Marketing & Product Performance Dashboard

Campaign ID
All

Product ID
All

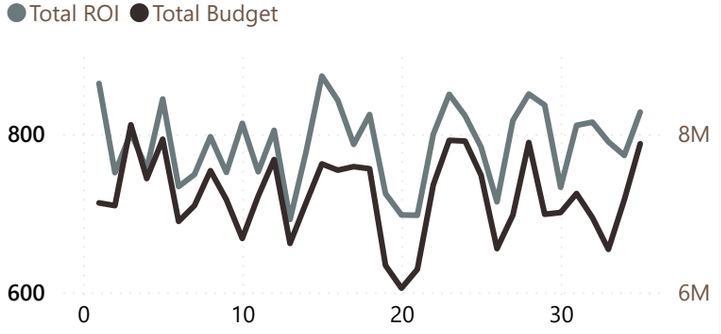
Subscription Tier
Basic | Premium

Subscription Length
1 — 35

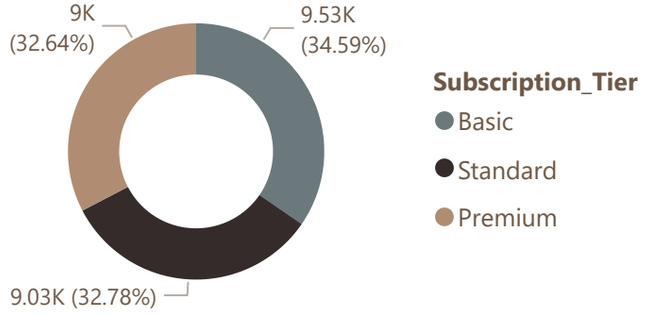
Customer
All

Total Revenue	Number of Customers	Conversion Rate	ROI %	Cost Per Click
500.39M	10K	20%	198%	$10.18

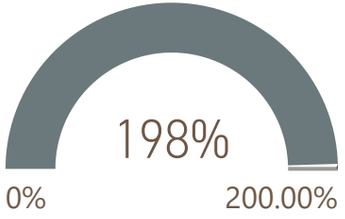
ROI and Budget by Subscription_Length



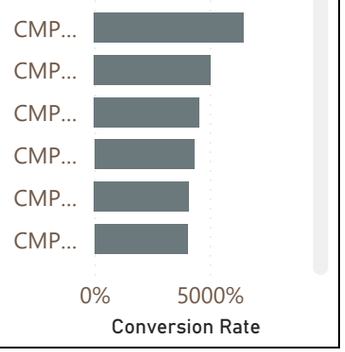
Total ROI by Subscription_Tier



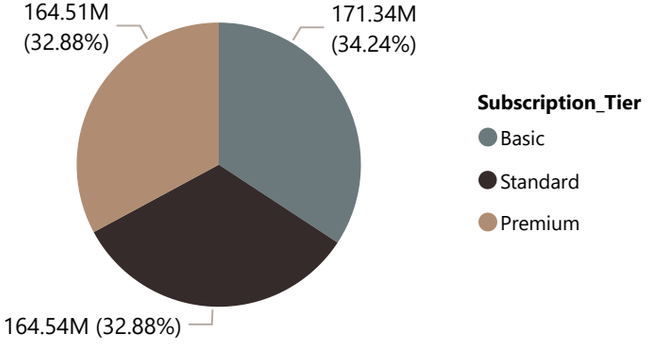
ROI % Vs Target ROI %



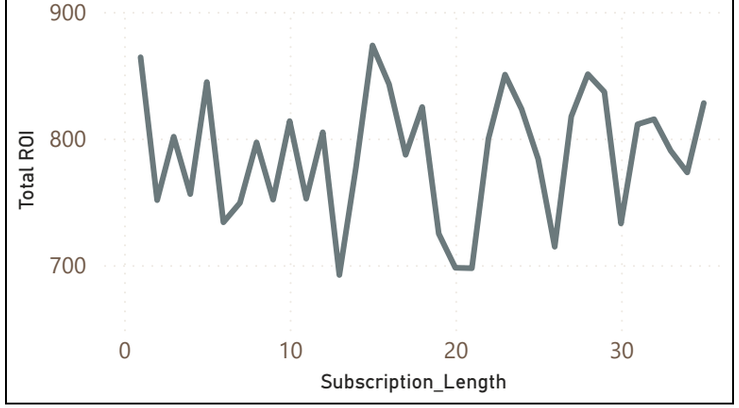
Conversion Rate by Campaigns



Total Revenue by Subscription_Tier



Total ROI by Subscription_Length



Campaign Performance Dashboard

Campaign ID

All

Product ID

All

Subscription Tier

Basic | Premium

Subscription Length

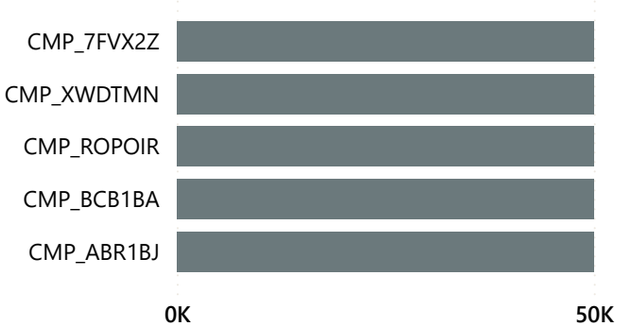
1 — 35

Customer

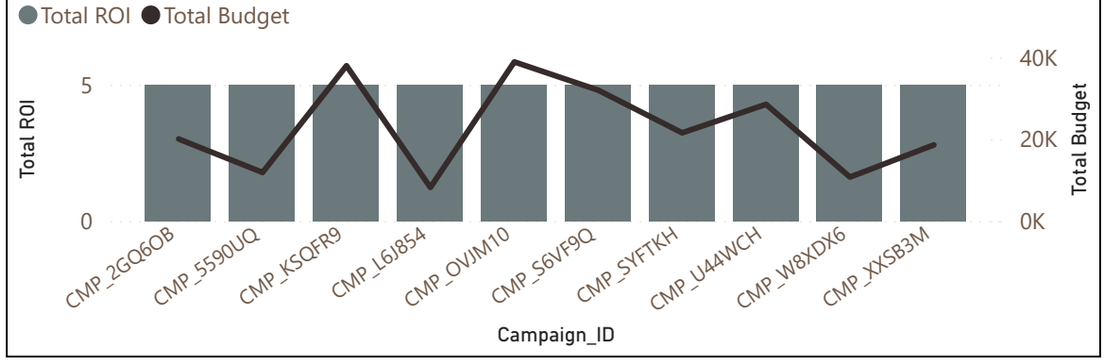
All

Total Revenue	Number of Customers	Conversion Rate	ROI %	Cost Per Click
500.39M	10K	20%	198%	$10.18

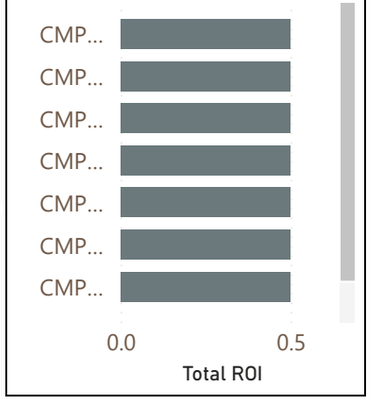
Top Budget Campaigns



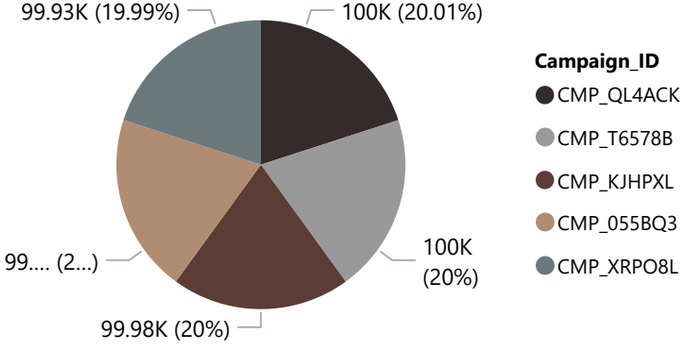
Top ROI Campaigns and Budget



Least ROI Campaigns



Campaigns with top revenue



Campaign_ID	Sum of Units_Sold	Total Revenue	Profi
CMP_QL4ACK	6	99,999.47	
CMP_T6578B	53	99,995.06	
CMP_KJHPXL	150	99,980.64	
CMP_055BQ3	107	99,958.93	
CMP_XRPO8L	119	99,931.65	
CMP_A1UDGB	154	99,926.23	
CMP_CN91DG	81	99,892.02	
CMP_QS6OH2	107	99,868.86	
Total	**1006896**	**500,386,275.79**	**247**

Customers Performance Dashboard

Campaign ID
All

Product ID
All

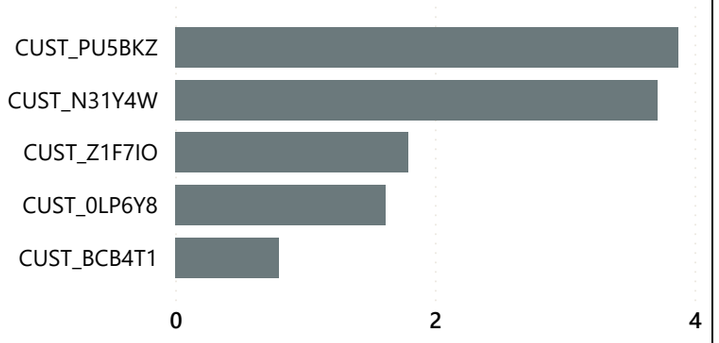
Subscription Tier
Basic | Premium

Subscription Length
1 — 35

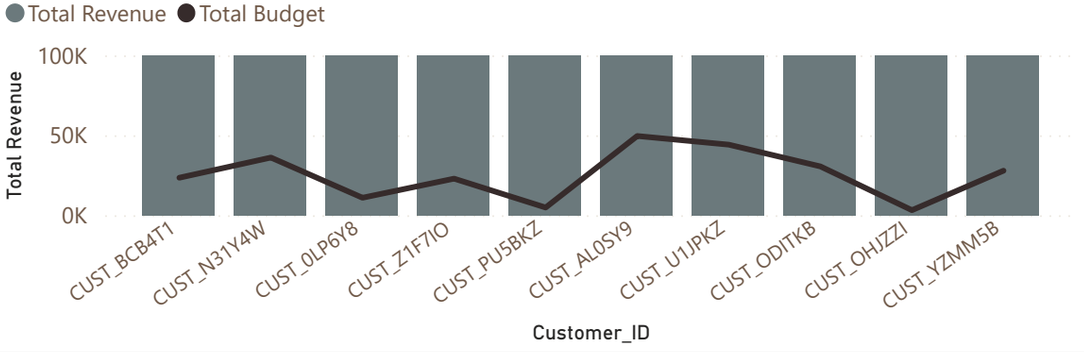
Customer
All

Total Revenue	Number of Customers	Conversion Rate	ROI %	Cost Per Click
500.39M	10K	20%	198%	$10.18

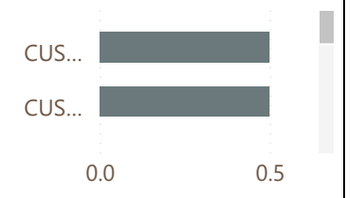
Top 5 Customers by ROI



Top Customers by Revenue

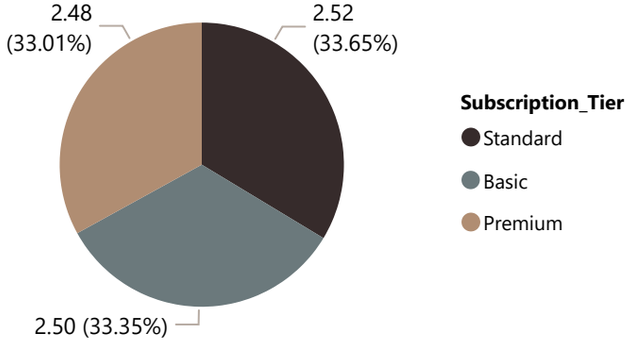


Least ROI Customers



AVG Subs Length
18.02

AVG Customer Satisfaction by Tier



Customer_ID	Sum of Units_Sold	Total Revenue	Pro
CUST_BCB4T1	6	99,999.47	
CUST_N31Y4W	53	99,995.06	
CUST_0LP6Y8	150	99,980.64	
CUST_Z1F7IO	107	99,958.93	
CUST_PU5BKZ	119	99,931.65	
CUST_AL0SY9	154	99,926.23	
CUST_U1JPKZ	81	99,892.02	
CUST_ODITKB	107	99,868.86	
Total	**1006896**	**500,386,275.79**	**24**

Sales Performance Dashboard

Campaign ID
All

Product ID
All

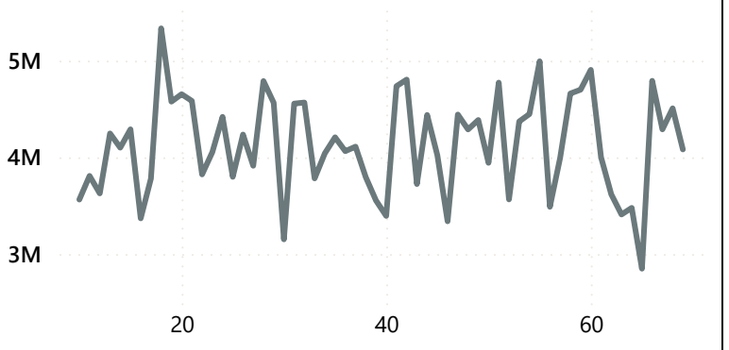
Subscription Tier
Basic | Premium

Subscription Length
1 — 35

Customer
All

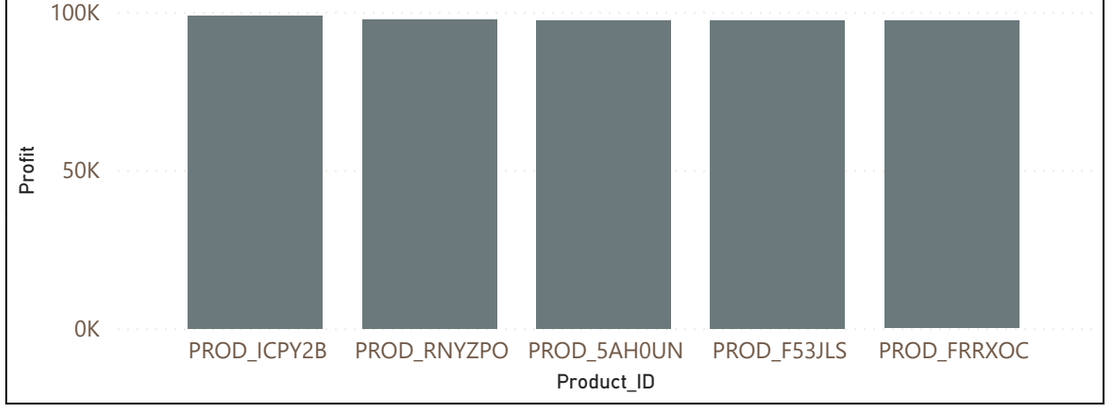
Total Revenue	Total Profit	Profit Margin	ROI %	Cost Per Click
500.39M	247.75M	49.51%	198%	$10.18

Profit by Discount Level



Profit by Tier

Top Products by Profit



Product_ID	Sum of Units_Sold	Profit	Tot
PROD_008GPL	173	-7,399.37	
PROD_008LNA	38	-2,864.19	
PROD_008NUJ	168	44,061.30	
PROD_00ABIO	37	36,778.83	
PROD_00N28V	179	59,782.10	
PROD_00PL0P	25	4,867.33	
PROD_00T6MY	65	7,202.39	
PROD_00TYB1	111	9,630.02	
Total	**1006896**	**247,750,200.55**	**50**