

## 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



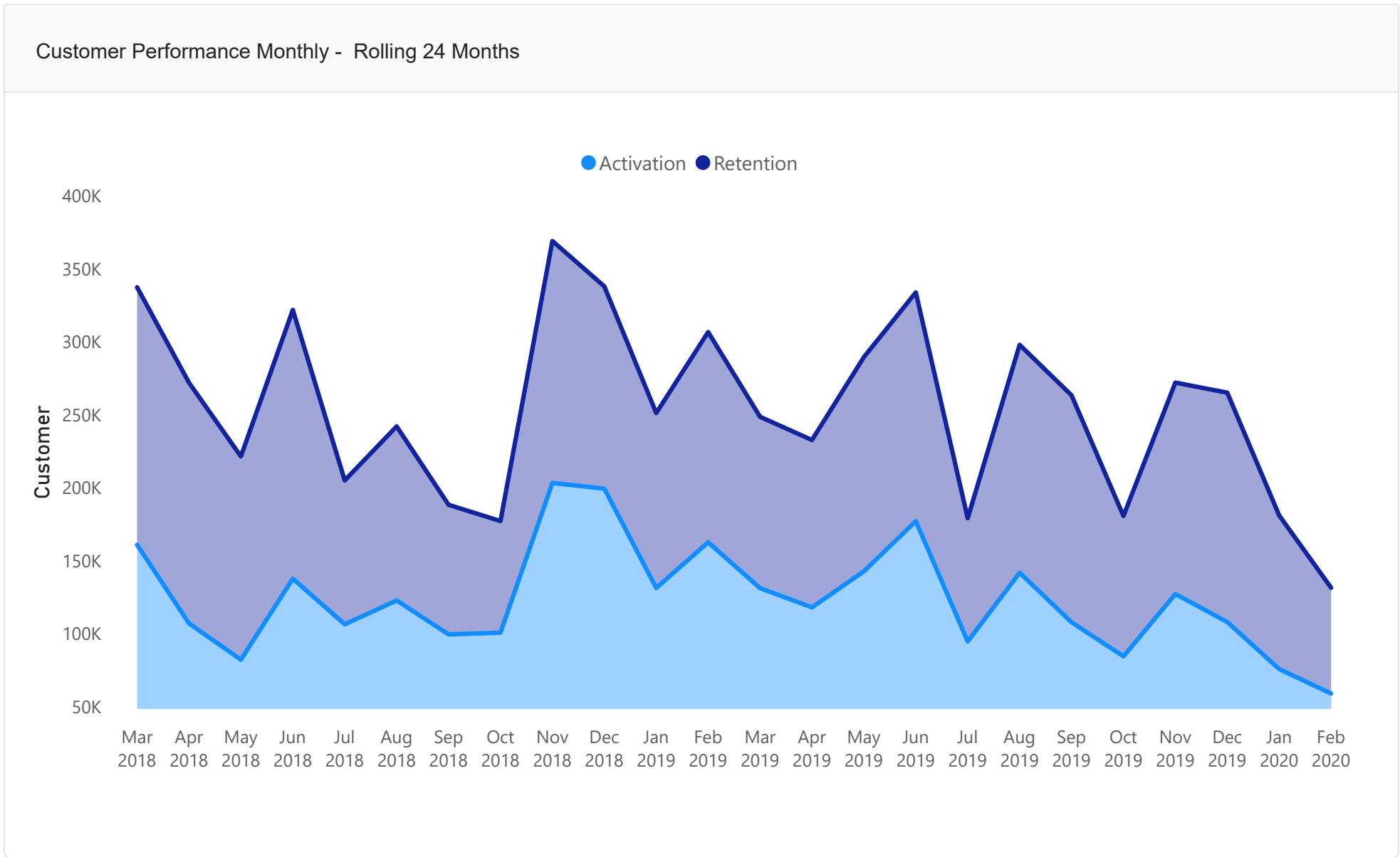
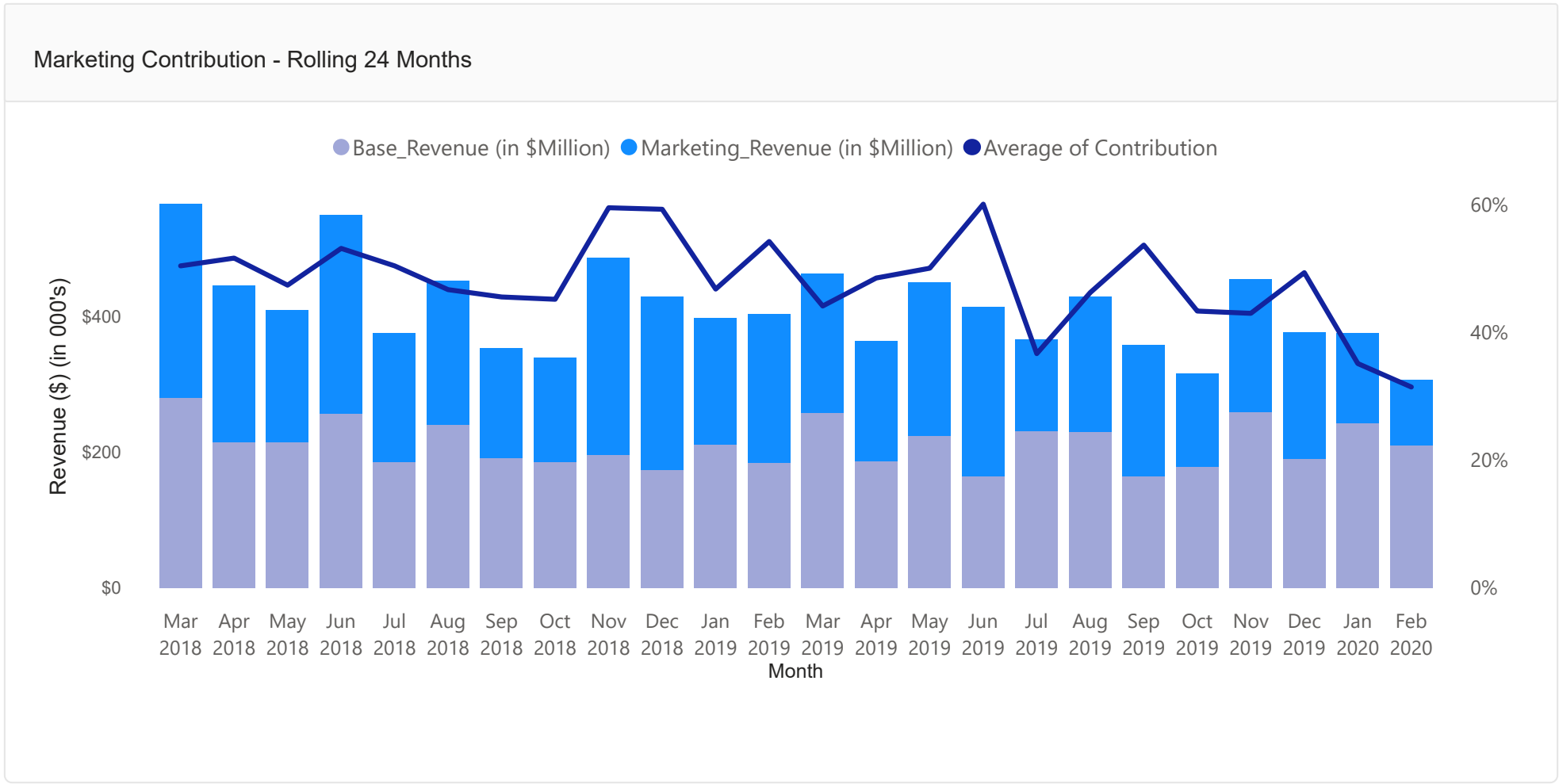
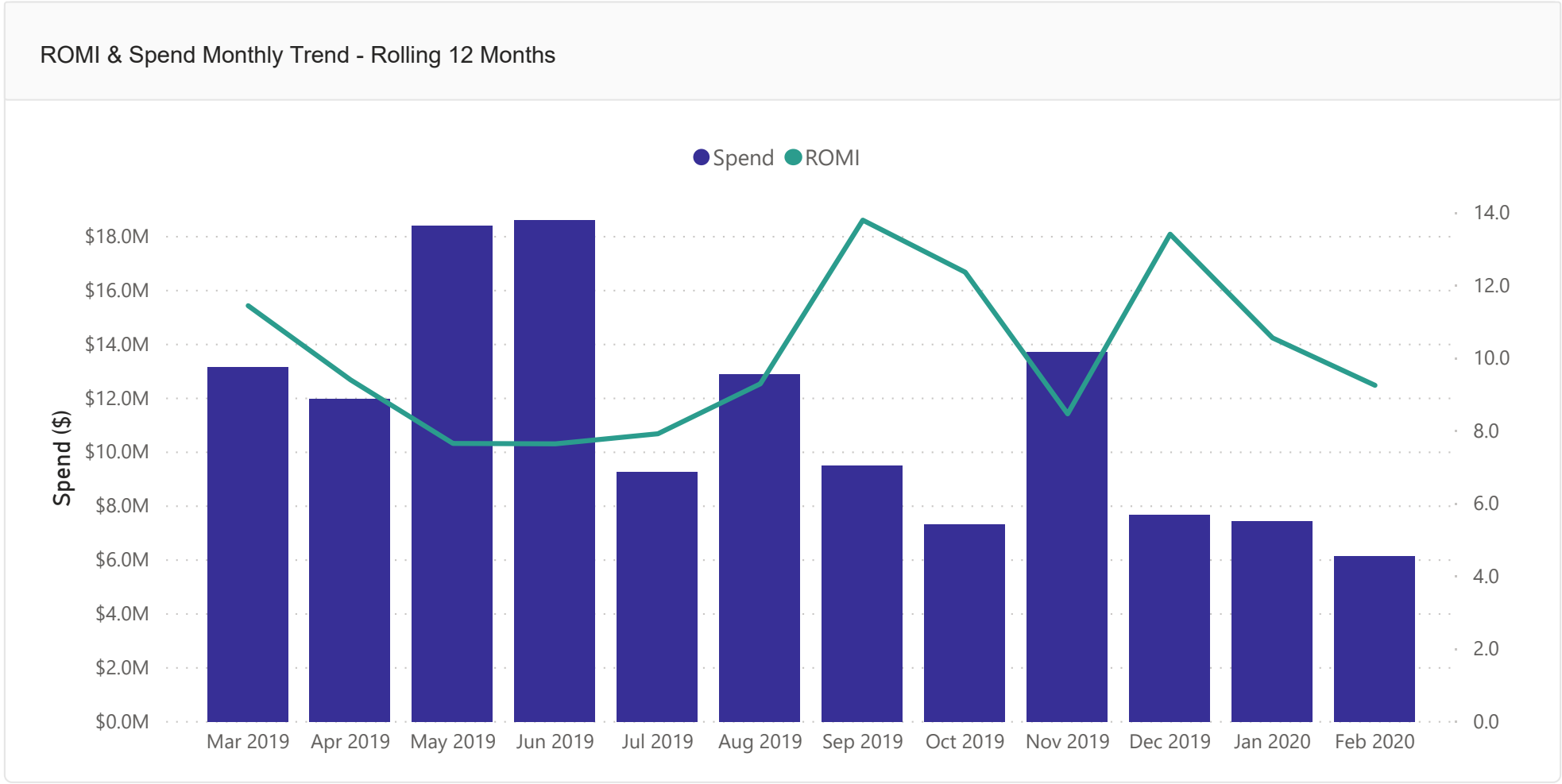
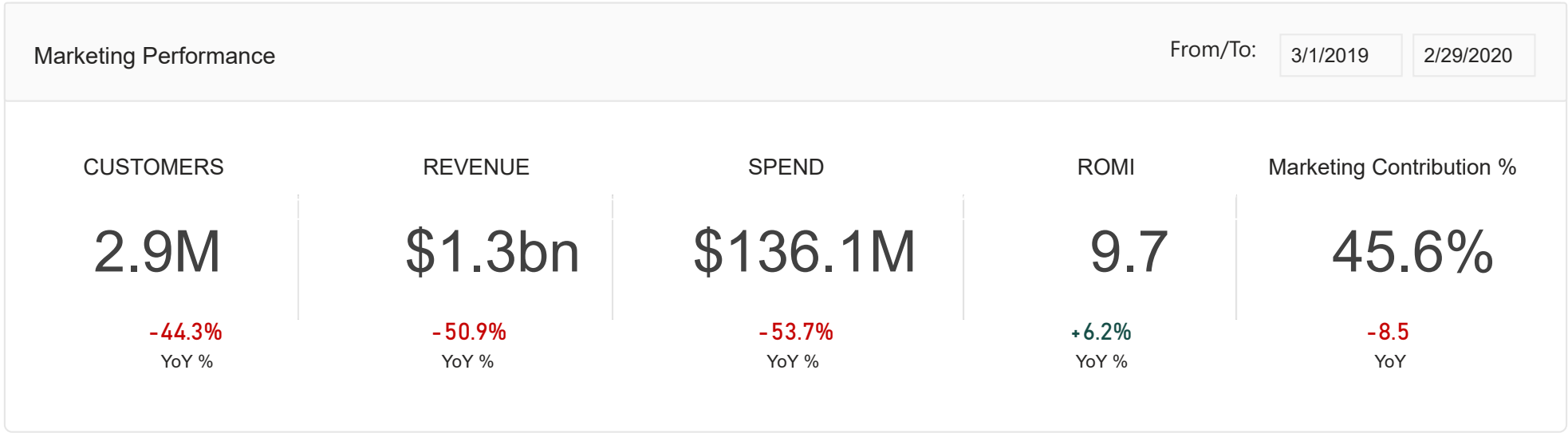
### Diminishing Returns

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

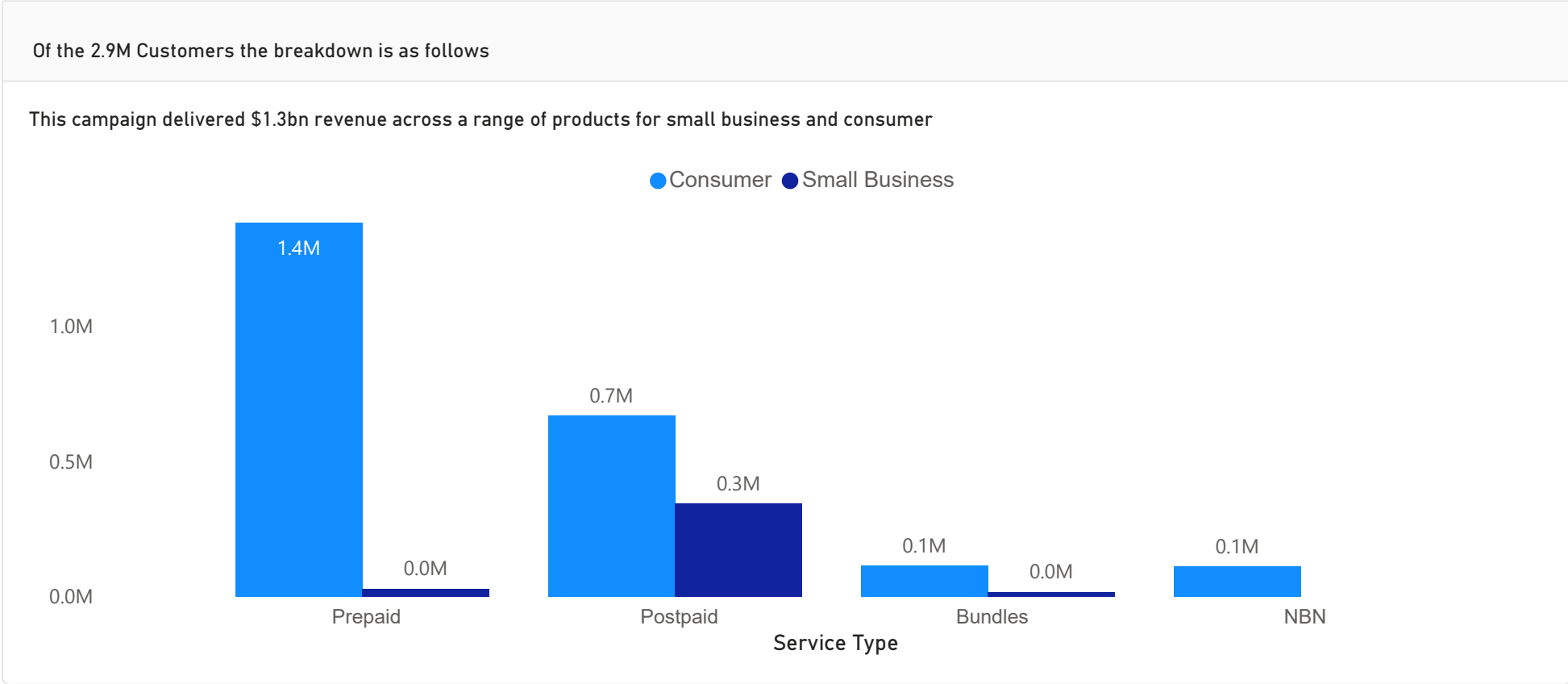
REVENUE

\$136.1M

SPEND

9.7

ROMI



What is the Customer & Revenue for this marketing 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

CUSTOMERS

\$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...

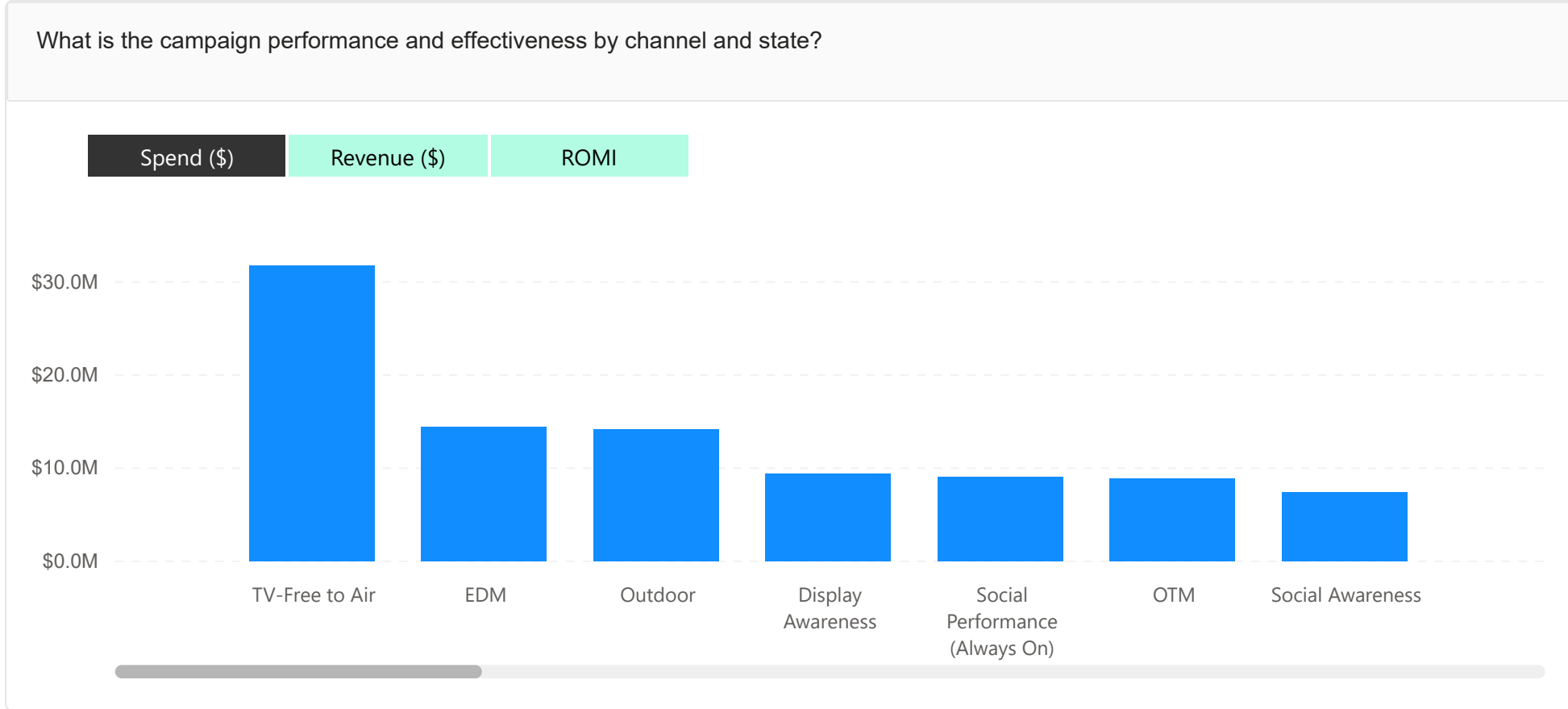
NT

QLD - Metro

QLD - Re...

SA - Metro

SA - Regi...



# Marketing Campaign performance

From / To:

3/1/2019

2/29/2020

Program Category

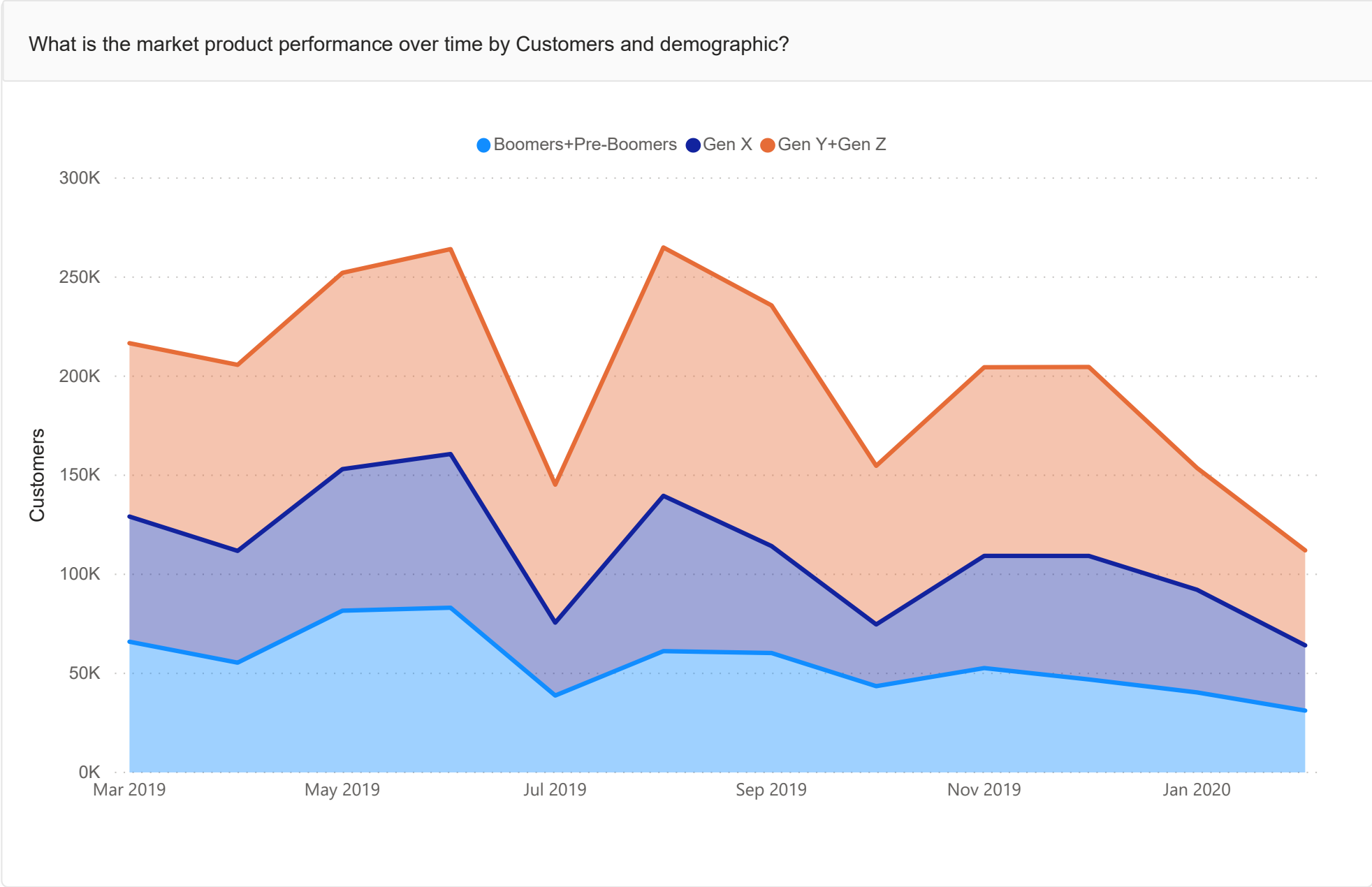
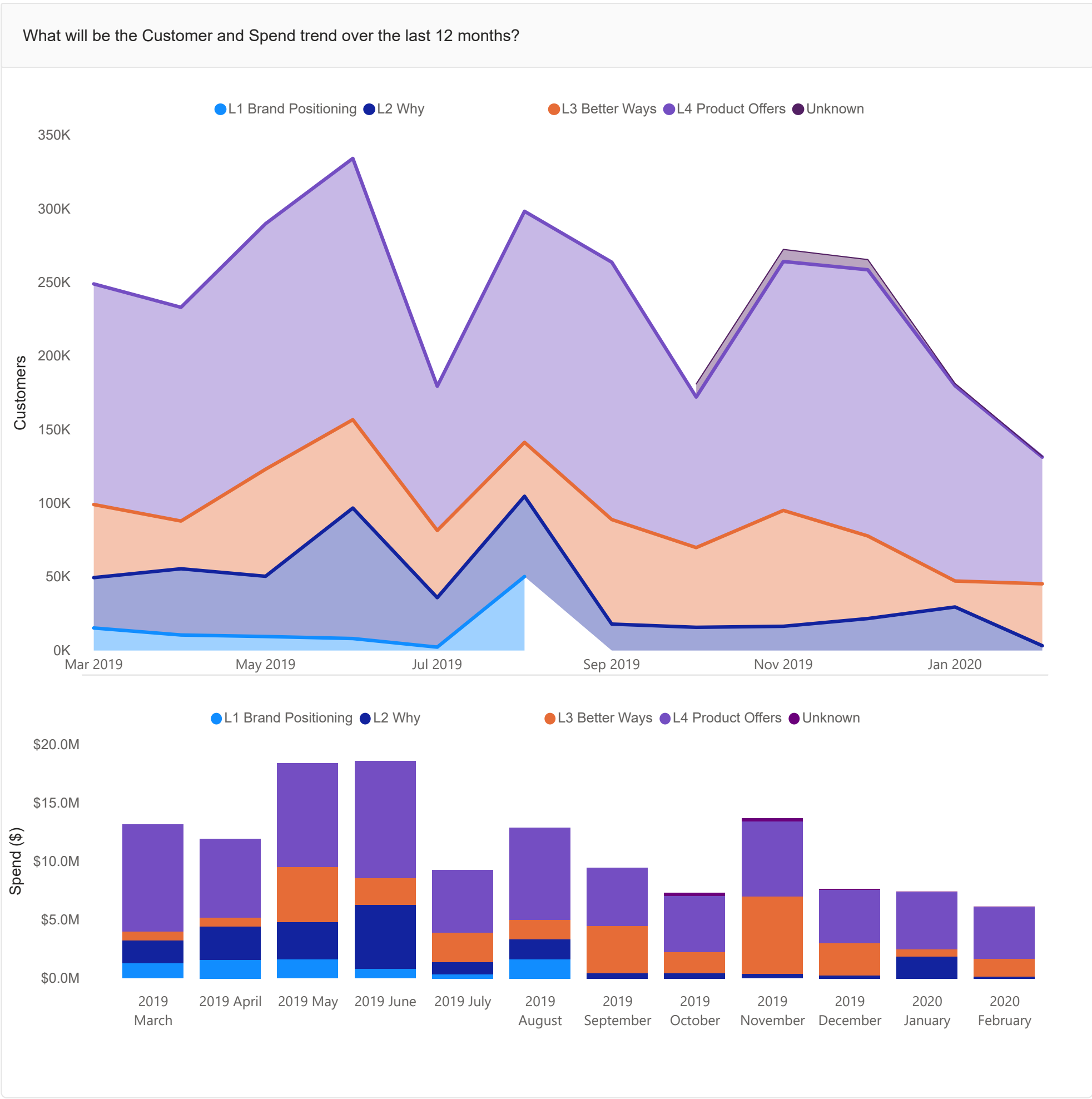
All

Campaign

All

Product Group

All



## Optimal Revenue gained for marketing spend

## Optimal Revenue gained for marketing spend

Levels Campaigns Date

All All 3/1/2019 2/29/2020

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

