**KEY INSIGHTS –**

* **Assumptions :** Created a new field called ROI based on the assumed value of $500 per conversion.

### **Best ROI Channels** : Email and Twitter: High ROI with lower costs.

### **Underperforming Channels** : Instagram, Facebook, Google Ads: High spend but low returns.

### **Top Engaged Segments :**

### **Age Group**: 18–24 leads in CTR.

### **Gender**: Females engage more.

### **Region**: North America & Europe show strongest engagement.

### **Device Patterns :** Desktops + Older Users (45–54, 55+) have the highest CTRs.

### **Top Performing Combo:** Text + Consideration campaigns with Highest CTR (1,836.8),Conversion Rate (1,554.4) & Highest CPC (42.7).

### **Best Cost-Effective Format :** Video ads with Strong CTR & Conversion with low CPC.

### **Lower Performance Combo : Image ads** show Lower results despite low CPC .

**Additional Question**

**How does the ROI performance across marketing channels for the 18–24 age group compare to overall channel trends?**

For the 18–24 age group, the ROI performance across marketing channels reveals some notable differences when compared to overall trends. Instagram and LinkedIn emerge as the top-performing channels for this age group, with ROI exceeding the associated costs, indicating a strong resonance with younger audiences. In contrast to the broader campaign data—where Email and Twitter dominate in cost-efficiency and ROI—Instagram stands out as particularly effective for engaging 18–24-year-olds. Email and Google Ads still offer balanced performance but are relatively less efficient in this segment. Facebook, meanwhile, shows low ROI despite moderate spending, making it the least effective channel for this demographic. This age-specific view helps marketers tailor their channel strategies more precisely based on audience behavior and return potential.

**Design Decisions**

* Placed total impressions, clicks, conversions, etc. at the top. It gives viewers an **instant summary** before diving into deeper analysis.
* Charts are grouped (ROI, demographics, device use, regional insights). Makes it **easy to compare** related data without jumping around the screen.
* Used strong colors (blue, orange, red) to show ROI, CTR, bounce rates.Helps users quickly spot **what’s working vs. underperforming**.

**Analyze Power BI vs Looker Studio:**

As a Mac user, I worked with the Power BI web version to build three dashboards, alongside one dashboard created using Looker Studio. This gave me a chance to explore both tools and evaluate them based on usability, functionality, and storytelling capabilities.

Using Power BI through the web version had some limitations compared to the full desktop experience, particularly around data modeling and DAX-based transformations. However, it still offered a solid interface for building interactive reports, with features like slicers, filters, and visual customization that allowed for structured, insight-rich dashboards. The visual consistency and ability to organize multiple pages helped in building dashboards that tell a coherent story.

But the web version occasionally felt constrained in terms of advanced data prep and publishing flexibility.

Looker Studio, being entirely web-based, felt naturally smoother on Mac. It was quick to set up and highly intuitive, especially when connecting to Google Sheets, GA4, or Ads data. The drag-and-drop interface made it easy to create clean, executive-level dashboards. However, I found it limiting for deeper analysis—there were fewer advanced formatting options, limited control over custom calculations, and performance issues with large datasets.

I found that Power BI offers cleaner and more visually appealing graphs, with extensive options to customize titles, legends, and axes. I also preferred Power BI's flexible and consistent color coding for visuals. On the other hand, Looker Studio makes it easier to add new metrics, apply formulas, and work with specific dimensions and data fields, making data manipulation more straightforward.

When it came to storytelling, Power BI (even in its web form) allowed better visual structuring and layering of insights.

For new BI users—especially those on Mac—Looker Studio is a great starting point for its simplicity and integration with Google data.