

Cross-Market ROI Dashboard for Strategic Campaign Decisions

Total Sales
357K

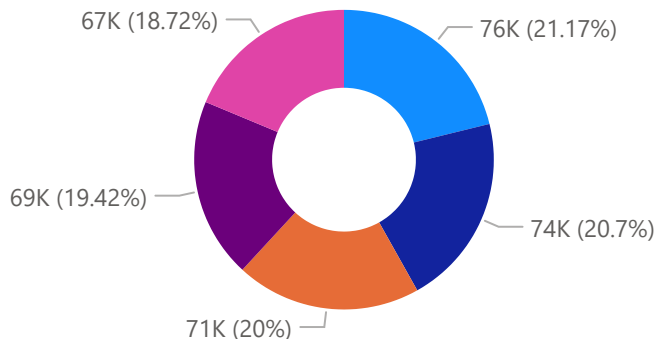
Total Units Sold
280K

Total Spend
497.90K

Average ROI
0.72

Total Sales by Brands

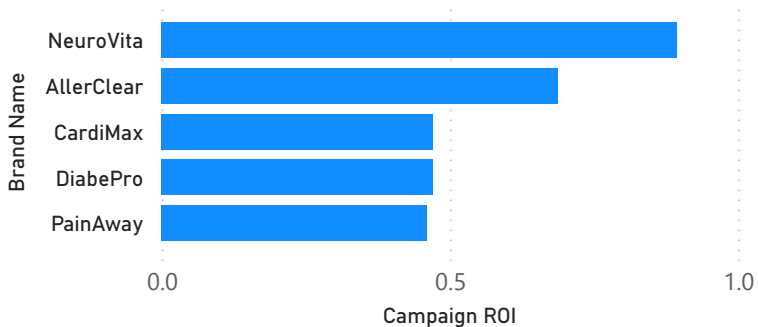
Brand Name ● CardiMax ● DiabePro ● PainAway ● AllerClear ● NeuroVita



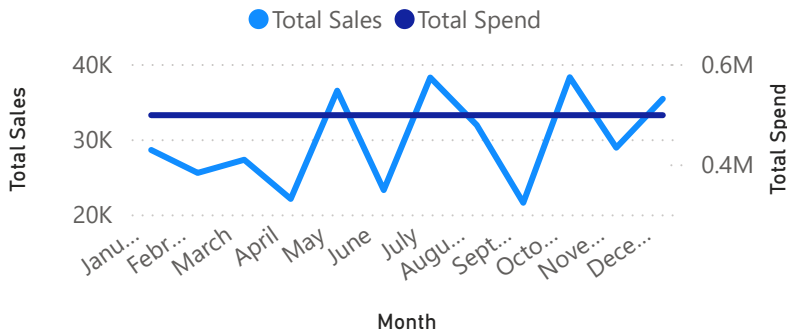
Campaign ROI by Country



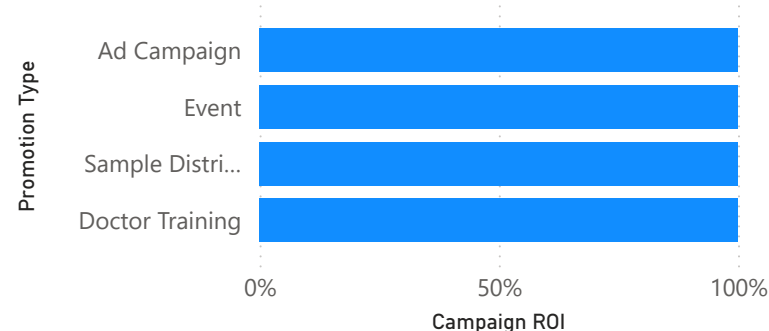
Campaign ROI by Brands



Total Sales and Total Spend by Month



Campaign ROI by Promotion Type



Brand

☐ AllerClear

☐ CardiMax

☐ DiabePro

☐ NeuroVita

☐ PainAway

Country

☐ Brazil

☐ Germany

☐ India

☐ USA

Sale Date

02-01-2023

31-12-2023

Promotio Type

☐ Ad Campaign

☐ Doctor Training

☐ Event

☐ Sample Distribution

Campaign Details													
brand_name	country	promotion_type	Year	Quarter	Month	Day	Year	Quarter	Month	Day	Total Sales	Total Spend	Campaign ROI
AllerClear	Brazil	Ad Campaign	2023	Qtr 2	June	12	2023	Qtr 3	July	1	16767	3,447.60	0
AllerClear	Brazil	Event	2023	Qtr 2	June	3	2023	Qtr 2	June	16	16767	8,380.81	0
AllerClear	Brazil	Sample Distribution	2023	Qtr 2	April	2	2023	Qtr 2	April	8	16767	5,975.78	
AllerClear	Germany	Event	2023	Qtr 4	October	20	2023	Qtr 4	November	5	22013	2,074.61	0
AllerClear	India	Doctor Training	2023	Qtr 2	June	7	2023	Qtr 2	June	26	15855	3,385.07	
AllerClear	India	Doctor Training	2023	Qtr 3	July	8	2023	Qtr 3	July	31	15855	9,746.72	0
AllerClear	USA	Ad Campaign	2023	Qtr 2	May	9	2023	Qtr 2	May	16	14740	4,346.59	
AllerClear	USA	Doctor Training	2023	Qtr 1	March	11	2023	Qtr 1	March	22	14740	8,336.94	
AllerClear	USA	Doctor Training	2023	Qtr 2	April	22	2023	Qtr 2	May	10	14740	8,423.63	0
AllerClear	USA	Event	2023	Qtr 2	June	21	2023	Qtr 3	July	21	14740	4,863.92	
AllerClear	USA	Event	2023	Qtr 3	August	23	2023	Qtr 3	September	17	14740	6,977.29	0
CardiMax	Brazil	Ad Campaign	2023	Qtr 2	June	9	2023	Qtr 2	June	24	21839	1,777.47	1
CardiMax	Brazil	Ad Campaign	2023	Qtr 3	July	8	2023	Qtr 3	July	27	21839	9,552.29	0
CardiMax	Brazil	Ad Campaign	2023	Qtr 3	August	8	2023	Qtr 3	August	23	21839	8,119.69	
CardiMax	Brazil	Event	2023	Qtr 2	May	2	2023	Qtr 2	May	13	21839	8,296.32	0
CardiMax	Brazil	Sample Distribution	2023	Qtr 2	May	2	2023	Qtr 2	May	16	21839	3,348.92	1
CardiMax	Germany	Ad Campaign	2023	Qtr 2	June	3	2023	Qtr 2	June	12	13010	4,444.49	0
CardiMax	Germany	Ad Campaign	2023	Qtr 4	October	5	2023	Qtr 4	November	3	13010	1,374.49	2
CardiMax	Germany	Doctor Training	2023	Qtr 2	May	3	2023	Qtr 2	May	9	13010	3,200.32	0
CardiMax	Germany	Doctor Training	2023	Qtr 3	September	28	2023	Qtr 4	October	23	13010	3,820.64	1
CardiMax	Germany	Event	2023	Qtr 3	August	5	2023	Qtr 3	September	1	13010	2,189.58	0
CardiMax	India	Ad Campaign	2023	Qtr 1	March	1	2023	Qtr 1	March	11	18048	4,359.75	
CardiMax	India	Ad Campaign	2023	Qtr 1	March	17	2023	Qtr 1	March	24	18048	7,400.42	0
CardiMax	India	Doctor Training	2023	Qtr 1	February	15	2023	Qtr 1	March	15	18048	8,253.61	0
CardiMax	India	Doctor Training	2023	Qtr 3	July	10	2023	Qtr 3	July	29	18048	9,770.99	0
CardiMax	India	Doctor Training	2023	Qtr 3	July	22	2023	Qtr 3	August	11	18048	1,265.34	3
CardiMax	India	Sample Distribution	2023	Qtr 3	September	22	2023	Qtr 3	September	28	18048	9,586.71	
CardiMax	India	Sample Distribution	2023	Qtr 3	September	23	2023	Qtr 4	October	19	18048	5,005.60	0
Total											357200	4,97,904.69	1