Sales & Marketing

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
>

Executive Summary

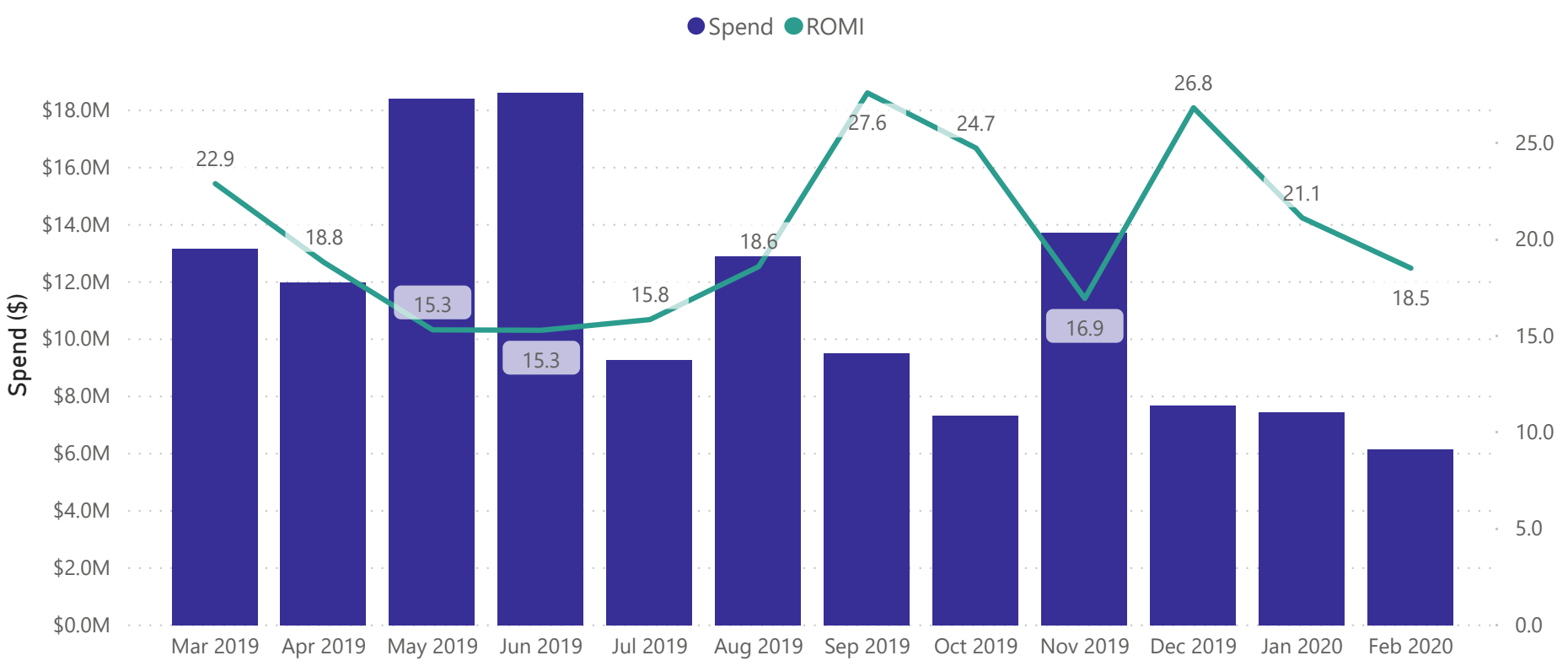
Marketing Mix Modelling

Marketing Performance

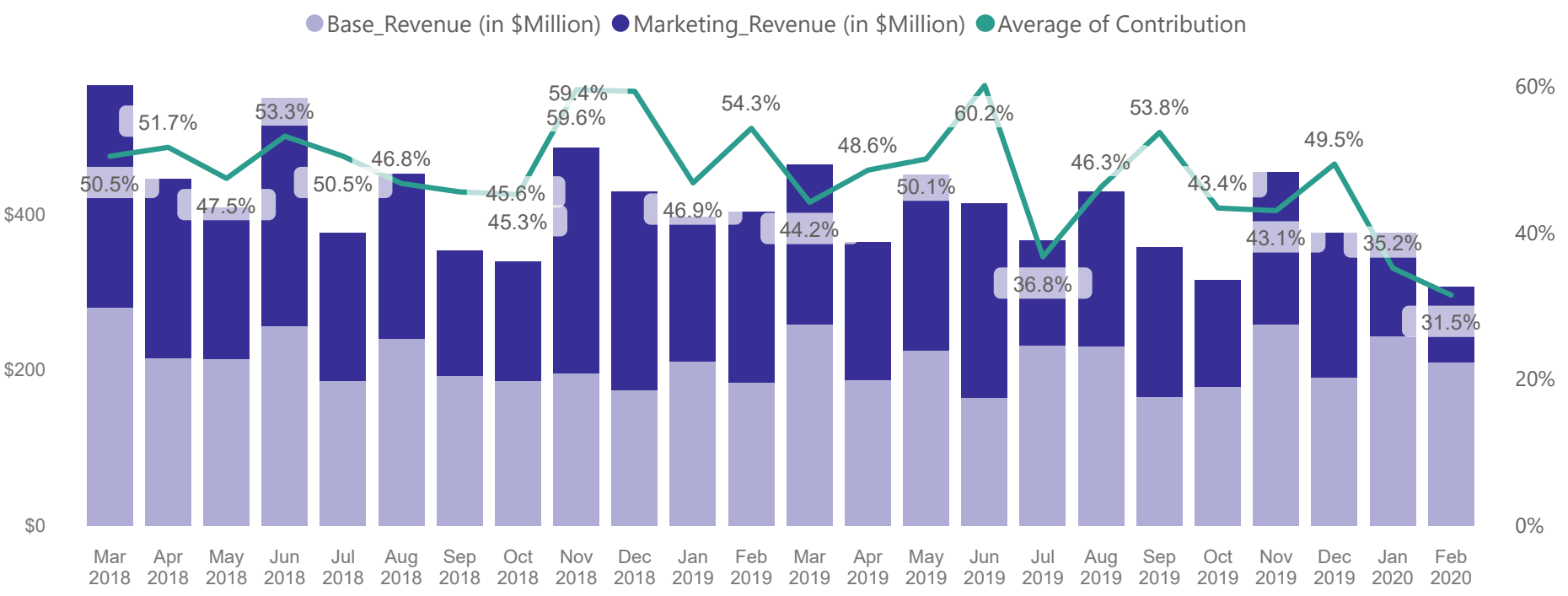
From/To: 3/1/2019 2/29/2020

CUSTOMERS	REVENUE	SPEND	ROMI	Marketing Contribution %
2.9M	$2.6bn	$136.1M	19.3	45.6%
-44.3% YoY %	-50.9% YoY %	-53.7% YoY %	+6.2% YoY %	-8.5 YoY

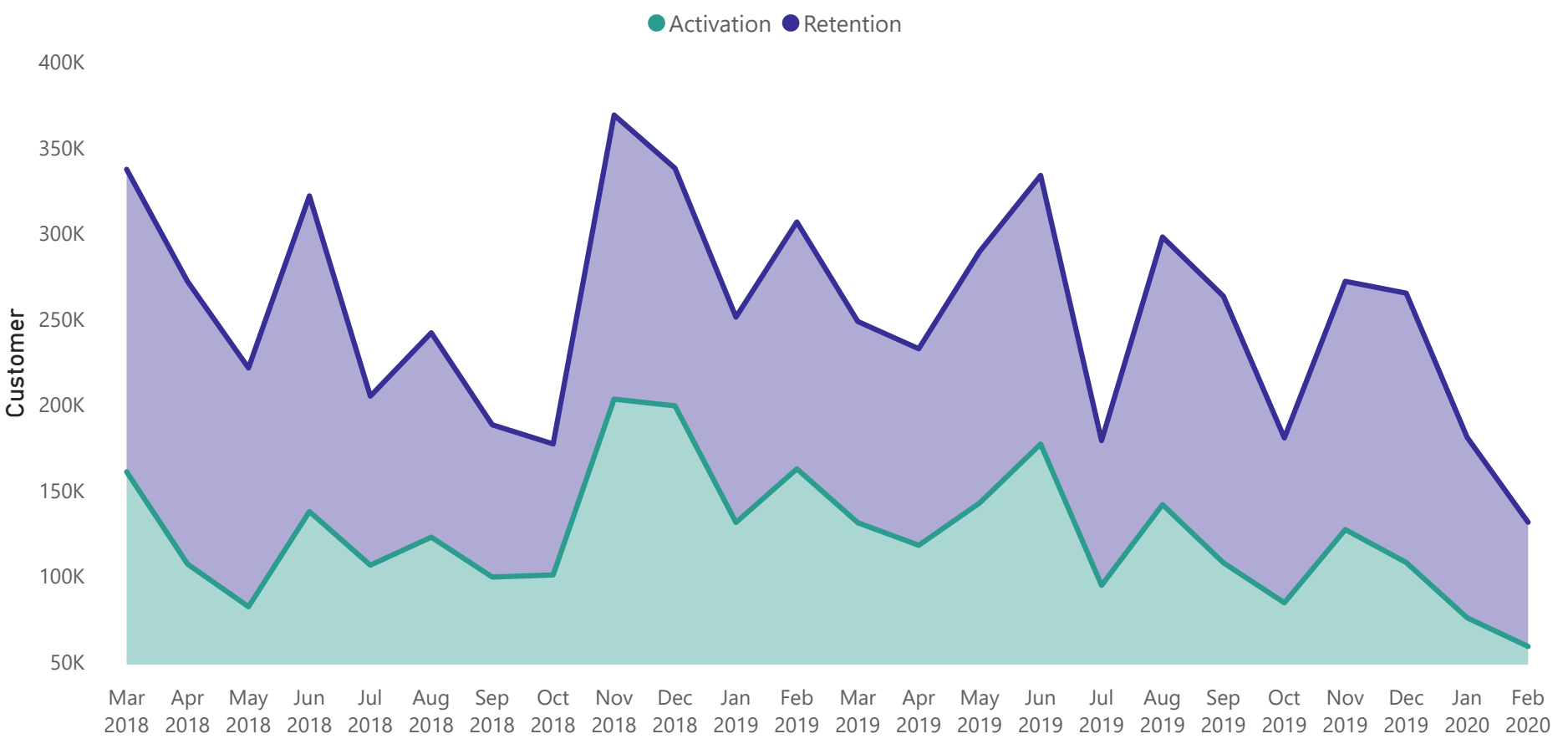
ROMI & Spend Monthly Trend - Rolling 12 Months



Marketing Contribution - Rolling 24 Months



Customer Performance Monthly - Rolling 24 Months



Marketing Performance & Effectiveness

From / To: 3/1/2019 – 2/29/2020

Line of Business: All

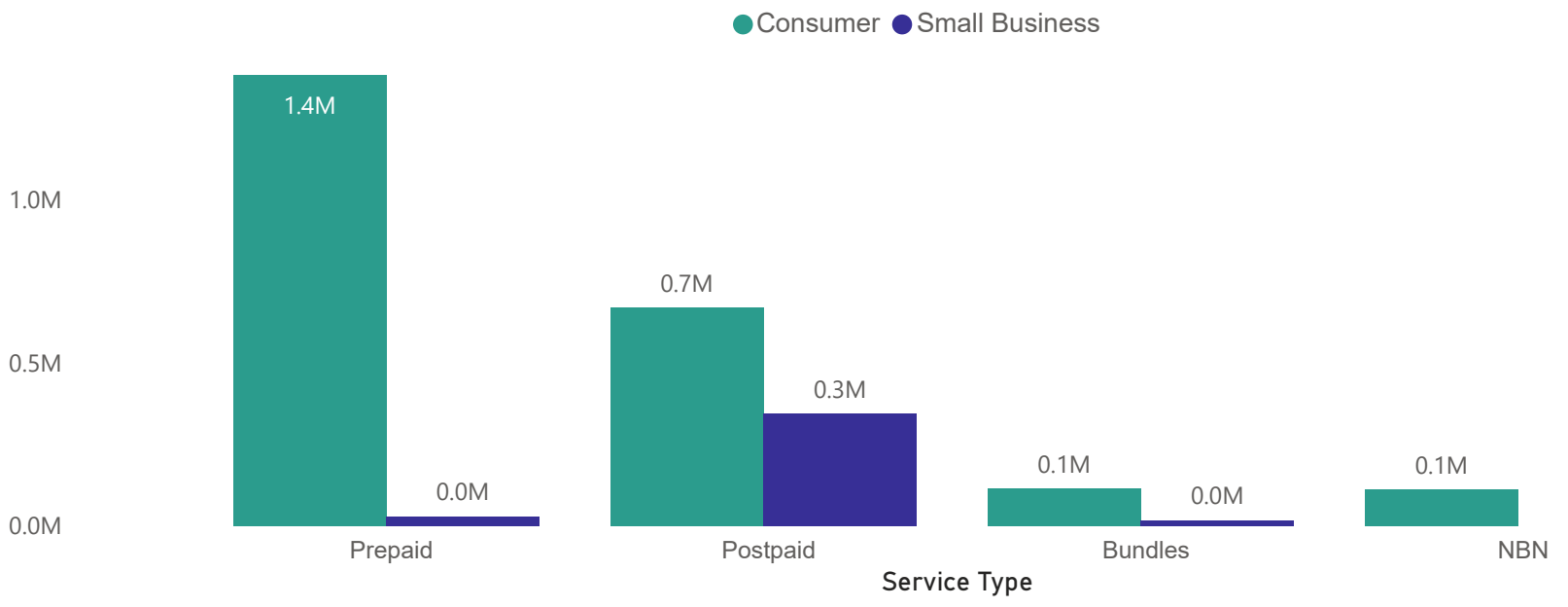
Levels: All

Campaigns: All

2.9M	$2.6bn	$136.1M	19.3
Customers	REVENUE	SPEND	ROMI

Of the 2.9M Customers the breakdown is as follows

This campaign delivered $2.6bn revenue across a range of products for small business and consumer



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 ($):	$532.9M

MOBILE

Customers:	1.0M
%QoQ Customers:	-72.8%
Revenue ($):	$905.8M

TV

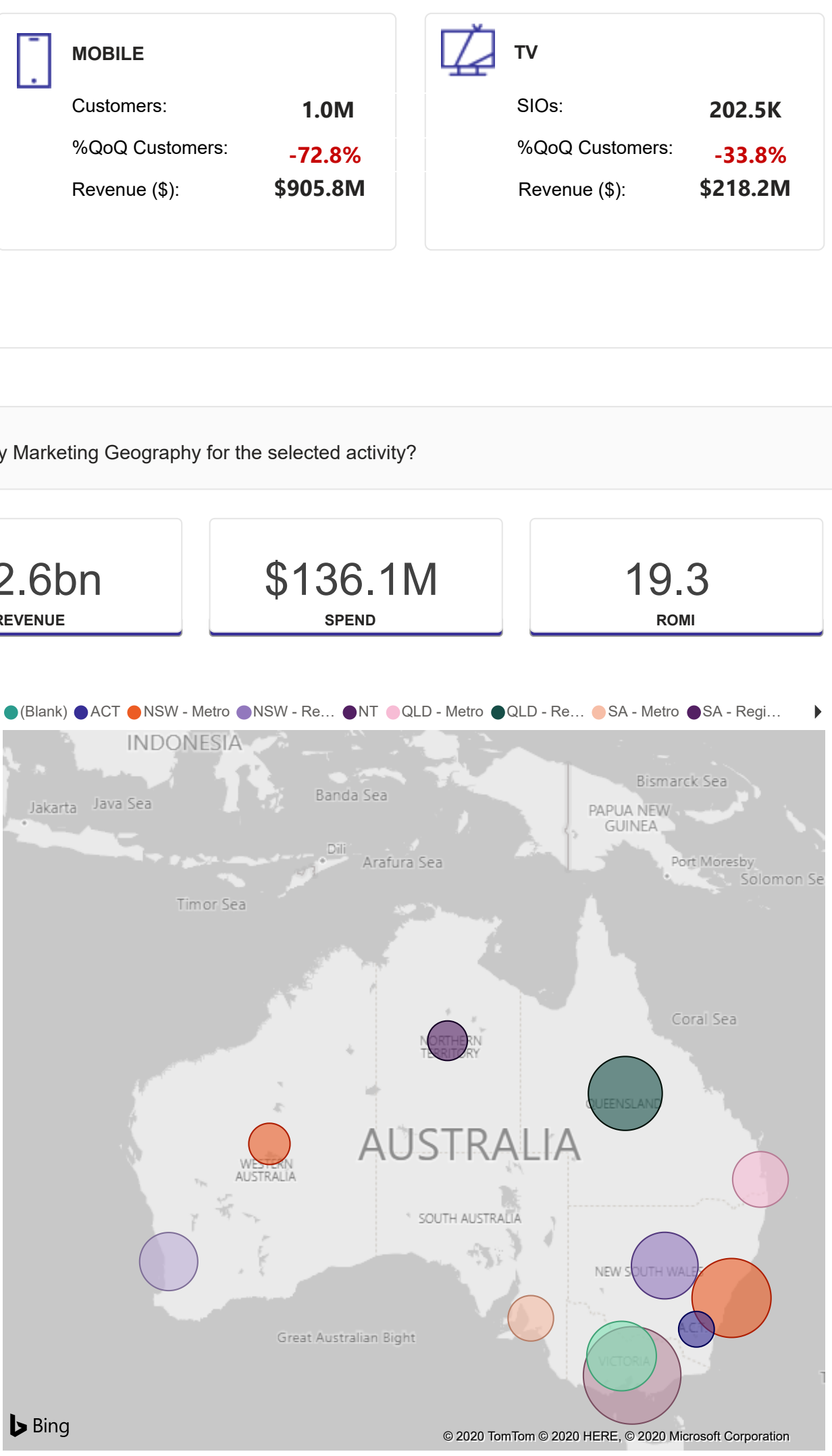
SIOs:	202.5K
%QoQ Customers:	-33.8%
Revenue ($):	$218.2M

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

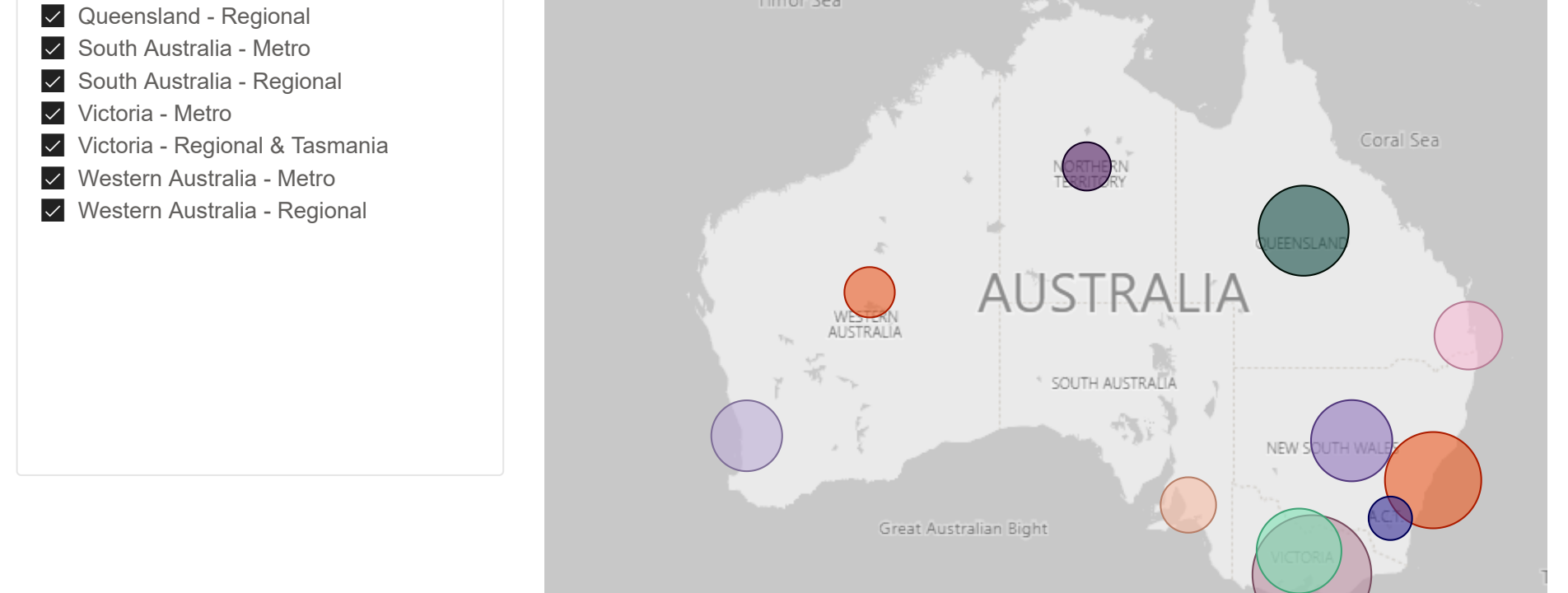
2.9M	$2.6bn	$136.1M	19.3
SIOs	REVENUE	SPEND	ROMI

Location:

- [x] Select all
- [x] (Blank)
- [x] Australian Capital Territory
- [x] New South Wales - Metro
- [x] New South Wales - Regional
- [x] Northern Territory
- [x] Queensland - Metro
- [x] Queensland - Regional
- [x] South Australia - Metro
- [x] South Australia - Regional
- [x] Victoria - Metro
- [x] Victoria - Regional & Tasmania
- [x] Western Australia - Metro
- [x] Western Australia - Regional



What is the campaign performance and effectiveness by channel and state?



Campaign Contribution

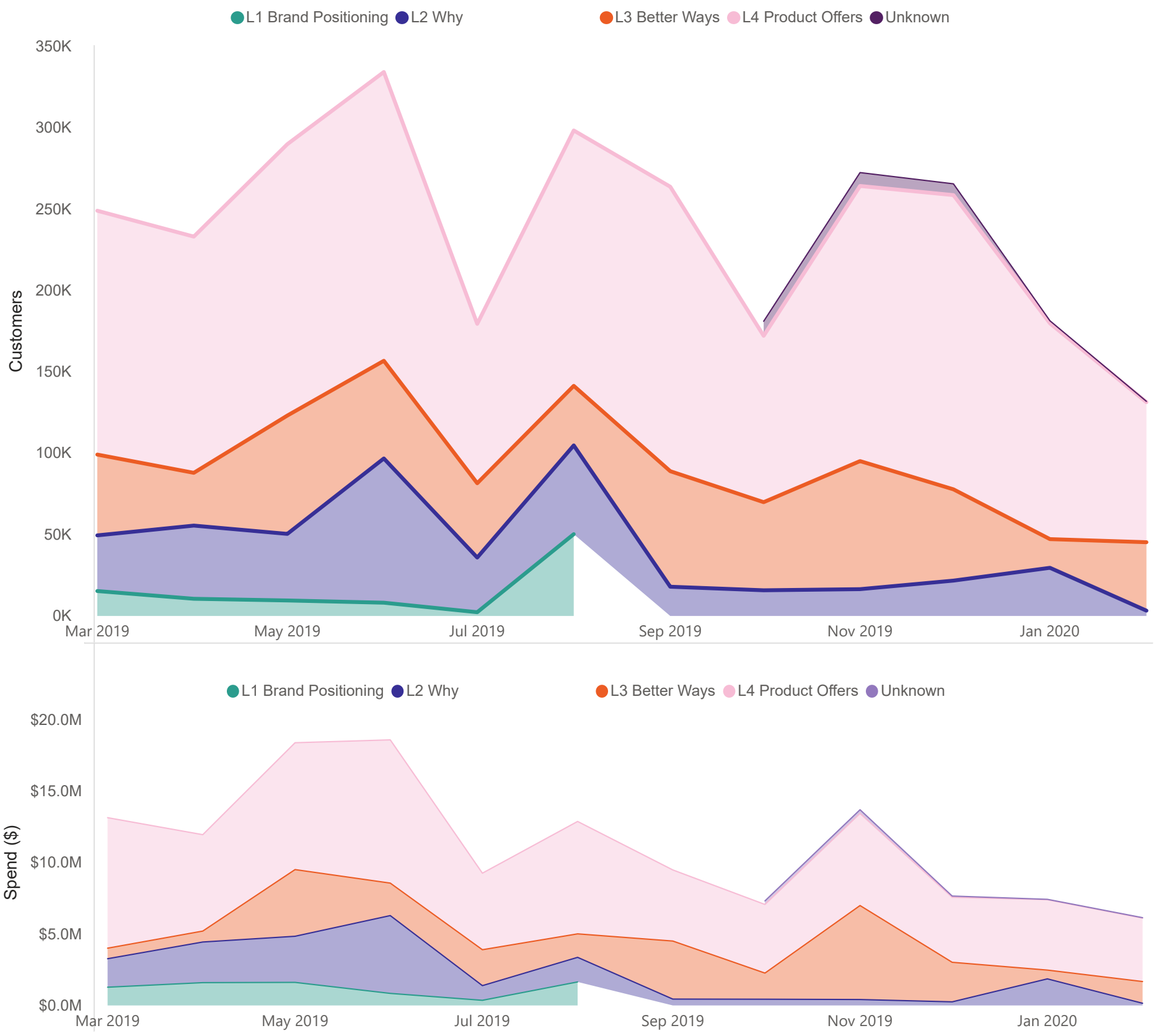
From / To: 3/1/2019 – 2/29/2020

Program Category: All

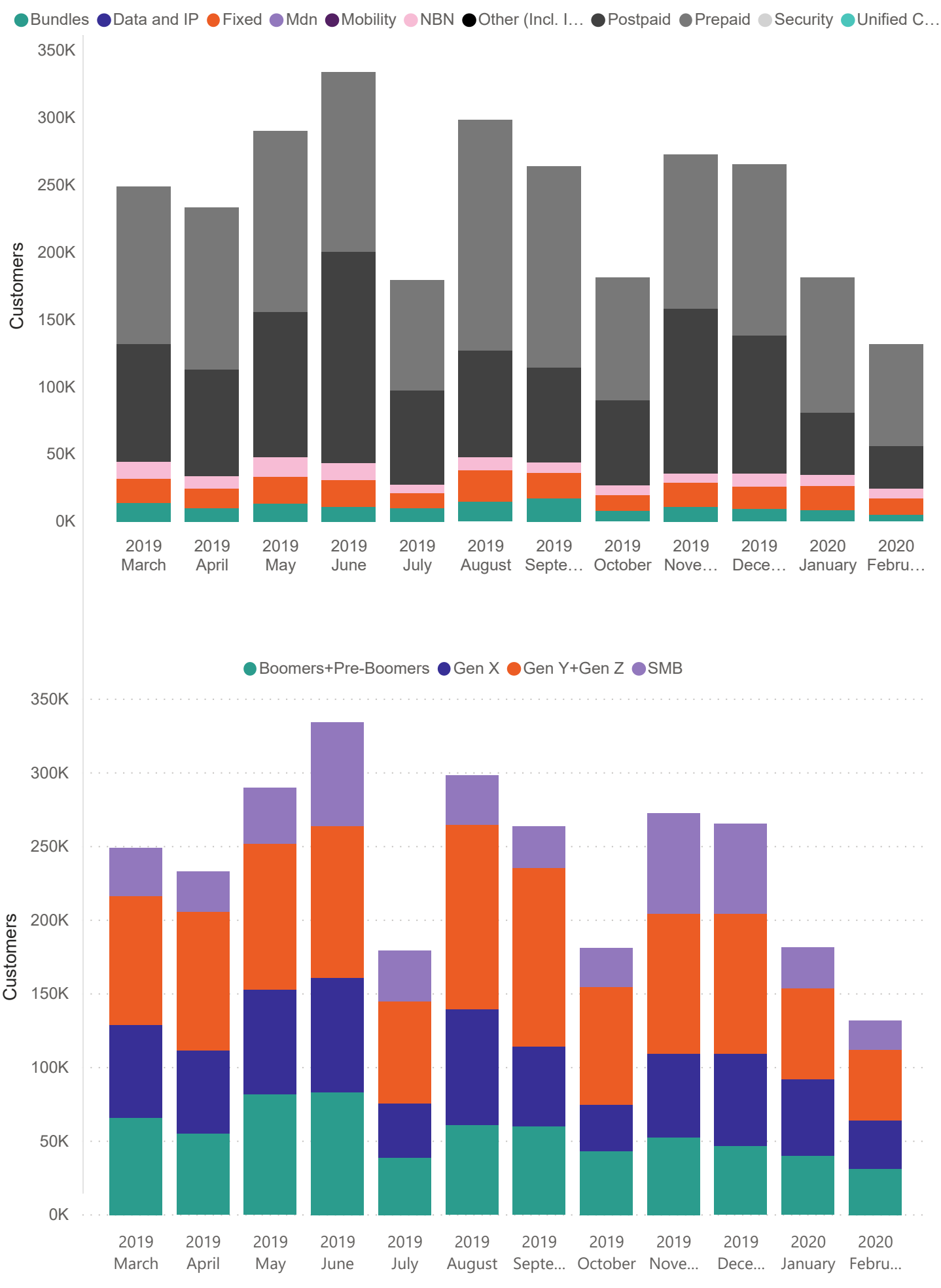
Campaign: All

Product Group: All

What is the Customer and Spend trend over the financial months?



What is the product performance over time by Customers by product and generation?

Service Type

- Select all
- Bundles
- Fixed
- Postpaid