

Tadeusz Ebert

Data Analyst Portfolio | 2025

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Social Media Advertisement Performance Dashboard (Excel)

Digital Marketing ROI Analysis

Overview

This Excel dashboard analyzes cross-platform social media advertising data to measure ROI, conversion performance, and audience behavior. It evaluates spend, impressions, clicks, and estimated conversions across **Facebook and Instagram campaigns**.

Key Findings

- **Top-spending channel:** Facebook accounts for ~64 % of total ad spend and most conversions.
- **Geographic performance:** The United States drives the largest share of budget (~30 %), but **India and Australia deliver lower CPAs**, offering higher efficiency per dollar spent.
- **Ad types & formats:** Story and video ads consistently outperform static images and carousel formats on CPA and ROAS.
- **Demographics:** 25–34-year-olds receive the highest ad spend, while the **45–54 segment shows the lowest CPA**, signaling an undervalued audience segment.

Recommendations

- Reallocate budget toward **high-ROI regions (India, Australia)** and efficient ad formats (**Instagram Stories, Video**).
- Expand targeting for the **45–54 age group** to capture cost-effective conversions.
- Continue testing creative variations and copy to raise CTR and reduce CPA.
- Establish monthly **KPI dashboards** (ROAS, CPA, CTR) to monitor ongoing campaign performance.

Skills Demonstrated

- Marketing Data Analysis (CPM, CPC, CPA, ROAS)
- Excel Dashboard Design & Visualization
- ROI Measurement & Performance Optimization
- Cross-Platform Analytics & Storytelling