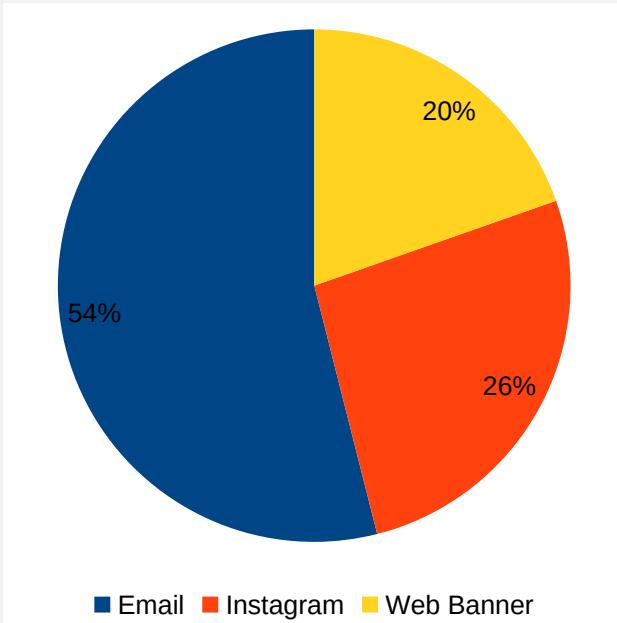
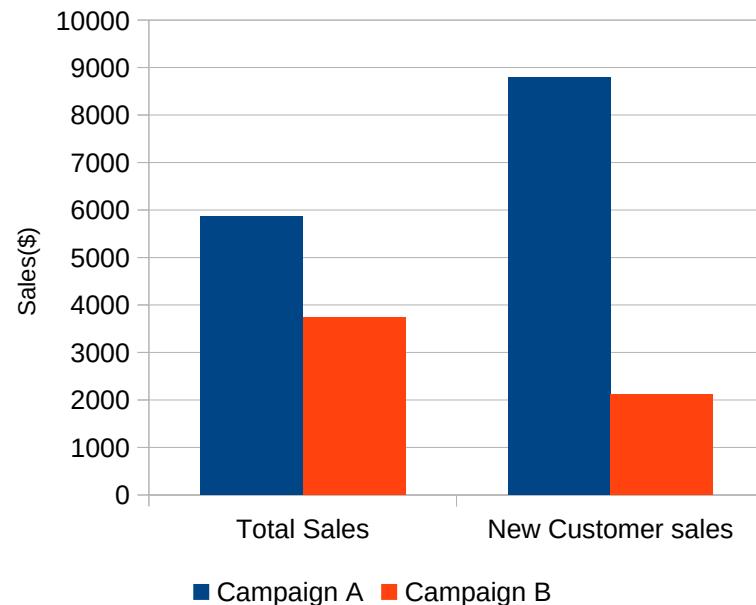


Prioritizing the Email Channel with Campaign A will maximize new customer revenue.

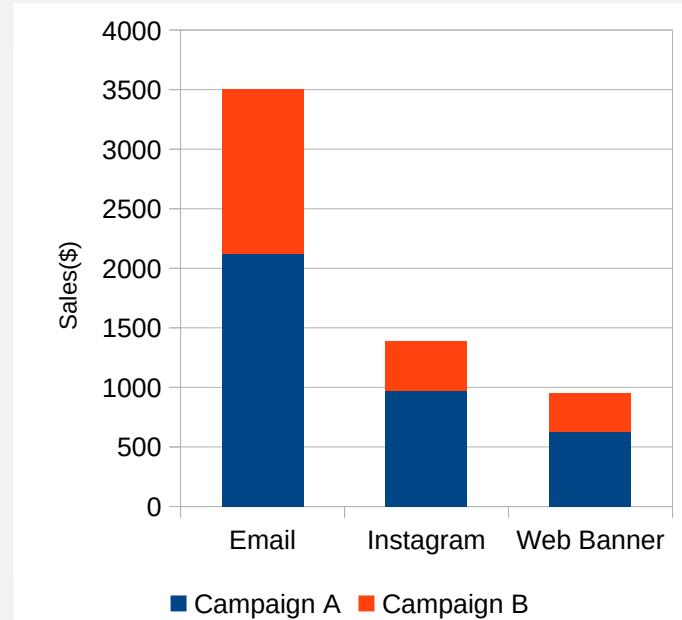
Email was the top performing channel by Total Sales.



Campaign A was excelled with New Customers



Campaign A outperformed B across all channels for New Customers.



Recommendation: Based on the pivot table analysis filtering specifically for New Customers, the Email channel combined with Campaign A generated the highest total sales (\$2,124.47). This outperforms Instagram and Webinar, making it the most effective strategy for meeting the client's goal of acquiring new customers.