

AI Marketing Analytics Dashboard

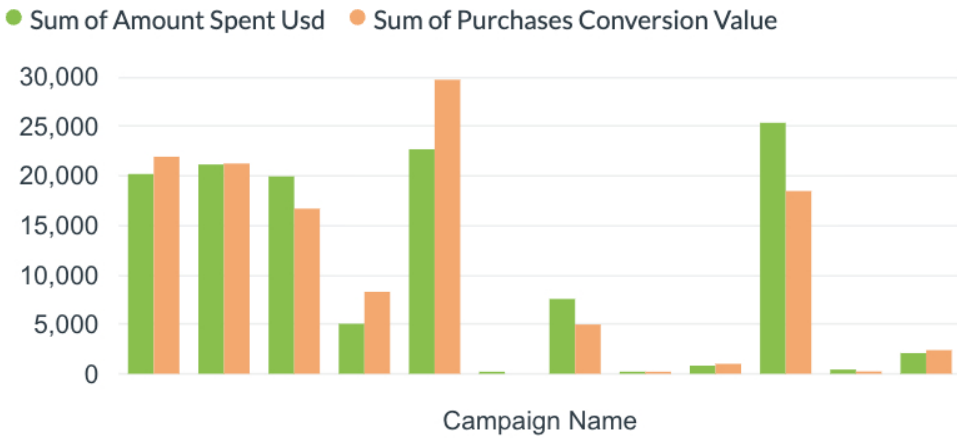
📅 Reporting Starts: January 2026 ✕

Campaign Overview

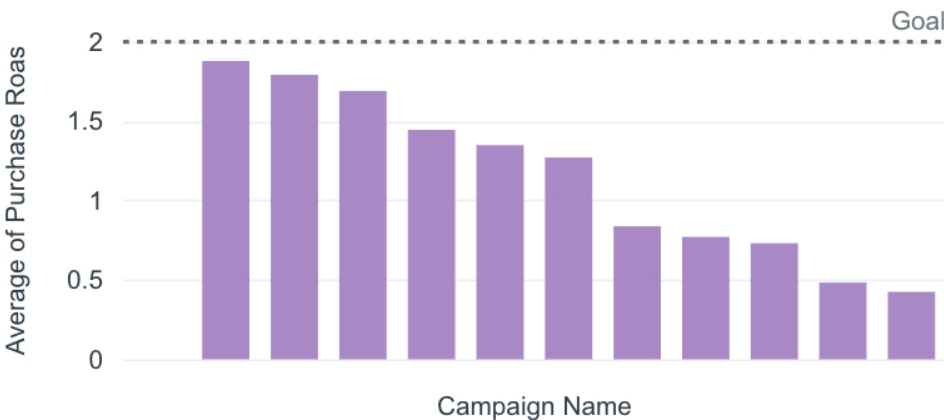
Total Spend and Revenue

\$250,120

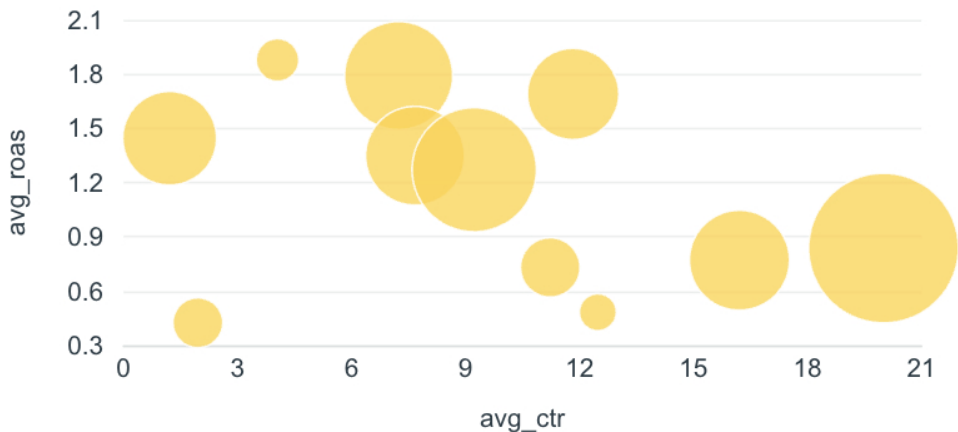
Spend vs Revenue by Campaign



Campaign Performance

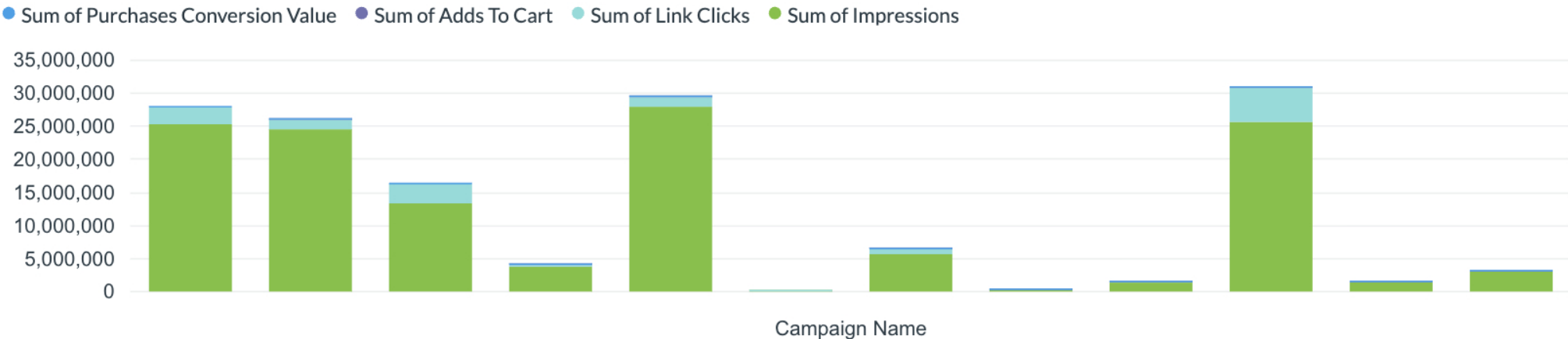


ROAS vs CTR Correlation



Funnel Analysis

Marketing Funnel by Campaign



Top Performers

Top 10 Ads by ROAS			
Ad Name	Average of Purchase Roas	Sum of Amount Spent Usd	Sum of Purchases Conver
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	
10 rows			

AI Predictions

Machine learning model trained on:

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

Model Performance: R² = 0.86

Explains 86% of revenue patterns

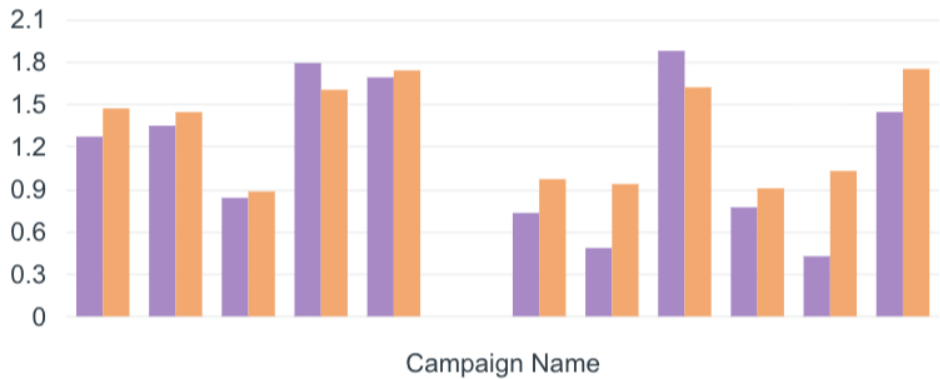
MAE = \$98

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
10 rows	

Actual vs Predicted ROAS

Average of Purchase Roas Average of Predicted Roas



Top Campaigns by Predicted ROAS

