

CRM Campaign Dashboard

Customer Segment

☐ Fashionistas

☐ Foodies

☐ Health & Wellness

☐ Outdoor Adventurers

☐ Tech Enthusiasts

Campaign Type

☐ Display

☐ Email

☐ Influencer

☐ Search

☐ Social Media

5.00

Average of ROI

0.08

Average of Conversion Rate

5

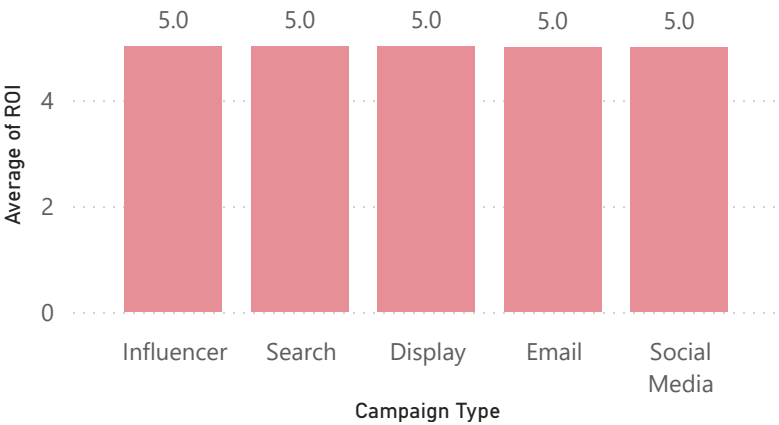
Number of campaigns

DATE TIME

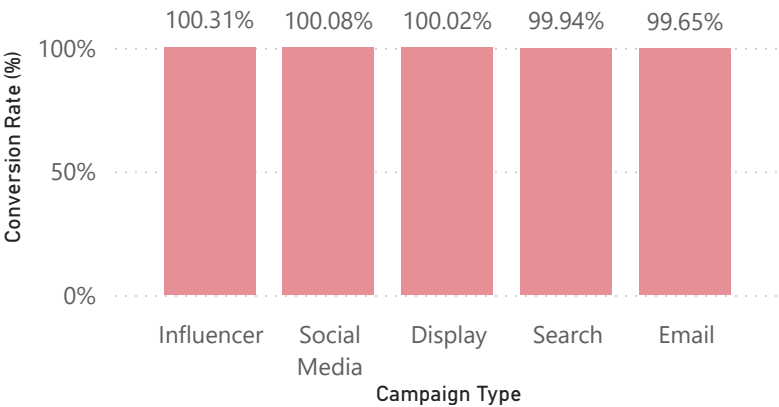
1/1/2021

12/31/2021

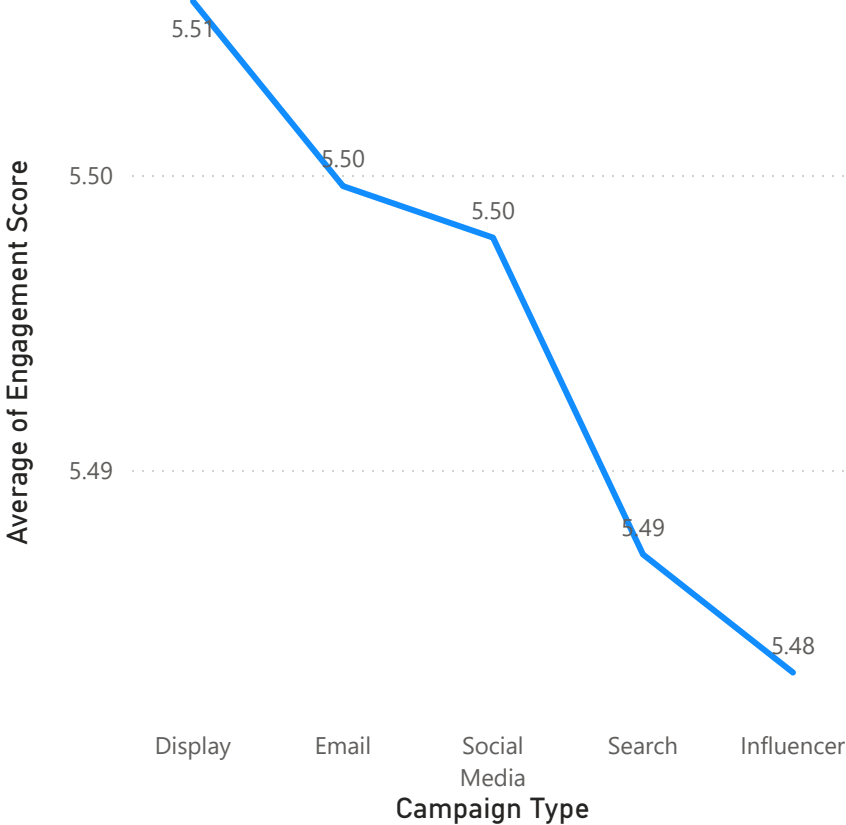
Average of ROI by Campaign Type



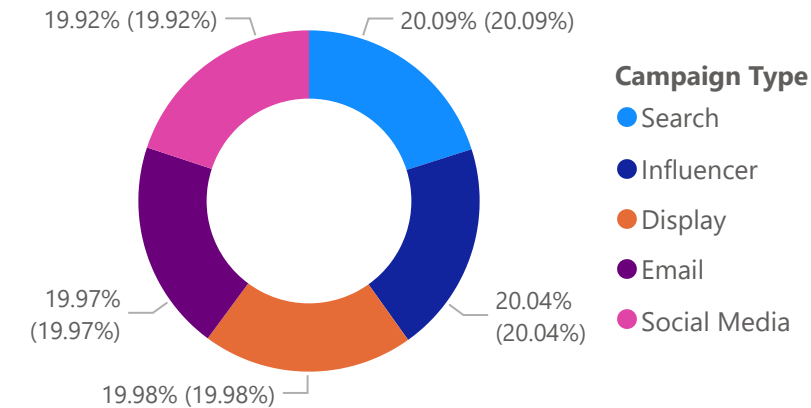
Conversion Rate (%) by Campaign Type



Average of Engagement Score by Campaign Type



Customer by Campaign Type



****Note:** This dashboard was created using synthetic data for analytical training purposes.**
Data Source: This dataset is available from **[Kaggle - Marketing Campaign Dataset]**