Product Campaign Performance Dashboard

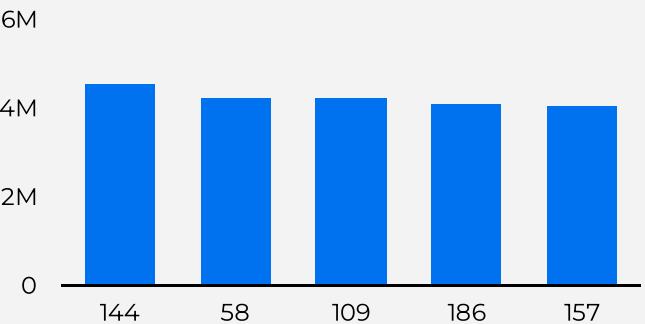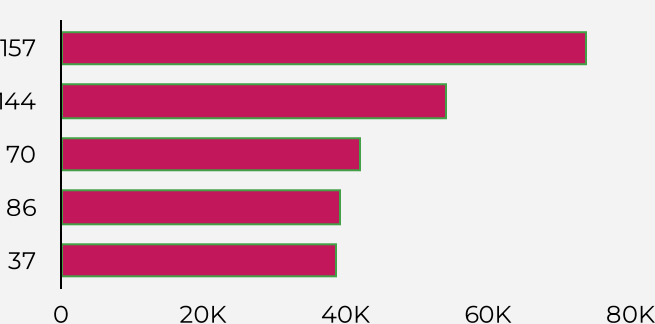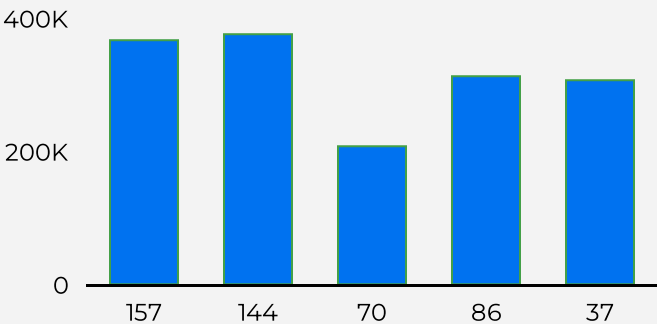| No of Campaigns	Avg. ROI	Total Sales	Avg. Impression	Avg. Conversion	Avg. Clicks
200	1.1K ↓ -3.6%	365.9M ↑ 137.7%	1.8M ↑ 132.4%	13.4K ↑ 131.2%	126.6K ↑ 142.2%

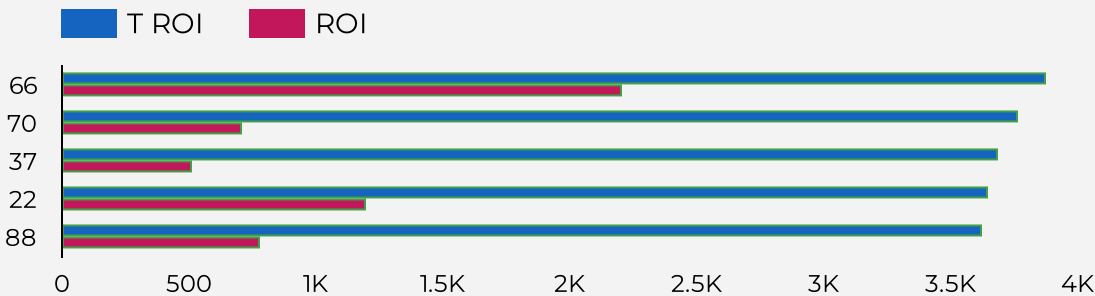## Top 5 Campaigns by Impression

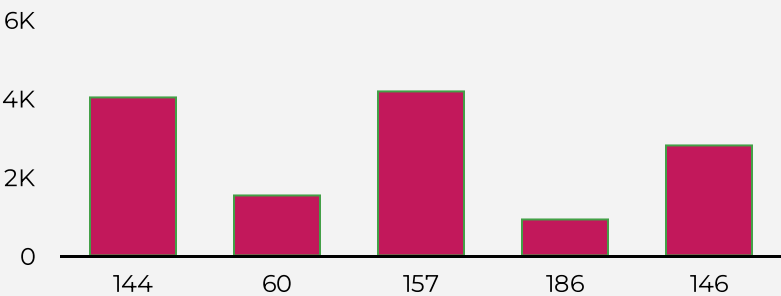## Top 5 Campaigns by Conversion
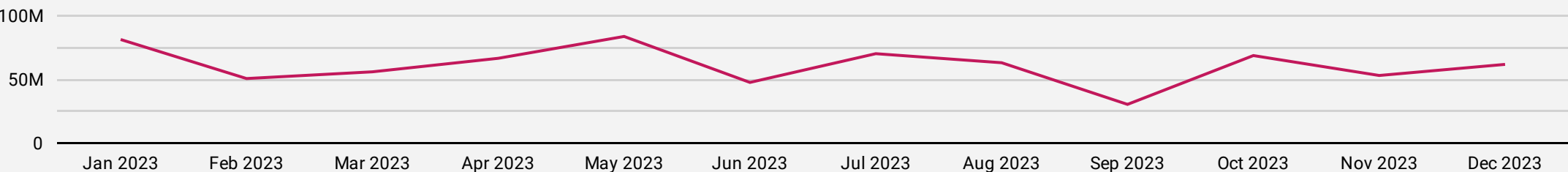

Top 5 Campaigns by Clicks

Top 5 TechTech Vs Competition by ROI

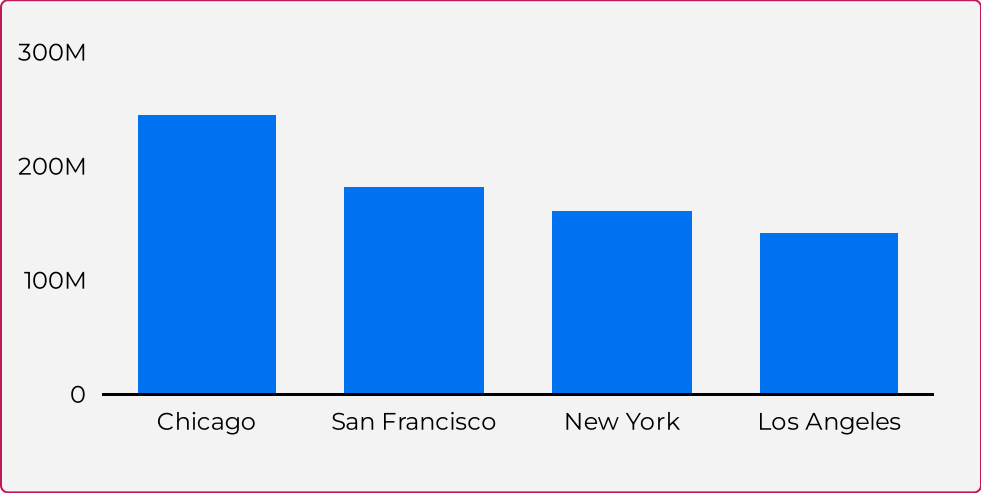## Top 5 Campaigns by ROI

Total Sales Performance Through The Year
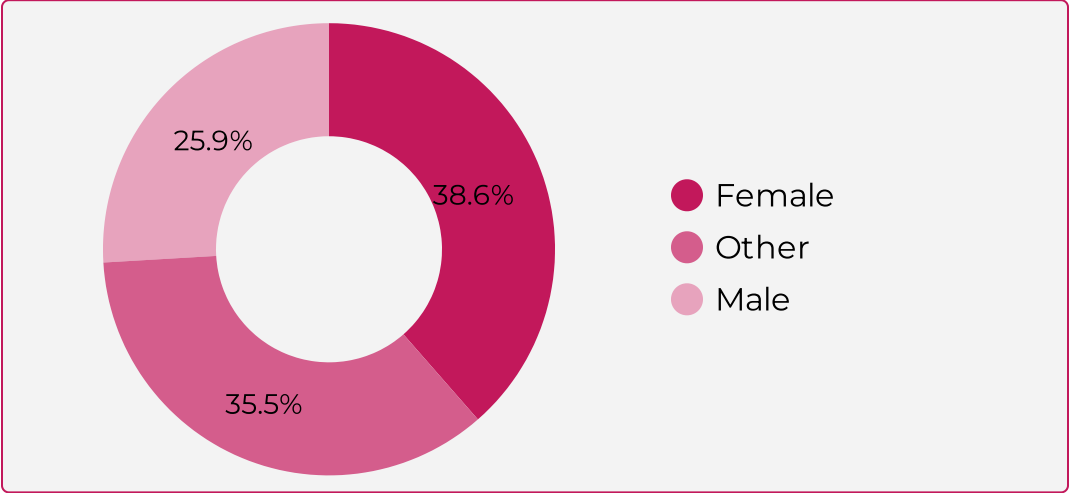
Customer Base Analysis Dashboard

Understanding the Customers That Interact with the Products

No of Customers	Max Age	Min Age	Avg. Age	Total Sales
200	65	19	40.7	365.9M ⬆ 137.7%

Location Distribution of Customers by Sales

Gender Distribution of Customers by Sales

- Female 38.6%
- Other 35.5%
- Male 25.9%

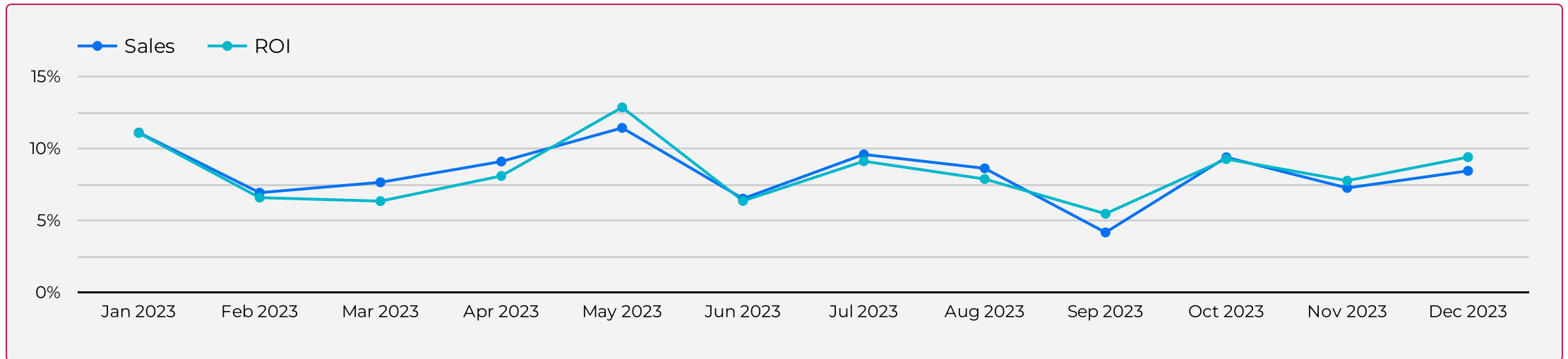## Age Distribution of Customers by Sales
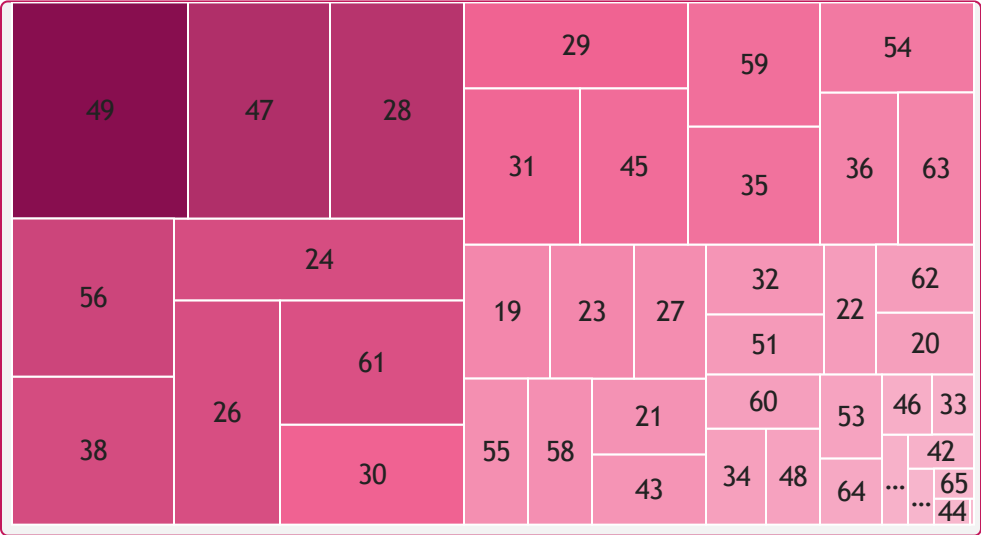
Customer Segment by Sales
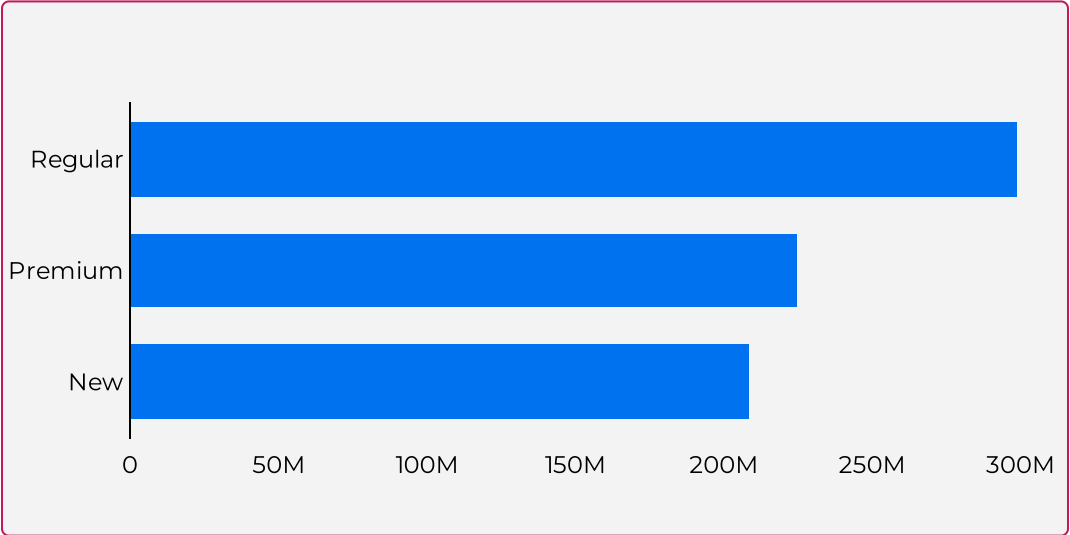
Comparative Analysis Dashboard
Understanding the Effects of External Factors on the 'Sales' and 'ROI' at the Same Time Period

Sales and ROI over Time

Legend: Sales, ROI

External Factor over Time

Legend: GDP Growth Rate (%), Inflation Rate (%), Consumer Sentiment Index