Ecommerce Data

Performance Analytics Report

2024-01-01 to 2024-01-12

TOTAL REVENUE

$17,700

RETURN ON INVESTMENT

204.6%

ANOMALIES DETECTED

2

Key Performance Indicators

IMPRESSIONS
558,000
Total ad views

CLICKS
15,300
CTR: 2.74%

CONVERSIONS
590
Completed actions

REVENUE
$17,700
Total earnings

AD SPEND
$5,810
Investment

ROI
204.6%
Return on investment

KEY INSIGHT

Top performer: New Year Sale generated $6,210 revenue with 199% ROI

Executive Summary

Between January 1 and January 12, 2024, our marketing campaigns generated 558,000 impressions, translating into 15,300 clicks and 590 conversions. The total revenue reached $17,700 against a spend of $5,810, yielding an impressive ROI of 204.6%. The New Year Sale was the standout campaign, contributing $6,210 in revenue, while the Flash Deal attracted the least with $1,740. Notably, two anomalies were detected during this period, warranting further investigation. Overall, these results demonstrate effective engagement and conversion strategies, and highlight opportunities for optimization in underperforming campaigns. Future strategies should focus on enhancing the lower-performing initiatives.
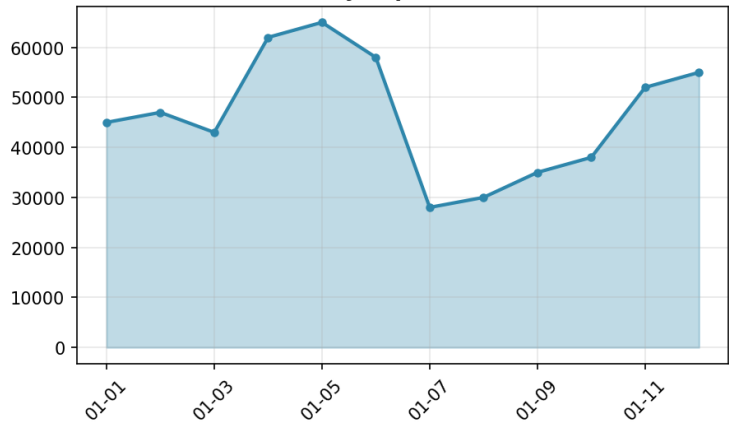
ANOMALIES DETECTED (2)

* New Year Sale - unusual metrics on 2024-01-05
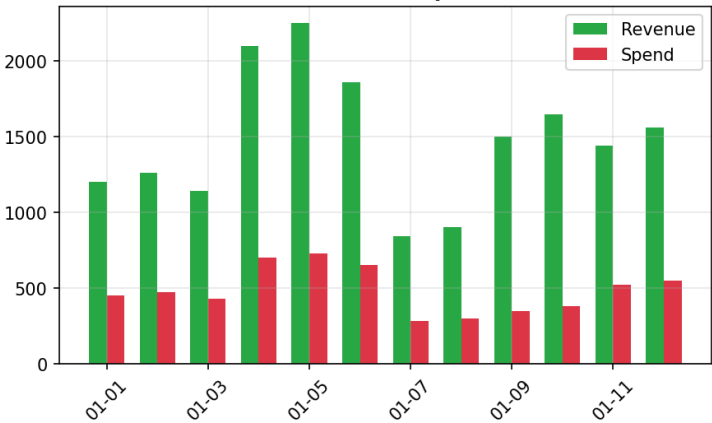
* Flash Deal - unusual metrics on 2024-01-07
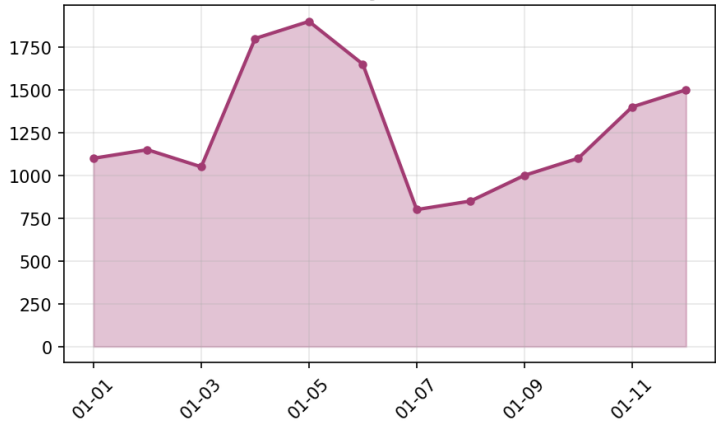
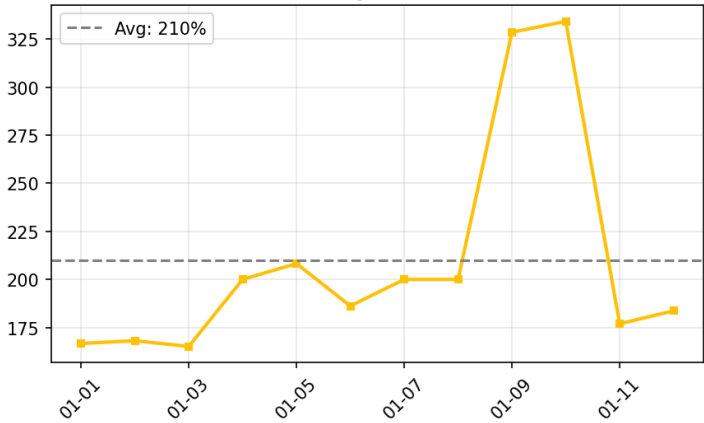# Performance Dashboard

Performance Dashboard

Campaign Performance

Revenue by Campaign

$6,210
$3,600
$3,150
$3,000
$1,740

Revenue ($)

6000
5000
4000
3000
2000
1000
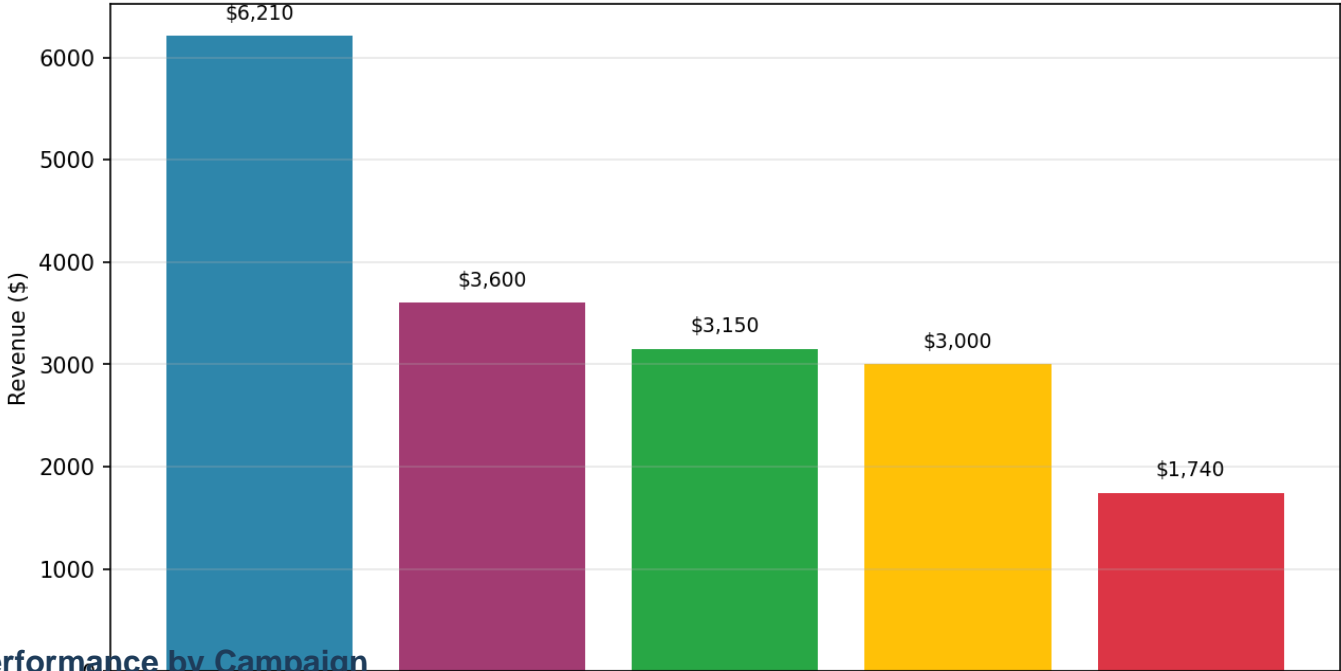
Performance by Campaign

Campaign	Impressions	Clicks	Revenue	Spend	ROI
New Year Sale	185,000	5,350	$6,210	$2,080	199%
Holiday Promo	135,000	3,300	$3,600	$1,350	167%
VIP Exclusive	73,000	2,100	$3,150	$730	332%
Weekend Special	107,000	2,900	$3,000	$1,070	180%
Flash Deal	58,000	1,650	$1,740	$580	200%

Strategic Recommendations

AI-powered insights to optimize your campaigns

1	Optimize underperforming campaigns to boost ROI.
2	Increase budget on high-performing campaigns like New Year Sale.
3	Investigate anomalies for insights on performance dips.
4	Test new creatives to improve click-through rates and conversions.

These recommendations are generated by AI based on your data patterns. Review and adapt them to your specific business context.