

POWER BI PROJECT

DATA VISUALIZATION REPORT

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DATASET NAME: PBI_Marketing_Data

TITLE: Marketing Campaign Dashboard

OBJECTIVE

The objective of this analysis is to create a clean, professional dashboard that clearly communicates key insights, tracks and analyses the campaign results to understand how the campaigns are performing. The data set contained the following columns;

1. Campaign ID: The unique identifier for each marketing campaign.
2. Product Name: The products advertised.
3. Category: The type of products.
4. AD Spend(INR): How much money was spent on the campaign.
5. Impressions: How many times the ad was shown.
6. Clicks: How many people clicked on the ad.
7. Conversions: How many people bought the products.
8. Revenue (INR): Money earned from the campaign.
9. ROI: Return on investment.
10. Campaign Date: When the campaign ran.
11. Marketing Channel: Where the ad ran.

OVERVIEW

This dashboard provides a detailed analysis of marketing campaign performance, focusing on revenue generation, ad spend, impressions, clicks, conversions and ROI. It enables decision makers to track overall effectiveness, compare performance across marketing channels, product categories and identify areas for optimization.

DATA IMPORTATION

Imported the marketing dataset into Power BI, reviewed columns like Product, Category, Channel, Date, Impressions, Clicks, Ad Spend, Revenue and Conversions and ensured they are in their correct data types using Power Query.

DASHBOARD LAYOUT

- Dax Measures

Created new calculated measures using DAX formulas:

- $CTR(\text{Click Through Rate}) = \text{Clicks} / \text{Impressions}$
- $ROI(\text{Return in Investment}) = \text{Revenue} - \text{AD Spend} / \text{AD Spend}$
- $\text{Conversion Rate} = \text{Conversions} / \text{Clicks}$

- Key Performance Indicators (KPIs)

- Total Revenue: \$344.44m
- Total AD Spend: \$2.42m
- Total Conversions: 1m

- Total Clicks: 12m
- Total Impressions: 242m
- Overall ROI: 359.92k
- Click Through Rate(CTR): 5.09%
- Conversion Rate: 9.81%

- **Marketing Channel Performance**

- AD Spend by Channel: This shows how much was spent on Google Ads, Influencer Marketing, Referral, Email, Instagram Ads.
- Clicks vs Impressions: This helps to understand ad engagement efficiency.

- **Category Performance**

- ROI by Category: This shows which categories bring better returns.
- Conversion Rate by Category: This shows the percentage of people who converted in each category.

- **Product Insights**

- Top 10 Products By Revenue: These products account for the majority of the campaign revenue.

- **Trend Analysis:** This shows change over time for Ad Spend, Conversions, Clicks and ROI.

- **Slicers** for Product Name, Category, Channel and Date.

INSIGHTS

- Household and Personal Care categories are the most profitable and should be prioritized.
- February 2025 consistently underperforms across revenue, conversions and clicks due to seasonal demand.
- Google Ads consumes the largest portion of Ad spend but does not deliver higher ROI.
- Referral campaigns are cost efficient and should be further leveraged.
- Email and influencer campaigns underperform and this suggests the need to optimize or reduce budgets.

RECOMMENDATIONS

- Budget Allocation
 - Allocate AD spend towards Household and Personal Care categories.
 - Reduce investment in low ROI categories like (snacks, beverages).
- Channel Optimization
 - Optimize Google Ads campaigns.
 - Reassess email segmentation and influencer audience alignment.
 - Increase referral budget given high efficiency.
- Campaign Timing
 - Plan strong promotional strategies for February to counter weak seasonal performance.
 - Increase December AD spend earlier to capture peak demand.
- Product Focus
 - Double down on top products like cold drinks, biscuits and dishwasher liquid.
 - Use cross selling strategies for weaker categories.