

# Ecommerce Promo Campaign - Summary Report

Prepared by: Jenna Hayes    Date: July 2025

Tools Used: Python, Plotly Dash, Pandas

## Objective

Analyze conversion and revenue data across campaign channels to identify best-performing sources and strategies.

## Data Overview

- Campaign Data: Channel, Impressions, Clicks, Conversions, Revenue
- Metrics:  $CTR = Clicks / Impressions$ ,  $Conversion\ Rate = Conversions / Clicks$ ,  $ROAS = Revenue / Spend$

## Key Analyses & Insights

- Referral delivered the highest total revenue.
- Email had the best conversion rate.
- Social drove volume but underperformed on ROI.

## Recommendations

- Scale referral efforts with new incentives.
- Refine targeting for social ads to boost ROAS.
- Continue testing email segmentation and CTA placement.

## Deliverables

- Channel-level performance dashboard
- Visual KPIs and conversion funnel
- Python code, Dash app, and case study PDF