

# Marketing Campaign Effectiveness Dashboard

12.38M

Total Spend

74.93M

Estimated Revenue

5.05

Overall ROI

0.08

Avg conversation

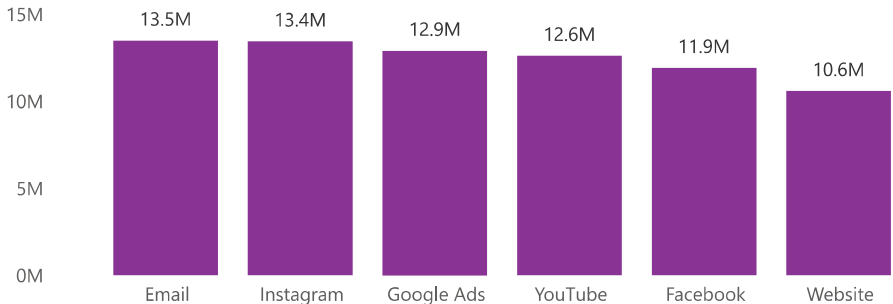
1000

Total Campaigns

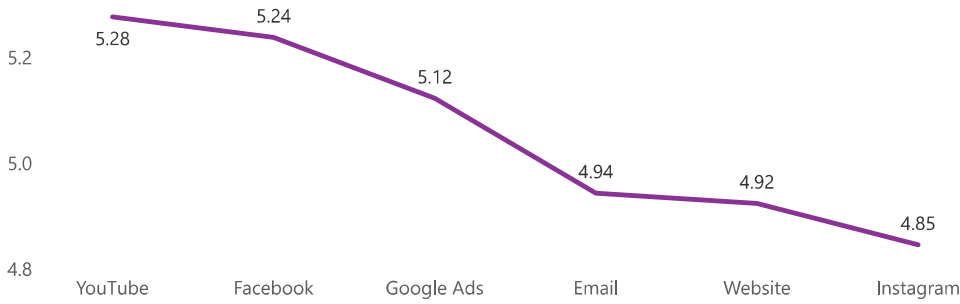
Channel

All

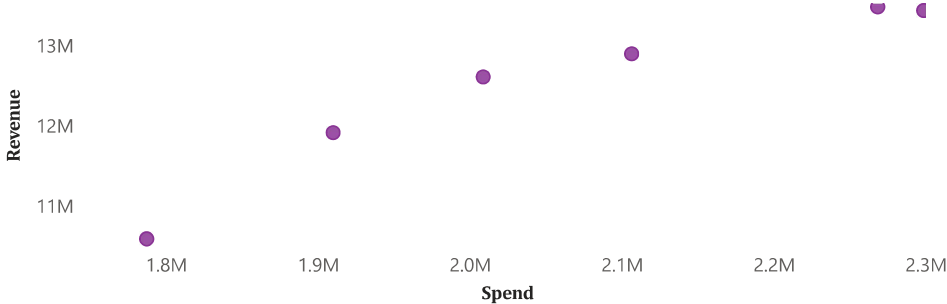
Revenue by Channel



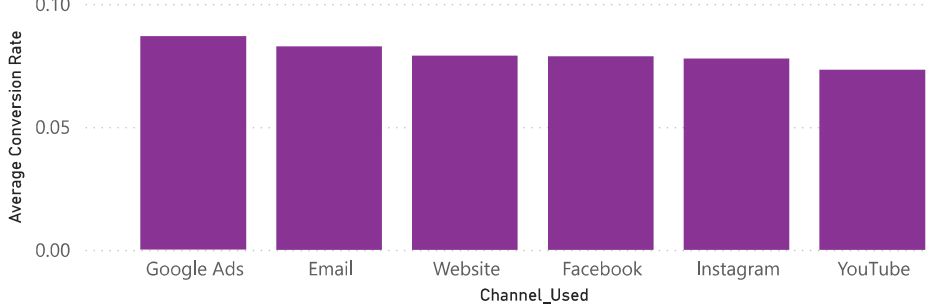
ROI by Channel



Spend vs Revenue



Conversion Rate by Channel



# Campaign Performance & Data Quality

0

Missing Cost Count

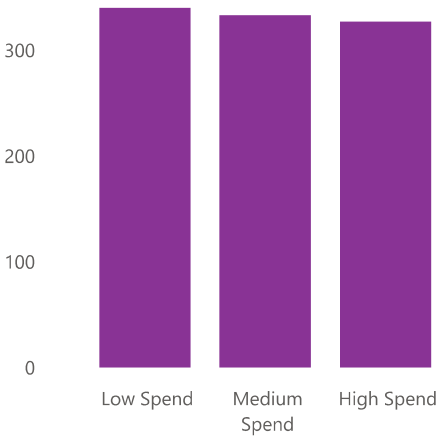
0

Invalid Clicks Count

### Data Quality Check:

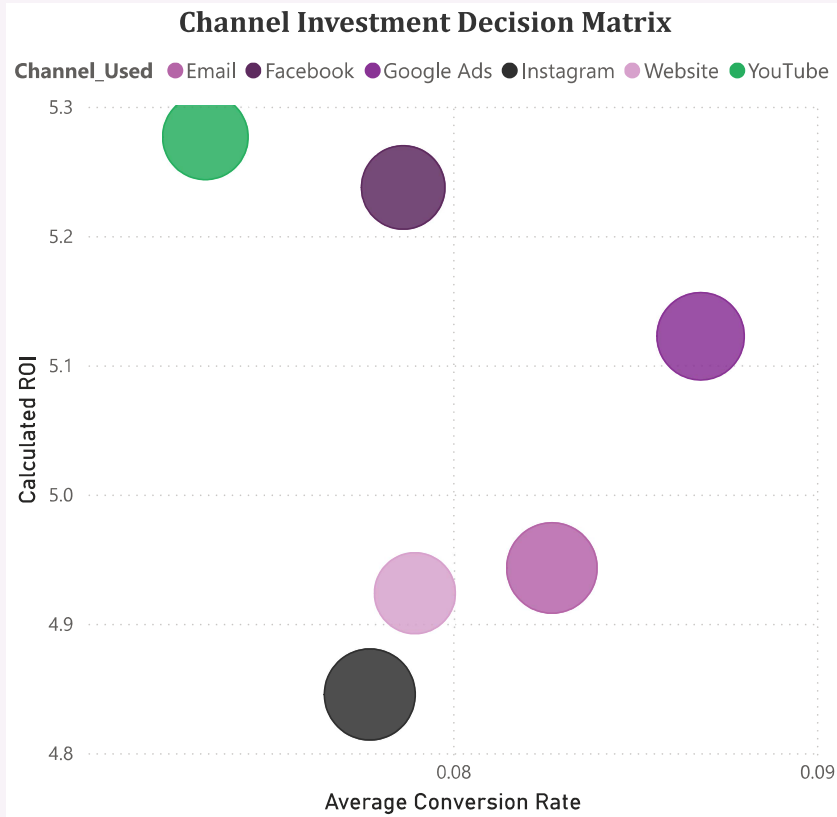
- No missing acquisition cost records
- No invalid click–impression records detected

Distribution of Campaign Spend



Channel_Used	Count of Campaign_ID	Total Spend	Estimated Revenue	Calculated ROI	Underperforming Campaign
YouTube	166	20,08,881.00	1,26,09,065.93	5.28	Performing
Facebook	153	19,10,153.00	1,19,14,705.70	5.24	Performing
Google Ads	166	21,06,608.00	1,28,97,549.39	5.12	Performing
Email	184	22,68,516.00	1,34,82,198.88	4.94	Performing
Website	143	17,87,492.00	1,05,88,494.60	4.92	Performing
Instagram	188	22,98,834.00	1,34,37,527.24	4.85	Performing
Total	1000	1,23,80,484.00	7,49,29,541.74	5.05	Performing

# Investment Recommendations & Strategic Insights



## Strategic Insights:

- Increase budget for channels with high ROI and high conversion rates.
- Optimize channels with moderate ROI but high spend to improve efficiency.
- Reduce or redesign campaigns with consistently low ROI.
- Continuously track ROI and conversion rate together for better decisions.

**2.01**  
Lowest ROI