Marketing Campaign Analysis

Financial Performance

Total Profit
1.57M

Total Revenue
1.73M

Total Spend
0.16M

Avg Conversion
4.07

Channel
- ☐ Facebook
- ☐ Instagram
- ☐ Pinterest

Device
- ☐ Desktop
- ☐ Mobile

City
- ☐ Birmingham
- ☐ London
- ☐ Manchester

Revenue and Spend by City
● Sum of Revenue (G... ● Sum of Spend (...

Revenue and Spend by Ad
● Sum of Revenue (... ● Sum of Spen...

Revenue, Profit, and Spend by Month
● Sum of Revenue (GBP) ● Sum of Profit ● Sum of Spend (GBP)
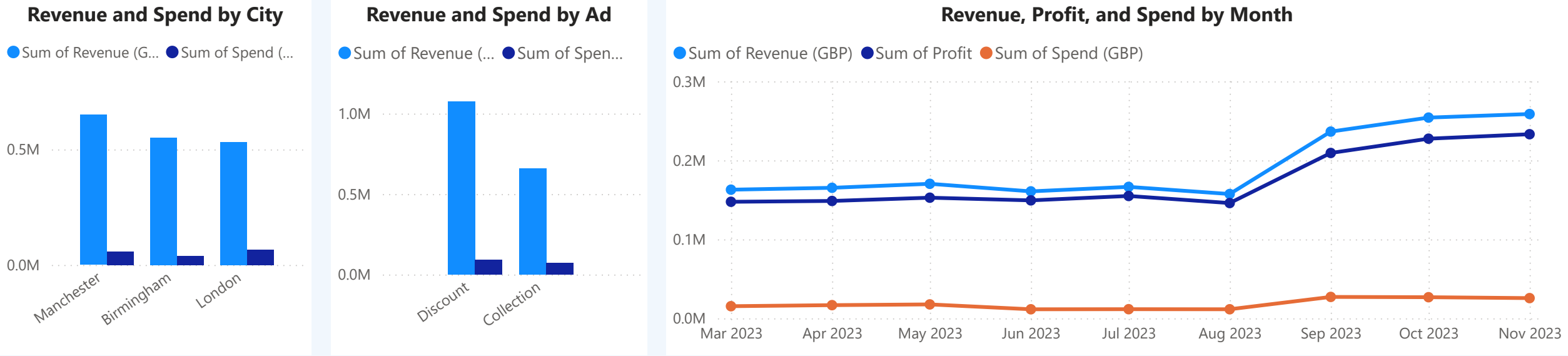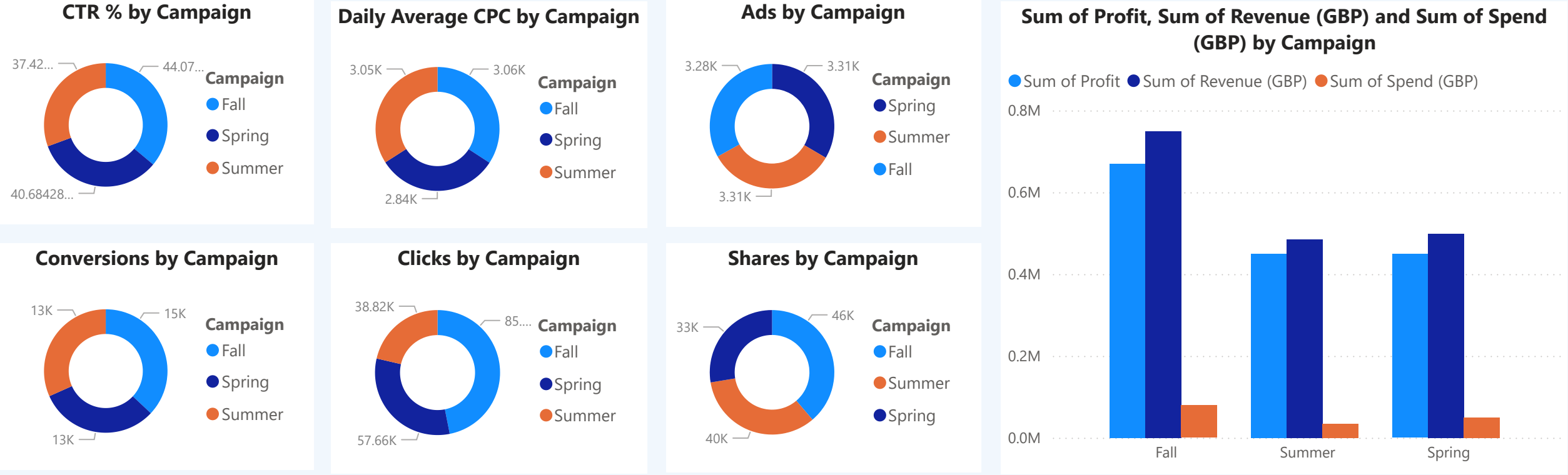
Manchester city location from where campaigns converted majority of revenue with less spend as compare to London. On the other hand, Discount ads generates more revenue.
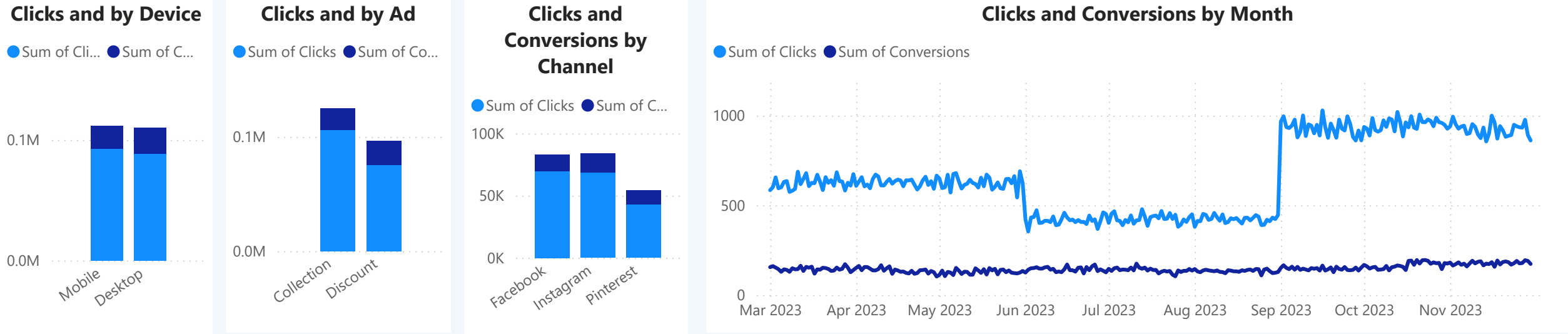
Spending more increased the chance of earning almost double revenue and profit than spending amount. The fall campaign is one of the best example of this as showcased in the line chart.

Campaign Performance

CTR % by Campaign
Campaign
- ● Fall
- ● Spring
- ● Summer

Daily Average CPC by Campaign
Campaign
- ● Fall
- ● Spring
- ● Summer

Ads by Campaign
Campaign
- ● Spring
- ● Summer
- ● Fall

Sum of Profit, Sum of Revenue (GBP) and Sum of Spend (GBP) by Campaign
● Sum of Profit ● Sum of Revenue (GBP) ● Sum of Spend (GBP)

Conversions by Campaign
Campaign
- ● Fall
- ● Spring
- ● Summer

Clicks by Campaign
Campaign
- ● Fall
- ● Spring
- ● Summer

Shares by Campaign
Campaign
- ● Fall
- ● Summer
- ● Spring

All graphs clearly highlights Fall campaign as one of the best campaign of the year 2023, which brings maximum revenue in business.

Click - Conversion Performance

Clicks and by Device
● Sum of Cli... ● Sum of C...

Clicks and by Ad
● Sum of Clicks ● Sum of Co...

Clicks and Conversions by Channel
● Sum of Clicks ● Sum of C...

Clicks and Conversions by Month
● Sum of Clicks ● Sum of Conversions

- Mobile devices showcased the maximum clicks but when it comes to conversion, Desktop steps forward. The conclusion is Desktop users are more tend to buy through collection campaigns.
- Instagram brings more customers to the business with lower clicks as compare to Facebook.

As showcased in line chart, people tends to shop more in festive season, Fall campaign as compare to other.

Performance Matrix

Campaign	Sum of Clicks	Sum of Comments	Sum of Shares	Sum of Likes (Reactions)	Sum of Impressions	Sum of Conversions
⊟ **Fall**	**85,106.33**	**26,554.00**	**46220**	**218659**	**6,434,259.00**	**14886**
October	29,494.14	8,981.00	15978	74240	2,203,982.00	5156
November	27,673.59	8,736.50	15440	72999	2,117,531.00	5331
September	27,938.59	8,836.50	14802	71420	2,112,746.00	4399
⊟ **Summer**	**38,821.71**	**26,872.00**	**40147**	**207405**	**3,459,578.40**	**12753**
June	12,519.58	8,812.50	14275	71616	1,125,724.90	4303
July	13,209.06	9,116.50	13895	69918	1,168,917.80	4301
August	13,093.07	8,943.00	11977	65871	1,164,935.70	4149
⊟ **Spring**	**57,657.98**	**18,104.50**	**32924**	**182421**	**4,751,611.40**	**12613**
May	19,404.37	6,301.50	11941	65993	1,608,036.80	3993
April	18,862.74	5,740.00	10605	59666	1,545,702.20	4115
March	19,390.88	6,063.00	10378	56762	1,597,872.40	4505
Total	**181,586.02**	**71,530.50**	**119291**	**608485**	**14,645,448.80**	**40252**

Campaign	Sum of Spend (GBP)	Sum of Revenue (GBP)	Sum of Profit
⊟ **Fall**	**79,313.99**	**749,005.99**	**669,692.03**
September	27,063.21	236,347.60	209,284.46
October	26,694.36	254,070.02	227,375.67
November	25,556.42	258,588.37	233,031.90
⊟ **Spring**	**49,554.38**	**498,285.06**	**448,730.71**
March	15,317.42	162,820.54	147,503.12
April	16,649.95	165,200.43	148,550.47
May	17,587.01	170,264.09	152,677.12
⊟ **Summer**	**34,381.45**	**484,409.21**	**450,027.63**
June	11,415.03	160,689.95	149,274.89
July	11,528.16	166,387.28	154,859.06
August	11,438.26	157,331.98	145,893.68
Total	**163,249.82**	**1,731,700.26**	**1,568,450.37**

Number of impression, likes, shares and comments all plays a vital role in conversation as highlighted for the fall campaign. In the month of November, fall campaign showcased a highest number of conversations. From both the matrix, business can conclude that maximum interaction leads towards the maximum amount of profit.