

Monthly Targets

total visits target
1.0B

unique visits target
865.2M

page loads target
1.5B

Global Performance

total visits
6.4M

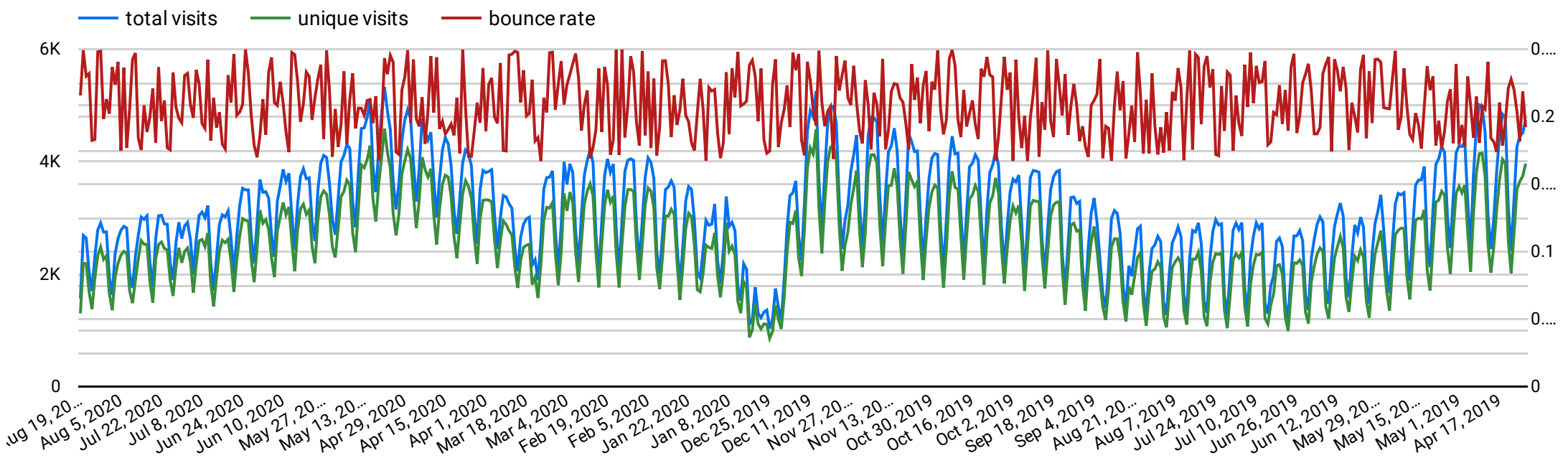
unique visits
5.3M

bounce rate
21%

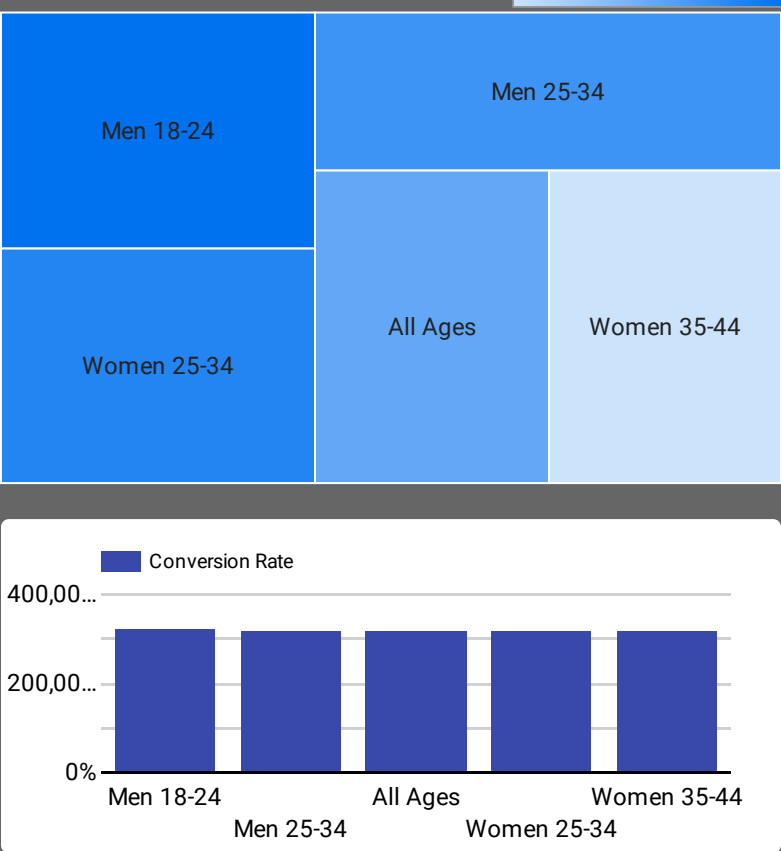
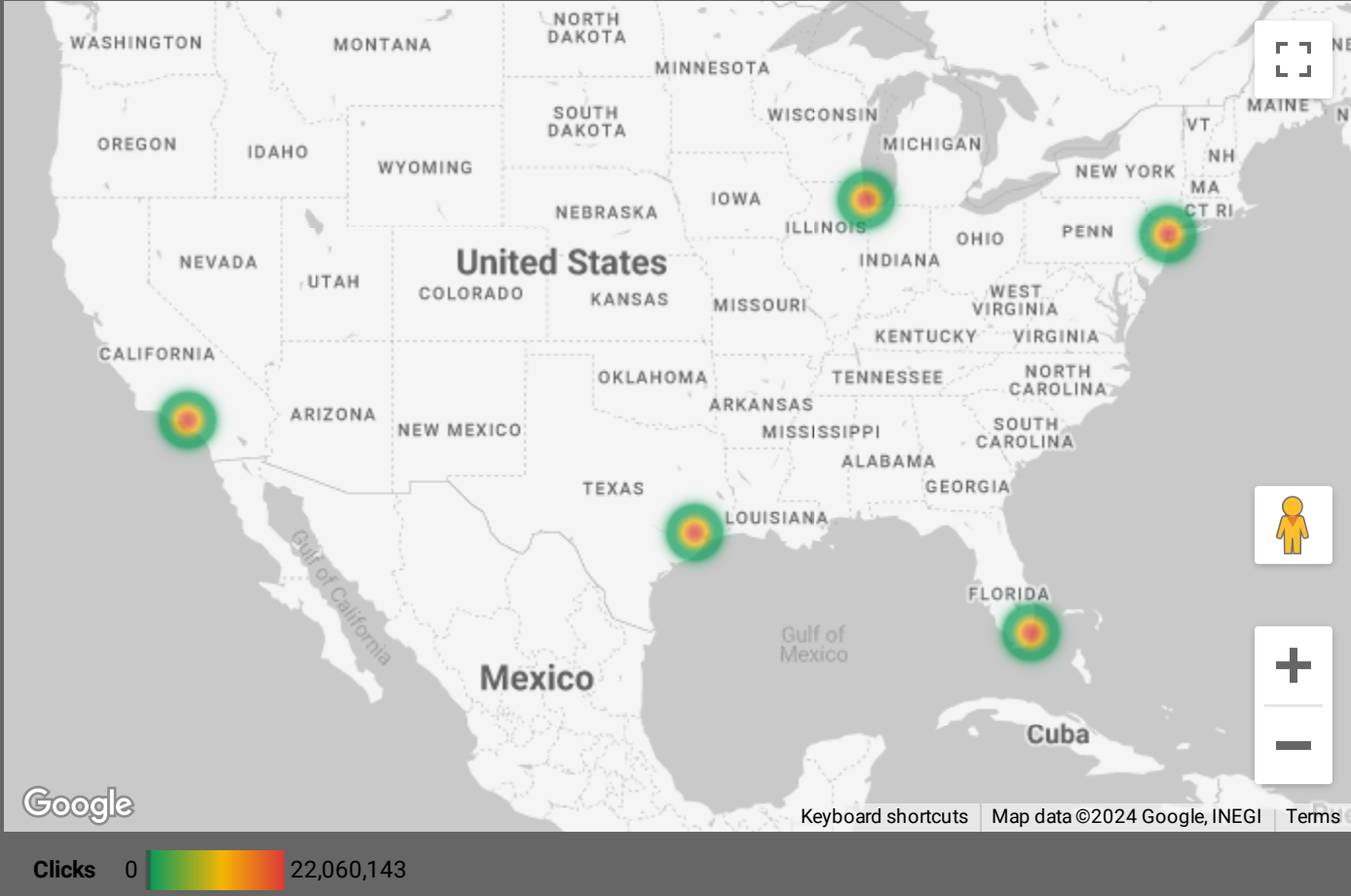
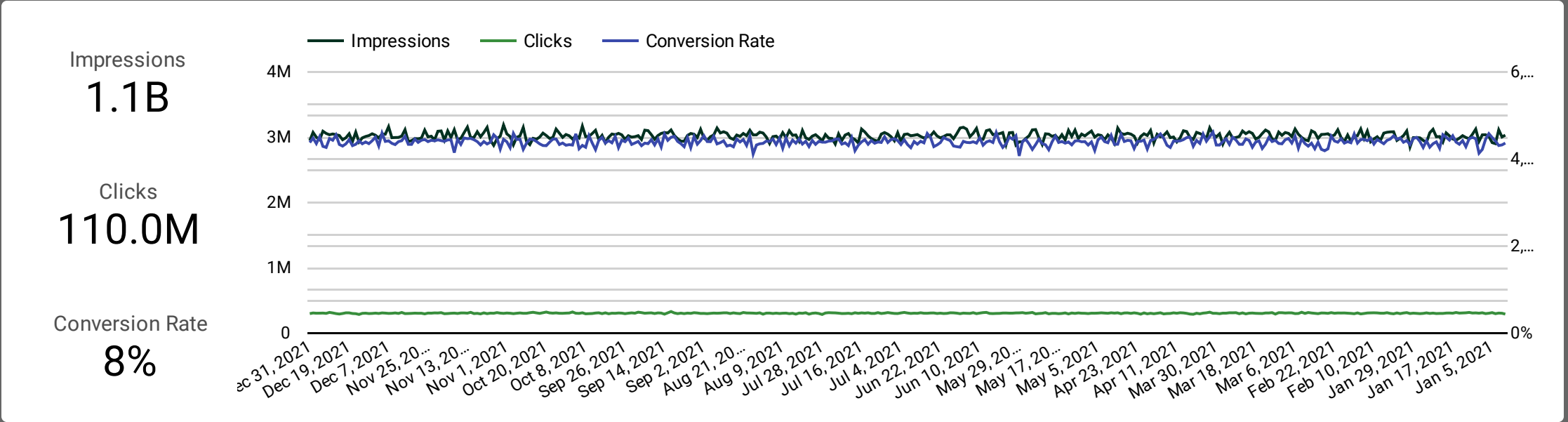
page loads
8.9M

single page visits
1.3M

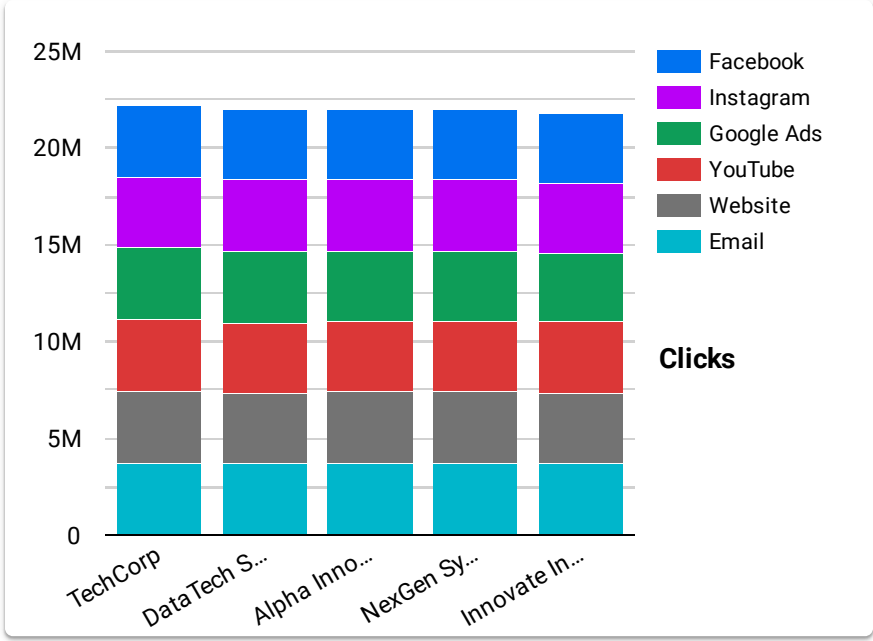
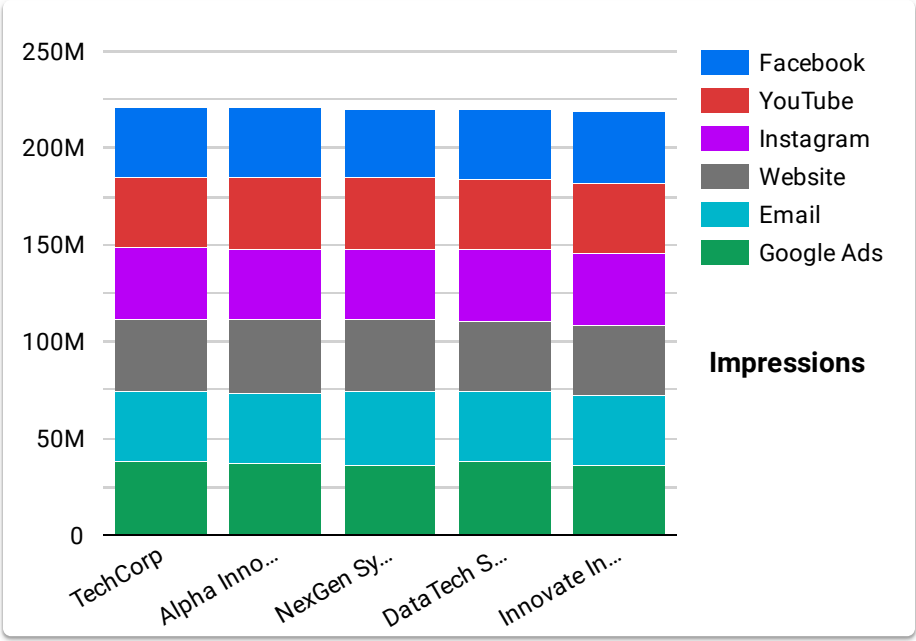
campagne visits
2.7M



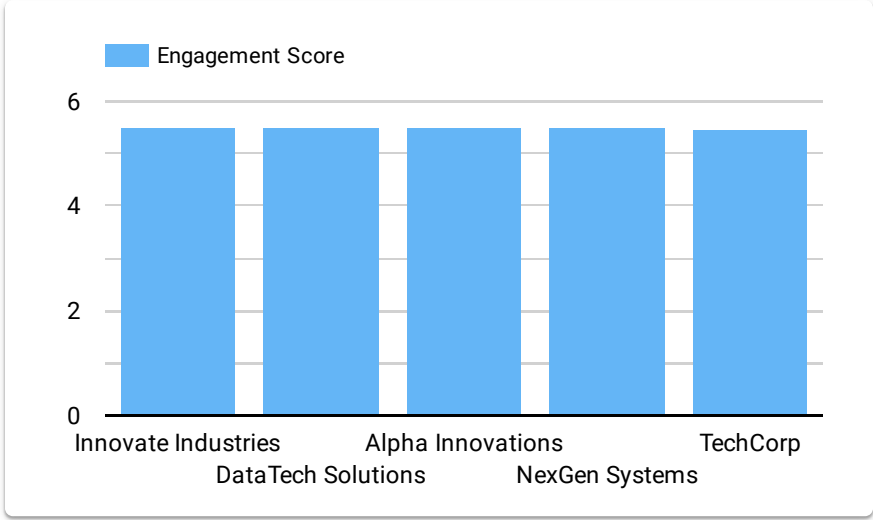
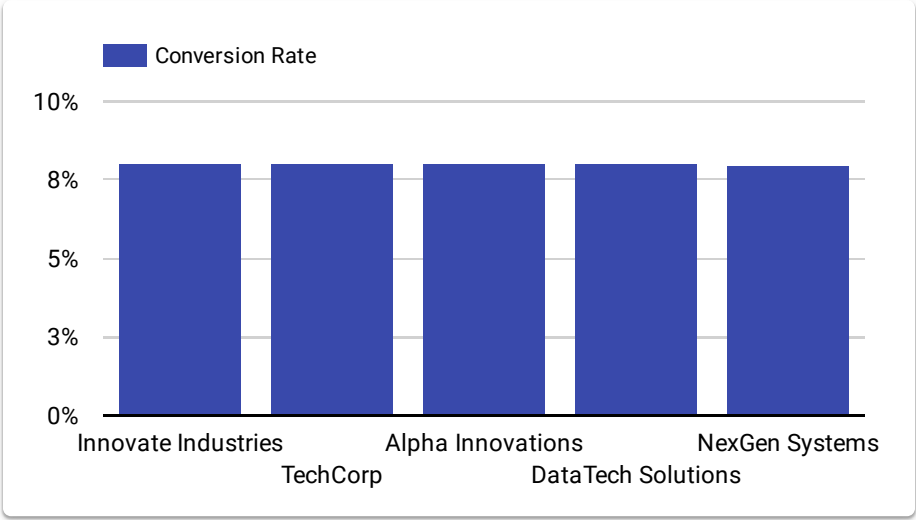
Global Performance



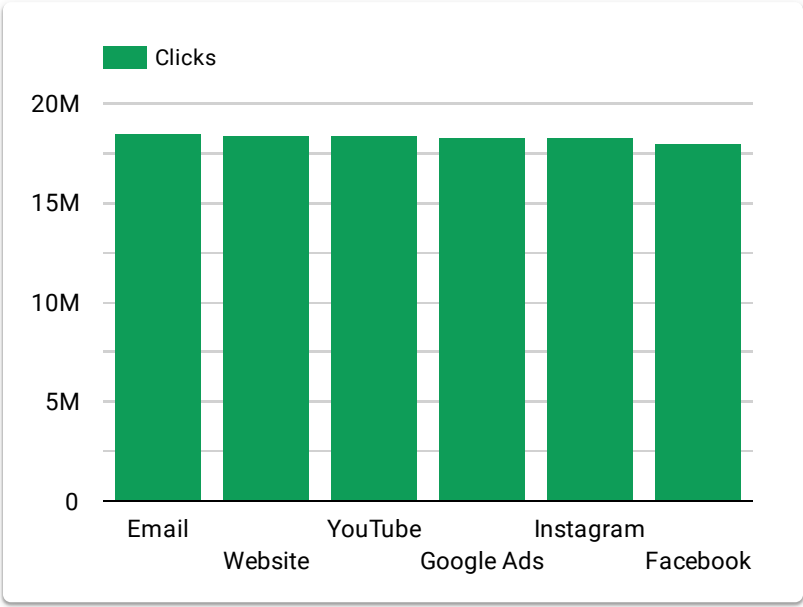
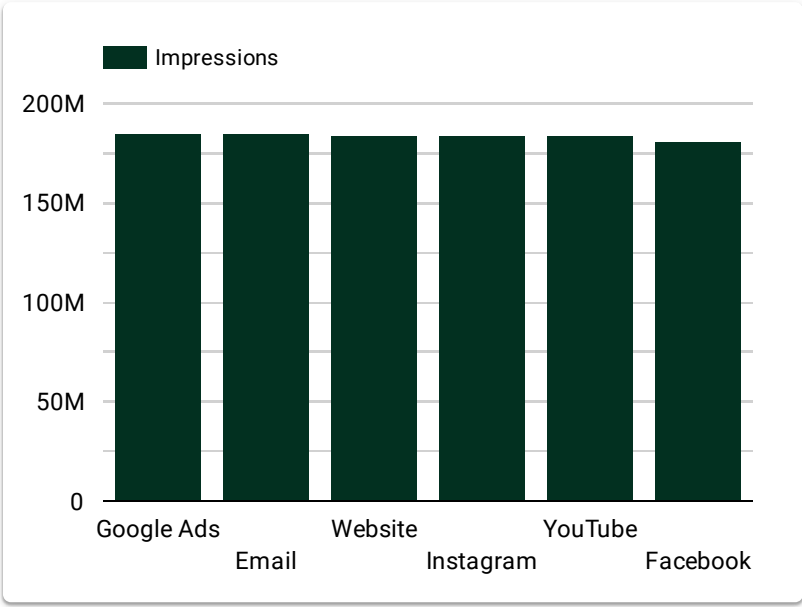
Advertiser Performance



Advertiser Cost		
Company	Acquisiti...	
1... DataTech Sol...	13,972	
2... Alpha Innov...	13,964	
3... TechCorp	13,959	
4... Innovate Ind...	13,957	
5... NexGen Syst...	13,927	



Channel Performance



	Company	Channel Used	Campaign Type	Duration	Impressions	Clicks	Conversion Rate	Acquisition Cost
1.	NexGen Systems	Website	Search	30 days	2,178,845	210,817	2,937%	376
2.	Innovate Industries	Website	Search	60 days	2,148,855	208,683	3,116%	371
3.	NexGen Systems	Email	Search	15 days	2,148,490	212,852	3,003%	378
4.	Alpha Innovations	Google Ads	Influencer	45 days	2,133,524	196,868	3,075%	366
5.	NexGen Systems	Email	Search	45 days	2,119,757	219,426	2,932%	377
6.	DataTech Solutions	Email	Email	15 days	2,113,246	210,342	3,026%	383
7.	NexGen Systems	Website	Email	30 days	2,105,702	213,176	3,078%	371
8.	DataTech Solutions	Website	Search	30 days	2,098,106	207,177	2,965%	366
9.	DataTech Solutions	Google Ads	Search	60 days	2,088,318	213,034	3,097%	380
10.	DataTech Solutions	Google Ads	Display	60 days	2,083,055	193,198	2,973%	348
11.	NexGen Systems	YouTube	Search	45 days	2,081,407	201,920	2,943%	367
12.	Alpha Innovations	Facebook	Email	15 days	2,079,390	193,051	2,970%	351

1 - 100 / 600

Global Performance

The objective of the Global Performance page is to provide an overview of the overall performance of a fictitious website. This enables a quick assesment of how the website is performing in terms of its traffic, engagement, and meeting of monthly targets.

To view the original dataset please visit:

<https://www.kaggle.com/datasets/bobnau/daily-website-visitors?resource=download>

To view the code used to clean the dataset please visit:

<https://github.com/mutaterx/Web-Traffic-Data/blob/main/Website%20Traffic%20Analysis%20-%20Looker%20Studio.ipynb>

Campagne Performance

The objective of the Campaign Performance page is to analyze and evaluate the effectiveness of various marketing campaigns conducted by a fictitious website. This page focuses specifically on assessing the performance of different marketing initiatives, such as advertising campaigns, email marketing, social media promotions, and other digital marketing efforts. By examining key performance indicators associated with each campaign, stakeholders can determine the return on investment and effectiveness of their marketing efforts.

To view the original dataset please visit:

<https://www.kaggle.com/datasets/manishabhatter22/marketing-campaign-performance-dataset/data>



<https://www.linkedin.com/in/marie-elizabeth-robert-3181471a2/>