

# Campaign Performance & Revenue Dashboard (2018-2019)

13.06M

Total Revenue

4679

Total Paid Orders

19.99K

Visitors to the Company's Website

The dashboard provides a visual presentation of campaign performance and revenue analysis, including user sessions and court utilization. The analysis is based on data from 2018-2019, focusing on campaign effectiveness and session bookings.



# Revenue Analysis

Year

All

Raphael

Michelangelo

Leonardo

Donatello

13.06M

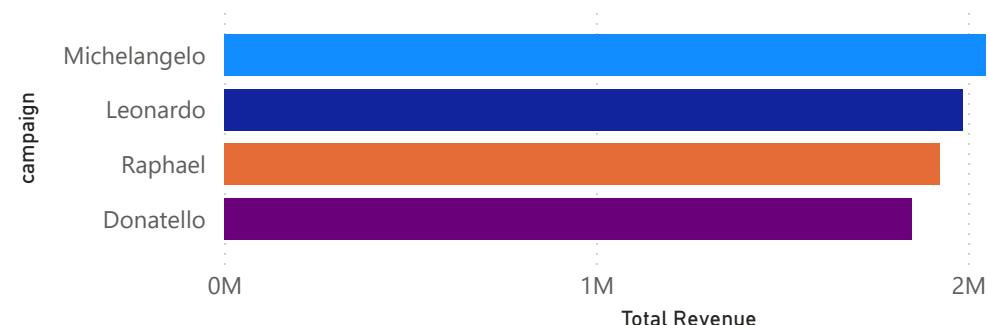
Total Revenue

356.63K

Total Marketing Cost

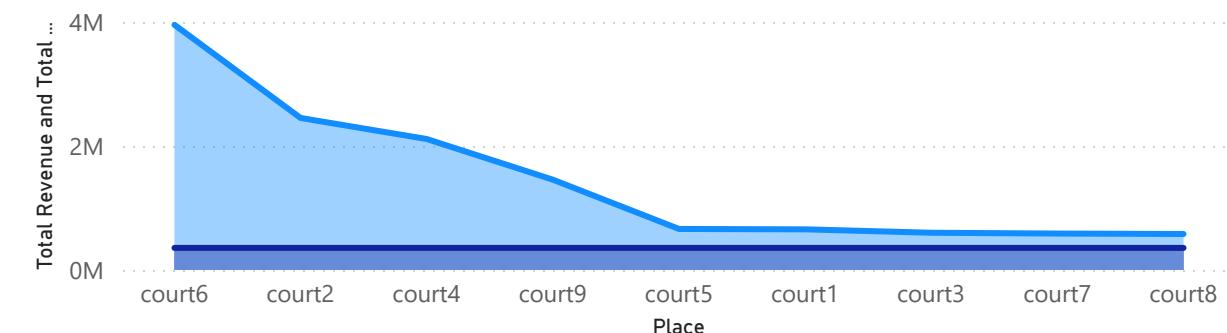
Total Revenue by Campaign

campaign ● Michelangelo ● Leonardo ● Raphael ● Donatello

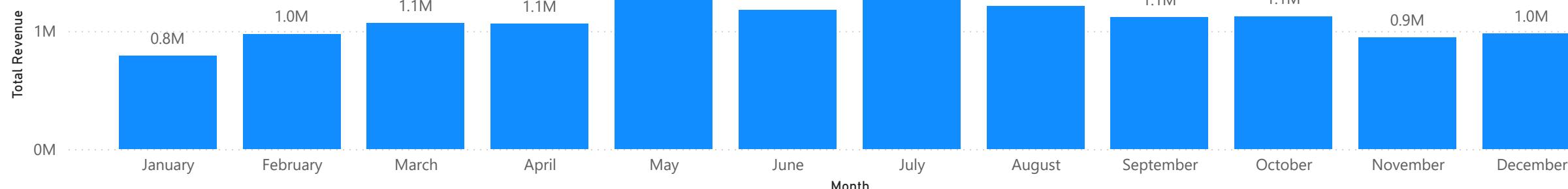


Total Revenue and Total Marketing Cost by Place

● Total Revenue ● Total Marketing Cost



Total Revenue by Month



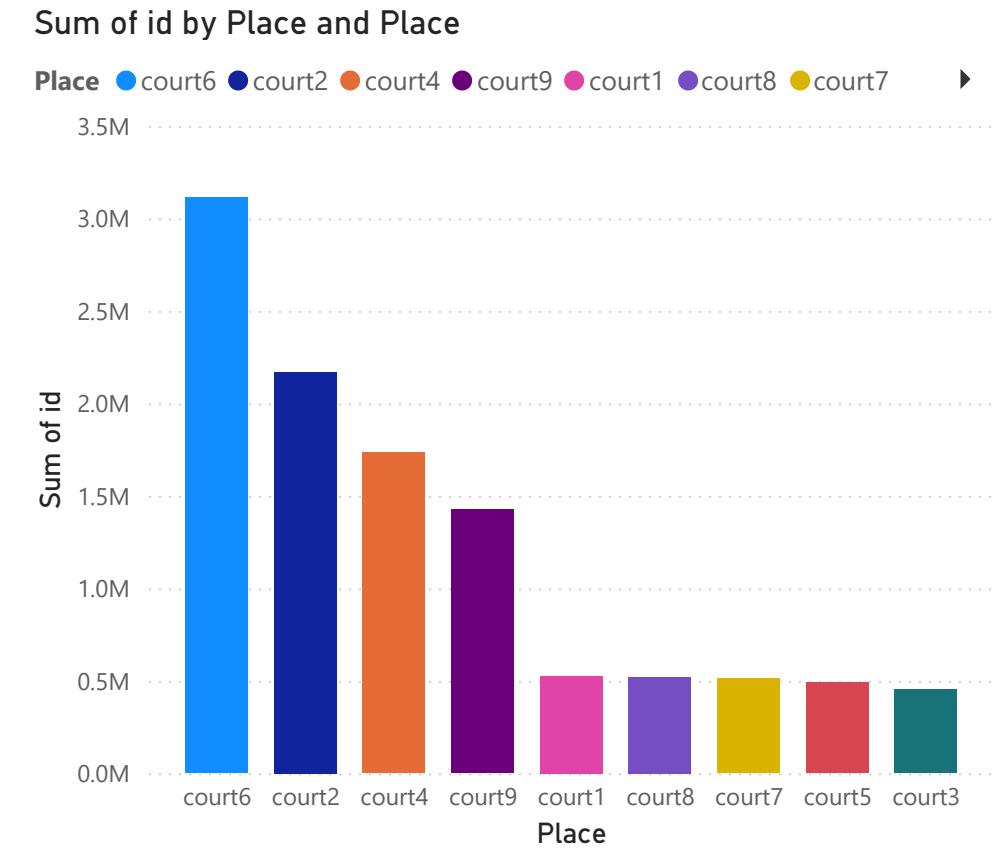
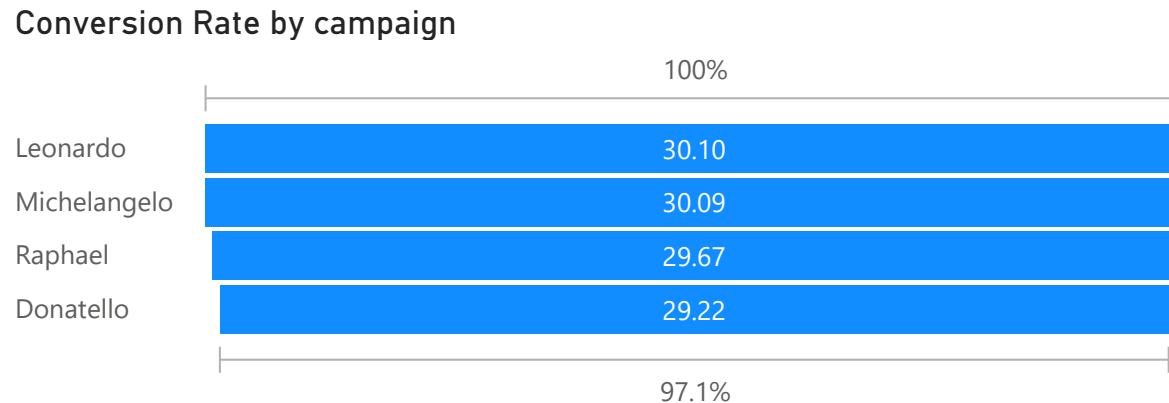
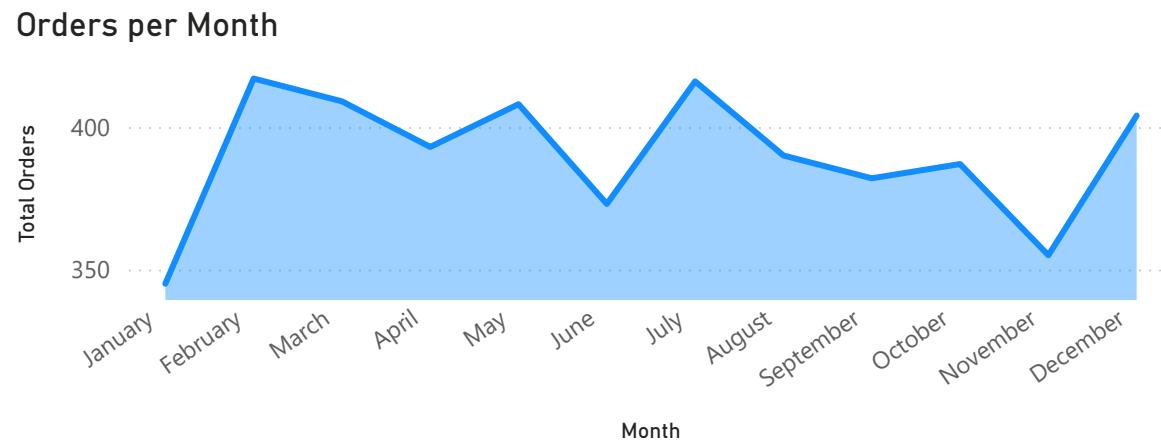
# Orders Analysis

**4679**  
Total Paid Orders

**7.12K**  
Court Utilization

**17.30**  
CTR

**49.45**  
Call Conversion Rate





# Website Visit Analysis

Year  
All

Raphael

Michelangelo

Leonardo

Donatello

19.99K

Visitors to the Company's Website

5894

Total Calls Made

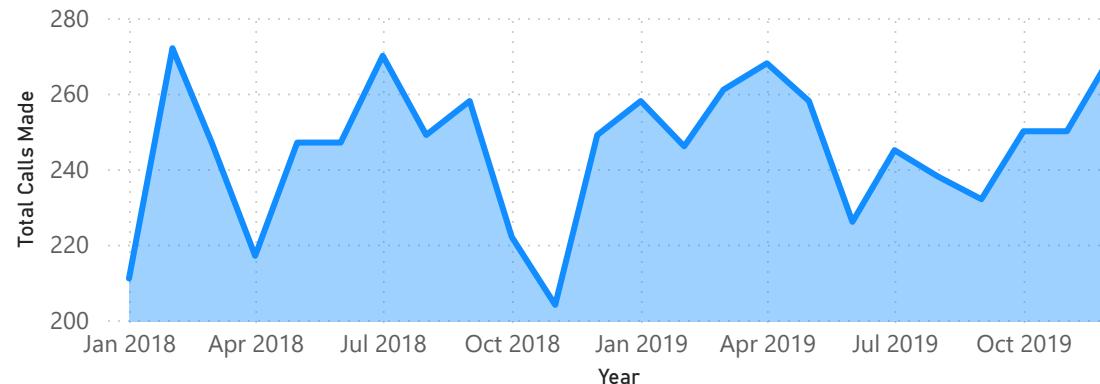
14K

Total No Calls

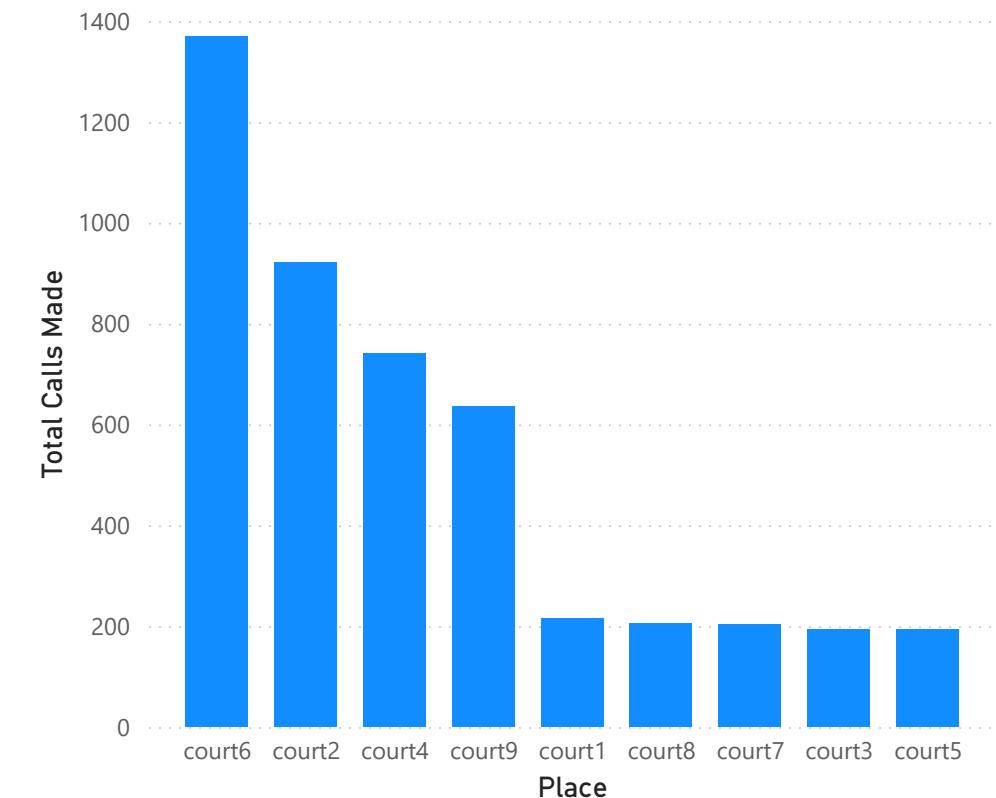
29.48

Call Conversion Rate

Orders per Month



Website Visites by Place



Total Calls made by Campaign

campaign ● Michelangelo ● Raphael ● Leonardo ● Donatello

