

Marketing Campaign Analytics Dashboard

Campaign_Type

Awareness

Lead Gen

Retargeting

Platform

Facebook

Google Ads

Instagram

LinkedIn

YouTube

Gender

Female

Male

Other

Month

April

June

March

May

87.49M

Sum of Revenue

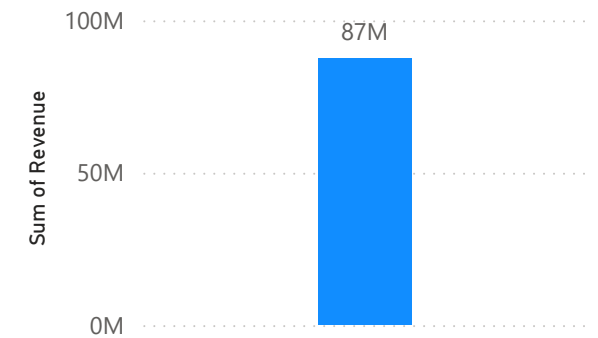
5M

Sum of Conversions

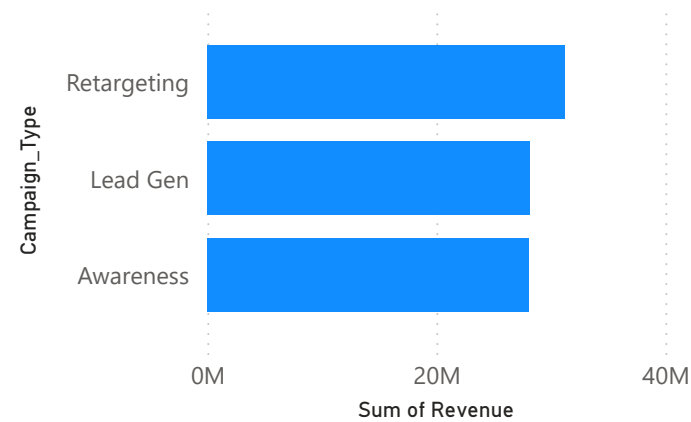
7.54

Average of CTR

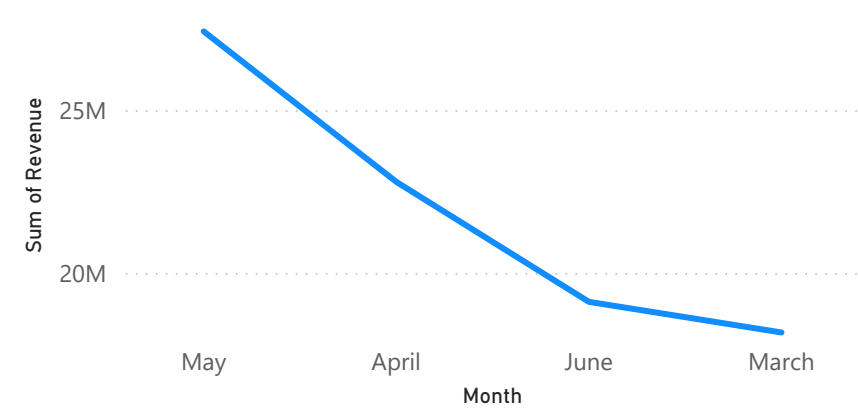
Campaign Wise Revenue



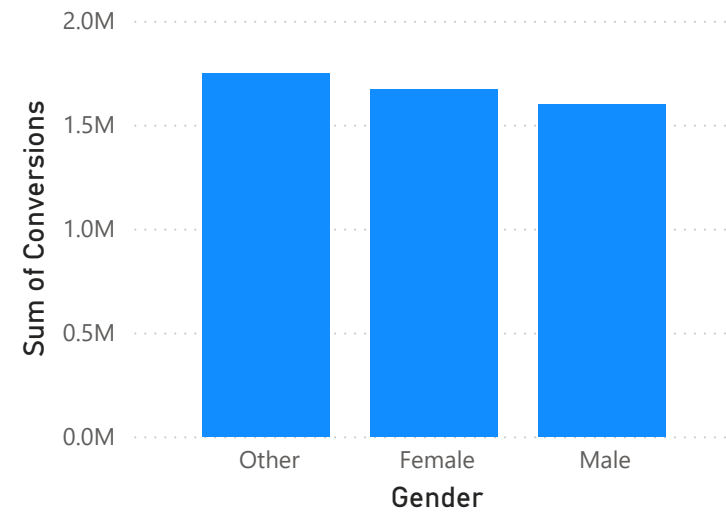
Campaign Performance



Month-wise Revenue Trend



Gender-wise Analysis



CTR by Device

