

Example Dashboard

Bring and discuss some concrete examples of your own work: think data processing code, exploratory code, **data visualisation** code, application interface code, modelling dataset prep code, test code, etc.

[Find out more](#)

Executive Dashboard

Data Insights for high level performance metrics



Marketing Performance Effectiveness

MMM Performance Analysis



Campaign Contribution

Advertising campaign performance over Customer Segments



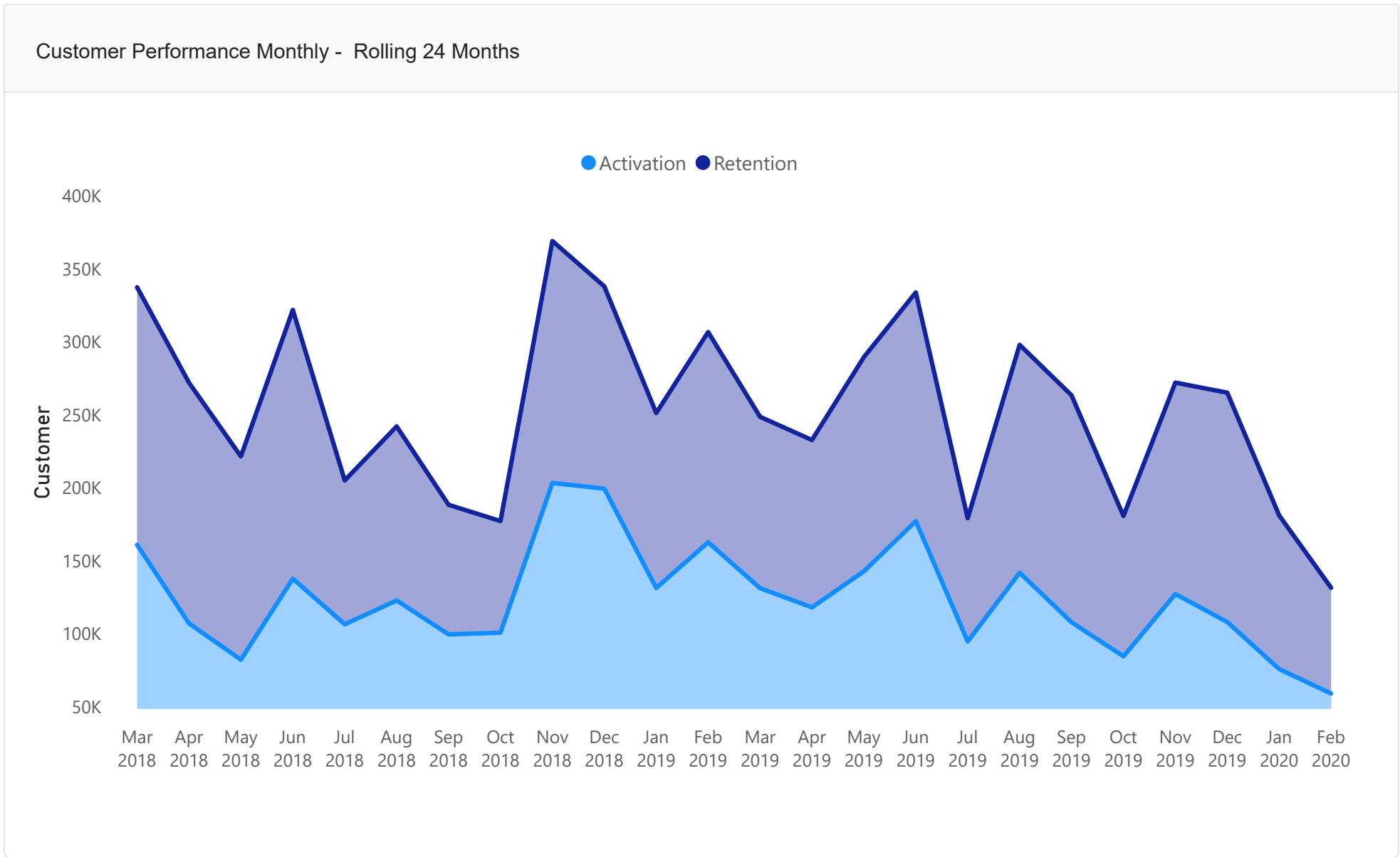
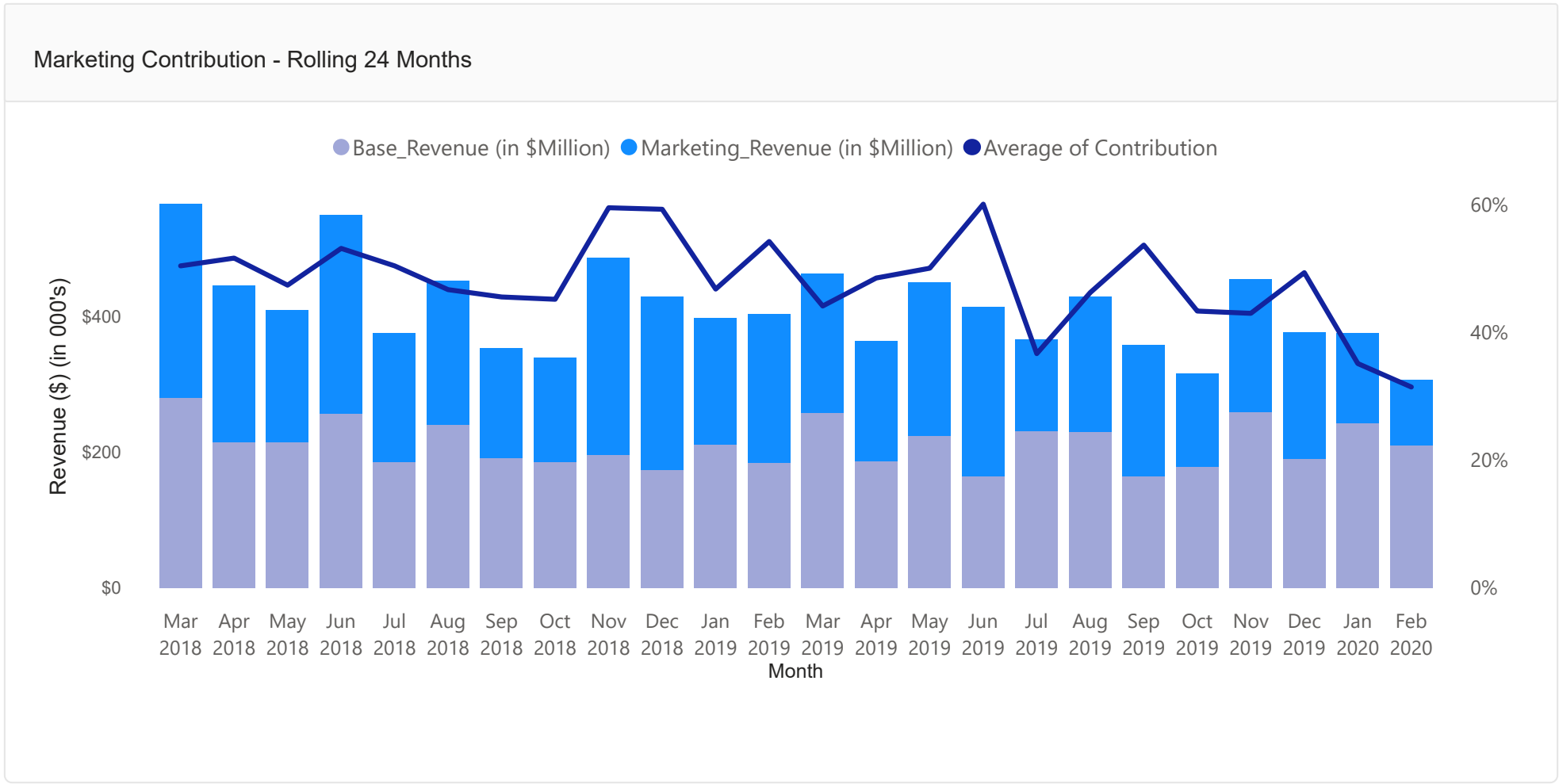
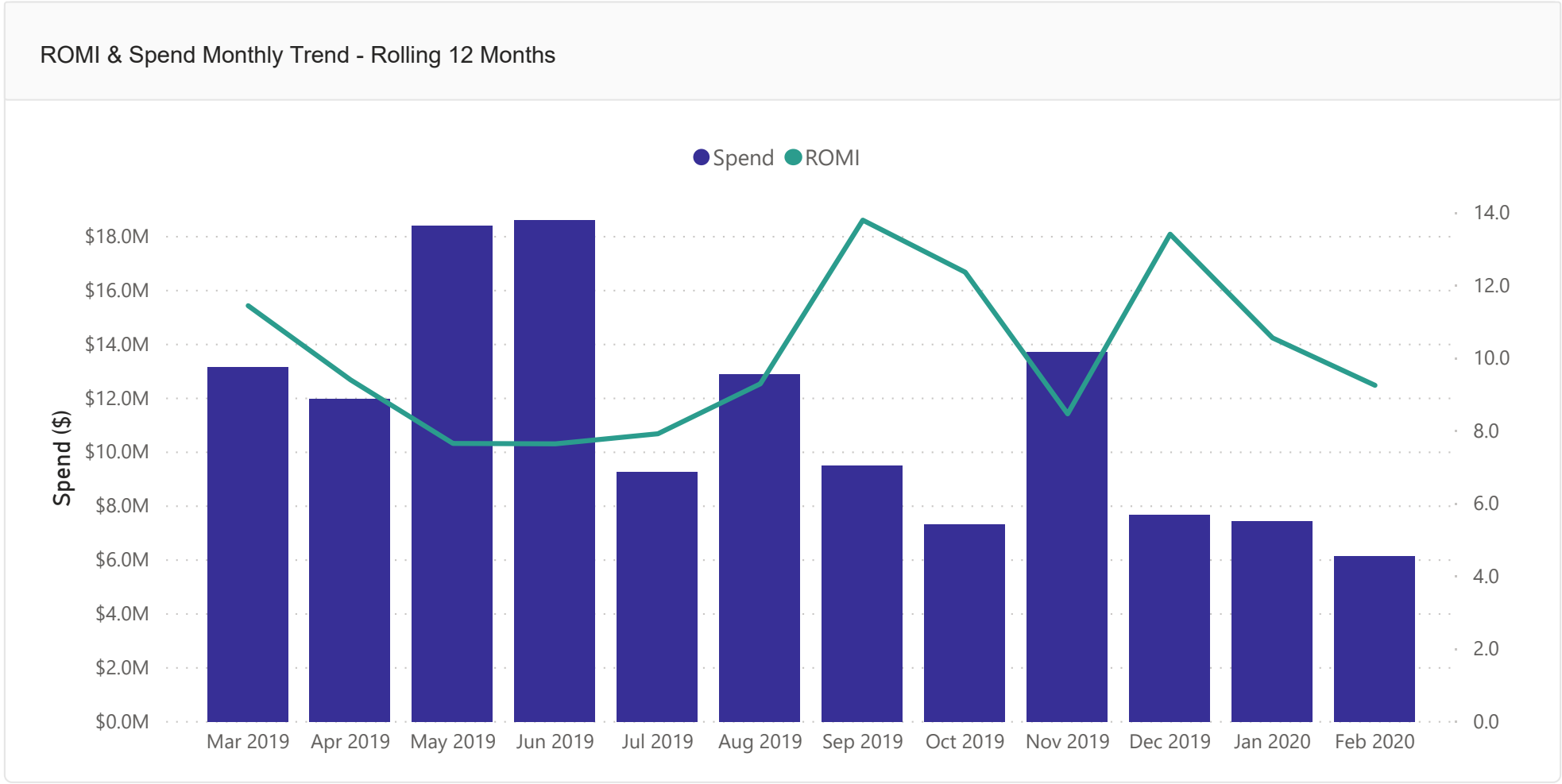
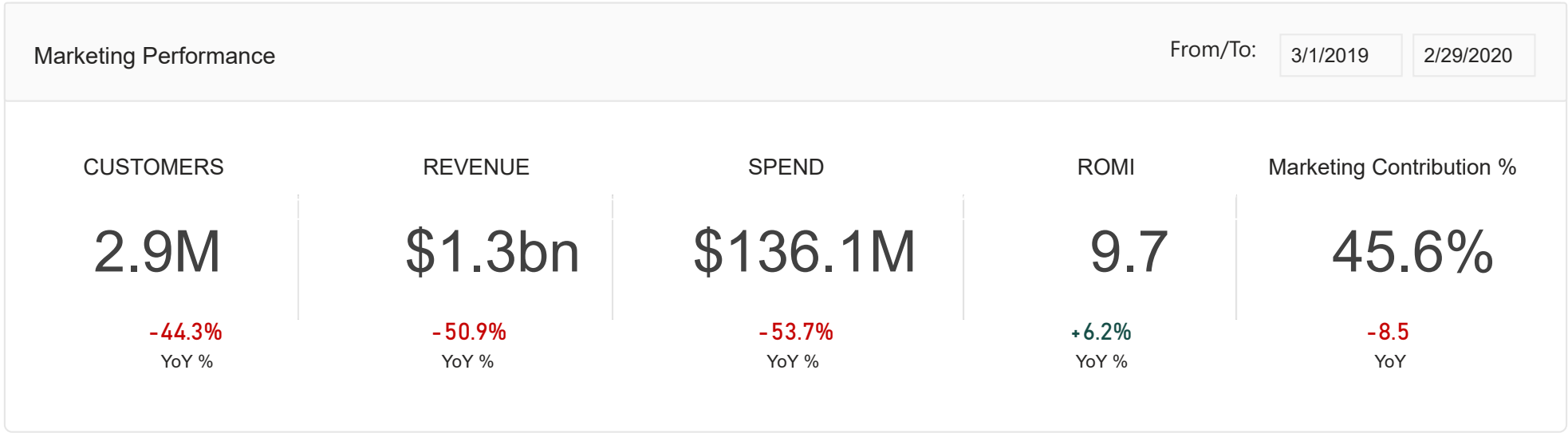
Diminishing Returns

Graph view of optimal spend for optimal revenue



Executive Summary

Marketing Mix Modelling Output



Marketing Performance & Effectiveness

From / To:

3/1/2019

2/29/2020

Levels

All

Campaigns

All

2.9M

Customers

\$1.3bn

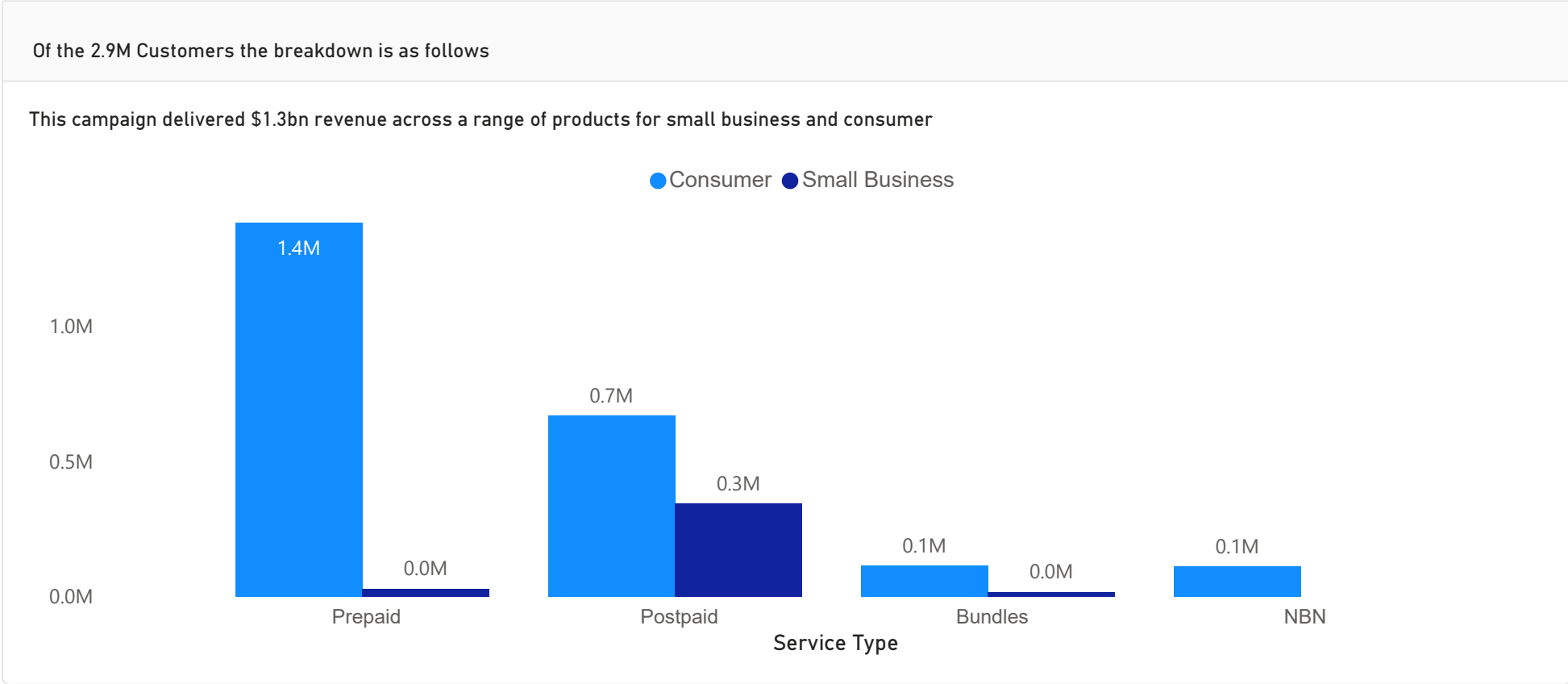
REVENUE

\$136.1M

SPEND

9.7

ROMI



What is the Customer & Revenue for this activity by channel or by audience

Channels

All

Audiences

All

Facebook

Customers: 1.4M

%QoQ Customers: -47.2%

Revenue (\$): \$266.4M

MOBILE

Customers: 1.0M

%QoQ Customers: -72.8%

Revenue (\$): \$452.9M

TV

SIOs: 202.5K

%QoQ Customers: -33.8%

Revenue (\$): \$109.1M

What is the Revenue performance by Marketing Geography for the selected activity?

2.9M

SIOs

\$1.3bn

REVENUE

\$136.1M

SPEND

9.7

ROMI

Location:

☒ Select all

☒ (Blank)

☒ Australian Capital Territory

☒ New South Wales - Metro

☒ New South Wales - Regional

☒ Northern Territory

☒ Queensland - Metro

☒ Queensland - Regional

☒ South Australia - Metro

☒ South Australia - Regional

☒ Victoria - Metro

☒ Victoria - Regional & Tasmania

☒ Western Australia - Metro

☒ Western Australia - Regional

ACT

NSW - Metro

NSW - Re...

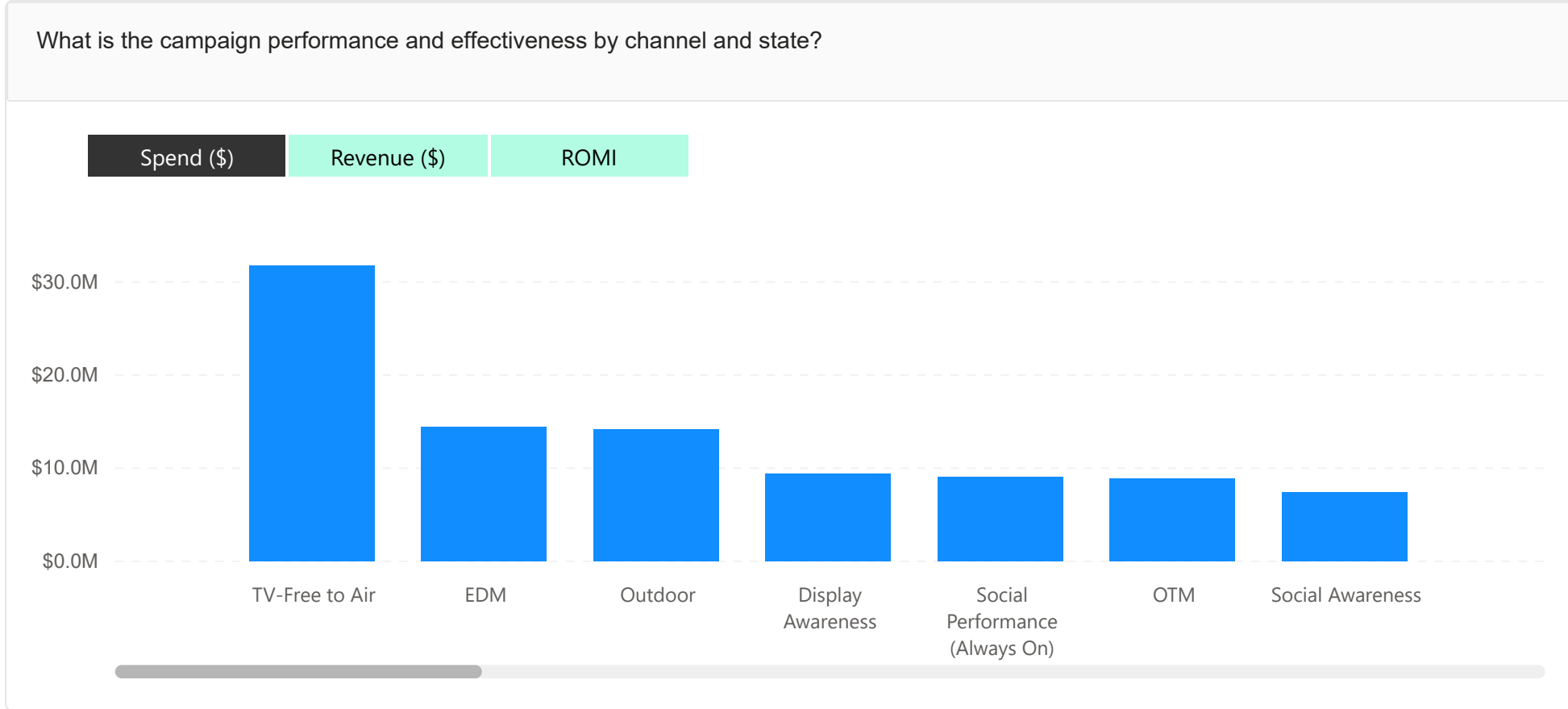
NT

QLD - Metro

QLD - Re...

SA - Metro

SA - Regi...



Marketing Campaign

From / To:

3/1/2019

2/29/2020

Program Category

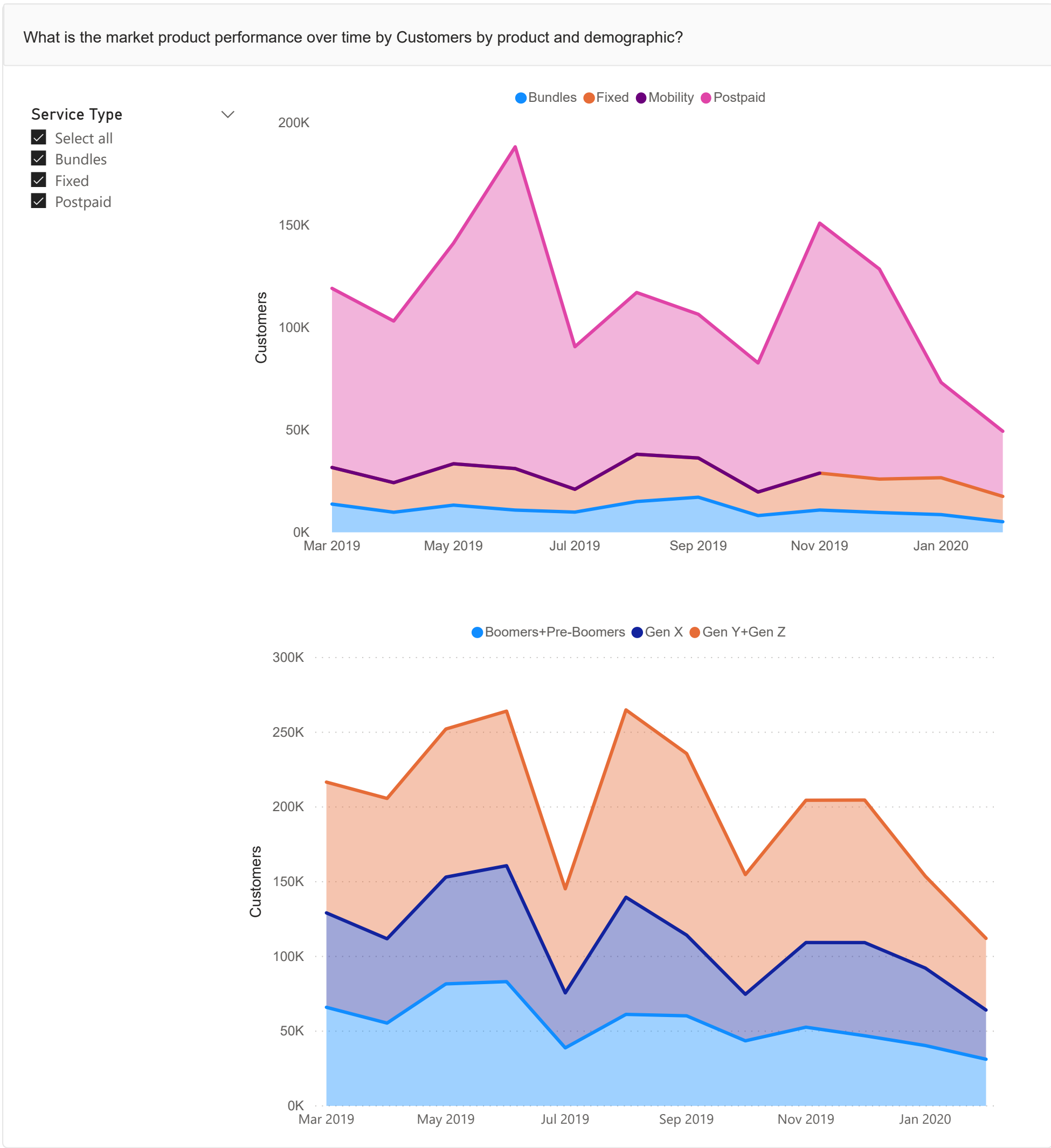
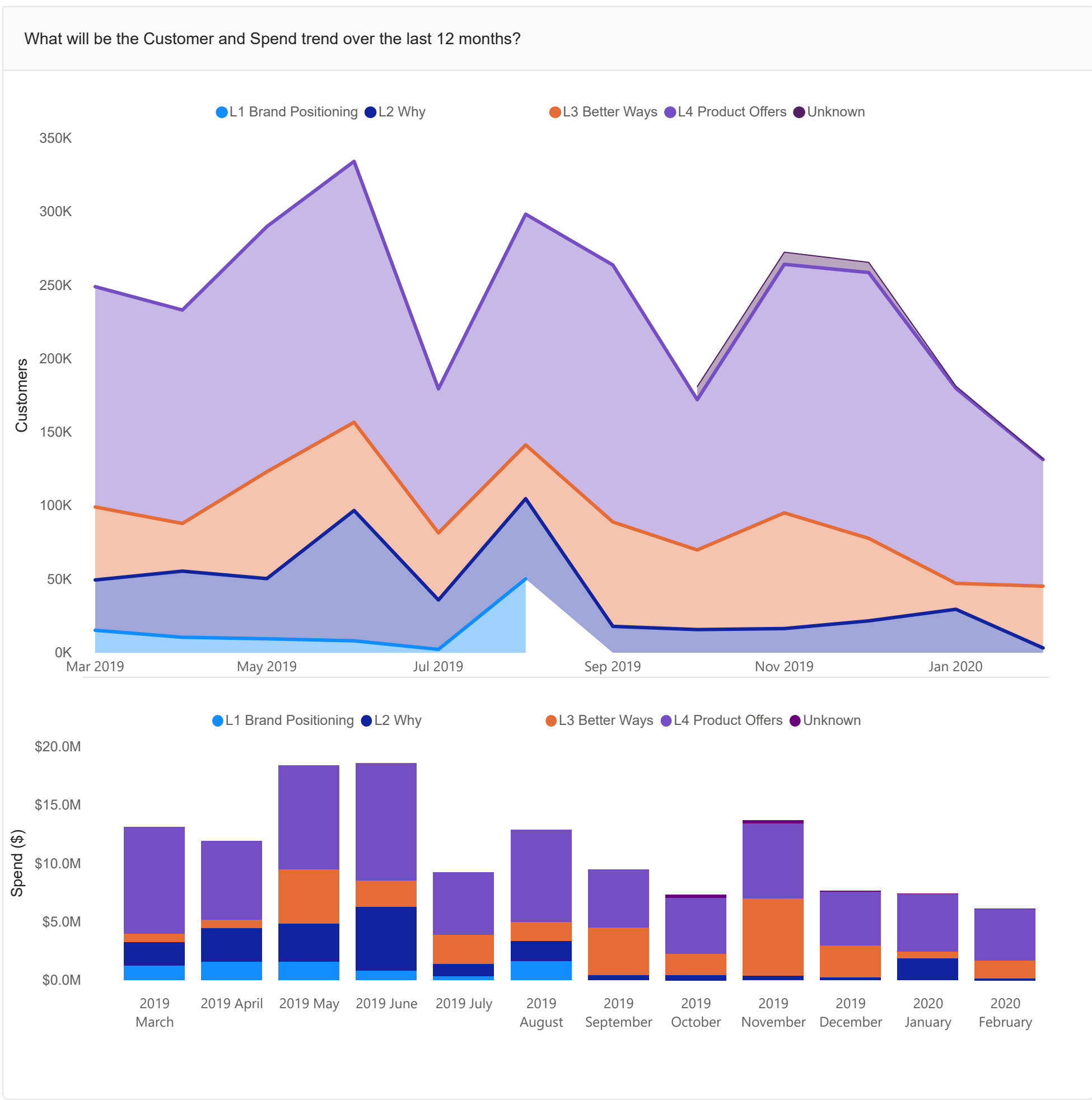
All

Campaign

All

Product Group

All



Diminishing Returns

Levels

All

Campaigns

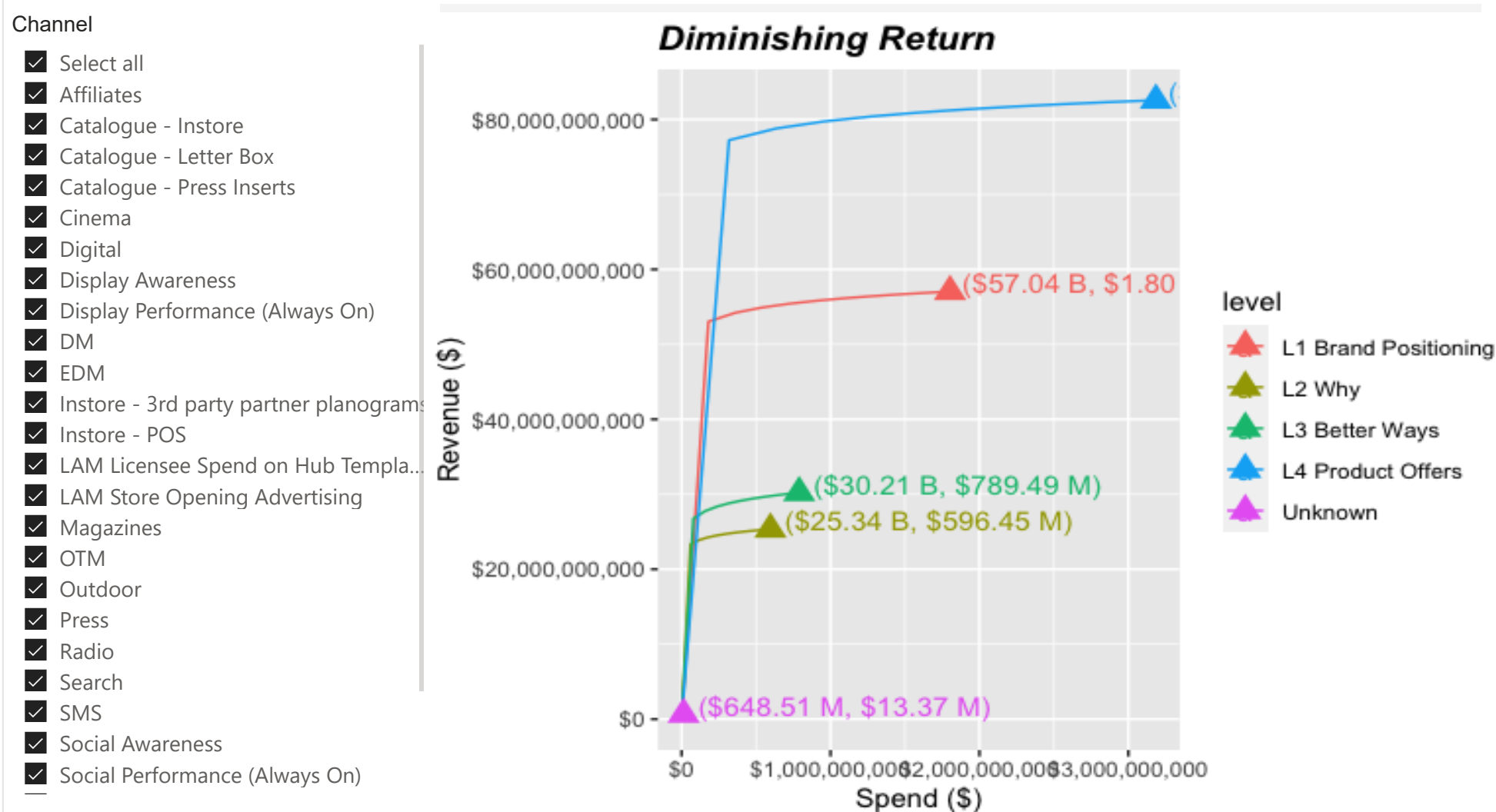
All

Date

3/1/2019

2/29/2020

What is the Diminishing returns for the Spend made to a campaign?



Monthly Marketing Revenue (\$) and % Contribution

