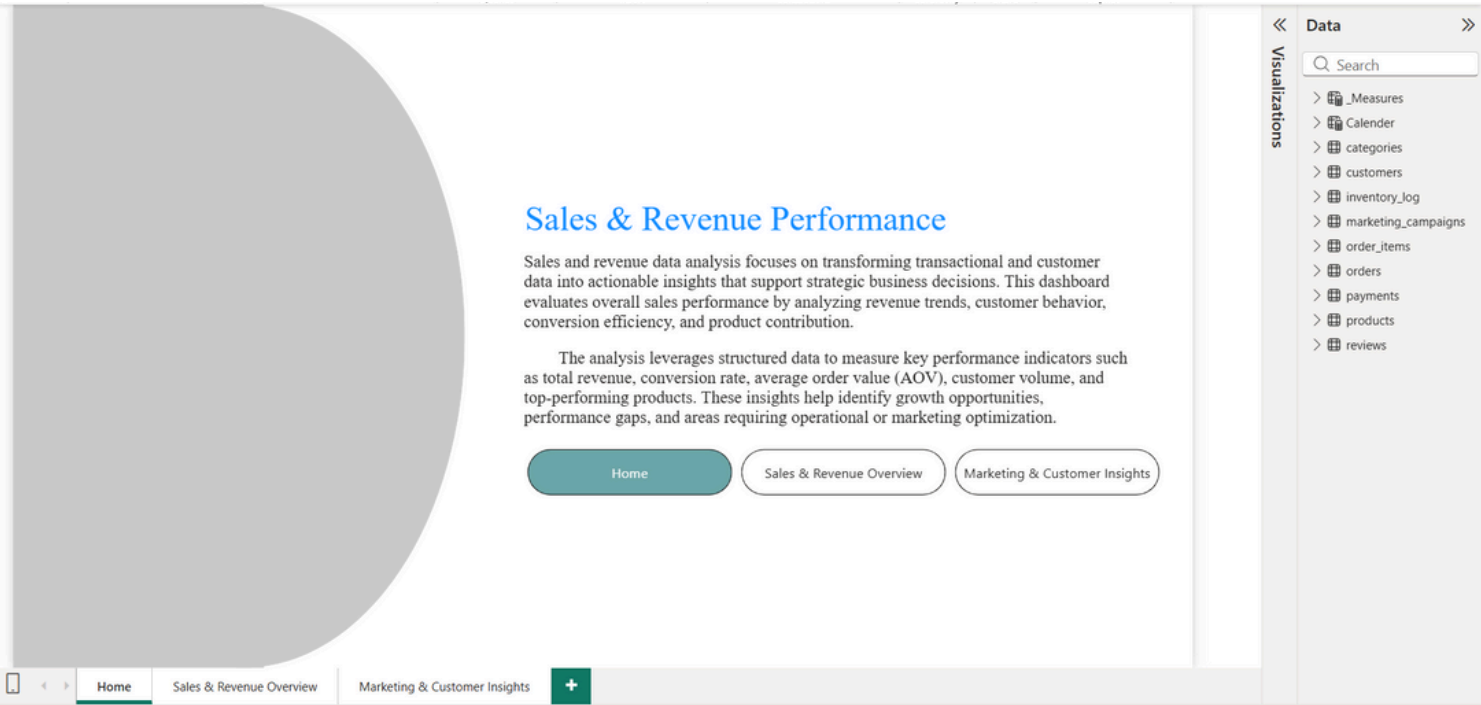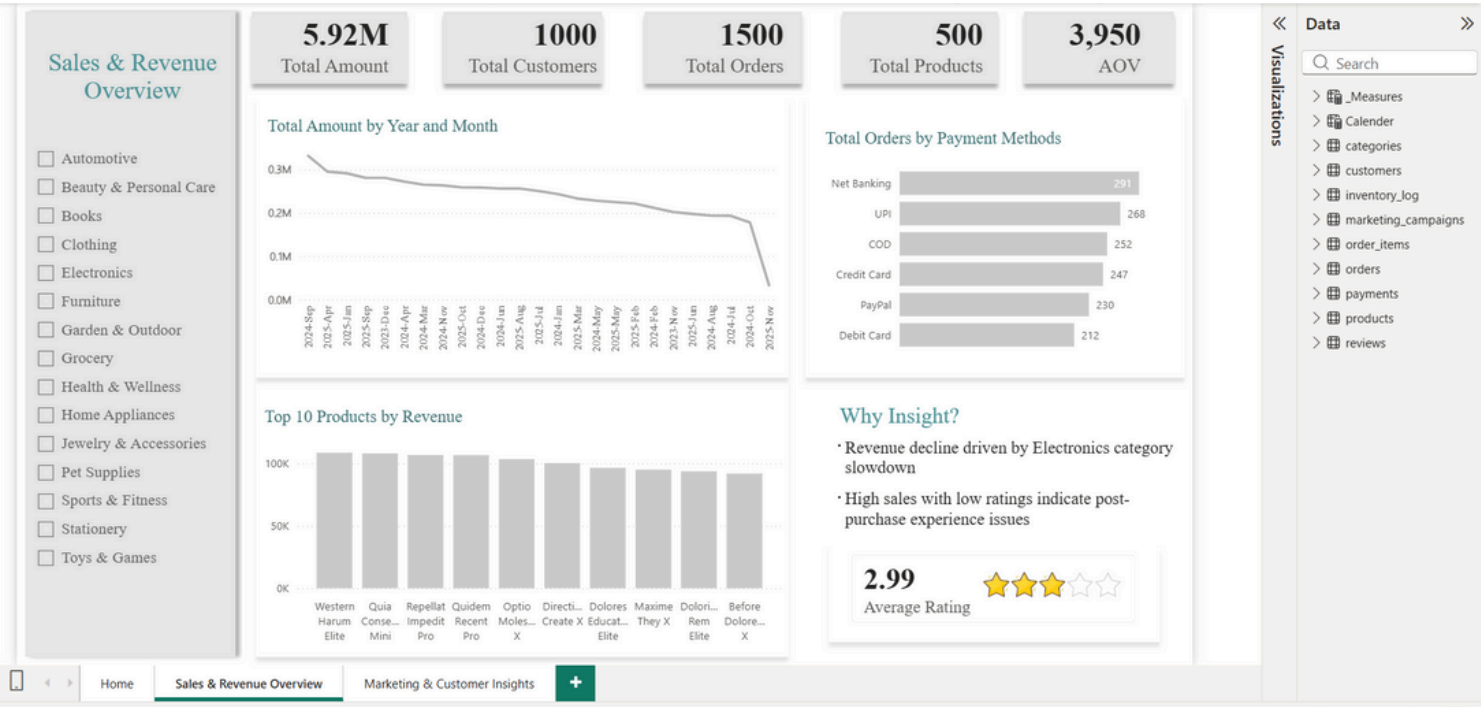# Sales and Revenue Performance Analysis

Power Bi Dashboard

1) Home Page

2) Sales and Revenue Overview

3) Marketing & Customer Insights

12.32M	31.54M	1.56	23.13K	30.00
Total Spent	Revenue Generated	Marketing ROI	CPA	Conversion

Generated Amount by Campaign Name

Revenue Generated by Channels

Channel	Value
Email	10.1M
Google Ads	7.0M
Social Media	4.5M
Influencer	3.8M
Other	3.1M
Affiliate	2.9M

Number of Customers Based on Segment

- 63
- 148 (6.3%)
- (14.8%)
- 218 (21.8%)
- 571 (57.1%)

Legend:
- Regular
- New
- Premium
- VIP

Channel Efficiency Comparison

● Affiliate ● Email ● Google Ads ● Influencer ● Other ● Social Media

Email marketing generates the highest ROI (1.8) with the lowest CPA, while Google Ads has high spend but lower conversion efficiency.

Top Customer

Mr Doherty

7	30.15K
Orders	Total Revenue

Home | Sales & Revenue Overview | **Marketing & Customer Insights** | +