# Amazon Advertising Campaign Performance Report

## 1. Objective

## Analyze Ads statistics from 1st Feb - 15 Mar to uncover impactful insights, find highest ROI, and increase campaign performance across all Amazon products.

## 2. Key Findings

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| --- | --- |
| Area | Insight Example |
| Top Campaign | Campaign "SPA | B0CLLT71RW | ALL | VISIBILITY | DSTM 653b7a" achieved highest ROI of 10.95, driven by low spend + high sales. |
| Low-Performing Campaign | Campaign Y had high spend but ROI < 1, indicating poor return. |
| Top SKU | SKU ABC123 generated highest sales and ROI of 2.8. |
| Underperforming SKU | SKU XYZ789 had high impressions but low conversion, ROI = 0.6. |
| Keyword Waste | Keyword “wireless charger” had high spend, CTR low, ROI < 0.5 — cut/review. |
| Trend Insight | Spend spiked on Feb 25, but sales dipped — optimize bid timing. |

## 3. Recommendations

|  |  |
| --- | --- |
| Action | Details |
| Scale Up | Increase budget for Campaign "SPA | B0CLLT71RW | ALL | VISIBILITY | DSTM 653b7a" due to high ROI of 10.95. |
| Cut Back | Reduce or pause Campaign Y and low-ROI keywords. |
| Refine Targeting | Improve product listing or bidding for high impression, low sales SKUs. |
| Optimize Time Bids | Avoid high spend days with poor conversion (e.g., Feb 25). |

## 4. Dashboard

## - KPI Cards: Total Spend ₹123,569.06, Sales ₹479,387.65, Avg ROI 3.88.

## - Bar Chart: Spend vs. Sales by Campaign.

## - Table: Top 10 SKUs by ROI.

## - Line Chart: Sales/Spend Trend.

## - Optimization Table: Low sales/high spend keywords.\

## 5. Next Steps

- Test new campaigns.

- Weekly ROI monitor.

- Modify bids and targeting on the basis of trend data.