

Digital Marketing & Operations Dashboard

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Tool Used: Power BI

Executive Summary

This dashboard provides a comprehensive view of marketing effectiveness, stylist productivity, and customer behavior across booking channels. It aims to optimize online appointment conversions and streamline operational performance.

Key Performance Indicators (KPIs)

Metric	Value
Total Revenue	523.42K
Total Ad Spend	157.32K
Total Conversions	10K
Average Stylist Score	128.19
Average Cost per Conversion	28.00
Average ROI	4.96

Key Insights

• Revenue and conversions show steady performance throughout the months, with a noticeable decline in late months. • Google Ads and Facebook Ads are the top-performing marketing channels by ROI. • Most bookings are confirmed (over 90%), with minimal cancellations. • Returning and new clients generate similar revenue shares, indicating consistent engagement. • Highest conversions occur on weekends, suggesting customer availability during leisure time.

Recommendations

1. Focus ad budget on Google and Facebook Ads to maximize ROI. 2. Encourage weekday bookings through special offers to balance conversion rates. 3. Analyze stylist performance to reward top performers and provide support where needed. 4. Invest in retention campaigns targeting loyal and returning customers. 5. Continue leveraging digital channels to boost online appointment conversions.

Conclusion

The analysis demonstrates that digital marketing channels significantly drive business performance. By optimizing ad spending and monitoring stylist productivity, the company can enhance

operational efficiency and revenue growth.