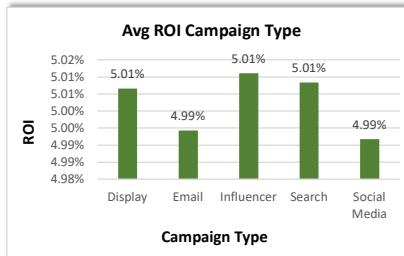
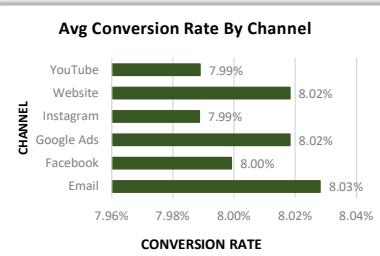


Marketing Campaign Performance Dashboard

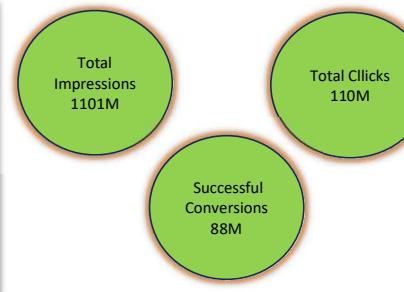
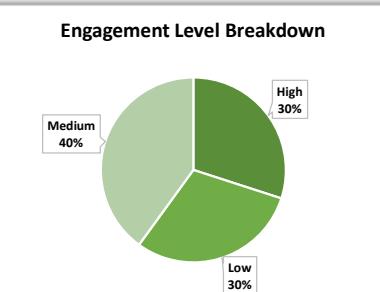
⌚ Objective : To analyze overall marketing performance, identify top-performing channels, campaigns, and customer segments, and understand the ROI and engagement trends.

Total Revenue \$12.5B	Average Conversion Rate 8.01%
Total Profit \$10.0B	Click Through Rate 9.98%
Average ROI 5.0%	Best Channel ROI Website



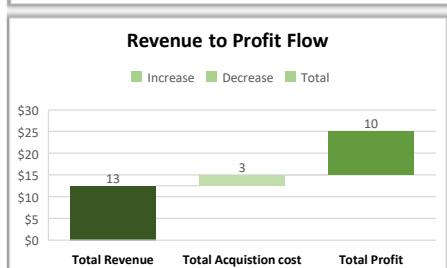
Avg Conversion Rate By Channel: Email has the highest conversion rate at 8.03%, with Website close behind at 8.02% and Facebook at 8.01%. The difference is small but consistent, indicating that personalized email campaigns and website funnel improvements are the quickest levers to increase overall conversions.

Avg ROI By Campaign Type: Influencer and Display campaigns show the strongest ROI (about 5.01%), whereas Email and Search sit marginally lower (~4.99%). This suggests visual and influencer-driven formats are most cost-effective; test allocating more budget there while optimizing Email/Search for efficiency gains.



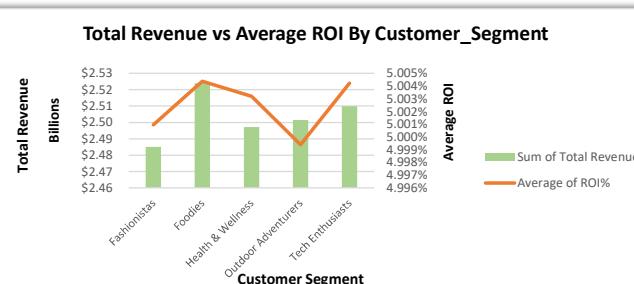
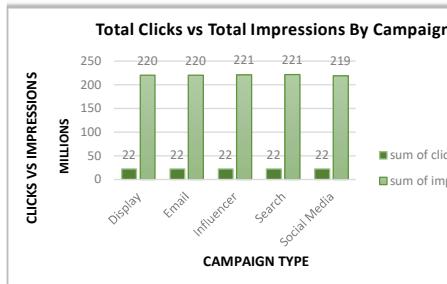
Profit Share by Company: Company Tech Corporations holds the highest share of total profit, with Company Alpha Innovations trailing close behind. This indicates a strong concentration of profitability among the top two companies, suggesting that focusing on these partners or expanding their strategies could maximize revenue impact.

Engagement Level Breakdown : Most customers fall under **High** and **Medium** engagement levels, indicating strong overall campaign performance and good audience interest. Low engagement remains minimal, showing that campaign messaging and targeting are largely effective but can still improve in conversion nurturing.



Revenue to Profit Flow : The Revenue-to-Profit Flow shows a stable relationship between total revenue and profit, suggesting **effective budget utilization and cost management**. There's no sharp drop between stages, indicating campaigns are efficiently turning revenue into profit without major leakages in expenses.

Avg ROI Trend Over Time : The Average ROI Trend over time highlights a **clear peak in September**, suggesting that seasonal or promotional campaigns during this period were particularly effective. Afterward, ROI levels remain stable, indicating consistent campaign efficiency but also potential to replicate September's success through similar strategies.



Total Clicks vs Total Impressions by Campaign Type : Search and Influencer campaigns record the **most impressions and clicks**, reflecting their effectiveness in driving audience attention and engagement. The proportional growth between clicks and impressions suggests consistent ad quality and good audience targeting. Further optimization could focus on improving click-to-conversion efficiency.

Total Revenue vs Average ROI by Customer Segment : Foodies and Tech Enthusiasts contribute the **largest share of total revenue** while maintaining **strong average ROI**, proving them to be the most profitable and responsive segments. Other groups like Travel Lovers and Fitness Fans show moderate performance, indicating room to refine targeting and content for better returns.