

Monthly Sales and Advertising Metrics | Dashboard

Client's Portfolio, Product: Cocktail Mix

PERFORMANCE DASHBOARD



Month

All

Year

2022

2023

2024

Sum of Overall Sales

133K

Sum of Ad Spend

42.32K

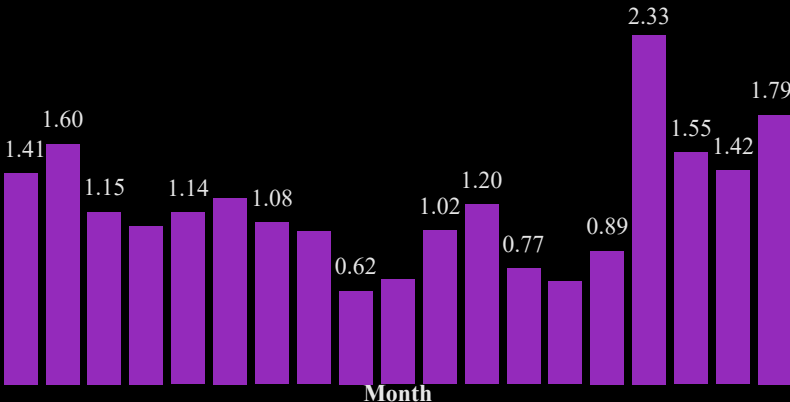
Sum of Overall Orders

6K

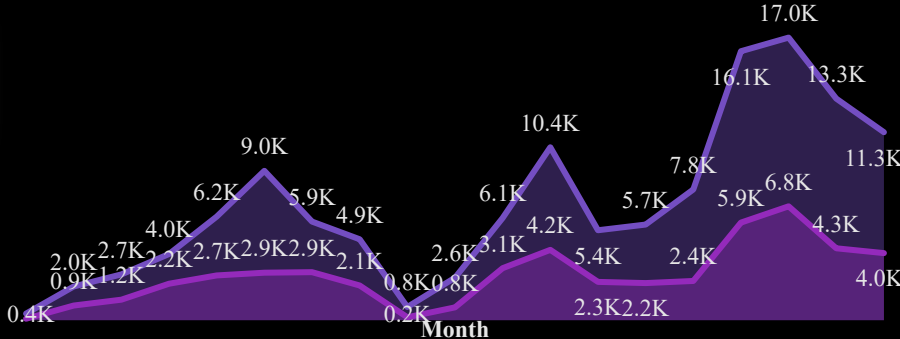
Average of Ad CPC

2.17

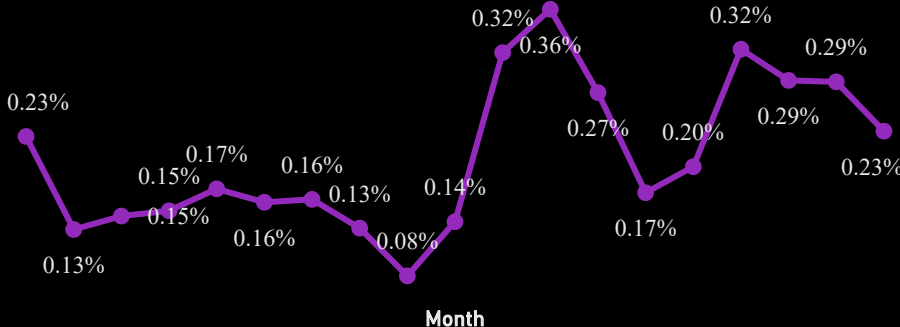
ROI Boost: Monthly Ad ROAS Summary



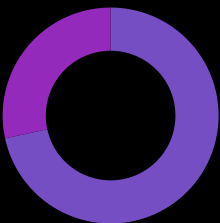
Total Sales and Ad Sales Comparison



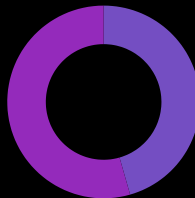
Tracking Engagement: Monthly Ad Click-Through Rates (CTR)



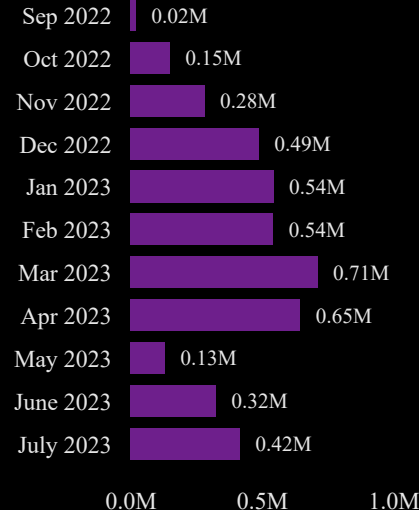
Overall Orders Vs Ad Orders



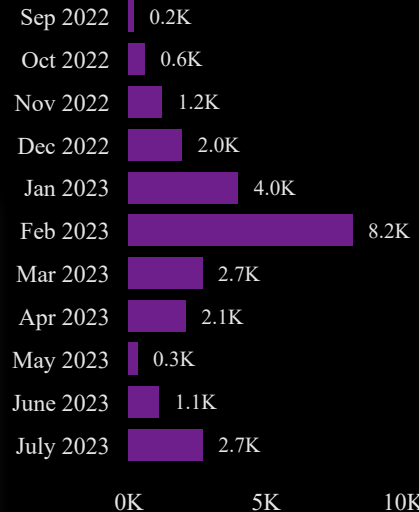
Overall Conversion Vs Ad Conversion



Monthly Ad Impression



Monthly Session



PERFOMANCE DASHBOARD



Month

All

Year

2022

2023

2024

Average of Overall...

8.74%

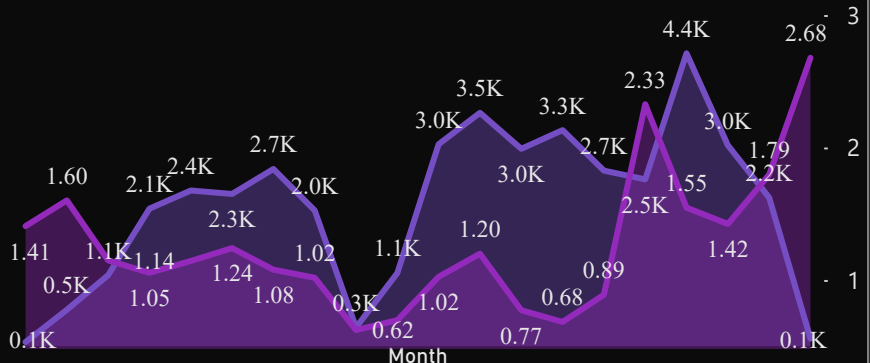
Average of Ad...

10.47%

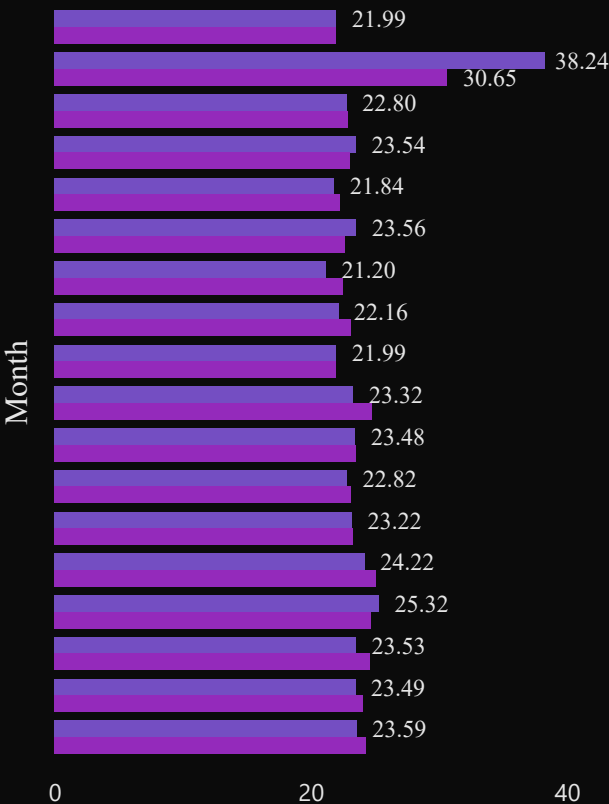
Sum of Ad Sales

51.40K

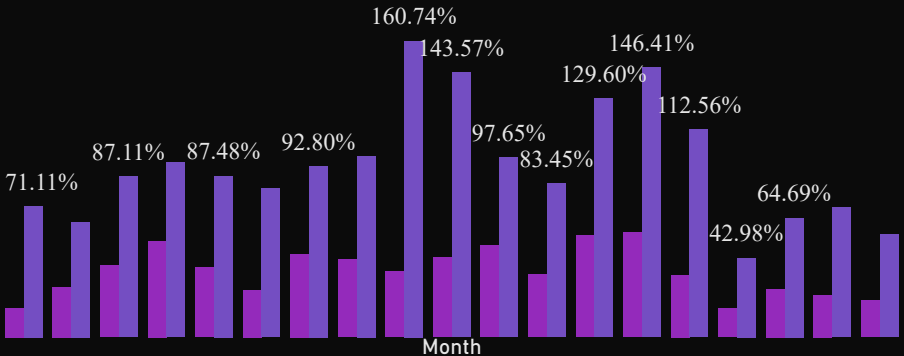
Monthly Relationship: Ad Spend vs. Ad ROAS?



Overall AOV Vs AOV



Overall Orders Vs Ad Orders



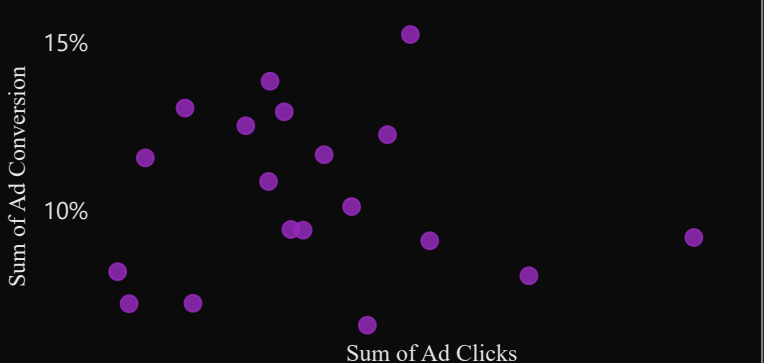
Total Sales and Ad Spend Comparison



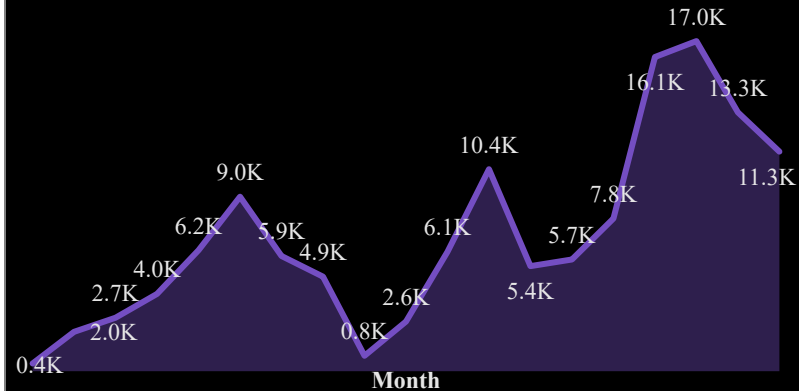
Monthly Conversion Rate: Impressions to Clicks?



Ad Clicks Influence Ad Conversion Rates?



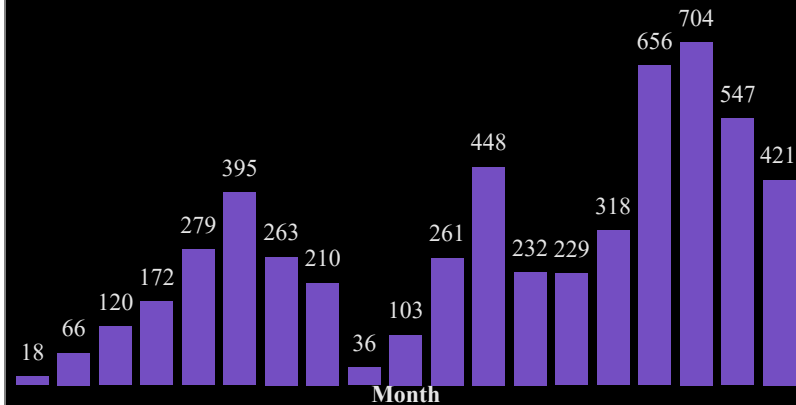
Monthly Overall Sales



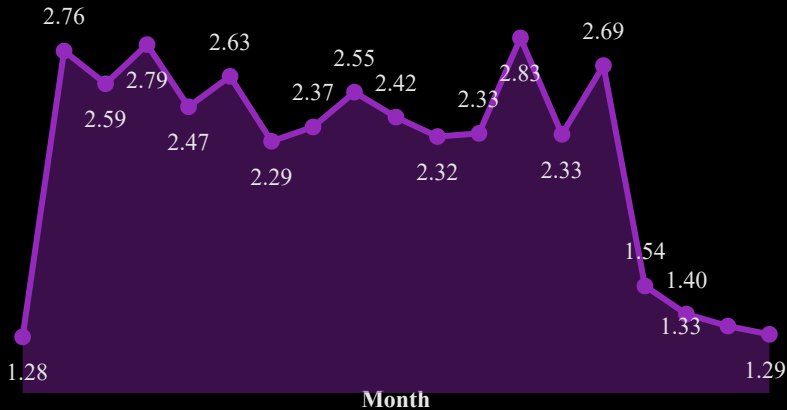
Monthly Ad Spend



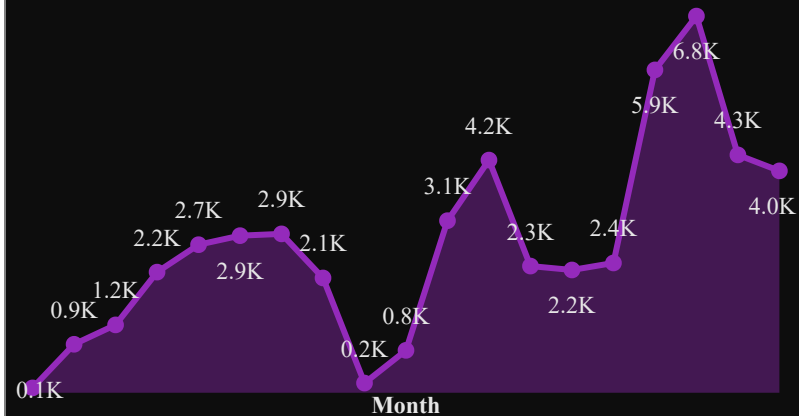
Monthly Overall Orders



Monthly Ad CPC



Monthly Ad Sales



Monthly Ad Conversion



Monthly Overall Conversion

