

# AI Marketing Analytics Dashboard

Reporting Starts: **January 2026** X

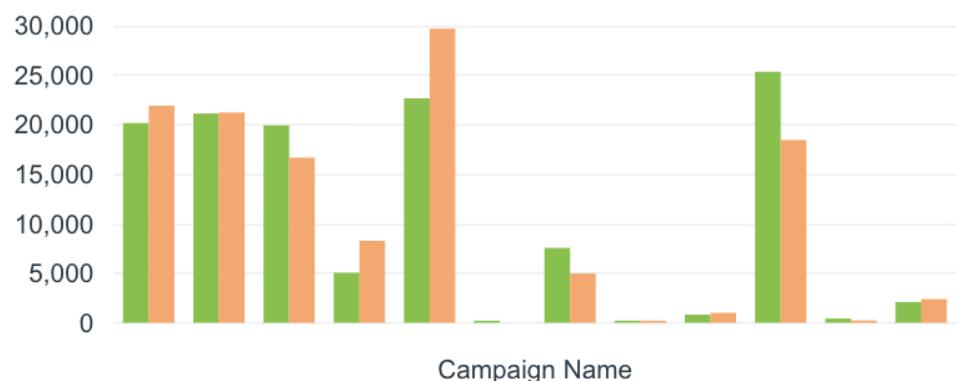
## Campaign Overview

Total Spend and Revenue

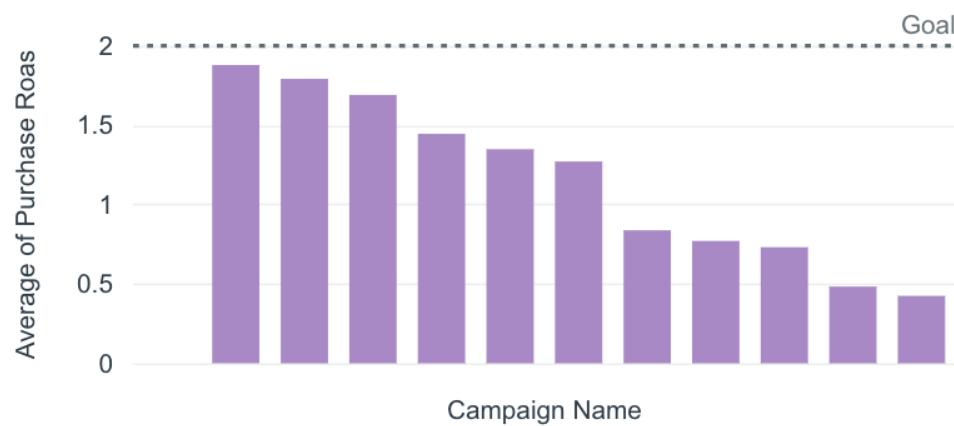
**\$250,120**

Spend vs Revenue by Campaign

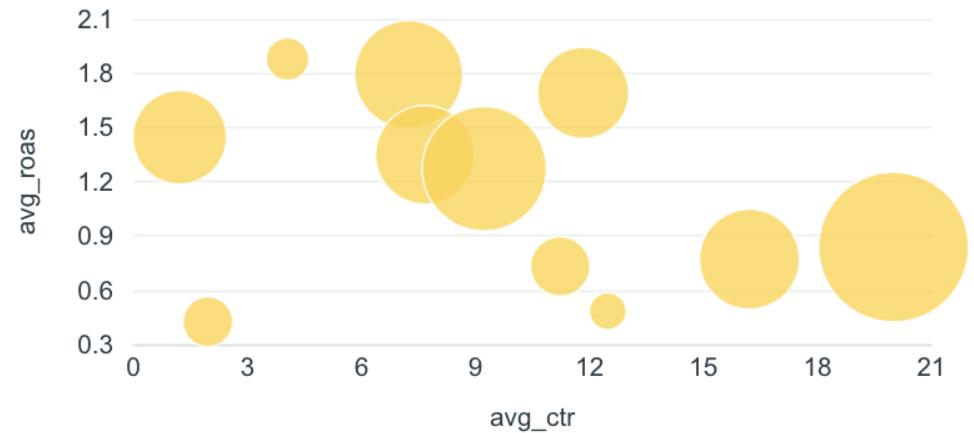
● Sum of Amount Spent Usd ● Sum of Purchases Conversion Value



Campaign Performance



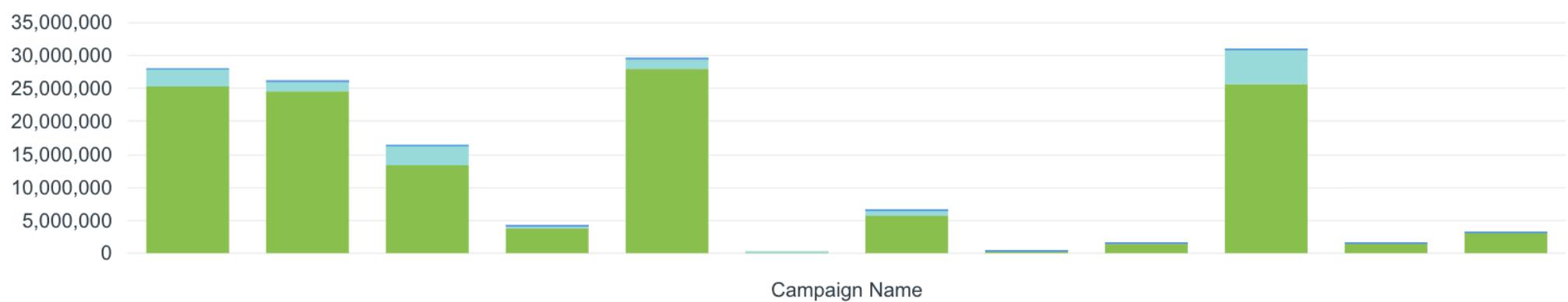
ROAS vs CTR Correlation



## Funnel Analysis

Marketing Funnel by Campaign

● Sum of Purchases Conversion Value ● Sum of Adds To Cart ● Sum of Link Clicks ● Sum of Impressions



## Top Performers

## Top 10 Ads by ROAS

Ad Name	Average of Purchase Roas	Sum of Amount Spent Usd	Sum of Purchases Conv.
VID-SUB-Subscription_short_India_BuyACourse_45Seconds-22/01/26-SLP-QA	9.68	45.11	
Haroun_Excel_EG_Creative_Instructor_30s_Video_CLP	6.59	1.6	
VID-HIN-AI Agent IND Hook 1-11/12/25-SRLP	6.13	6.07	
VID-video 3-09/12/25-CRLP	5.96	3.1	
VID-HIN-AI AGENT INDIA_0412-11/12/25-SRLP	5.46	21.87	
VID-EN-Variation 1-12/12/25-SRLP	3.66	276.55	
VID-Remove BF Udemy_RO-03-01/12/25-TLP	3.39	86.15	
VID_Republic_Purchase_Udemy_Video3_hindi_260126	3.25	4.88	
VID-Stage4_UGC_HousewivesCareerBreak_English_40Seconds.mp4-07/01/26-TLP-QA	3.06	110.85	
VID-SUB-UGC_PersonalPlanSubscription2_Hinglish_30Seconds-22/01/26-SLP-QA	3.04	10.23	

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## AI Predictions

Machine learning model trained on:

- Spend, impressions, CTR, CPC, video plays
- Predicts revenue & ROAS for every campaign

Model Performance:  $R^2 = 0.86$

Explains 86% of revenue patterns

MAE = \$98

Average prediction error \$98

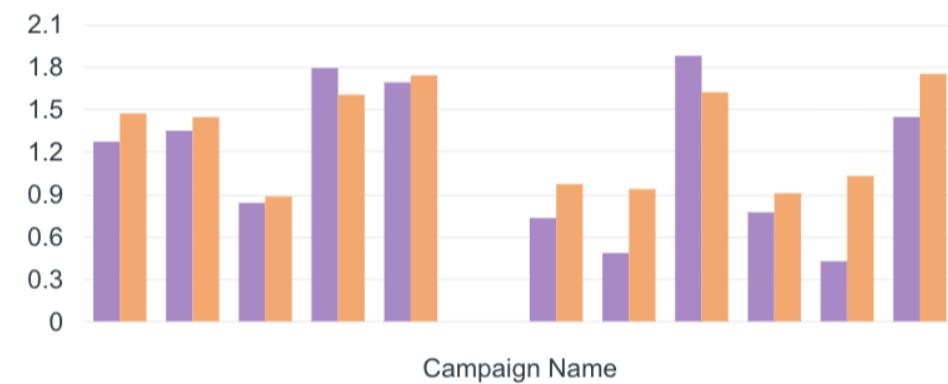
### Model Prediction Errors

campaign_name	actual_roas
ROW-FB-DRT-Visitor-Evergreen-IND-Smartly-EN	0.43
NEW-FB-PROS-SUBSCRIBE-IND-18/12/25-QA	0.48
ROW-FB-PROS-DPA-Evergreen-IND-Smartly-EN-Sales-7-day-click	1.45
NEW-FB-PROS-SUBSCRIBE-IND-22/02/25-QA	1.88
NEW-FB-PROS-Standard-Evergreen-IND-EN-Existing-Users	0.73
NEW-FB-PROS-ASC-Categories-IND-14/11/25-QA	1.27
NEW-FB-PROS-ASC-LOOKALIKE-IND-15/12/25-QA	1.79
NEW-FB-RTG-Evergreen-IND-EN-Standard	0.77
NEW-FB-PROS-ASC-Evergreen-IND-Smartly-EN-V3-7-day-click	1.35
NEW-FB-PROS-ASC-PERSONA-IND-11/12/25-QA	1.69

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### Actual vs Predicted ROAS

● Average of Purchase Roas   ● Average of Predicted Roas



### Top Campaigns by Predicted ROAS

