

Marketing Campaign Effectiveness Dashboard

Channel Used

All

Campaign Type

All

Company

All

Location

All

1000

Total Campaigns

528K

Total Clicks

12M

Total Spend

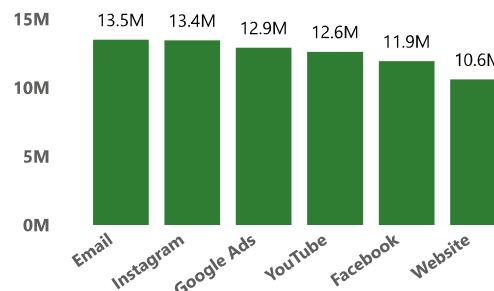
5.04K

Total ROI

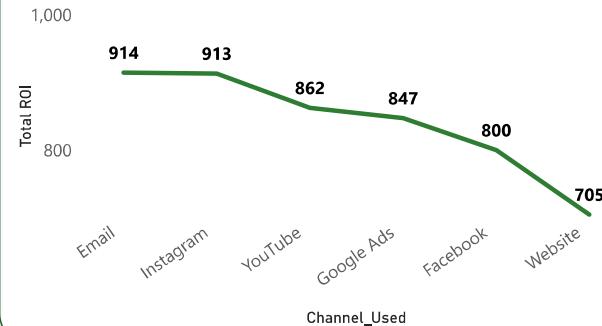
0.08

Average Conversion Rate

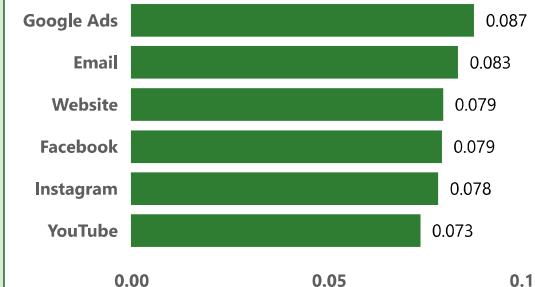
Revenue by Channel



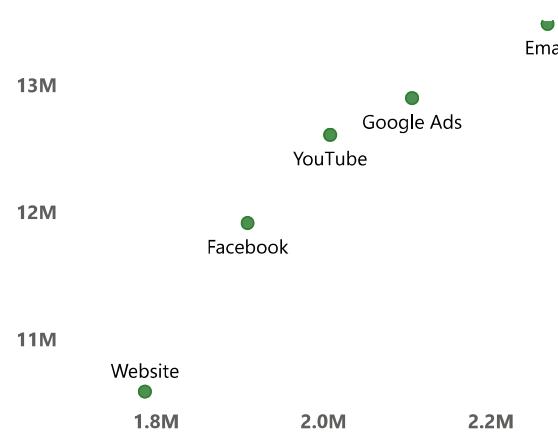
ROI by Channel



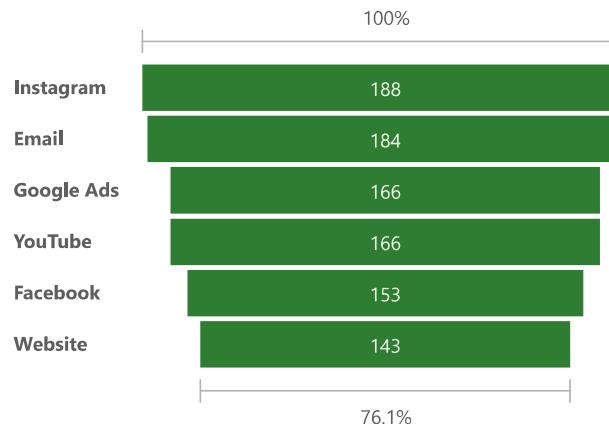
Conversion Rate by Channel



Spend vs Revenue



Marketing Funnel by Channel



INSIGHTS:

- Email and Instagram generate the highest revenue
- These channels also show strong ROI
- High spend does not always guarantee higher returns

Data Quality & Spend Analysis

0

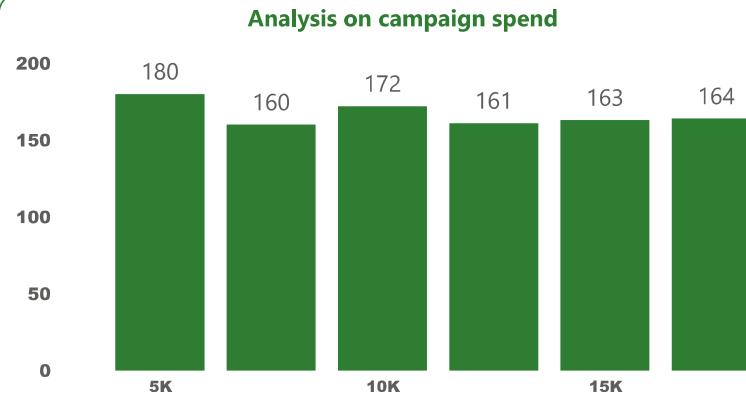
Invalid Cost

0

Missing Acquisition Cost

- No missing or invalid acquisition cost values found
- Dataset is clean and reliable for analysis

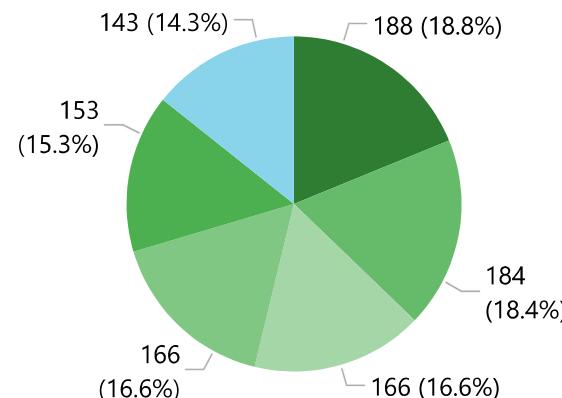
Channel Campaign ID Acquisition_Cost



CampaignID ROI Conversion Rate Underperforming Campaigns

CampaignID	ROI	Conversion Rate	Underperforming Campaigns
7	2.86	0.13	Yes
16	2.91	0.11	Yes
23	2.12	0.13	Yes
31	2.77	0.07	Yes
34	2.71	0.14	Yes
36	2.51	0.09	Yes
38	2.62	0.06	Yes
39	2.21	0.11	Yes
42	3.44	0.01	Yes
58	2.70	0.06	Yes
61	2.27	0.05	Yes
63	7.04	0.01	Yes
68	2.72	0.12	Yes
76	2.03	0.04	Yes
85	2.30	0.15	Yes
87	2.22	0.15	Yes
Total			Yes

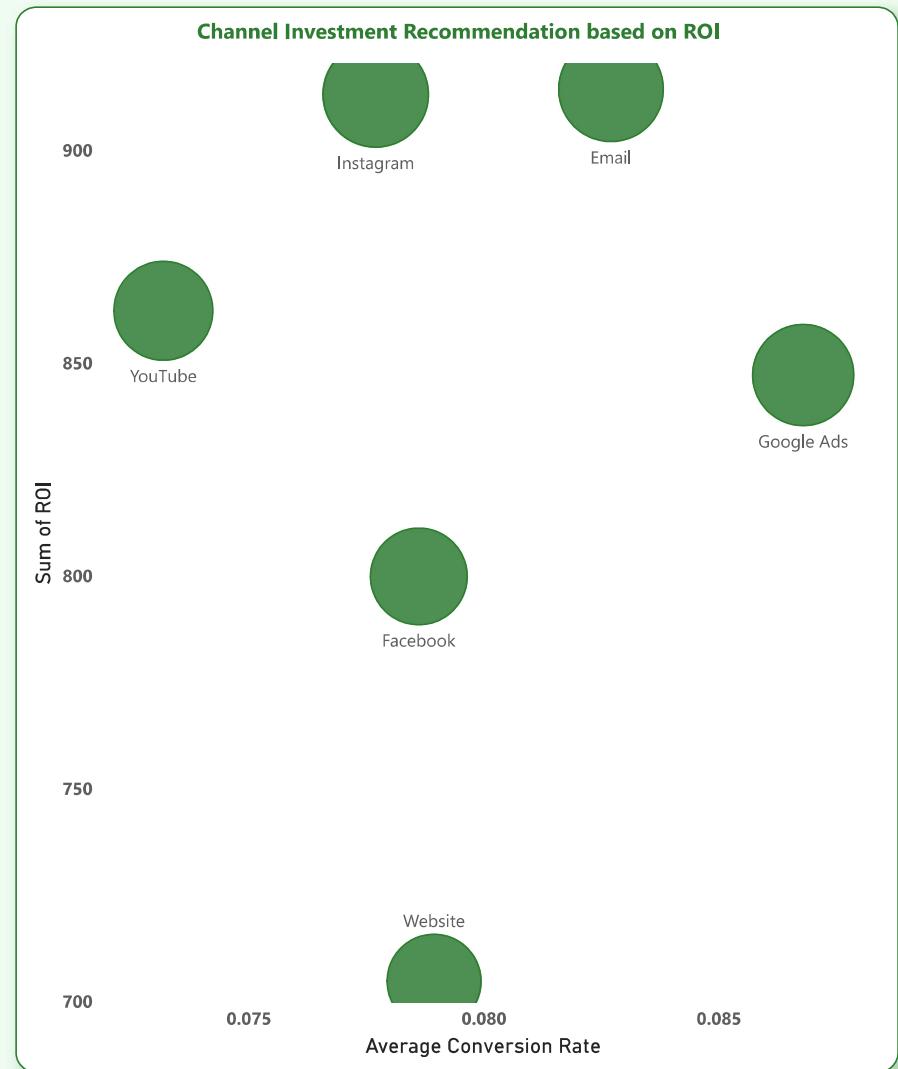
Campaign distribution across channels



Channel_Used ● Instagram ● Email ● Google Ads ● YouTube ➔

Campaign ID	Acquisition Cost	Revenue	ROI
90	13108	39,455.08	2.01
113	19035	57,295.35	2.01
602	18741	56,410.41	2.01
757	13504	40,647.04	2.01
546	14184	42,835.68	2.02
840	8545	25,805.90	2.02
76	15182	46,001.46	2.03
874	8402	25,542.08	2.04
245	14856	45,310.80	2.05
429	14521	44,289.05	2.05
680	17496	53,537.76	2.06
862	15988	49,243.04	2.08
986	5879	18,107.32	2.08
295	14949	46,192.41	2.09
23	8699	27,140.88	2.12
671	9323	29,180.99	2.13
950	9139	28,605.07	2.13
150	6896	21,722.40	2.15
251	16108	50,740.20	2.15
343	10894	34,316.10	2.15
403	5918	18,641.70	2.15
407	19269	60,697.35	2.15
900	12181	38,491.96	2.16
105	15073	47,781.41	2.17
375	17286	54,969.48	2.18
565	9283	29,519.94	2.18
970	18274	58,111.32	2.18
711	11708	37,348.52	2.19
693	10972	35,110.40	2.20
39	14742	47,321.82	2.21
578	7321	23,500.41	2.21
Total		74,929,541.74	

Insights for Marketing Optimization



Channels in the top-right quadrant (Email and Instagram) show high ROI and high conversion rates and should receive increased investment.

Insights:

- Budget Reallocation:** Move spend to high-ROI channels like Email and Instagram.
- Campaign Optimization:** Improve weak campaigns instead of increasing budget.
- Performance Monitoring:** Track ROI and conversion rates regularly.
- Data-Driven Decisions:** Use insights to make efficient marketing decisions.