

# Excelerate User Data And Marketing Performance Dashboard

country ▾

state ▾

gender ▾

user... ▾

institution ▾

degree ▾

Campaign Name ▾

Clicks  
12,025

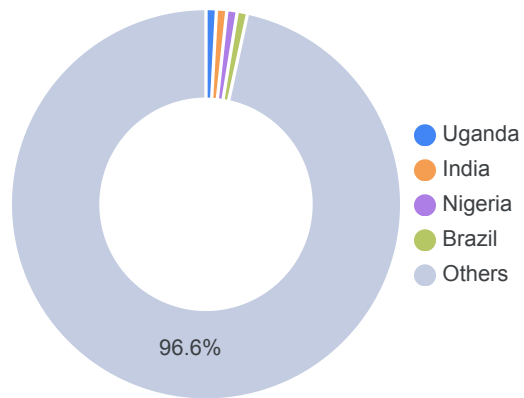
Cost per Result (CPR)  
252.14

Reach  
188,868

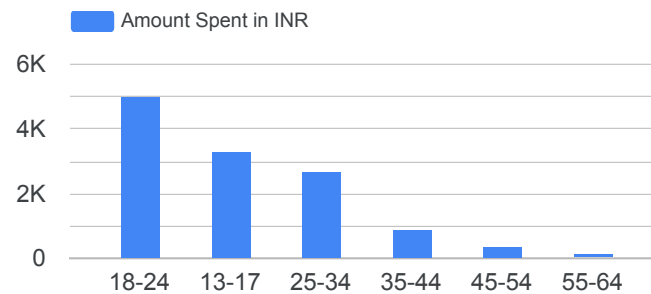
learner\_id  
129,175

Cost Per Click (CPC)  
104.8

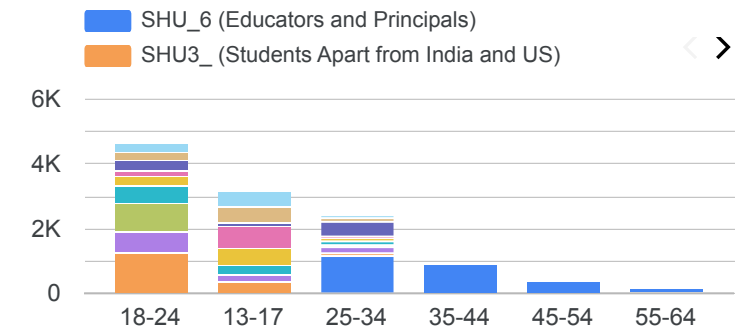
## Country Distribution



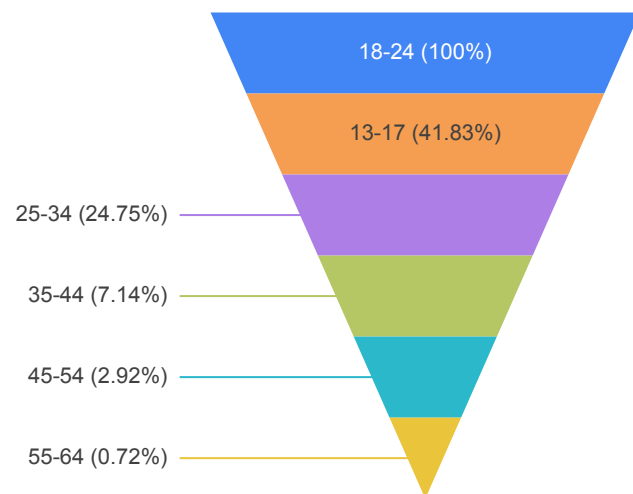
## Age and campaign wise spending



## Amount Spent in INR by Age and Campaign...



## Age-wise learner drop-off



## Tabular Breakdown by state,status,etc.

state	status	institution	country	learner_id	user_id ▾
1. Don't want to s...	0	Don't Specified	Not Specified	0	
2. Don't want to s...	0	Institution not ...	Nigeria	ddf6451b-dde...	
3. Don't want to s...	0	Institution not ...	Nigeria	4e2b9db8-e3c...	
4. Mh	1070	Pimpri chicwa...	India	91d3ac25-519...	
5. Delhi	1070	Llyod institutio...	India	d78c8f86-31a3...	
6. Kaduna	1120	Delta State Un...	Nigeria	7b1e4bf3-b82...	

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Campaign ...

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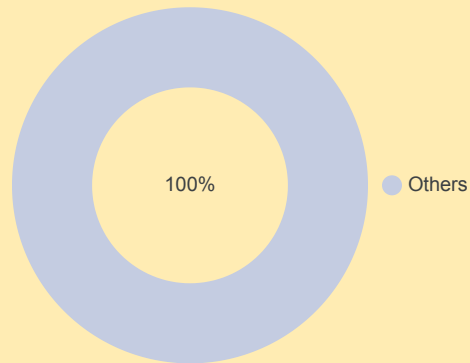
learner\_id

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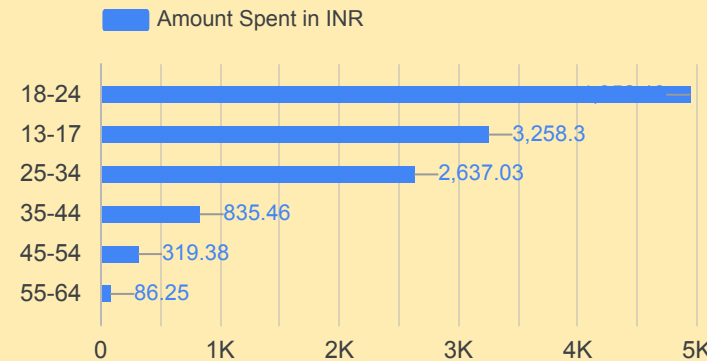
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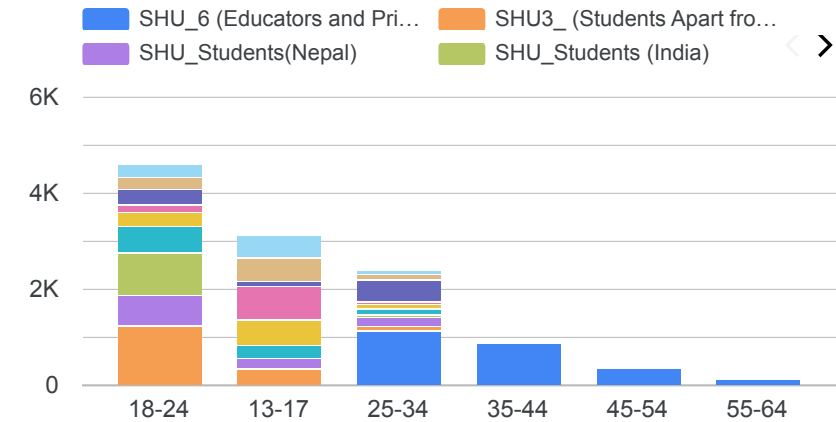
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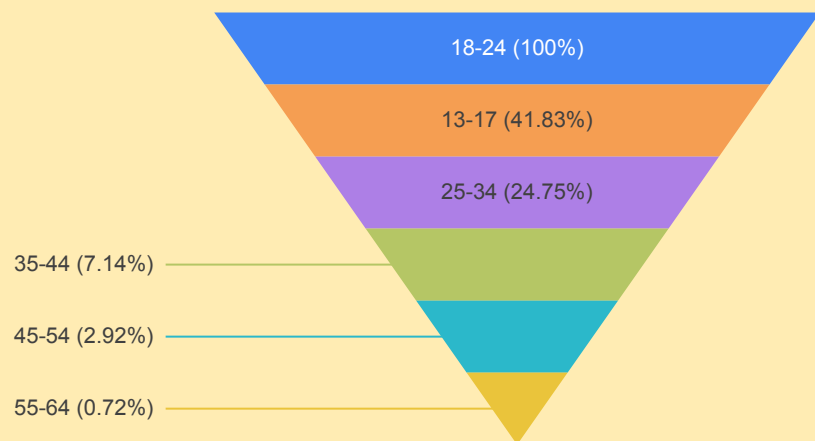
## Age wise Total Spending in INR



## Amount Spent in INR by Age and Campaign Name



## Age-wise learner drop-off



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