

Marketing Channel Analysis Report

Diego Cruz-Galarza

country

Number of Transactions by Country9,449

channel_id

Conversion Rate25.97%

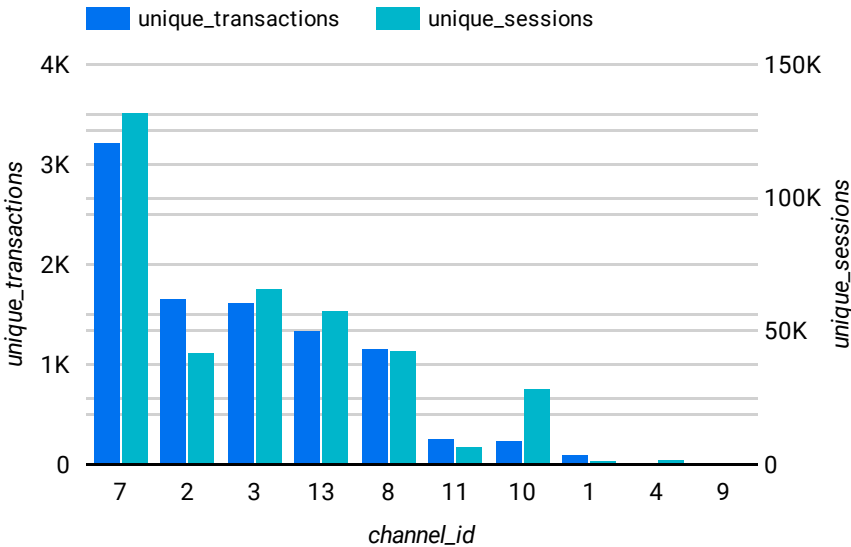
Average Daily Revenue per Channel1,130,032 €

Refund Rates by Channel0.13

Return on Ad Spend (ROAS)398 €

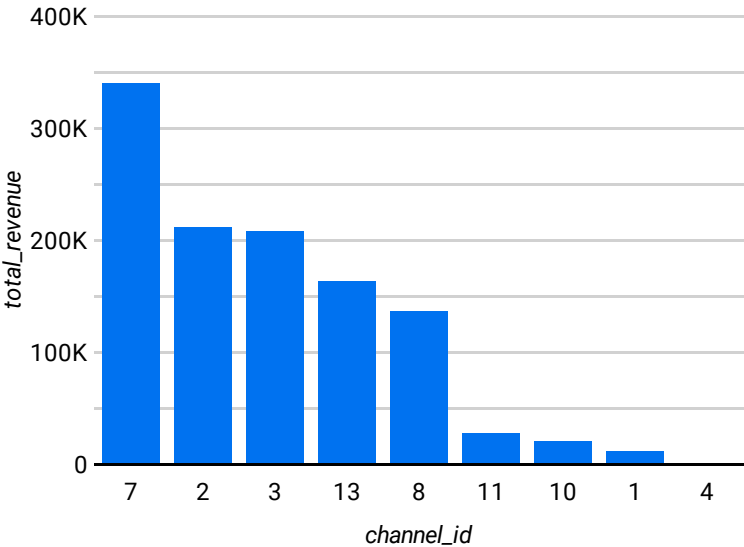
Conversion Rate

(Total Transactions / Unique Sessions)

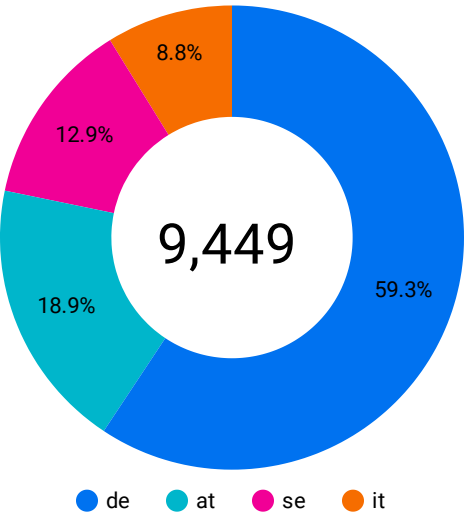


Average Daily Revenue per Channel

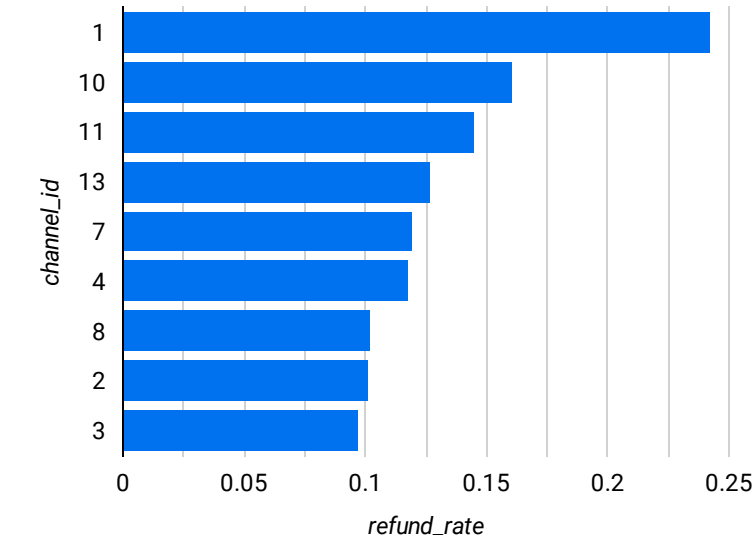
(Total Revenue / Revenue per Channel)



Number of Transactions by Country



Refund Rates by Channel



Return on Ad Spend (ROAS)

(Total Revenue / Marketing Spend)

