📊 Social Media Campaign Performance Tracker – Dashboard Summary

📃 Overview:

This Power BI dashboard visualizes key performance indicators (KPIs) for social media marketing campaigns. It focuses on user engagement, conversion efficiency, and return on ad spend (ROAS) across age segments and campaign types.

🎯 Key Metrics:

KPI	Value
Total Revenue	19.30K
Total Profit	10.55K
Total Spend	8.75K
Total Conversions	390
Sum of Clicks	8,119
Impressions	464.74K
Average CTR	1.88%
Average ROAS	2.47
Gauge ROAS (18-24)	46.90%

👫 Age Group Filter:

- Default shown: **18–24**
- Dynamic filtering allows focusing on engagement and campaign performance by age segment.

📈 Visuals & Insights:

🔹 ROAS Gauge (Left Panel)

- A semicircular gauge chart showing ROAS for the selected age group.
- Clear min-max scale: 0.6 to 4.9, highlighting current ROAS (46.90) in the center.

◆ **Engagement Table (Top Middle)**

- A table listing **ad_id** with summed:
  - Likes
  - Shares
  - Saves
  - Comments
- Highlights which ads drive the most user interaction.

◆ **Bubble Chart: ROAS vs Spend (Top Right)**

- X-axis: **Total Spend**
- Y-axis: **ROAS**
- Bubble size represents profit.
- Allows identifying high-ROAS, low-spend campaigns (efficient ones).

◆ **Revenue & Spend by Month (Bottom Left)**

- Line chart comparing revenue vs spend over months.
- Highlights seasonal peaks and cost efficiency.

◆ **Clicks vs Conversions by Campaign (Bottom Right)**

- Bar chart showing:
  - Sum of Clicks
  - Sum of Conversions
- Helps identify which campaigns have high traffic and better conversion rates.