MARKETING CAMPAIGN DASHBOARD (EXCEL)

EXCEL FOR DATA ANALYTICS
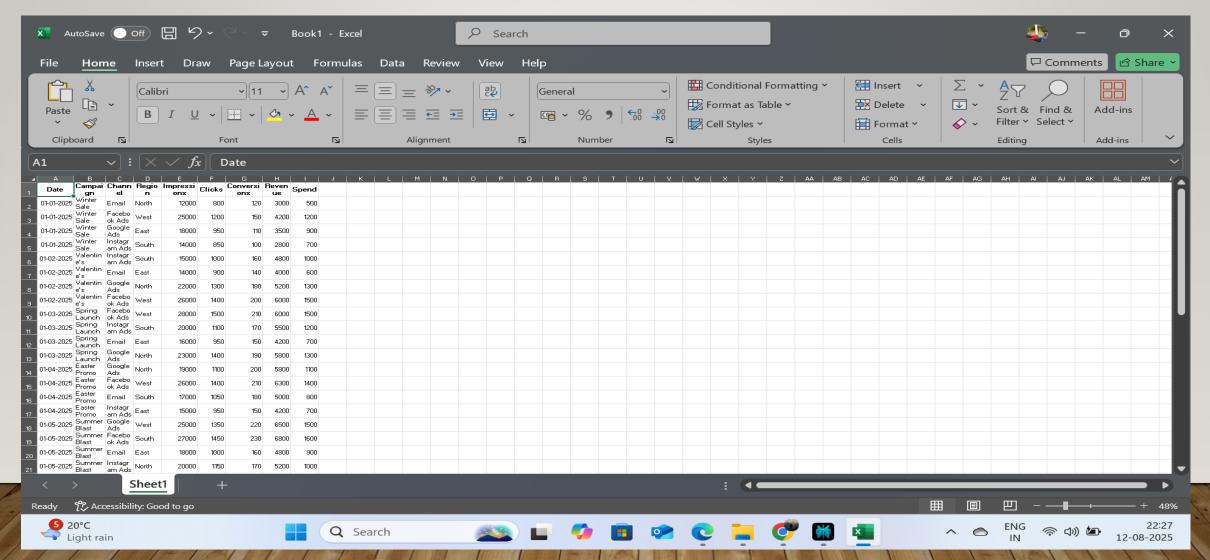
Project Overview:

Marketing Campaign Dashboard (Excel)
● Built a dynamic Excel dashboard using PivotTables, slicers, and formulas.
● Evaluated campaign performance across channels and regions and automated monthly reporting.

Dataset Overview:

Describe source & columns (Date, Campaign Name, Channel, Region, Impressions, Clicks, Conversions, Revenue, Spend).Show a sample of raw rows so viewers understand the shape of data.Screenshot to include: images/raw_data.pngCaption:"Raw dataset before cleaning."

Date	Campaign	Channel	Region	Impressions	Clicks	Conversions	Revenue	Spend
01-01-2025	Winter Sale	Email	North	12000	800	120	3000	500
01-01-2025	Winter Sale	Facebook Ads	West	25000	1200	150	4200	1200
01-01-2025	Winter Sale	Google Ads	East	18000	950	110	3500	900
01-01-2025	Winter Sale	Instagram Ads	South	14000	850	100	2800	700
01-02-2025	Valentine's	Instagram Ads	South	15000	1000	160	4800	1000
01-02-2025	Valentine's	Email	East	14000	900	140	4000	600
01-02-2025	Valentine's	Google Ads	North	22000	1300	180	5200	1300
01-02-2025	Valentine's	Facebook Ads	West	26000	1400	200	6000	1500
01-03-2025	Spring Launch	Facebook Ads	West	28000	1500	210	6000	1500
01-03-2025	Spring Launch	Instagram Ads	South	20000	1100	170	5500	1200
01-03-2025	Spring Launch	Email	East	16000	950	150	4200	700
01-03-2025	Spring Launch	Google Ads	North	23000	1400	190	5800	1300
01-04-2025	Easter Promo	Google Ads	North	19000	1100	200	5800	1100
01-04-2025	Easter Promo	Facebook Ads	West	26000	1400	210	6300	1400
01-04-2025	Easter Promo	Email	South	17000	1050	180	5000	800
01-04-2025	Easter Promo	Instagram Ads	East	15000	950	150	4200	700
01-05-2025	Summer Blast	Google Ads	West	25000	1350	220	6500	1500
01-05-2025	Summer Blast	Facebook Ads	South	27000	1450	230	6800	1600
01-05-2025	Summer Blast	Email	East	18000	1000	160	4800	900
01-05-2025	Summer Blast	Instagram Ads	North	20000	1150	170	5200	1000

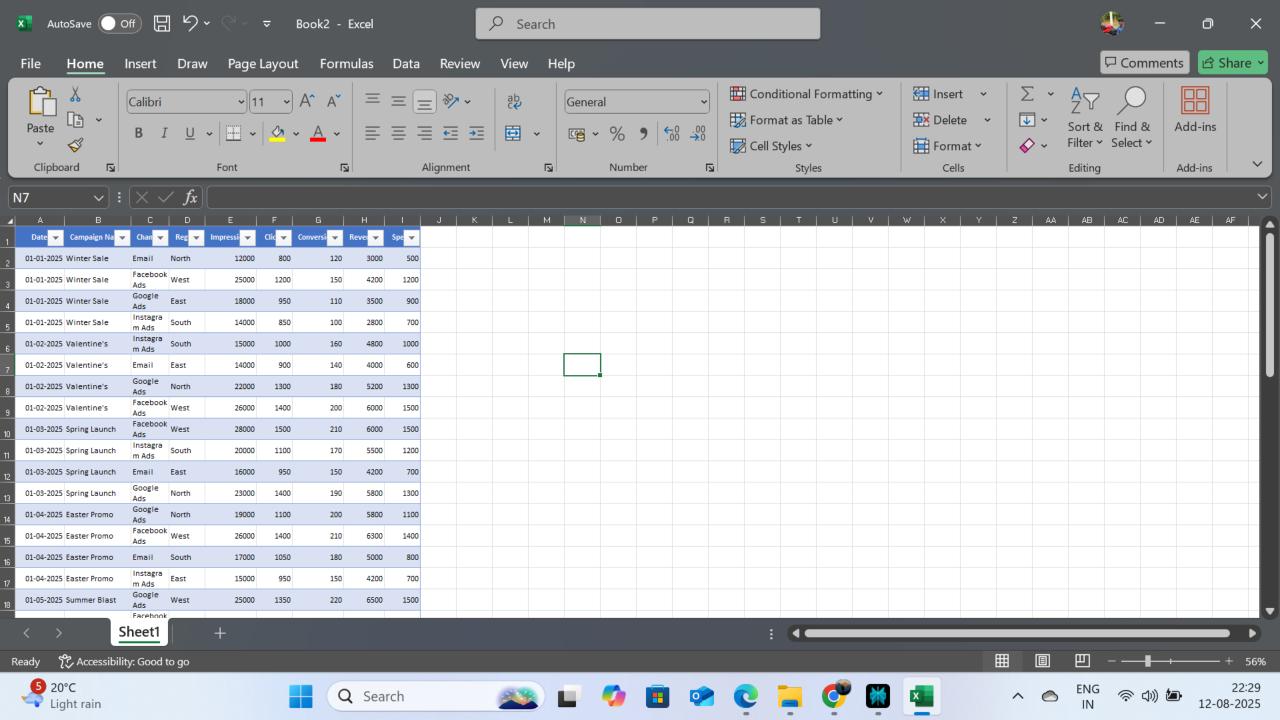Caption: "Raw dataset before cleaning."

🧹 Data Cleaning & Preparation

Open raw file in Excel.

Remove duplicates, empty rows, and obvious errors.

Ensure Date column is proper Excel Date type.Convert text dates with DATEVALUE() if needed.

Format numeric columns as numbers/currency (Revenue/Spend as Currency; Impressions/Clicks/Conversions as whole numbers)

Convert the cleaned range to an Excel Table (Select range → Ctrl+T) and name it CampaignData (Table Design → Table Name).

Date	Campaign Name	Channel	Region	Impressions	Clicks	Conversions	Revenue	Spend
01-01-2025	Winter Sale	Email	North	12000	800	120	3000	500
01-01-2025	Winter Sale	Facebook Ads	West	25000	1200	150	4200	1200
01-01-2025	Winter Sale	Google Ads	East	18000	950	110	3500	900
01-01-2025	Winter Sale	Instagram Ads	South	14000	850	100	2800	700
01-02-2025	Valentine's	Instagram Ads	South	15000	1000	160	4800	1000
01-02-2025	Valentine's	Email	East	14000	900	140	4000	600
01-02-2025	Valentine's	Google Ads	North	22000	1300	180	5200	1300
01-02-2025	Valentine's	Facebook Ads	West	26000	1400	200	6000	1500
01-03-2025	Spring Launch	Facebook Ads	West	28000	1500	210	6000	1500
01-03-2025	Spring Launch	Instagram Ads	South	20000	1100	170	5500	1200
01-03-2025	Spring Launch	Email	East	16000	950	150	4200	700
01-03-2025	Spring Launch	Google Ads	North	23000	1400	190	5800	1300
01-04-2025	Easter Promo	Google Ads	North	19000	1100	200	5800	1100
01-04-2025	Easter Promo	Facebook Ads	West	26000	1400	210	6300	1400
01-04-2025	Easter Promo	Email	South	17000	1050	180	5000	800
01-04-2025	Easter Promo	Instagram Ads	East	15000	950	150	4200	700
01-05-2025	Summer Blast	Google Ads	West	25000	1350	220	6500	1500

Creating PivotTables

Click any cell inside CampaignData.

Insert → PivotTable → New Worksheet → OK. (Repeat to create separate Pivots for each analysis.)

Create the following pivot layouts (name each sheet clearly)

Performance by Channel
Purpose: See how each marketing channel is performing overall.
PivotTable setup:
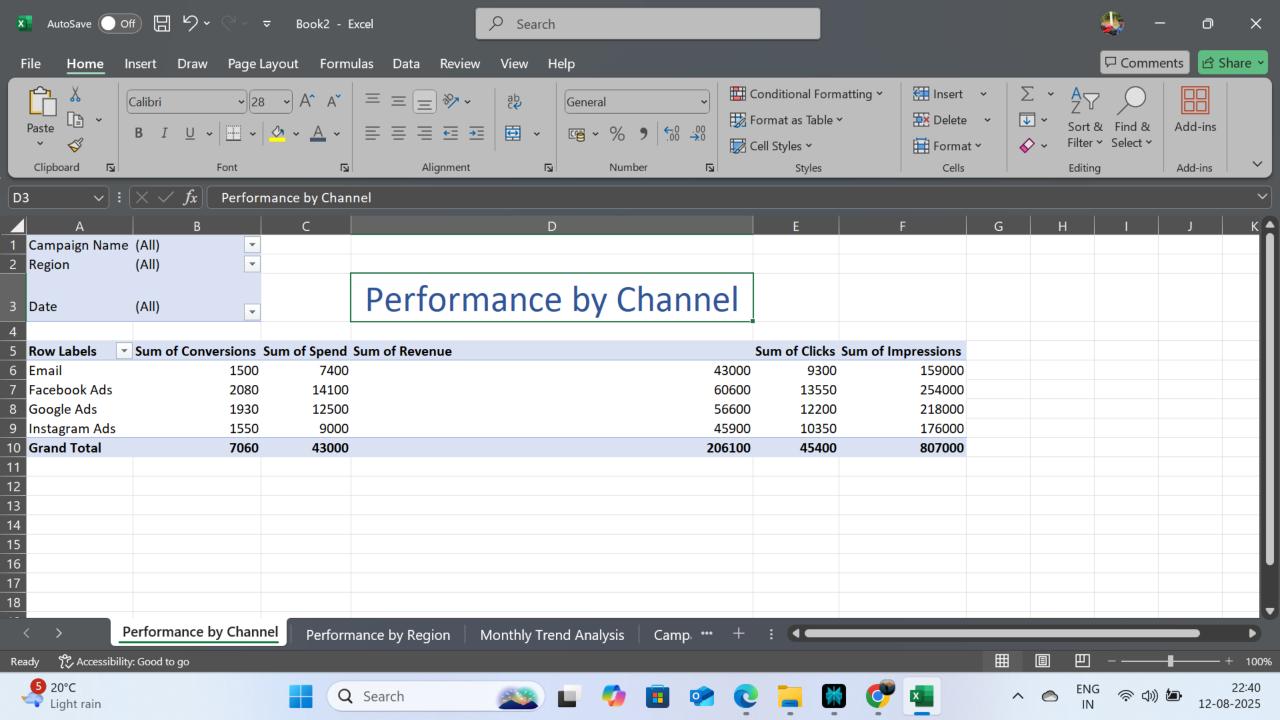**Rows:** Channel
Values:
    Sum of Impressions
    Sum of Clicks
    Sum of Conversions
    Sum of Revenue
    Sum of Spend
Filters: Date (Month), Region, Campaign Name

File | Home | Insert | Draw | Page Layout | Formulas | Data | Review | View | Help

D3 | Performance by Channel

	A	B	C	D	E	F
1	Campaign Name	(All)				
2	Region	(All)				
3	Date	(All)		Performance by Channel		
4						
5	Row Labels	Sum of Conversions	Sum of Spend	Sum of Revenue	Sum of Clicks	Sum of Impressions
6	Email	1500	7400		43000	9300	159000
7	Facebook Ads	2080	14100		60600	13550	254000
8	Google Ads	1930	12500		56600	12200	218000
9	Instagram Ads	1550	9000		45900	10350	176000
10	Grand Total	7060	43000		206100	45400	807000

Performance by Channel | Performance by Region | Monthly Trend Analysis | Camp...

Performance by Region
Purpose: Identify best/worst-performing regions.
PivotTable setup:
Rows: Region
Values: Revenue, Spend, Conversions
Filters: Date (Month), Channel, Campaign Name

		Performance by Region	
Campaign Name	(All)		
Date	(All)		
Channel	(All)		
Row Labels	Sum of Revenue	Sum of Conversions	Sum of Spend
East	49200	1690	9800
North	50900	1750	10400
South	50800	1740	10500
West	55200	1880	12300
Grand Total	206100	7060	43000

Monthly Trend Analysis
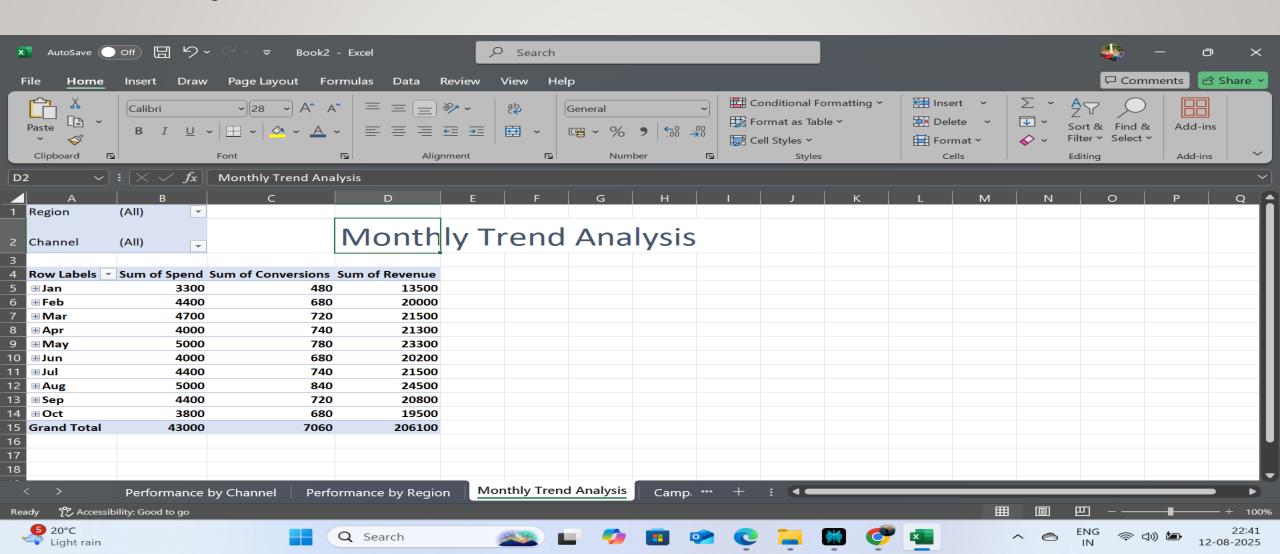
Purpose: Show KPIs over time for trend tracking.

PivotTable setup:

Rows: Date (grouped by Month)

Values: Revenue, Conversions, Spend

Filters: Channel, Region

Region	(All)		
Channel	(All)		

Monthly Trend Analysis

Row Labels	Sum of Spend	Sum of Conversions	Sum of Revenue
Jan	3300	480	13500
Feb	4400	680	20000
Mar	4700	720	21500
Apr	4000	740	21300
May	5000	780	23300
Jun	4000	680	20200
Jul	4400	740	21500
Aug	5000	840	24500
Sep	4400	720	20800
Oct	3800	680	19500
Grand Total	43000	7060	206100
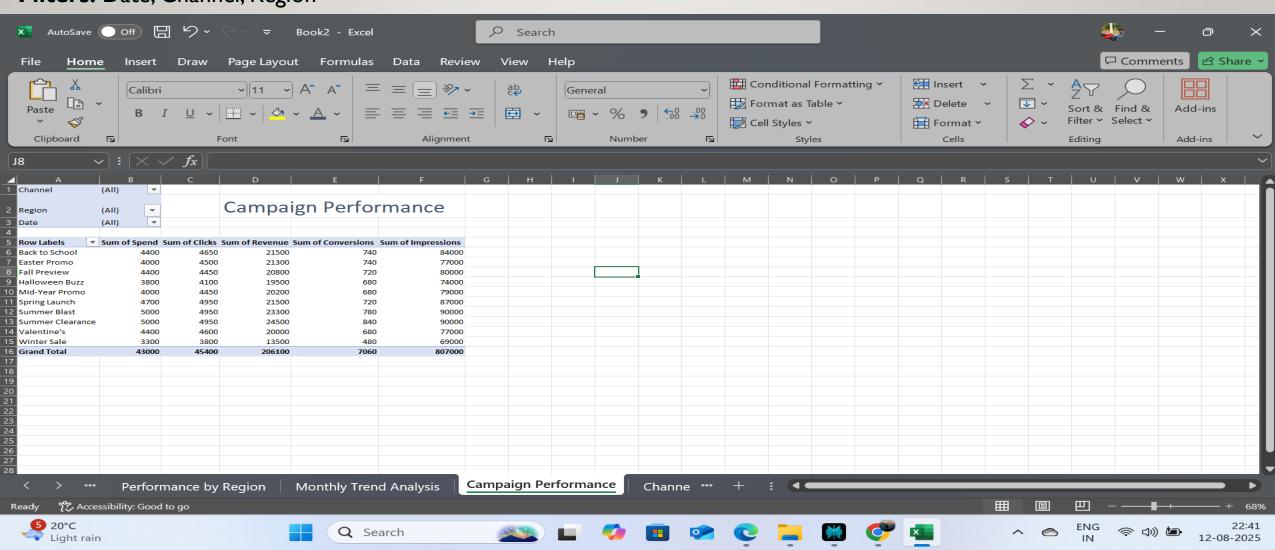
Campaign Performance

Purpose: Compare campaigns regardless of channel/region.

PivotTable setup:

- **Rows:** Campaign Name
- **Values:** Impressions, Clicks, Conversions, Revenue, Spend
- **Filters:** Date, Channel, Region

Campaign Performance

Channel	(All)
Region	(All)
Date	(All)

Row Labels	Sum of Spend	Sum of Clicks	Sum of Revenue	Sum of Conversions	Sum of Impressions
Back to School	4400	4650	21500	740	84000
Easter Promo	4000	4500	21300	740	77000
Fall Preview	4400	4450	20800	720	80000
Halloween Buzz	3800	4100	19500	680	74000
Mid-Year Promo	4000	4450	20200	680	79000
Spring Launch	4700	4950	21500	720	87000
Summer Blast	5000	4950	23300	780	90000
Summer Clearance	5000	4950	24500	840	90000
Valentine's	4400	4600	20000	680	77000
Winter Sale	3300	3800	13500	480	69000
Grand Total	43000	45400	206100	7060	807000

Channel-Region Cross Analysis
Purpose: See performance by **Channel AND Region** together.
PivotTable setup:
Rows: Channel
Columns: Region
Values: Revenue (and optionally Conversions)
Filters: Date, Campaign Name
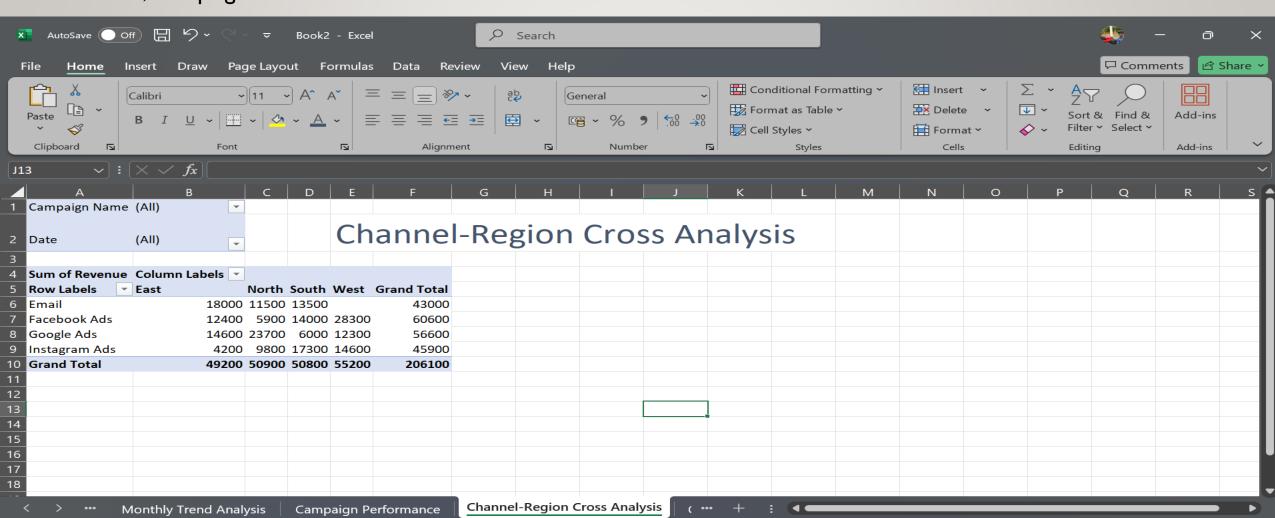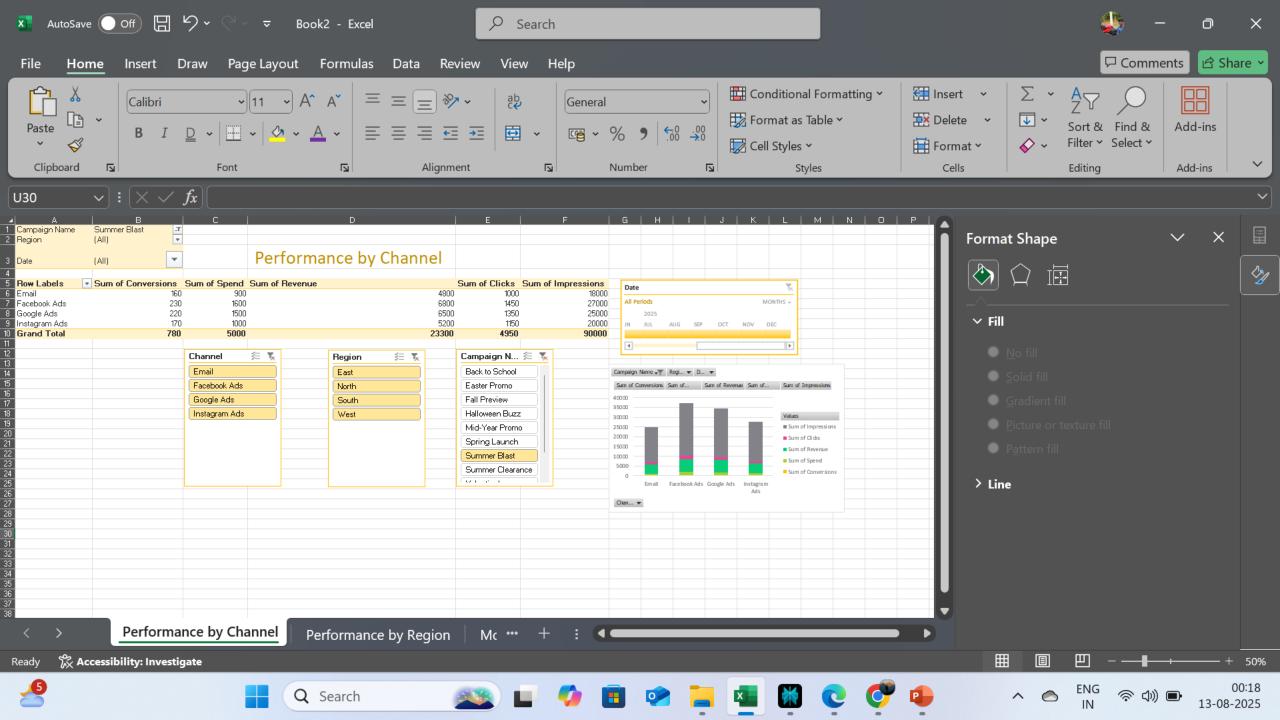
Channel-Region Cross Analysis

| Campaign Name | (All) | | | | |
| Date | (All) | | | | |

Sum of Revenue	Column Labels				
Row Labels	East	North	South	West	Grand Total
Email		18000	11500	13500	43000
Facebook Ads	12400	5900	14000	28300	60600
Google Ads	14600	23700	6000	12300	56600
Instagram Ads	4200	9800	17300	14600	45900
Grand Total	49200	50900	50800	55200	206100

▣ Adding Interactivity (Slicers & Timeline)
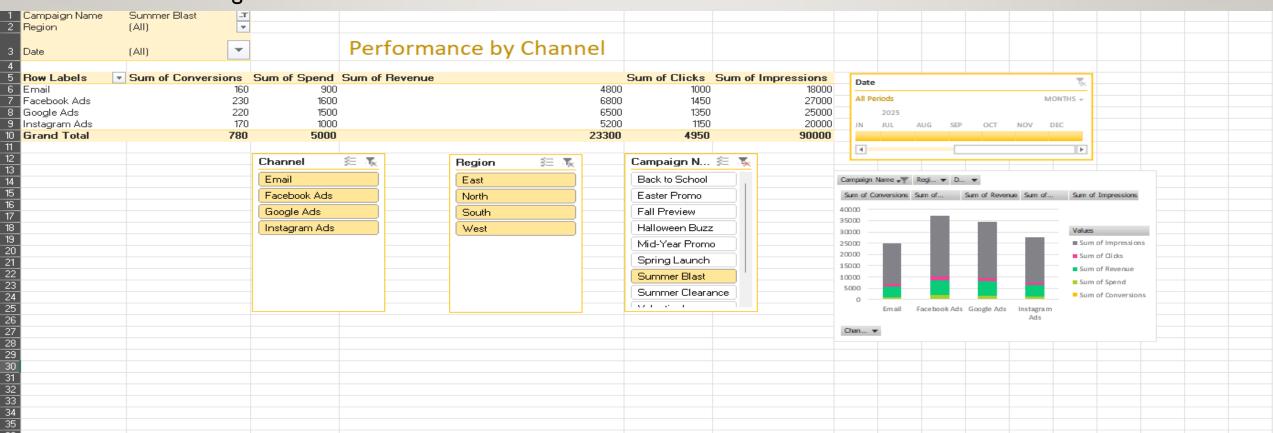
1.Click any PivotTable → PivotTable Analyze → Insert Slicer → check Channel, Region, Campaign Name.

2.Click a PivotTable → PivotTable Analyze → Insert Timeline → select Date

3..

3.Connect slicers/timeline to all pivot tables: select a slicer → Slicer Tools → Report Connections (or PivotTable Connections) → check every pivot you want to control.

4.Arrange slicers on the Dashboard sheet (preferably top-right or left).
5.Screenshot to include:
   •Caption: *"Slicers and Timeline connected to all PivotTables."*

Performance by Channel

Campaign Name	Summer Blast
Region	(All)
Date	(All)

Performance by Channel

Row Labels	Sum of Conversions	Sum of Spend	Sum of Revenue	Sum of Clicks	Sum of Impressions
Email	160	900		4800 1000	18000
Facebook Ads	230	1600		6800 1450	27000
Google Ads	220	1500		6500 1350	25000
Instagram Ads	170	1000		5200 1150	20000
Grand Total	780	5000		23300 4950	90000

Channel
- Email
- Facebook Ads
- Google Ads
- Instagram Ads

Region
- East
- North
- South
- West

Campaign N...
- Back to School
- Easter Promo
- Fall Preview
- Halloween Buzz
- Mid-Year Promo
- Spring Launch
- Summer Blast
- Summer Clearance

Date
All Periods   MONTHS
          2025
JN   JUL   AUG   SEP   OCT   NOV   DEC

Format Shape

Fill
- No fill
- Solid fill
- Gradient fill
- Picture or texture fill
- Pattern fill

Line

Charts & Visualizations

1. **Channel Performance Chart**
   1. **Type**: Clustered Column Chart
   2. **Source**: *Performance by Channel* PivotTable
   3. **Purpose**: Compare Impressions, Clicks, Conversions, and Revenue across marketing channels.
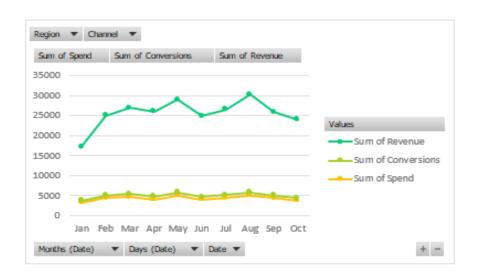
Regional Performance Chart
- **Type**: Bar Chart (Horizontal) or Map Chart (if Excel supports it)
- **Source**: *Performance by Region* PivotTable
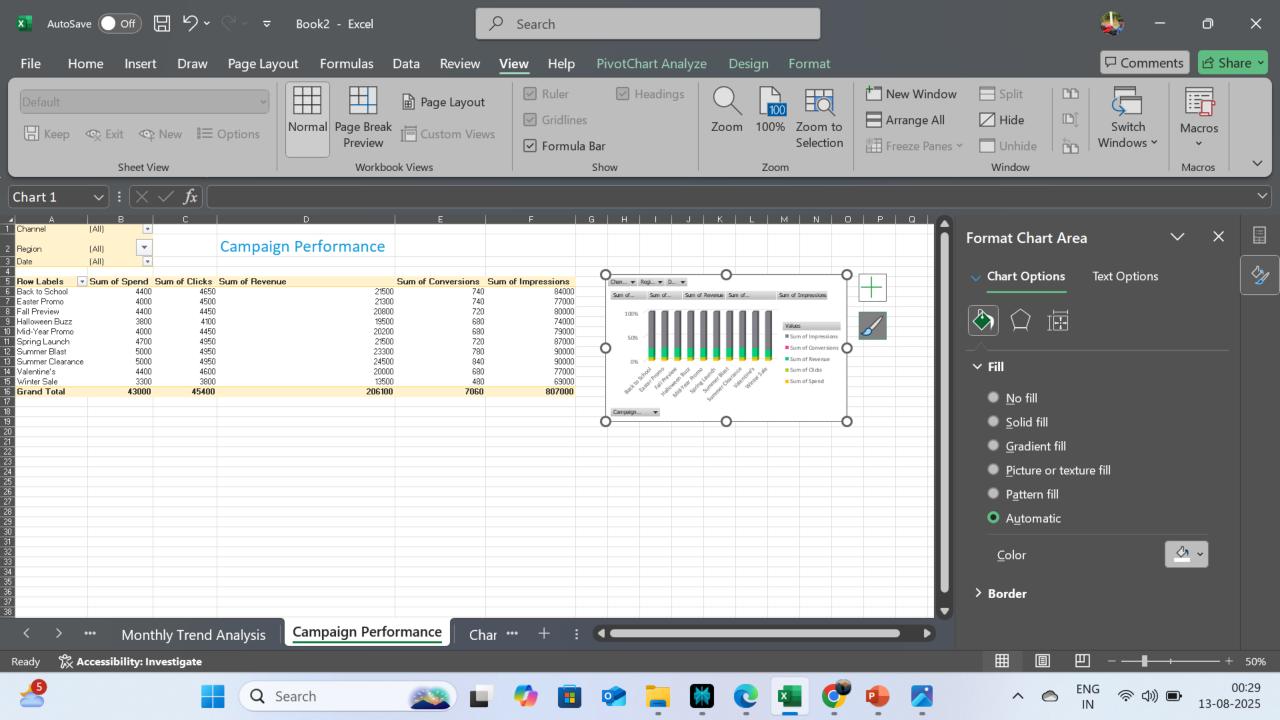- **Purpose**: Show revenue and ROI by region.

Chart 1 | fx

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Campaign Name (All)														
2	Date	(All)													
3	Channel	(All)													
4															
5	Row Labels	Sum of Revenue	Sum of Conversions	Sum of Spend											
6	East	49200	1690	9800											
7	North	50900	1750	10400											
8	South	50800	1740	10500											
9	West	55200	1880	12300											
10	Grand Total	206100	7060	43000											

Performance by Region

Campaign Name ▼ Date ▼ Channel ▼

Sum of Revenue Sum of Conversions Sum of Spend

Region ▼

Values
- Sum of Revenue
- Sum of Conversions
- Sum of Spend

(Horizontal bar chart showing West, South, North, East regions with values on axis 0, 20000, 40000, 60000, 80000)

Monthly Trend Chart
- **Type**: Line Chart
- **Source**: *Monthly Trend Analysis* PivotTable
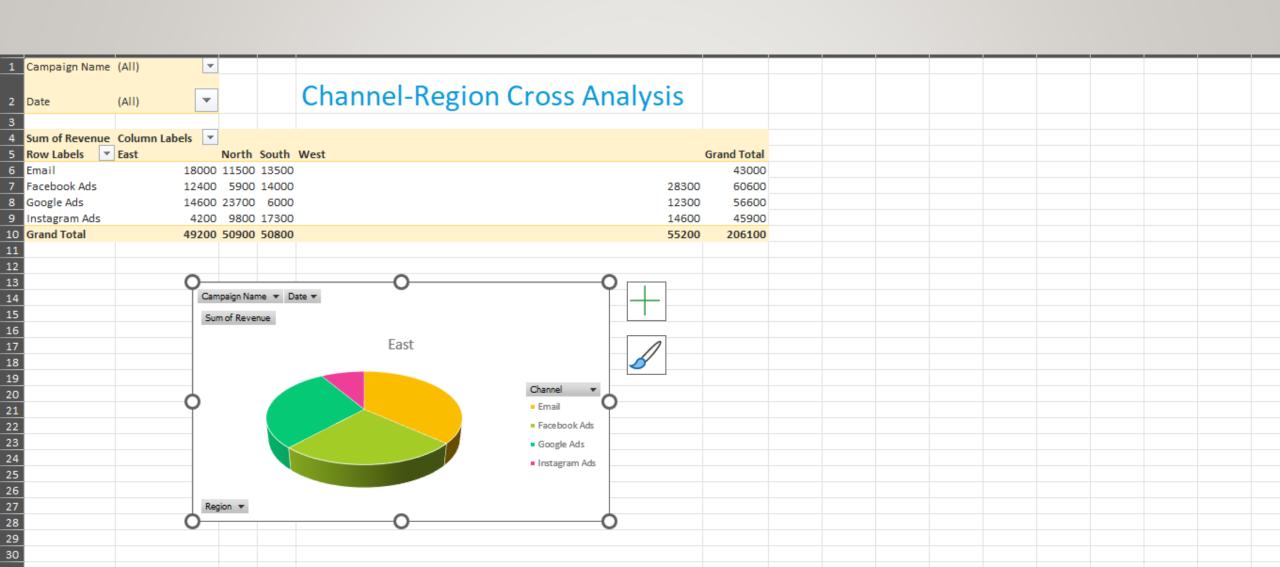- **Purpose**: Show revenue trends over months; identify seasonal peaks.

	Region	(All)		
	Channel	(All)		
	Row Labels	**Sum of Spend**	**Sum of Conversions**	**Sum of Revenue**
	⊞ Jan	3300	480	13500
	⊞ Feb	4400	680	20000
	⊞ Mar	4700	720	21500
	⊞ Apr	4000	740	21300
	⊞ May	5000	780	23300
	⊞ Jun	4000	680	20200
	⊞ Jul	4400	740	21500
	⊞ Aug	5000	840	24500
	⊞ Sep	4400	720	20800
	⊞ Oct	3800	680	19500
	Grand Total	**43000**	**7060**	**206100**

Monthly Trend Analysis

Campaign Performance

Row Labels	Sum of Spend	Sum of Clicks	Sum of Revenue	Sum of Conversions	Sum of Impressions
Back to School	4400	4650	21500	740	84000
Easter Promo	4000	4500	21300	740	77000
Fall Preview	4400	4450	20800	720	80000
Halloween Buzz	3800	4100	19500	680	74000
Mid-Year Promo	4000	4450	20200	680	79000
Spring Launch	4700	4950	21500	720	87000
Summer Blast	5000	4950	23300	780	90000
Summer Clearance	5000	4950	24500	840	90000
Valentine's	4400	4600	20000	680	77000
Winter Sale	3300	3800	13500	480	69000
Grand Total	43000	45400	206100	7060	807000

Channel (All)
Region (All)
Date (All)

Channel–Region Cross Analysis Chart
- **Type**: Stacked Column Chart
- **Source**: *Channel–Region Cross Analysis* PivotTable
- **Purpose**: Show how each marketing channel performs within each region

	Campaign Name	(All)						
1	Campaign Name	(All)						
2	Date	(All)						
3								
4	Sum of Revenue	Column Labels						
5	Row Labels	East	North	South	West		Grand Total	
6	Email	18000	11500	13500			43000	
7	Facebook Ads	12400	5900	14000		28300	60600	
8	Google Ads	14600	23700	6000		12300	56600	
9	Instagram Ads	4200	9800	17300		14600	45900	
10	Grand Total	49200	50900	50800		55200	206100	

Channel-Region Cross Analysis

Campaign Name ▼ Date ▼

Sum of Revenue

East

Channel ▼
- Email
- Facebook Ads
- Google Ads
- Instagram Ads

Region ▼

Designing the Dashboard (Without KPIs)

1.**Create a new sheet** → name it Dashboard.
2.**Convert PivotTables to charts**:
   - **Channel Performance** → Clustered Column Chart (Revenue or ROI).
   - **Regional Performance** → Map Chart (if available) or Horizontal Bar Chart.
   - **Monthly Trend** → Line Chart (Revenue over time).
   - **Campaign Performance** → Column Chart (Revenue or ROI).
   - **Channel–Region Cross Analysis** → Stacked Column Chart (100% stacked optional).

- **Add Slicers and Timeline**:
- Slicers for: Channel, Region, Campaign Name.
- Timeline for: Date.
- Position them at the top or left side for easy filtering.
- **Formatting polish**:
- Remove sheet gridlines: View → uncheck Gridlines and uncheck Headings.
- Add title: Insert → Shapes → Rectangle → type **"Marketing Campaign Dashboard"**, bold large font, centered. Use a solid theme color + white text.
- Align charts and slicers: Shape Format → Align → Align Top and Distribute Horizontally/Vertically.
- Make all slicers the same size: Shape Format → Size.
- Standardize fonts and chart colors: Chart Design → Change Colors.
- Add data labels to key charts where helpful.

Marketing Campaign Dashboard

Performance by Channel
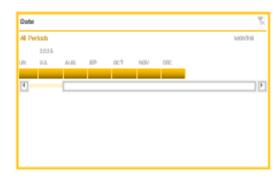

Performance by Region

Campaign Performance

Channel-Region Cross Analysis

Monthly Trend Analysis

Thank You