

Marketing Performance Dashboard — Executive Summary

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Tools Used: BigQuery · SQL · Data Modeling · ETL Pipelines · Looker Studio

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Objective

To build a complete end-to-end Marketing Analytics system covering campaign performance, spend efficiency, funnel insights, channel contribution, and customer acquisition metrics — all powered by a clean dimensional model and a consolidated mart table.

This dashboard is designed for marketing leaders, demand-gen teams, and performance analysts who need fast, reliable insights into how their campaigns drive leads and spend efficiency.

Solution Overview

This project includes:

1. Data Ingestion & Modeling

- Created structured staging tables for:
 - Marketing campaigns
 - Lead submissions
 - Advertising spend
- Designed a consolidated marketing performance mart with correct grain (campaign × day).
- Joined campaigns, leads, and ad spend to deliver unified reporting.

2. ETL / Transformations

- Cleaned and standardized raw data
- Mapped campaign codes to human-readable names
- Calculated derived metrics:
 - Lead score
 - Lead status buckets (New · Engaged · Hot)
 - Daily spend
 - CAC (Cost per Acquisition)
 - Funnel progression counts
- Implemented time-series aggregations for monthly trend analysis.

3. Dashboard Development (Looker Studio)

Designed a multi-section analytics dashboard with:

- Real-time filters (date range, campaign, channel)
- KPI tiles with spend, leads, CAC, and lead score
- Campaign performance breakdown
- Lead quality analysis
- Lead funnel visualization
- Monthly trend analysis
- Campaign efficiency bubble matrix

The dashboard follows a clean, minimalist UI design for fast readability and executive-level clarity.

Dashboard link → <https://lookerstudio.google.com/reporting/d32d1831-28ad-4826-abbd-16528cdcd557>

Key Business Insights Delivered

1. Total Leads

4,970 leads analyzed across all campaigns.

2. Spend Overview

\$21.5M total advertising spend across multiple channels.

3. CAC (Customer Acquisition Cost)

Blended CAC and campaign-level CAC with trend insights.

4. Funnel Health

Breakdown of:

- New leads
- Engaged leads
- Hot leads

revealing campaign-level lead quality differences.

5. Campaign Efficiency

Bubble matrix highlights:

- High-spend low-lead campaigns
- Low-spend high-lead efficiency drivers
- Which campaigns deliver the best return per dollar spent

6. Trend Analysis

24-month monthly time series for:

- Spend
- Lead volume
- CAC

showing seasonality and performance changes over time.

Impact

This end-to-end solution enables:

Marketing teams

- To understand which campaigns deliver the highest ROI
- To forecast CAC and lead volume
- To optimize spend allocation

Executives

- To track performance at a glance
- To budget more accurately
- To make data-driven growth decisions

Data teams

- To reuse the scalable data model
- To extend the pipeline for revenue, retention, or attribution use cases
- To connect to Tableau or BI tools seamlessly

Closing Note

This dashboard demonstrates complete ownership of the analytics lifecycle:

Data Engineering → Data Modeling → ETL → Metrics Layer → BI Dashboard Design

It is fully reproducible, scalable, and ready for real-world marketing teams.