



**ONYX
DATA**

zoomcharts

Campaign

Fall Spring Summer

Channel

Facebook Instagram Pinterest

119K

Sum of Shares

163.25K

Sum of Spend, GBP

1.73M

Total Conversion Value, GBP

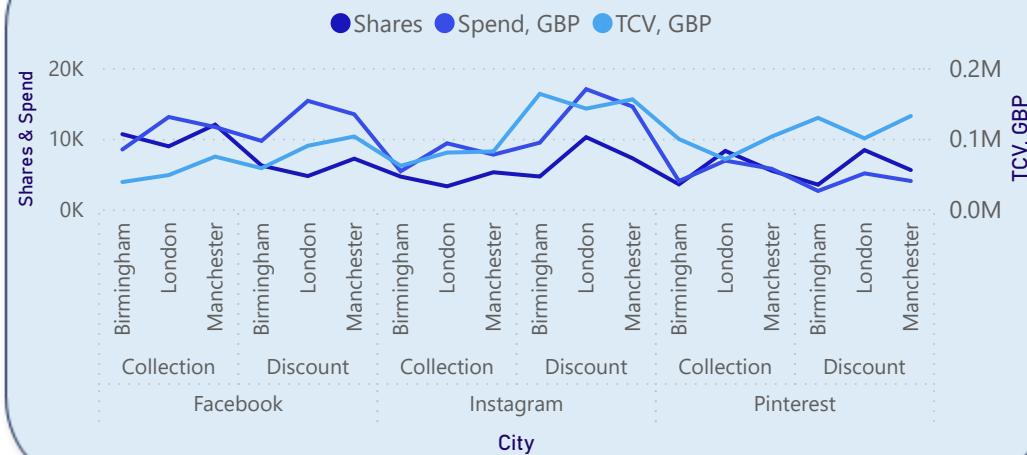
ONYXDATA DATADNA CHALLENGE (June) - Marketing Campaign Analysis

SHARE WISE TIMER

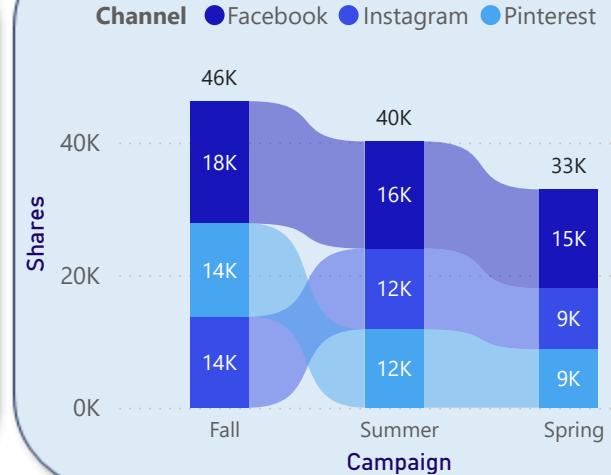
Search Channel Device Ad Campaign



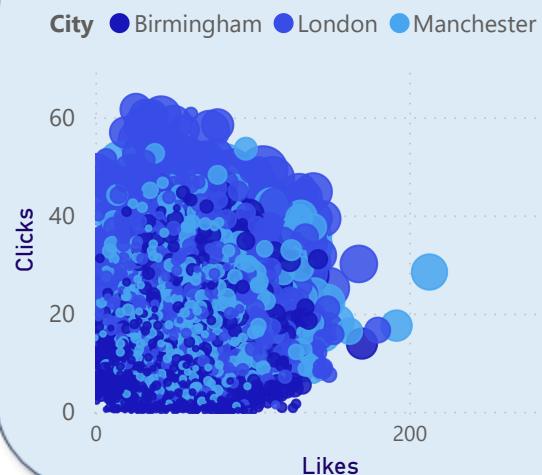
Shares, Spend, GBP & TCV, GBP Vs City



Shares Vs Campaign



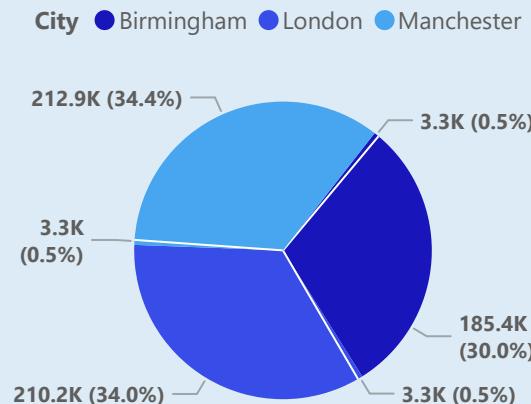
Likes Vs Clicks



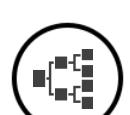
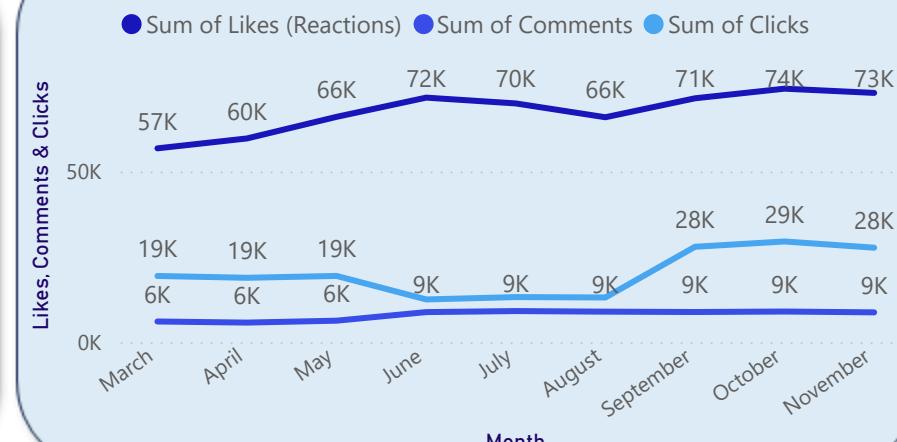
Channel Vs Impressions



City Vs AD (Device)



Likes, Comments & Clicks by Month





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Daily Average CPC & CTR, % by Month

● Increase ● Decrease ● Total



Impressions by Months of the Year



119K

Sum of Shares

163.25K

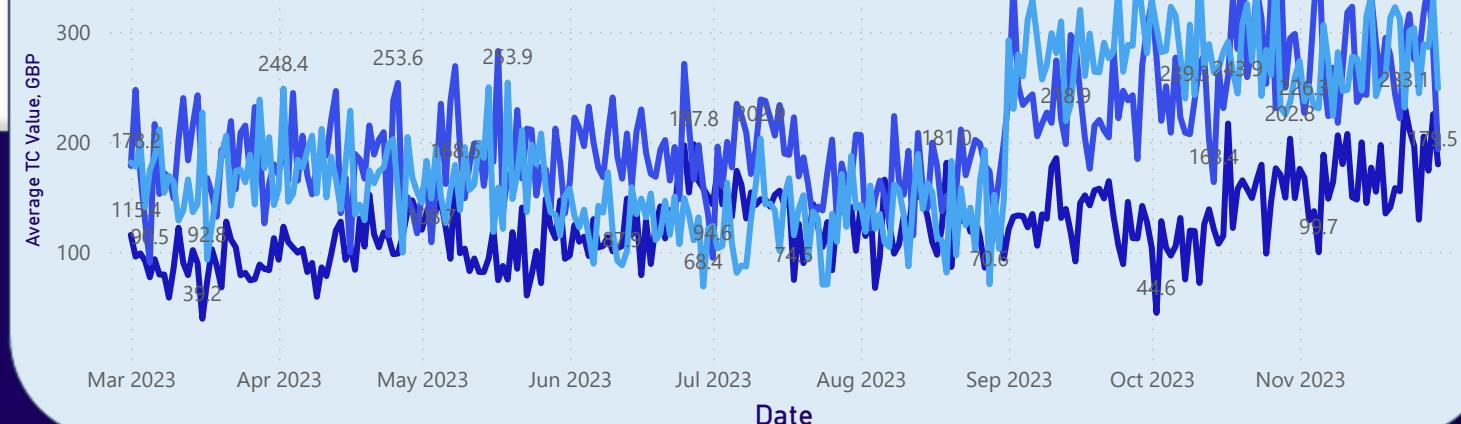
Sum of Spend, GBP

1.73M

Total Conversion Value, GBP

TC Value, GBP, by Date

Channel ● Facebook ● Instagram ● Pinterest



Impressions by Quarters of the Year



Spend, GBP Vs City & Channel





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119K

Sum of Shares

163.25K

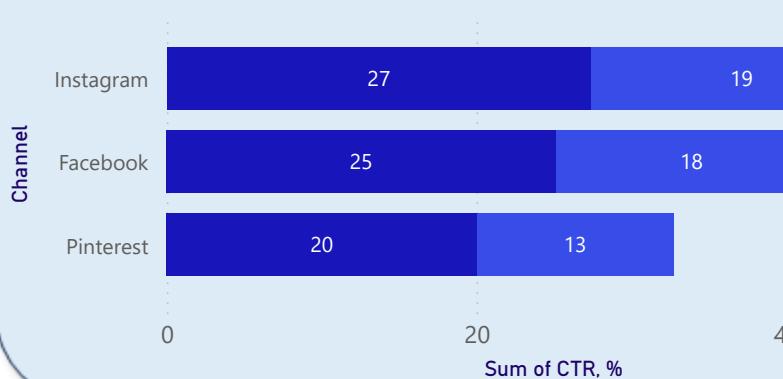
Sum of Spend, GBP

1.73M

Total Conversion Value, GBP

CTR, % by Channel & Device

Device ● Desktop ● Mobile



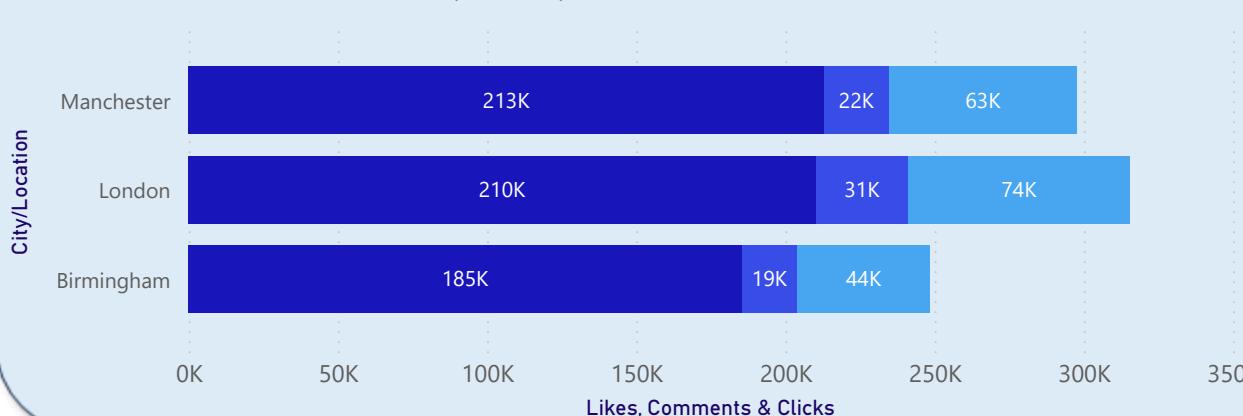
Spend, GBP & Shares by Quarter and Month

● Sum of Spend, GBP ● Sum of Shares



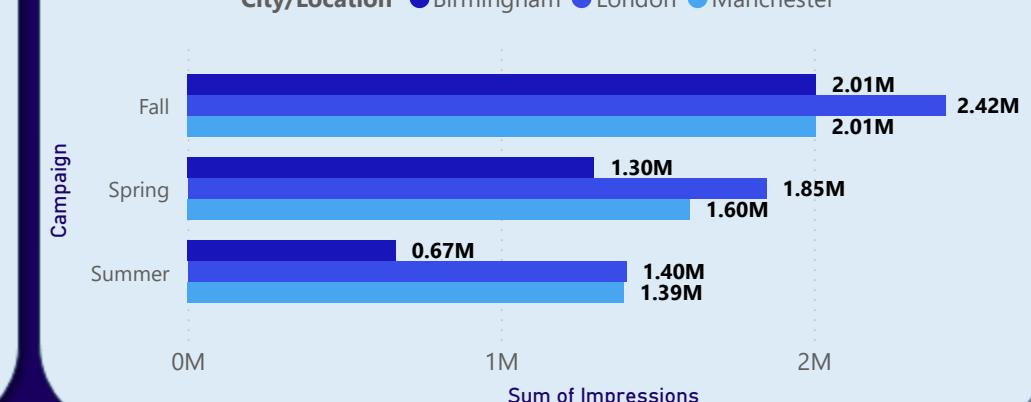
Likes, Comments & Clicks by City

● Sum of Likes (Reactions) ● Sum of Comments ● Sum of Clicks



Impressions by Campaign & City

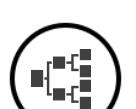
City/Location ● Birmingham ● London ● Manchester





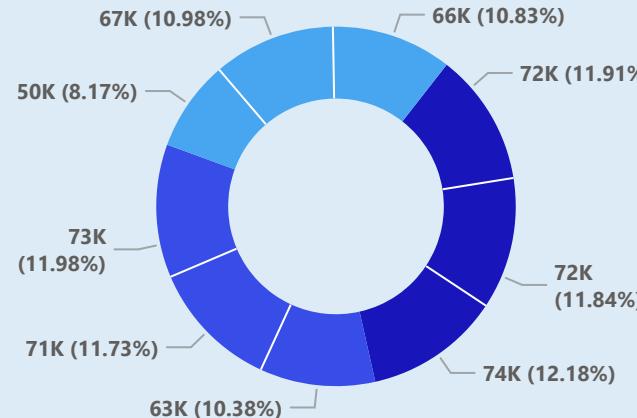
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DATA

zoomcharts



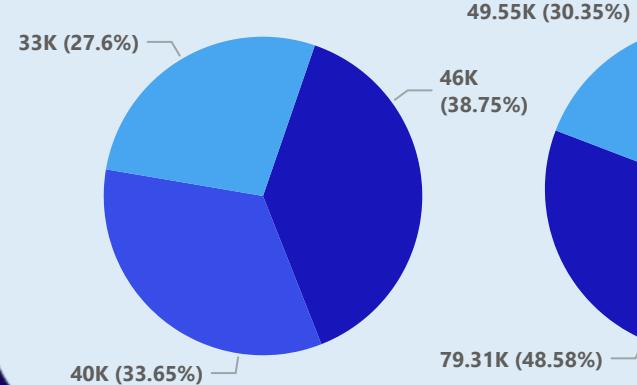
Likes Vs Campaign & City

Campaign ● Fall ● Summer ● Spring



Campaign Vs Shares

Campaign ● Fall ● Spring ● Summer

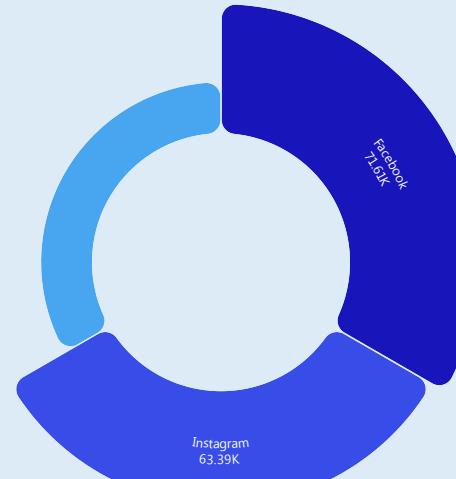


Campaign VS Spends

Campaign VS TCV, GBP

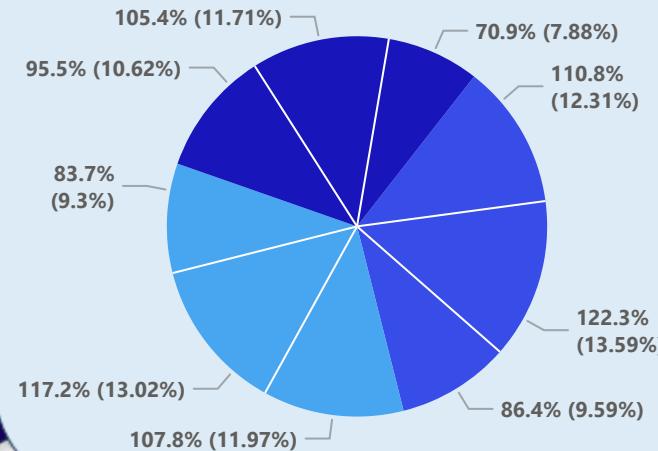
Spend, GBP Vs Channel

Channel ● Facebook ● Instagram ● Pinterest



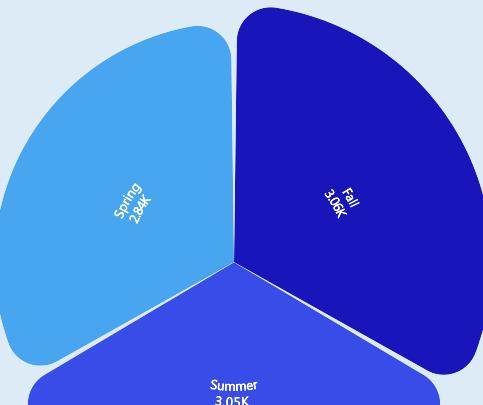
%GT Average of CTR, % Vs City & Channel

City/Location ● London ● Manchester ● Birmingham



Daily Average CPC Vs Campaign

Campaign ● Fall ● Summer ● Spring



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Conversions & Daily Avg CPC by Conversions
121 ✓
Goal: 12.29 (+884.74%)

Shares & Daily Avg CPC by Shares
58 ✓
Goal: 1.07 (+5320.56%)

119K

Sum of Shares

163.25K

Sum of Spend, GBP

1.73M

TCV, GBP

608K

Sum of Likes

14.65M

Sum of Impressions

181.59K

Sum of Clicks

Campaign

Fall

Spring

Summer

Channel

Facebook

Instagram

Pinterest

City/Location

Birmingham

London

Manchester



Ad	Collection					
City/Location	Sum of Impressions	Sum of CTR, %	Sum of Daily Average CPC	Sum of Shares	Sum of Spend, GBP	Sum of Total co
[-] Birmingham	21,84,688.50	20.15	1,099.30	18764	17,808.86	
[-] Facebook	8,24,461.60	7.02	443.24	10625	8,452.65	
[-] Desktop	3,31,808.80	4.15	237.57	4183	4,419.58	
[+] Fall	1,62,729.00	1.48	80.32	2025	2,311.80	
[-] Spring	1,11,004.40	1.37	76.76	801	1,391.65	
[+] 2023	1,11,004.40	1.37	76.76	801	1,391.65	
[-] Summer	58,075.40	1.31	80.49	1357	716.12	
[+] 2023	58,075.40	1.31	80.49	1357	716.12	
[-] Mobile	4,92,652.80	2.86	205.67	6442	4,033.08	
[+] Fall	2,34,466.00	1.07	75.85	3088	2,264.41	
[+] 2023	2,34,466.00	1.07	75.85	3088	2,264.41	
[-] Spring	1,60,058.80	0.94	63.22	1331	1,085.36	
[+] 2023	1,60,058.80	0.94	63.22	1331	1,085.36	
[-] Summer	98,128.00	0.86	66.60	2023	683.30	
[+] 2023	98,128.00	0.86	66.60	2023	683.30	
[-] Instagram	7,16,961.70	7.77	291.86	4619	5,375.31	
[-] Desktop	2,78,975.30	4.55	149.04	1838	2,575.59	
[-] Fall	1,42,107.00	1.64	53.49	1013	1,450.41	
[+] 2023	1,42,107.00	1.64	53.49	1013	1,450.41	
[-] Spring	94,681.20	1.48	46.09	285	757.15	
Total	79,26,327.10	66.29	3,328.28	61829	72,175.77	