# Social Media Marketing Dashboard

## Introduction

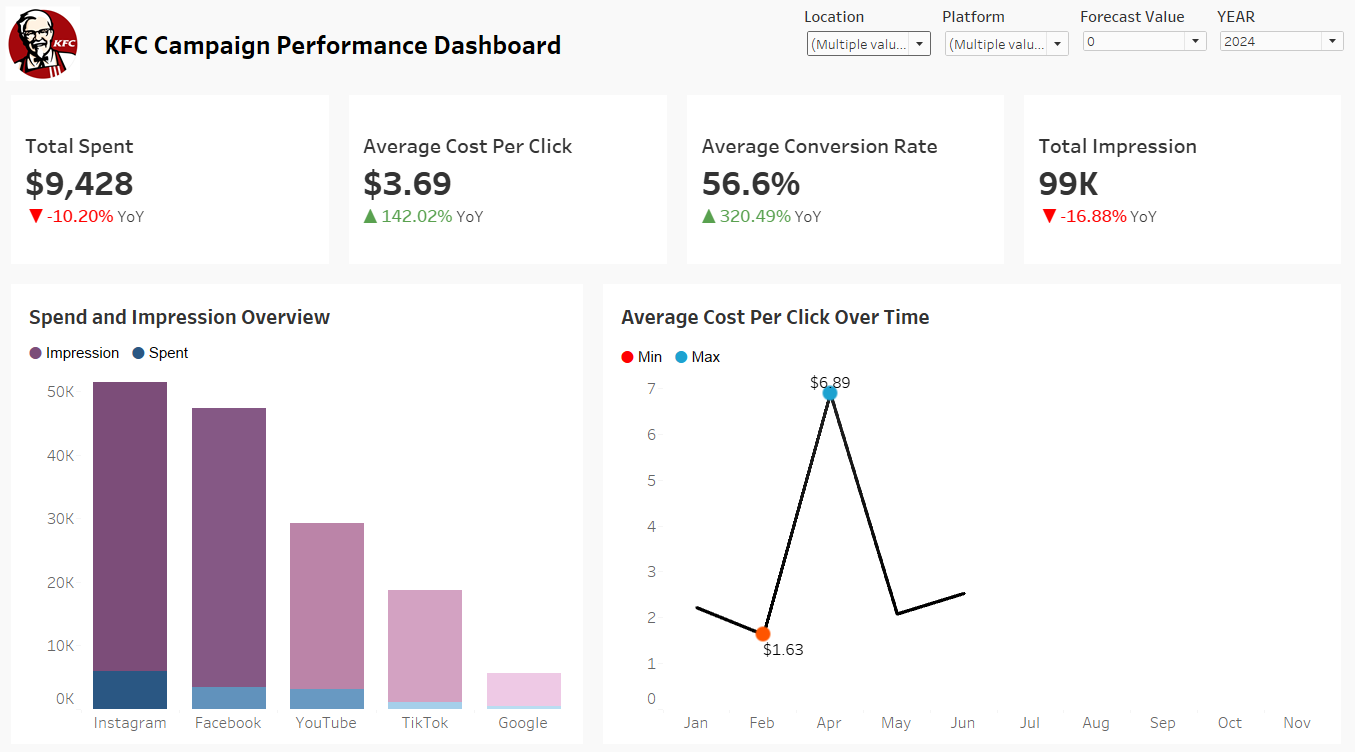
**Title**: KFC Campaign Performance Dashboard

**Purpose**: Provide Insights on Marketing campaign by KFC

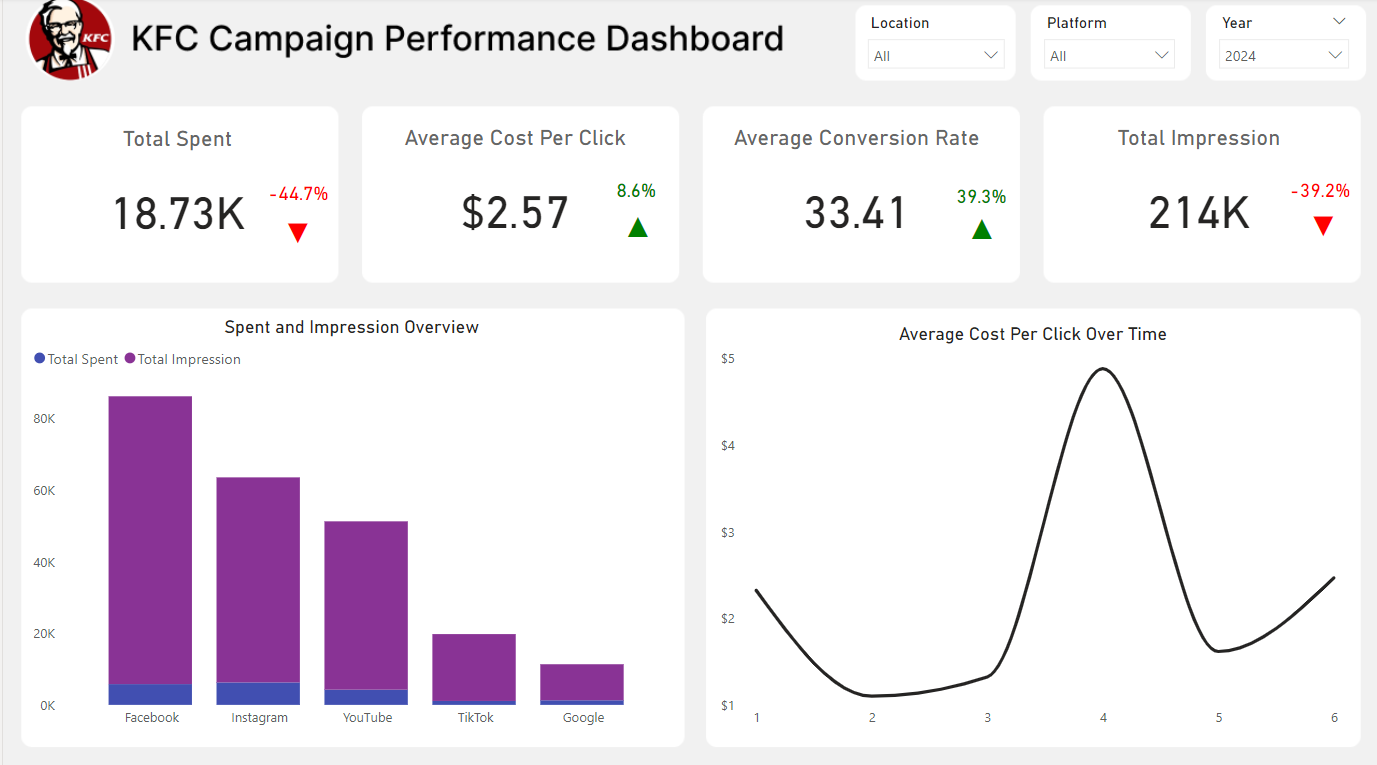
**Audience**: KFC Managers, Stakeholders

## 2.0 Dashboard Overview

### 2.0.1 Tableau Dashboard



### 2.0.2 PowerBI Dashboard



## 3.0 Data Sources

**Origin**: SQL Server with fact and dimension tables

## 4.0 Data Fields and Calculations

For Tableau and Power BI datafields are same.

**Tables Description:**

### Fact\_camp

1. Date
2. Location\_id
3. Platform\_id
4. Ads\_run
5. Impressions
6. Clicks
7. Conversions
8. Total\_spent
9. Cost\_per\_click
10. Click\_through\_rate
11. Conversion\_rate
12. Cost\_per\_conversion

### 2.0 dim\_product

1. Platform\_id
2. Platform

### 3.0 dim\_location

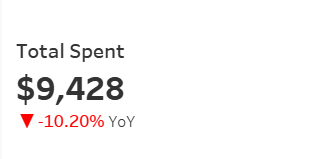
1. Location\_id
2. Location

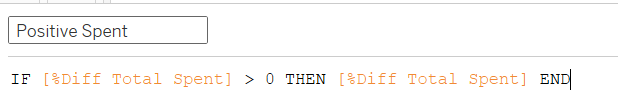
### 4.0 dim\_date

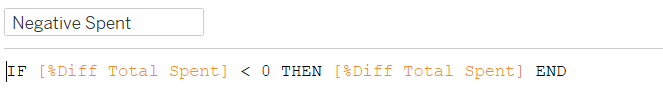
1. Date
2. Weekday
3. Day
4. Month
5. Year

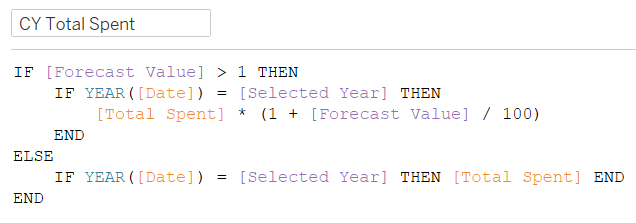
### 4.0.1 Tableau Calculations

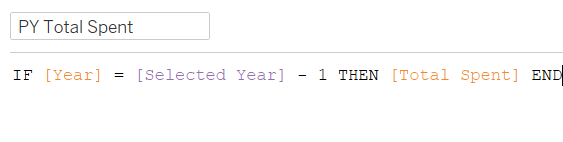
1. **KPI Total Spent**

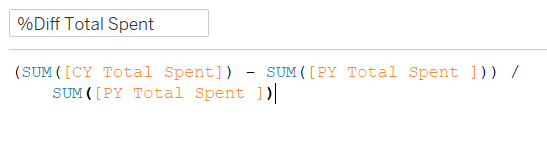




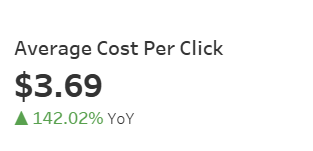


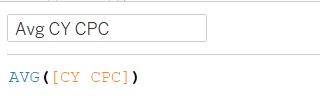


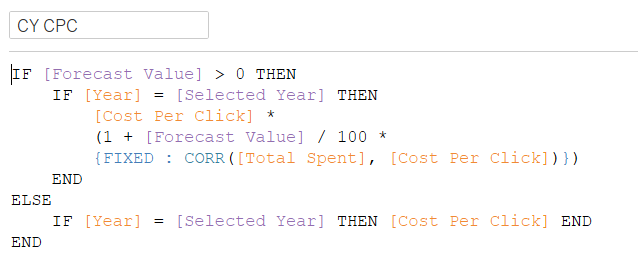


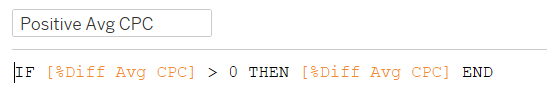


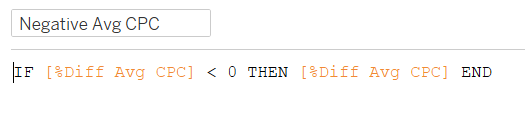
1. **KPI Avg Cost Per Click**

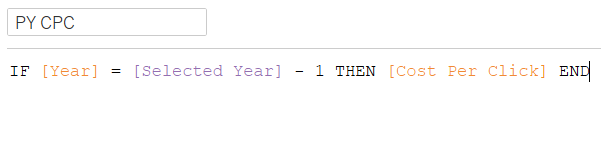
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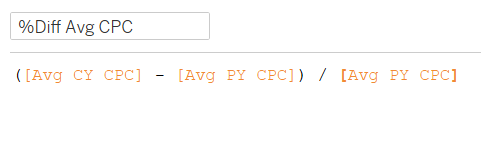




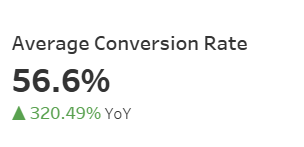
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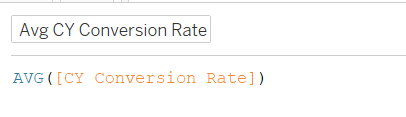
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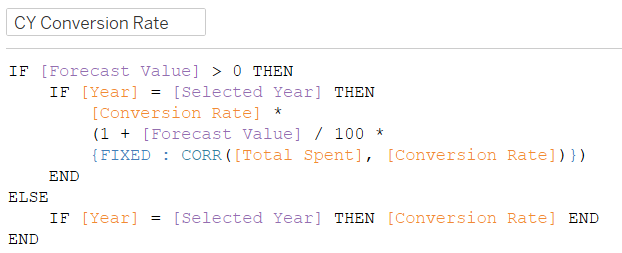


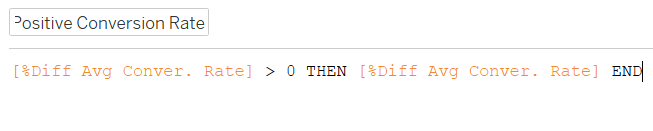


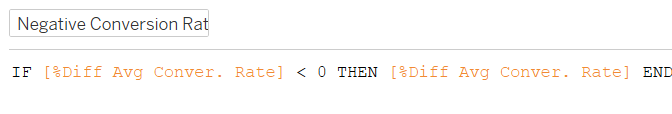
1. **KPI Conversion Rate**

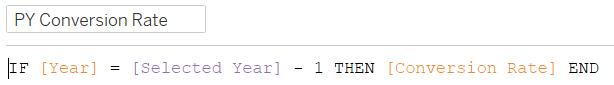
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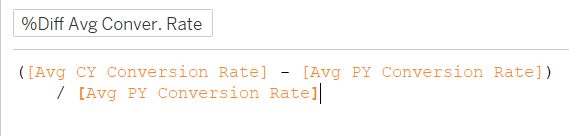
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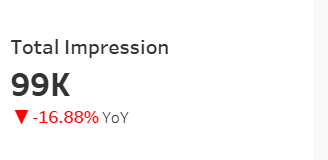
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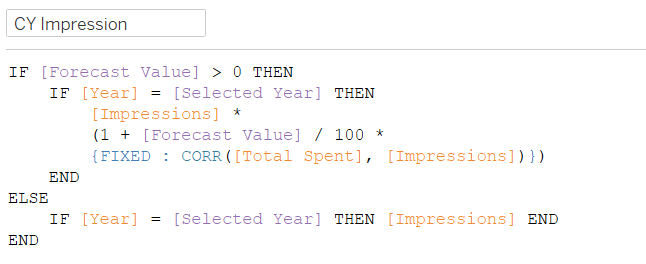
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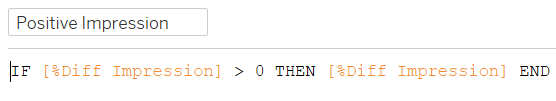
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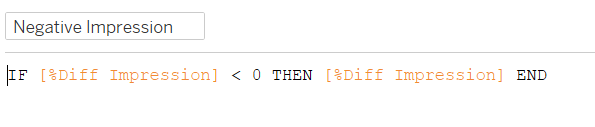
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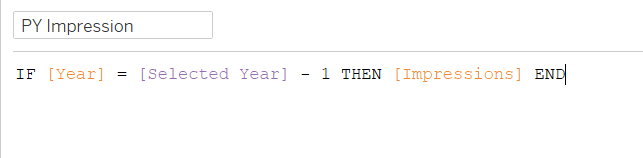
1. **KPI Total Impression**

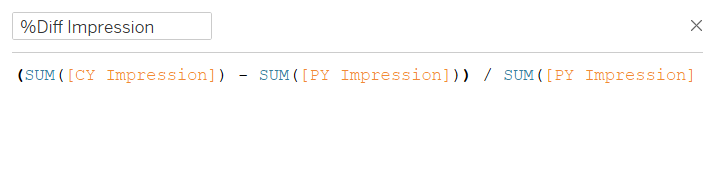




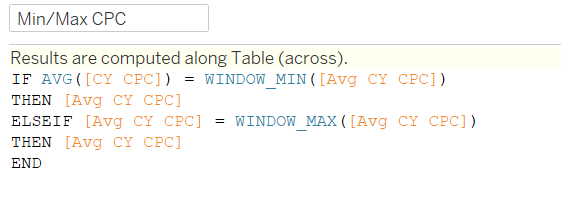






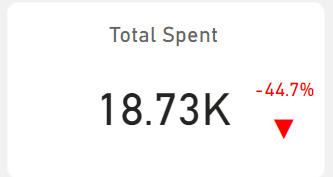


1. Avg CPC Line Chart

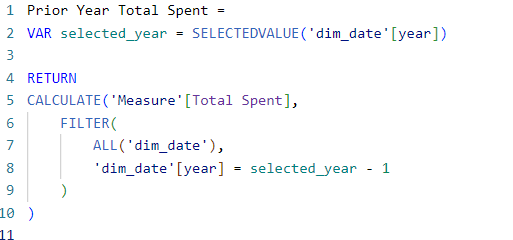


### 4.0.2 Power BI Measures

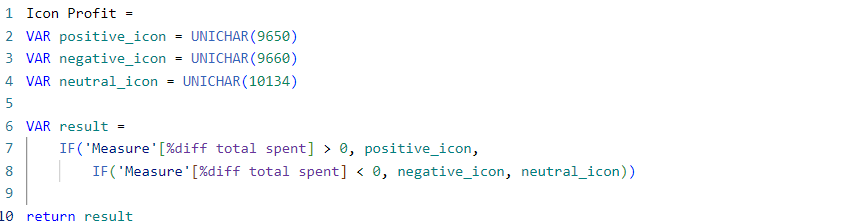
I’m only keeping in docs for one kpi as its too long



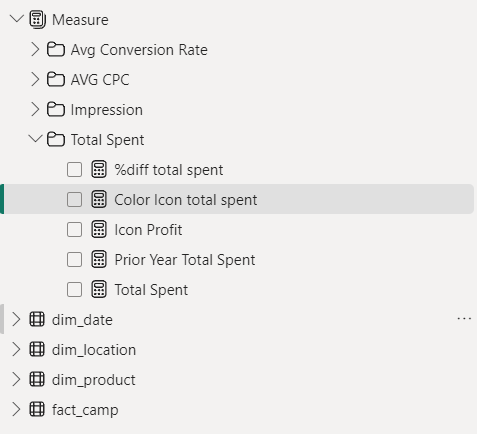








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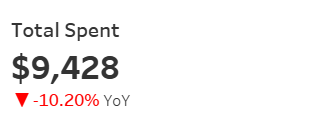
**LESSON – NEVER KEEP STORAGE MODE TO MIXED**

## SQL Validations

**NOTE: In tableau in filters**

1. ***Location filter*** *(Bhaktapur, Kathmandu is only selected)*
2. ***Platform Filter*** *(Facebook, Instagram is only selected)*

1. Total Spent KPI (doesn’t include YoY)





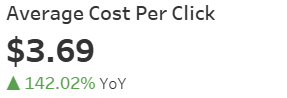


KPI Total Spent YoY





2. KPI Average Cost Per Click



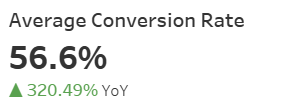




Avg Cost Per Click YoY


**3. KPI Average Conversion Rate**





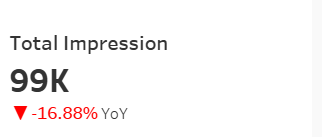


KPI Conversion Rate YoY





**4. KPI Total Impression**

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KPI impression YoY





### Line Chart avg cpc over month of particular selected year

