

ADVERTISING AGENCY: OVERVIEW DASHBOARD

Case Study



THE CLIENT



General
Managers of
Automobile
Dealerships

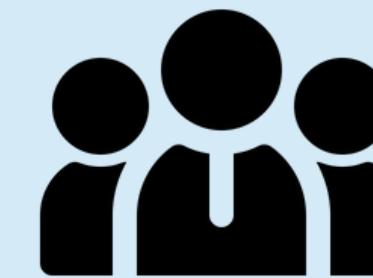
THE COMPANY



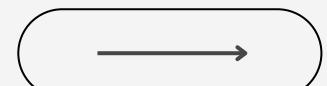
Automobile
Dealerships



\$74M per
dealership



69 employees
per dealership



🎯 Objectives



How are the campaigns performing?



What improvements can be made?



How to allocate budget effectively?



Key Values Delivered



Understanding the areas of weakness



Analyzing trends in different channels, stores and products.

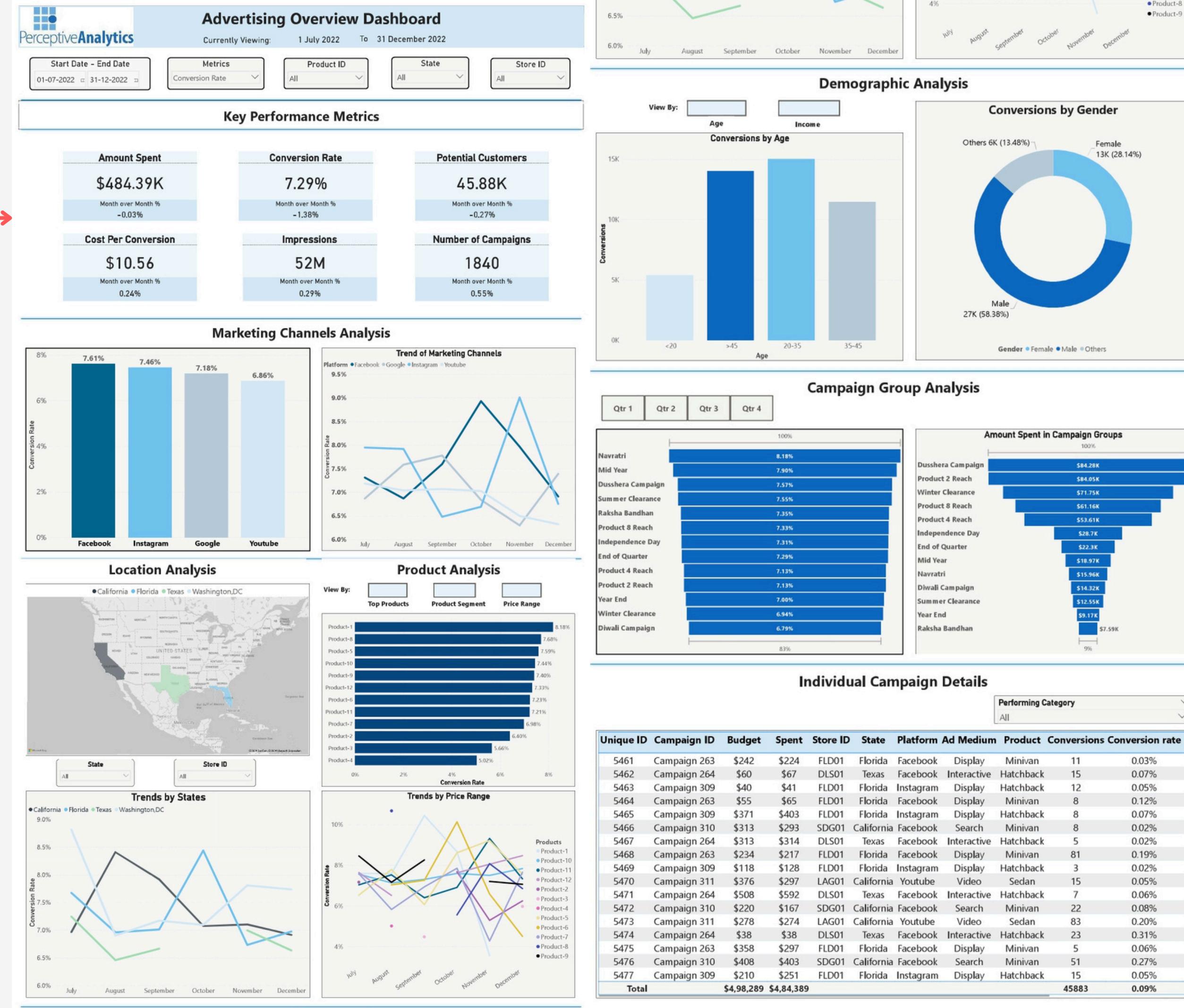


Information about customer demographics and campaigns.



Get an overview of the important metrics

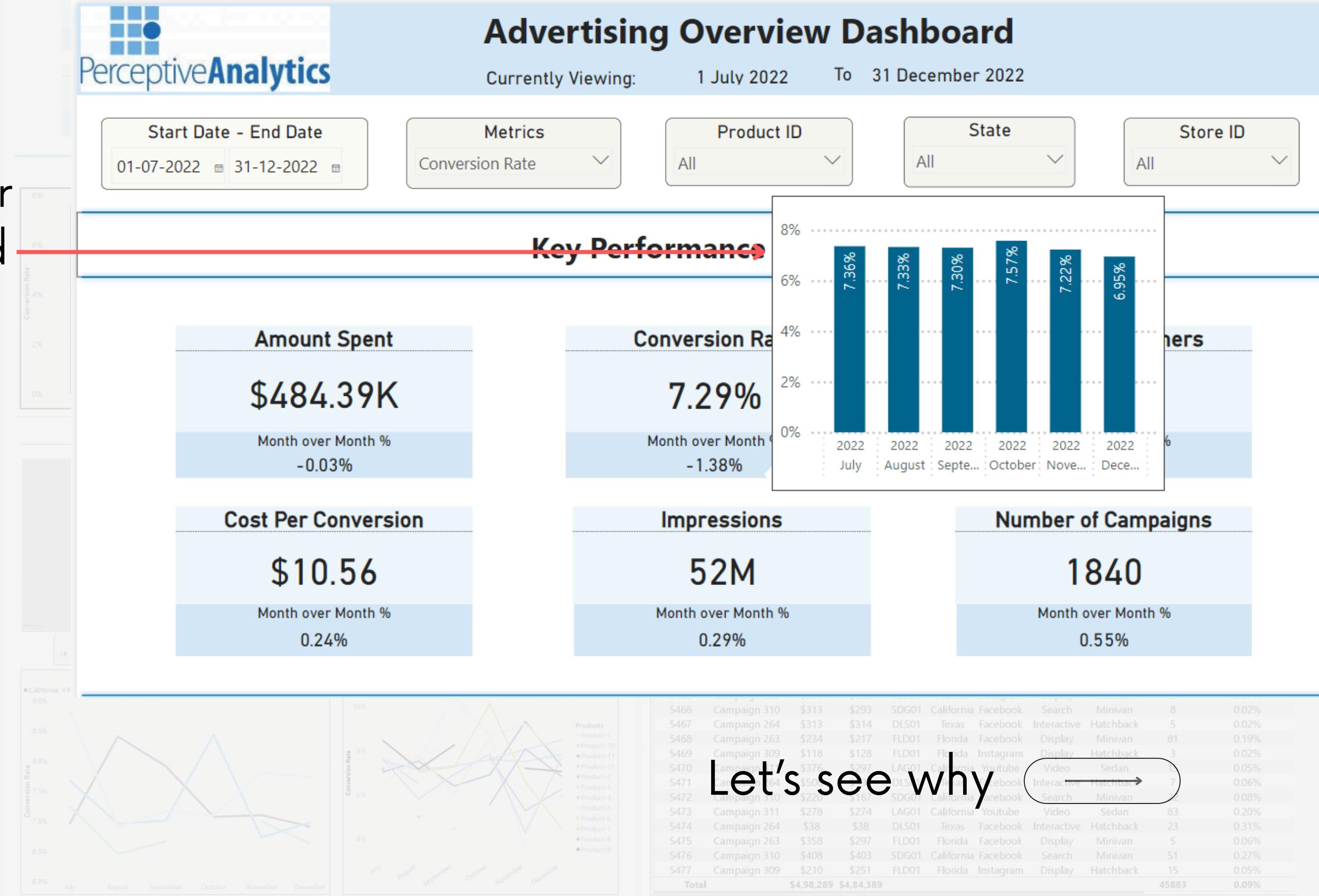
Analyze performance by Channels, Location and Products



Examine the demographics and campaign groups

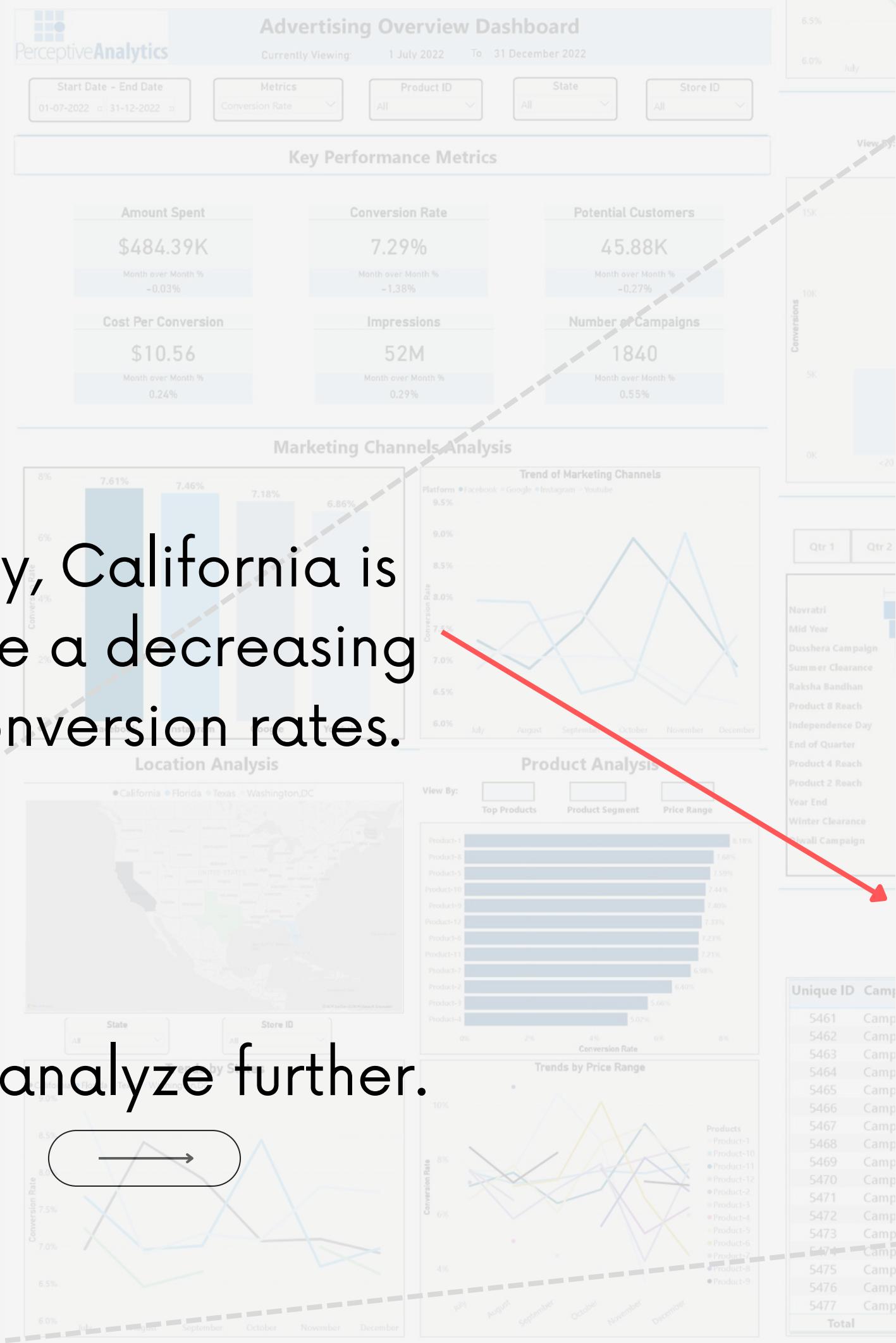


Observe a decreasing/poor performing trend in Q3 and Q4 in the year 2022.





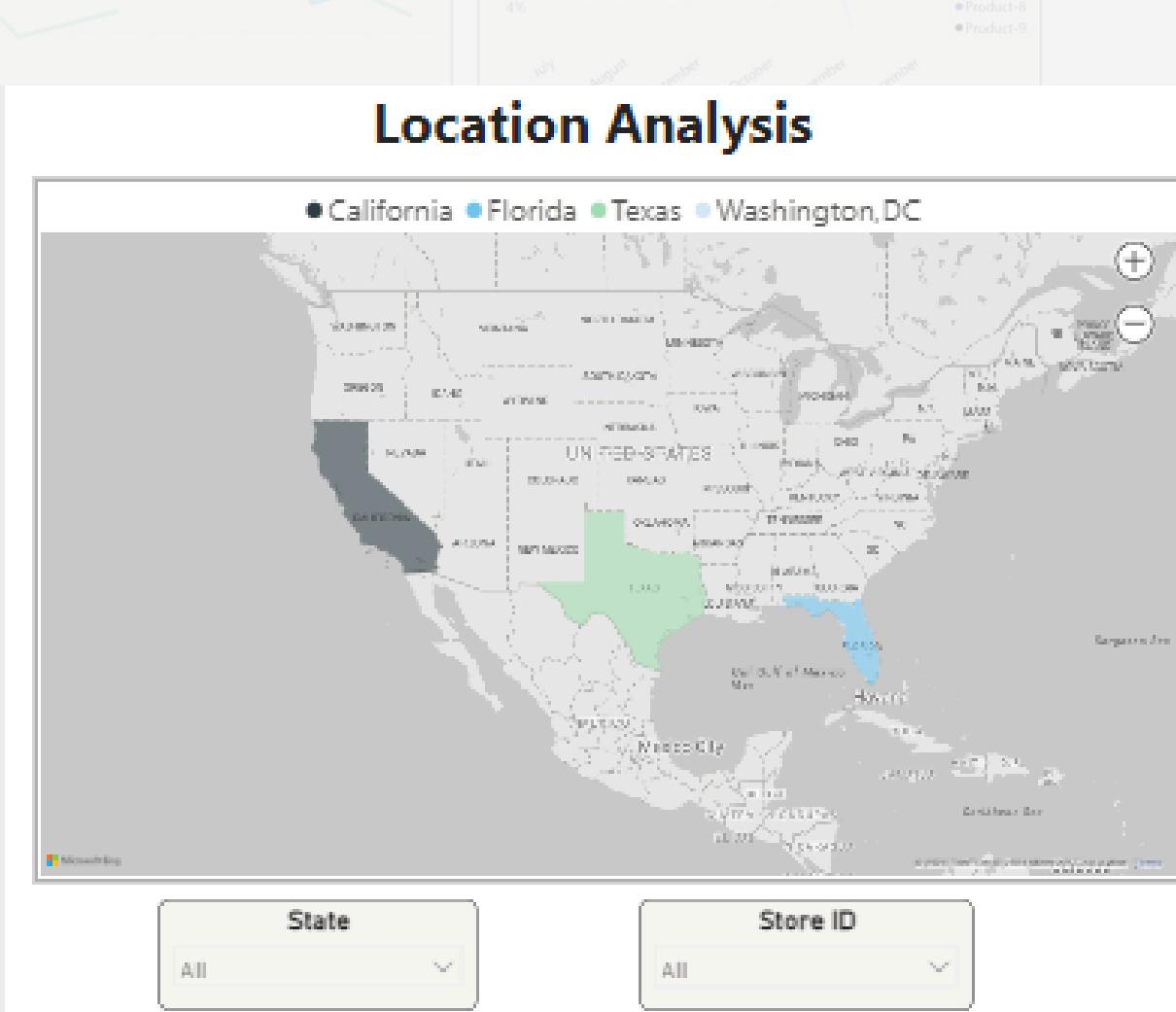
Investments in top performing Facebook and Instagram have gone down, and have increased in poor performing Google.



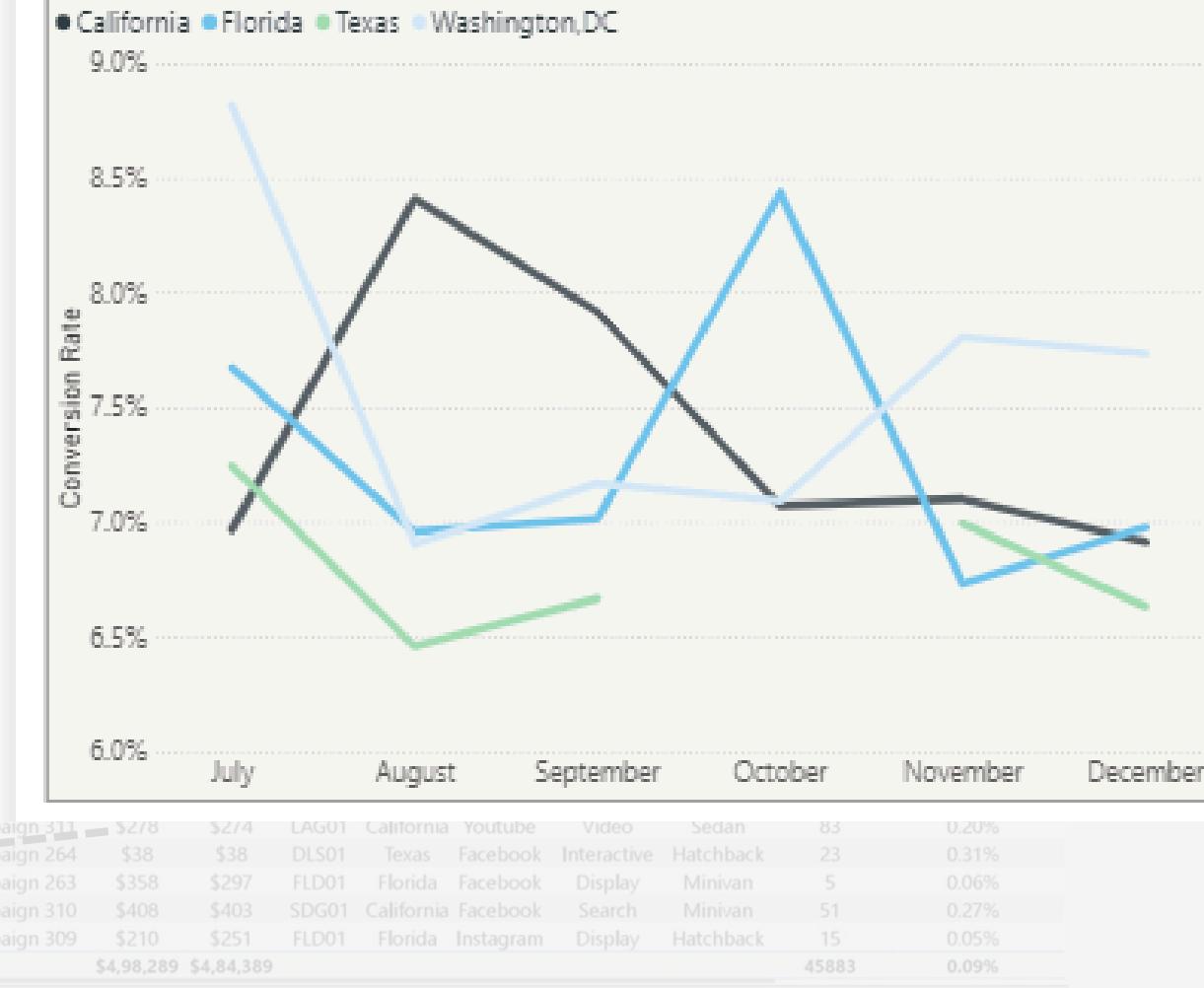
Additionally, California is seen to have a decreasing trend of conversion rates.

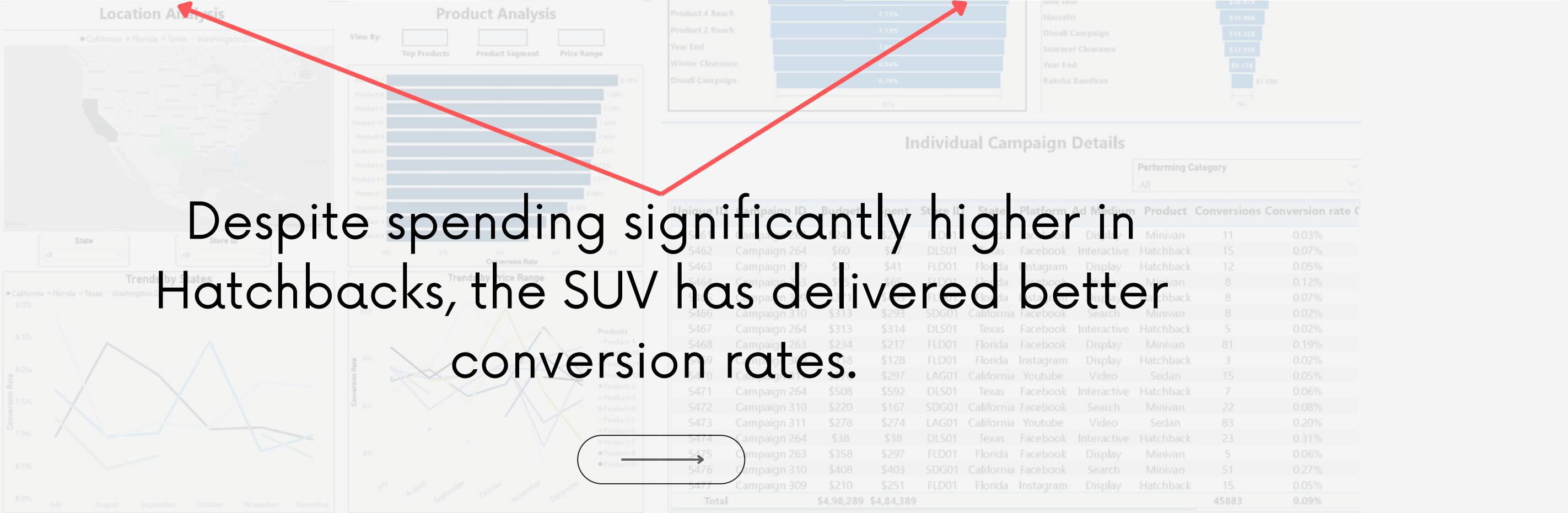
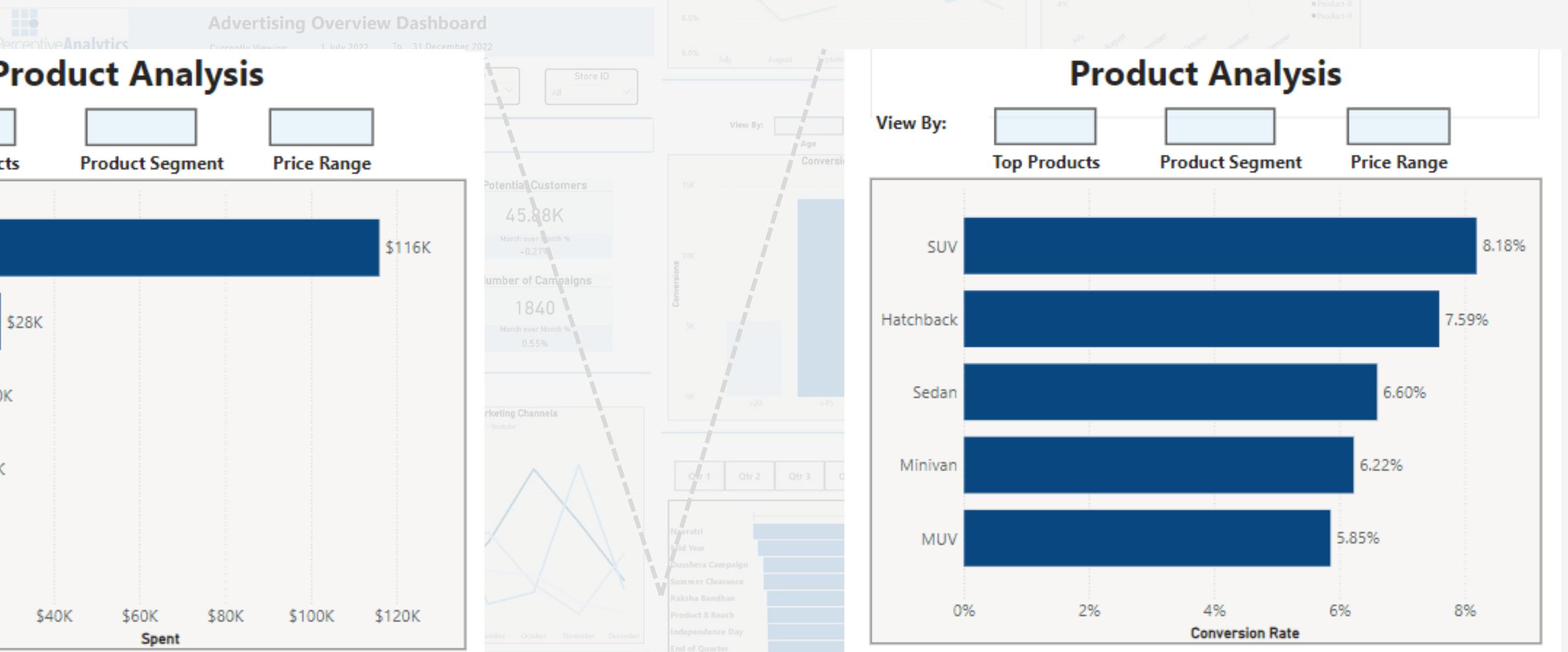
Let's analyze further.

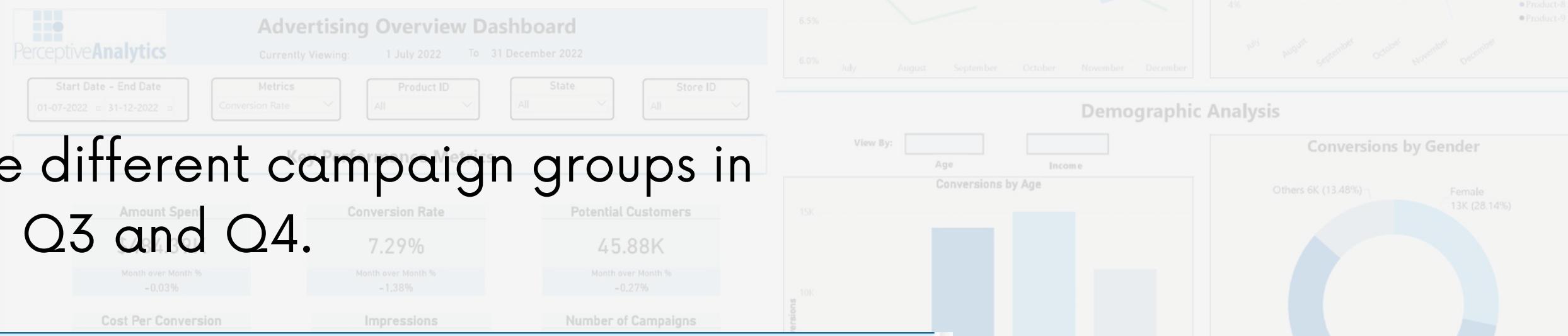
Location Analysis



Trends by States

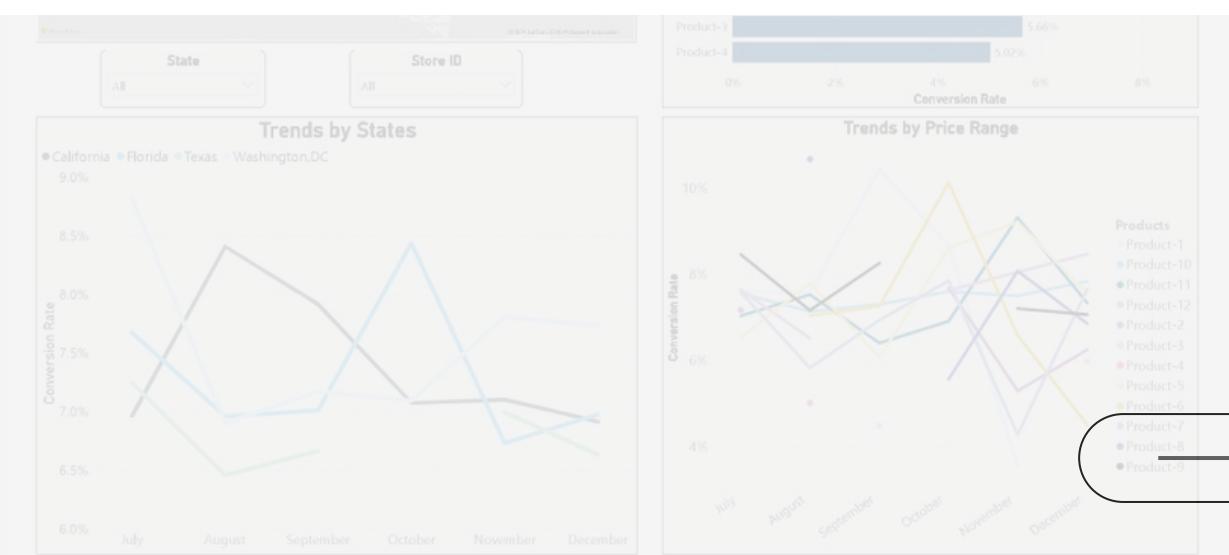
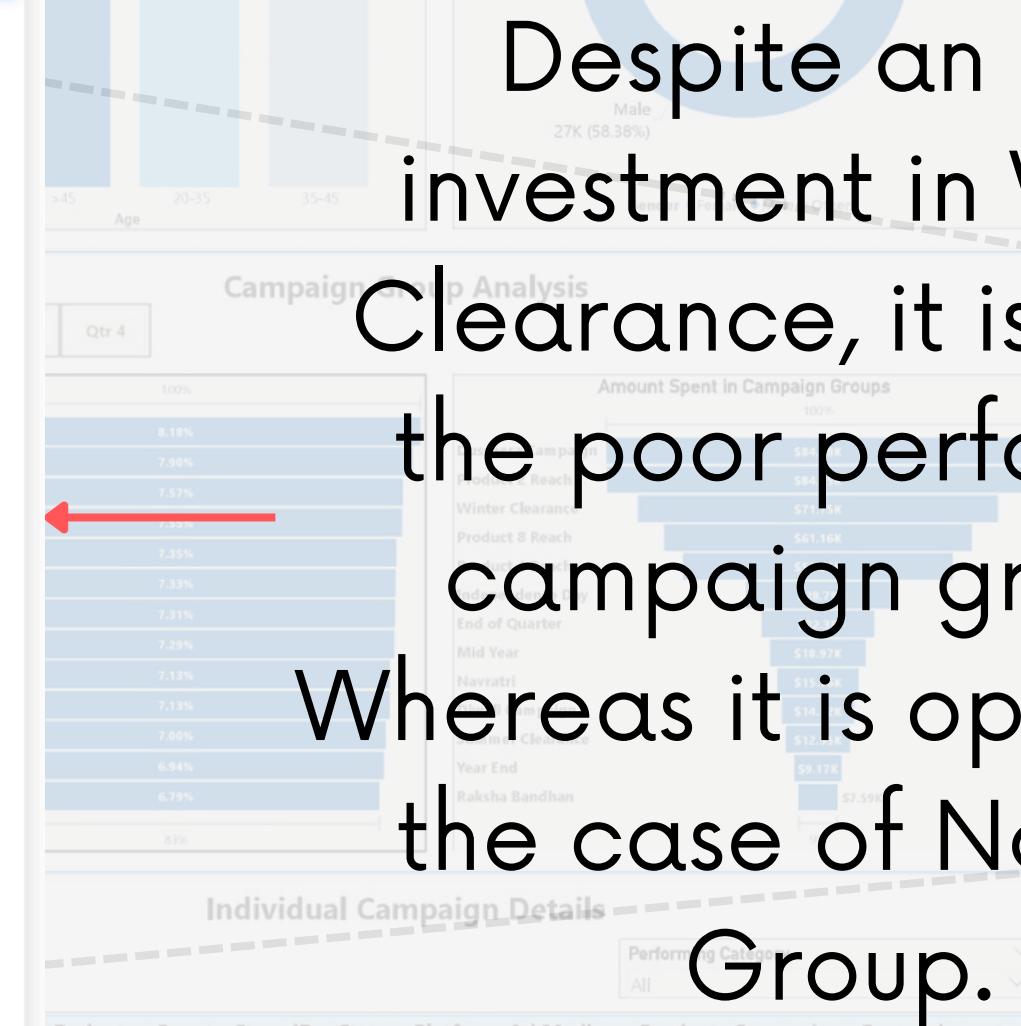
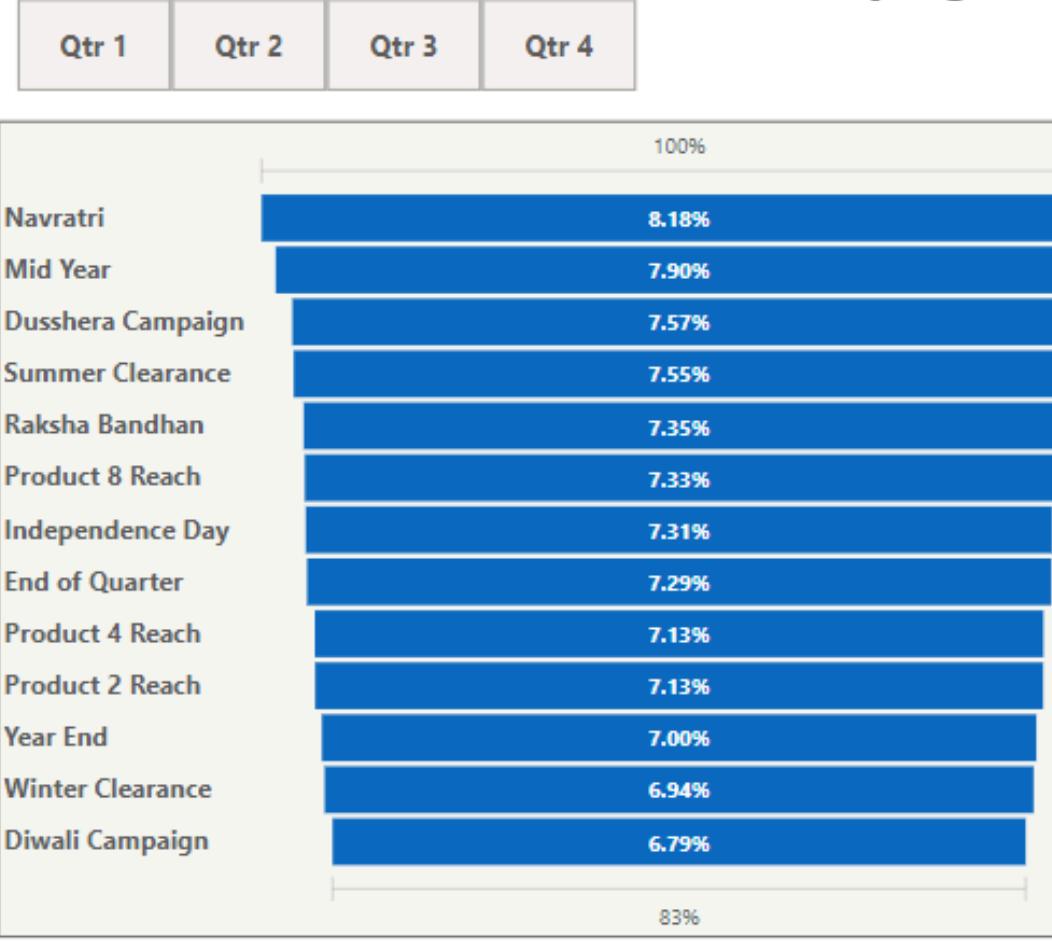






Now let's examine different campaign groups in Q3 and Q4.

Campaign Group Analysis



Budget	Spent	Store ID	State	Platform	Ad Medium	Product	Conversions	Conversion rate		
5461	Campaign 263	\$242	\$224	FLD01	Florida	Facebook	Display	Minivan	11	0.03%
5462	Campaign 264	\$60	\$67	DLS01	Texas	Facebook	Interactive	Hatchback	15	0.07%
5463	Campaign 309	\$40	\$41	FLD01	Florida	Instagram	Display	Hatchback	12	0.05%
5464	Campaign 263	\$55	\$65	FLD01	Florida	Facebook	Display	Minivan	8	0.12%
5465	Campaign 309	\$371	\$403	FLD01	Florida	Instagram	Display	Hatchback	8	0.07%
5466	Campaign 310	\$313	\$293	SDG01	California	Facebook	Search	Minivan	8	0.02%
5467	Campaign 264	\$313	\$314	DLS01	Texas	Facebook	Interactive	Hatchback	5	0.02%
5468	Campaign 263	\$234	\$217	FLD01	Florida	Facebook	Display	Minivan	81	0.19%
5469	Campaign 309	\$118	\$128	FLD01	Florida	Instagram	Display	Hatchback	3	0.02%
5470	Campaign 311	\$376	\$297	LAG01	California	Youtube	Video	Sedan	15	0.05%
5471	Campaign 264	\$508	\$592	DLS01	Texas	Facebook	Interactive	Hatchback	7	0.06%
5472	Campaign 310	\$220	\$167	SDG01	California	Facebook	Search	Minivan	22	0.08%
5473	Campaign 311	\$278	\$274	LAG01	California	Youtube	Video	Sedan	83	0.20%
5474	Campaign 264	\$38	\$38	DLS01	Texas	Facebook	Interactive	Hatchback	23	0.31%
5475	Campaign 263	\$358	\$297	FLD01	Florida	Facebook	Display	Minivan	5	0.06%
5476	Campaign 310	\$408	\$403	SDG01	California	Facebook	Search	Minivan	51	0.27%
5477	Campaign 309	\$210	\$251	FLD01	Florida	Instagram	Display	Hatchback	15	0.05%
Total							\$4,98,289	\$4,84,389	45883	0.09%

Despite an high investment in Winter Clearance, it is one of the poor performing campaign groups. Whereas it is opposite in the case of Navratri Group.

Thank you!