

Advertising Campaign Performance Analytics Dashboard

Performance & Distribution Insights

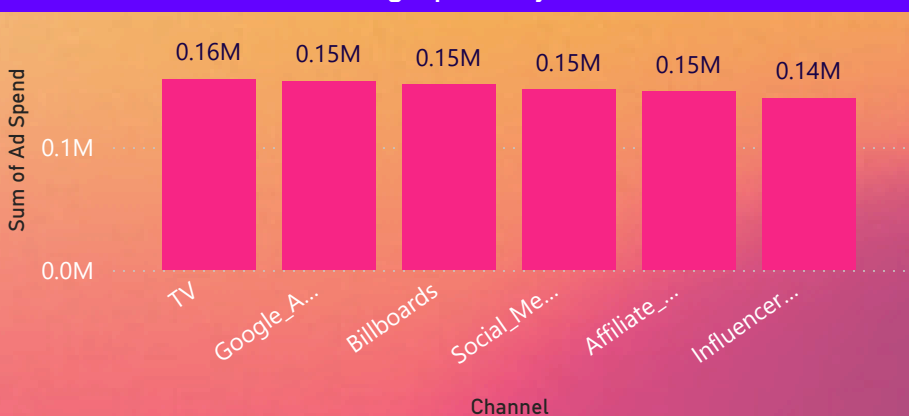
13M

Total Sales

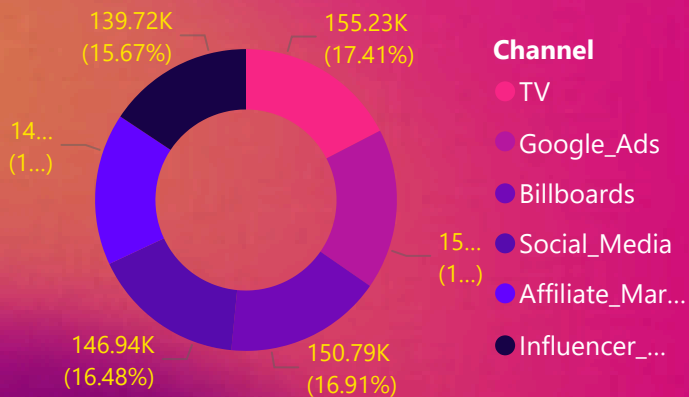
891.75K

Total Ad Spend

Advertising Spend by Channel



Advertising Spend Distribution by Channel



Filter by Advertising Channel

- ☐ Affiliate_Marketing
- ☐ Billboards
- ☐ Google_Ads
- ☐ Influencer_Marketing
- ☐ Social_Media

Filter by Ad Spend Range

0.77

999.83

Channel-wise Performance Summary

| Channel | Sum of Ad Spend | Sum of Product_Sold |
|----------------------|-----------------|---------------------|
| TV | 155,229.30 | 2109457 |
| Social_Media | 146,940.03 | 2109457 |
| Influencer_Marketing | 139,719.77 | 2109457 |
| Google_Ads | 153,733.24 | 2109457 |
| Billboards | 150,793.48 | 2109457 |
| Affiliate_Marketing | 145,329.19 | 2109457 |
| Total | 891,745.01 | 12656742 |

Products Sold by Advertising Channel

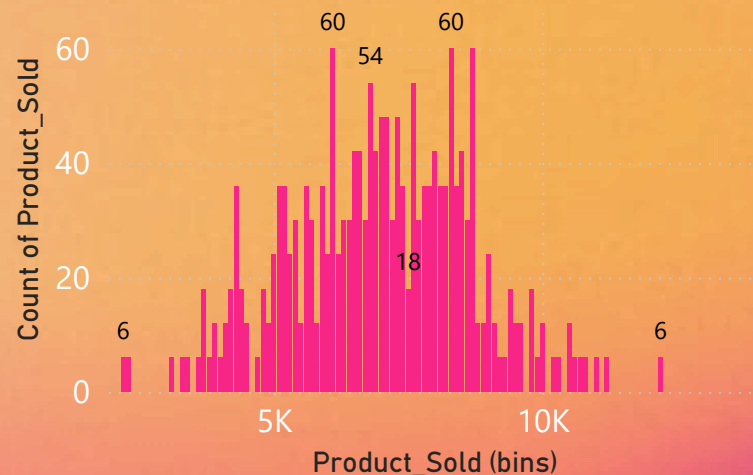




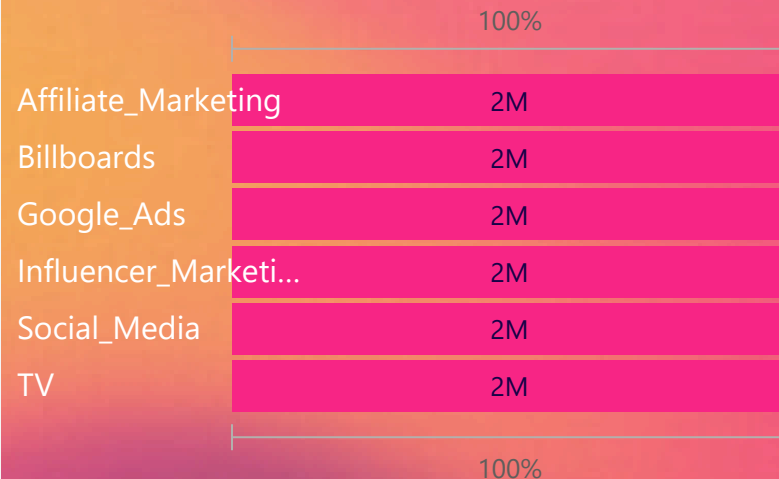
Performance & Distribution Insights

Campaign Overview

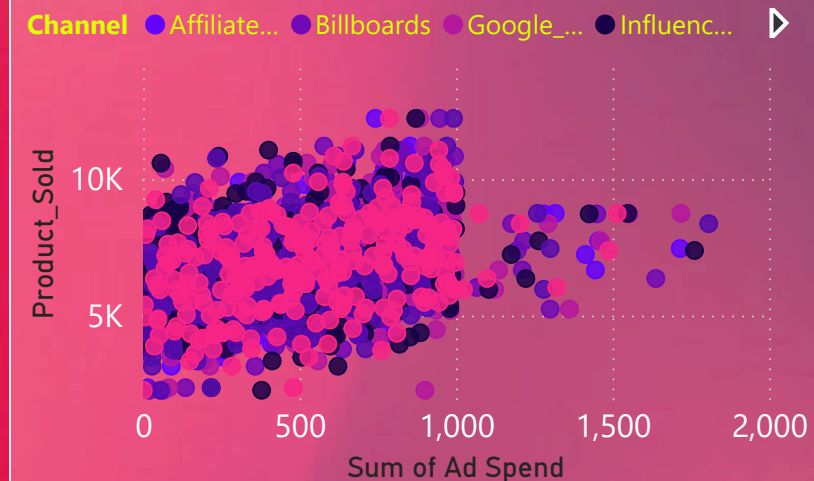
Distribution of Product Sales



Sales Contribution Funnel by Channel



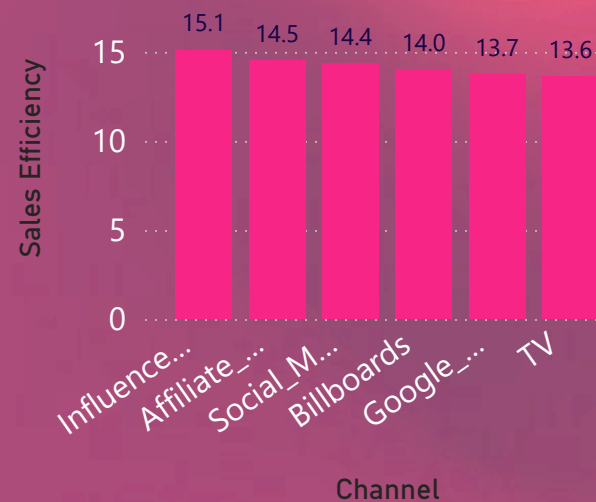
Ad Spend vs Product Sales Relationship



Channel Performance Heatmap

| Channel | Sum of Ad Spend | Sum of Product_Sold | Sales Efficiency |
|----------------------|-------------------|---------------------|------------------|
| Affiliate_Marketing | 145,329.19 | 2109457 | 14.52 |
| Billboards | 150,793.48 | 2109457 | 13.99 |
| Google_Ads | 153,733.24 | 2109457 | 13.72 |
| Influencer_Marketing | 139,719.77 | 2109457 | 15.10 |
| Social_Media | 146,940.03 | 2109457 | 14.36 |
| TV | 155,229.30 | 2109457 | 13.59 |
| Total | 891,745.01 | 12656742 | 14.19 |

Sales Efficiency by Advertising Channel



Percentage Contribution of Ad Spend by Channel

