**Historical Performance Analysis – Conduct a deep dive into past performance data.**

* **Performance Report** – Create a Microsoft Excel report summarizing historical performance.
* **Insights per Channel** – Provide insights for each marketing channel.
* **SEM and Paid Social Data Analysis** – Analyze SEM and Paid Social performance for Q1 and Q2 of 2024.
* **Performance Breakdown per Channel** – Include spend, orders, revenue, CPC, CPA, CTR, and CVR for each channel.
* **Performance Breakdown per Campaign** – Provide the same metrics for individual campaigns.
* **High vs. Low-Performing Campaigns** – Identify top and bottom-performing campaigns across Dogs, Cats, Birds, etc.
* **Quarterly Cost Efficiency Analysis** – Determine which quarter was more cost-efficient.
* **Overall SEM & Paid Social Performance Comparison** – Compare overall efficiency (CTR, CVR, CPC) across quarters. Question 1 pivot table
* **Best and Worst Performing Campaigns Across All Channels** – Identify the highest and lowest-performing campaigns.
* **Reptile Campaign Performance Review on Meta** – Assess cost efficiency and order volume.
* **Fish Campaign Performance Review on SEM** – Evaluate cost efficiency and determine if an investment should be shifted.
* **Additional Insights Discovery** – Highlight any interesting trends found beyond the main requests.
* **Monthly & Weekly Performance Trends** – If applicable, analyze performance variations over smaller timeframes.
* **Presentation Deck** – Create a presentation with visuals on clicks, orders, and revenue per channel and campaign.

***Additional Columns Need to be created for specific pivot tables.***

* **Cost Per Click (CPC)** = Spend / Clicks
* **Cost Per Acquisition (CPA)** = Spend / Orders
* **Click-Through Rate (CTR)** = (Clicks / Impressions) \* 100
* **Conversion Rate (CVR)** = (Orders / Clicks) \* 100
* **MOM and WOW, QoQ Calculation:**

(NEW TIME PERIOD - OLD TIME PERIOD)

—----------------------------------------------------

OLD TIME PERIOD

* **Columns should be correctly titled, e.g, Total Spend, Total Revenue, Total Orders, CPC, no sum of, and check calculations are correct using the sheets.**

**Pivot tables to be created:  
  
1. Overall Performance Breakdown by Channel**

* Rows: Channel (SEM, Meta)
* Values: Total Spend, Total Revenue, Total Clicks, Total Orders
* Calculated Fields: CPC, CPA, CTR, CVR

#### **2. Performance Breakdown by Campaign**

* Rows: Campaign Name
* Columns: Channel
* Values: Spend, Revenue, Clicks, Orders
* Calculated Fields: CPC, CPA, CTR, CVR

#### **3. Performance by Quarter 1**

* Rows: Quarter 1
* Columns: Channel
* Values: Spend, Revenue, Clicks, Orders
* Calculated Fields: CPC, CPA, CTR, CVR

**3pt2   
 Performance by Quarter 2**

* Rows: Quarter 2
* Columns: Channelc2
* Values: Spend, Revenue, Clicks, Orders
* Calculated Fields: CPC, CPA, CTR, CVR

#### **4. Performance by Campaign Type (Retargeting, Awareness, Conquest ex)**

* Rows: Campaign Type
* Columns: Channel
* Values: Spend, Revenue, Orders
* Calculated Fields: CPC, CPA, CTR, CVR

#### **5. High vs. Low Performing Campaigns -) (Not really a table its analysis with conditional formatting**

#### **6. Cost Efficiency by Quarter(referenced from 12)**

* Rows: Quarter
* Values: Spend, Revenue, CPA, CTR
* Filters: Campaign

#### **7. Best & Worst Performing Campaigns Across Channels (not really just analysis**

#### **8. Reptile Campaign Analysis**

* Rows: Campaign Name (Filtered for "Reptile" or "Fish")
* Values: Spend, Revenue, Orders, CPA, CTR

#### **9. Fish Campaign Analysis**

#### Rows: Campaign Name (Filtered for "Reptile" or "Fish")

* Values: Spend, Revenue, Orders, CPA, CTR

### **10. Q2 vs. Q1 Performance Comparison**

* **Rows:** Metric (Spend, Revenue, Clicks, Orders, CPC, CPA, CTR, CVR)
* **Columns:** Quarter (Q1, Q2)
* **Values:** Sum of each metric
* **Calculated Fields:**

**% Change Column:** excel  
CopyEdit  
= (Q2 Value - Q1 Value) / Q1 Value

* + (Shows the % increase or decrease from Q1 to Q2)
* **Purpose:**
  + Identify if Q2 performed better than Q1.
  + Determine cost efficiency trends.

### **11. Q2 vs. Q1 Performance by Channel**

* **Rows:** Channel (SEM, Meta)
* **Columns:** Quarter (Q1, Q2)
* **Values:** Spend, Revenue, Clicks, Orders
* **Calculated Fields:** CPC, CPA, CTR, CVR
* **Purpose:**
  + Find out which channel improved or declined in performance.

### **12. Q2 vs. Q1 Campaign-Level Comparison**

* **Rows:** Campaign Name
* **Columns:** Quarter (Q1, Q2)
* **Values:** Revenue, Orders, Spend, CTR
* **Calculated Fields:**
  + **% Revenue Change**
  + **% Order Change**
  + **% Spend Change**
* **Purpose:**
  + Identify which campaigns grew or declined.