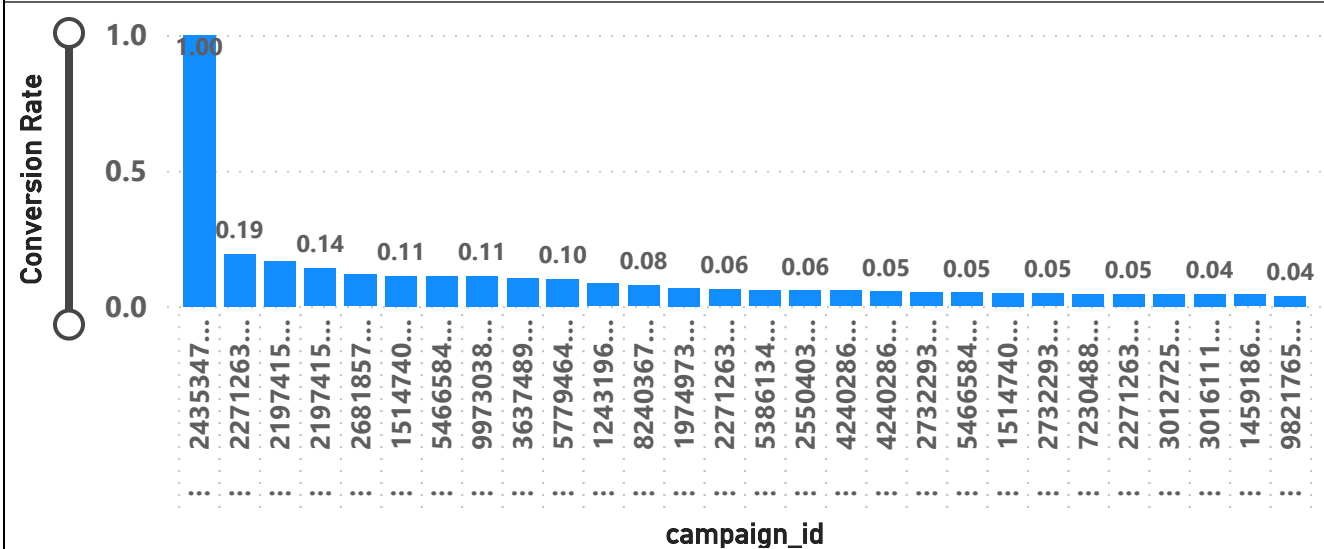
Total Sales and Amount Spent by Category

● Sum of cost   ● Sum of attributed_sales_7d

- Mattress: 11K (cost), 57K (attributed_sales_7d)
- Bed Frame: 1K (cost), 1K (attributed_sales_7d)
- Mattress Toppers: 0K (cost), 1K (attributed_sales_7d)

Axis: Total Sales and Amount Spent (0K, 20K, 40K, 60K) vs category
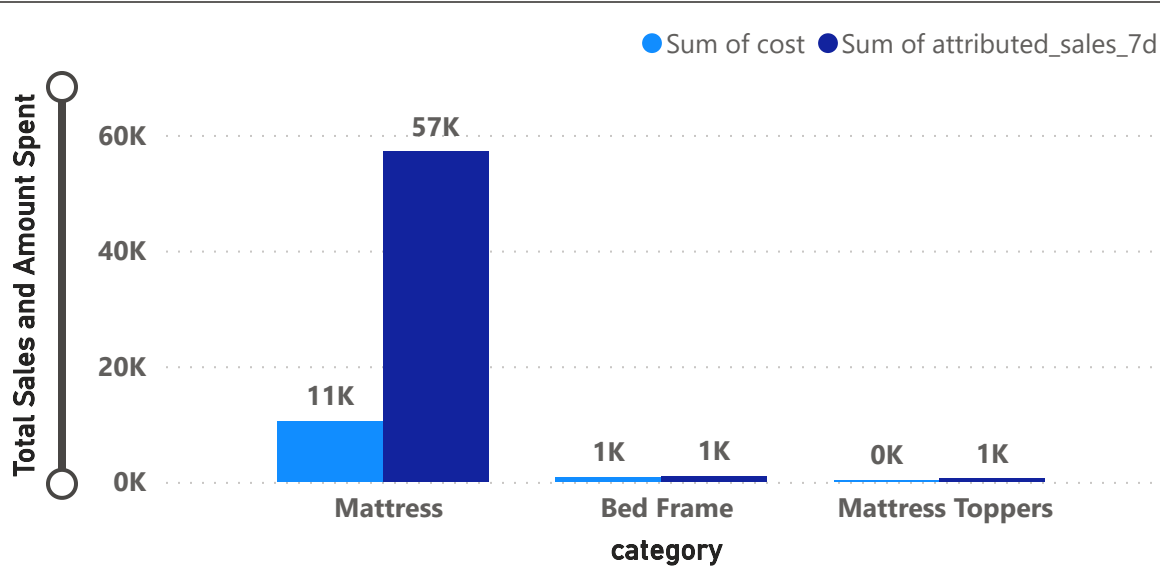
Identifying patterns and General Insights

Sales pattern

category ✕   item_name ✕
Mattress

Bamboo charcoal Ma...
36,160.94

Anula Mattress Twin ...
13,449.36

Victoria Mattress Twi...
954.00

Victoria Mattress Qu...
536.00

Bamboo charcoal Ma...
534.00

Anula Mattress Twin ...
494.49

Innerspring Mattress...
485.76

Anula Mattress Twin ...
463.00

Sum of attributed_sa...
58,584.21

Mattress
57,113.67

Bed Frame
937.55

Mattress Toppers
532.99
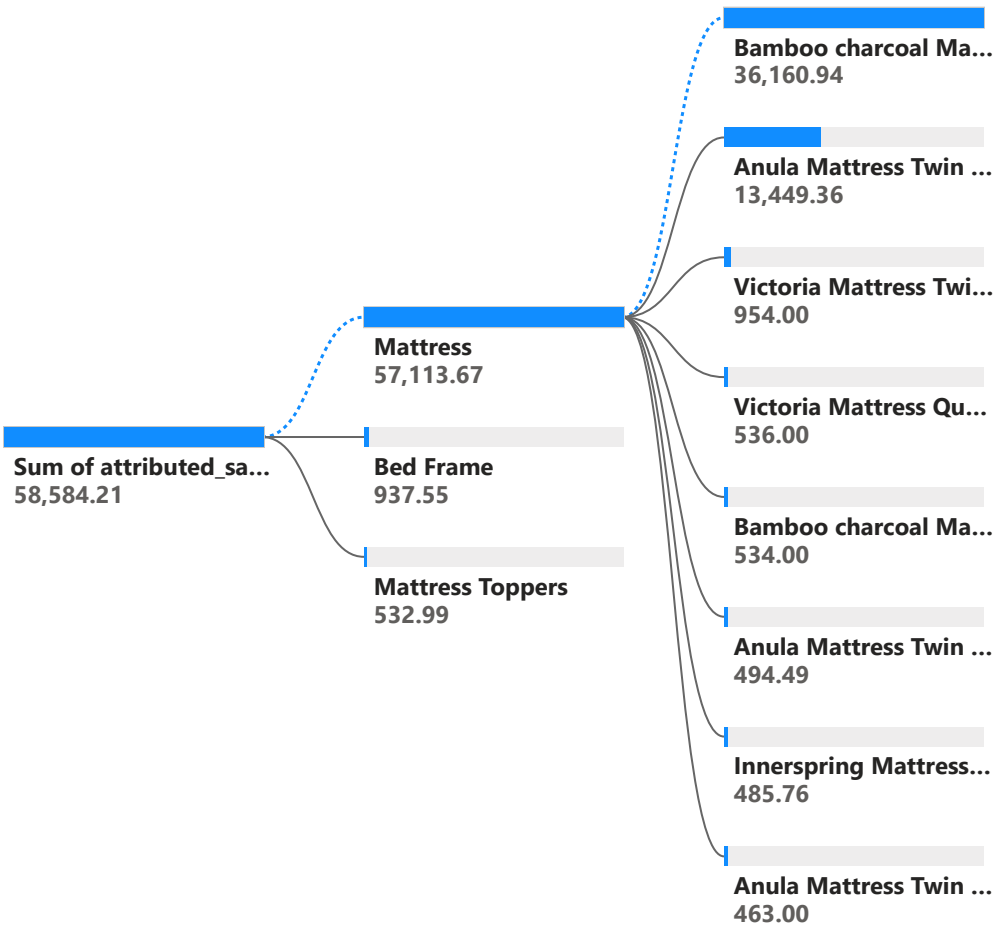
Return of Ad Spends

5.08
ROAS

Total cost and profit by Item name

category ● Bed Frame ● Mattress ● Mattress Toppers
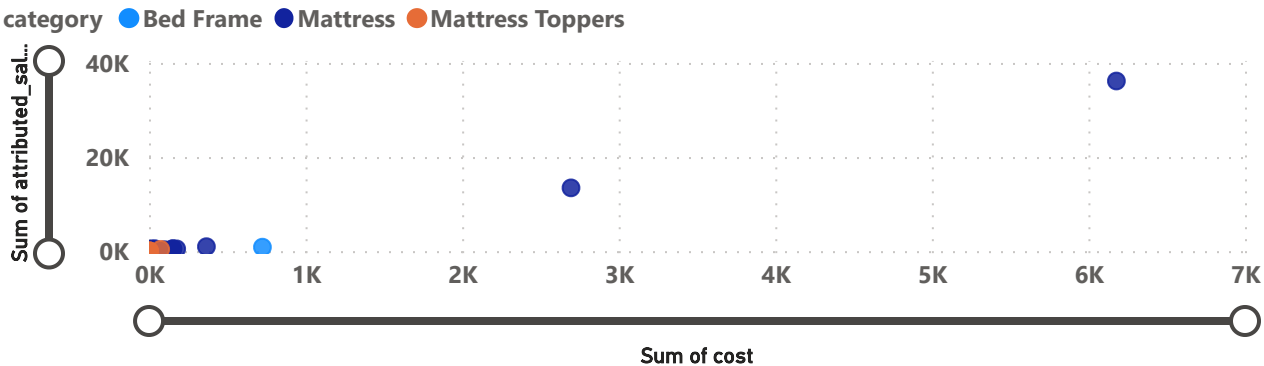
Total cost by collection and placement

placement ● Detail Page on-Amazon ● Other on-Amazon ● Top of Search on-Amazon