

# Marketing Data Visualization

4

No of Cities

4

No of channels

4,93,265.63

TOTAL

## Month wise

- ☐ Select all
- ☐ (Blank)
- ☐ 01 January 2023
- ☐ 01 February 2023
- ☐ 01 March 2023
- ☐ 01 April 2023
- ☐ 01 May 2023
- ☐ 01 June 2023
- ☐ 01 July 2023
- ☐ 01 August 2023
- ☐ 01 September 2023
- ☐ 01 October 2023
- ☐ 01 November 2023
- ☐ 01 December 2023

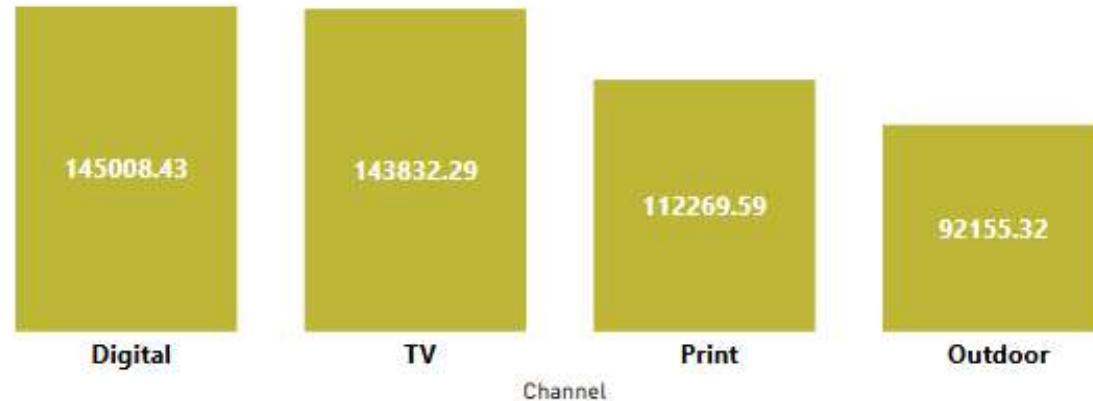
## City

- ☐ Select all
- ☐ (Blank)
- ☐ Bangalore
- ☐ Chennai
- ☐ Hyderabad

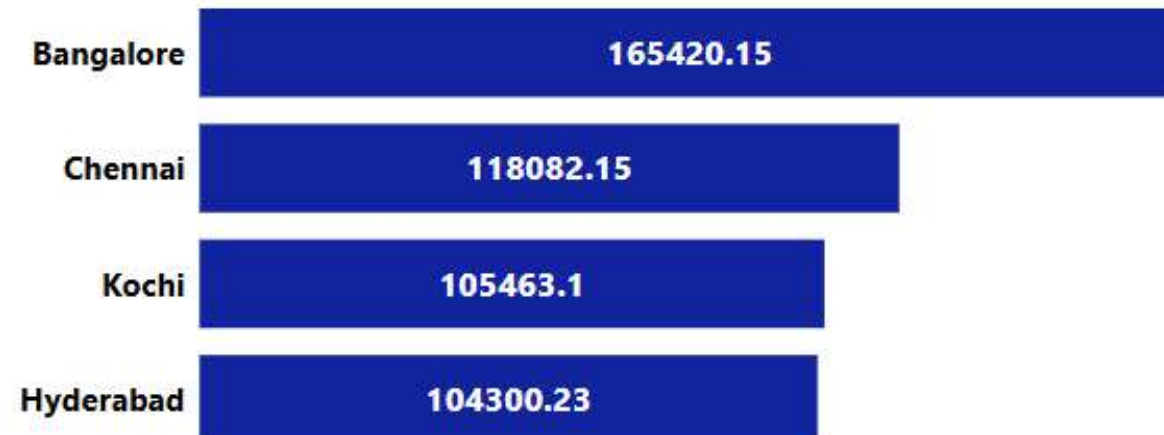
## Channel

- ☐ Select all
- ☐ (Blank)
- ☐ Digital
- ☐ Outdoor
- ☐ Print
- ☐ TV

## Spend by Channel



## Spend by City





•BANGALORE•

13,36,863.54

After\_dicouunt

1,65,420.15

Total Spend

4

Channels

290

Sales\_Reps

Customer\_segmentation

- ☐ Select all
- ☐ Online
- ☐ Retail
- ☐ Wholesale

Channel

- ☐ Select all
- ☐ Digital
- ☐ Outdoor
- ☐ Print
- ☐ TV

Product\_Categ...

- ☐ Select all
- ☐ Apparel
- ☐ Electronics
- ☐ Groceries
- ☐ Home Decor

Month\_Format...

- ☐ Select all
- ☐ 01 January 2023
- ☐ 01 February 2023
- ☐ 01 March 2023
- ☐ 01 April 2023

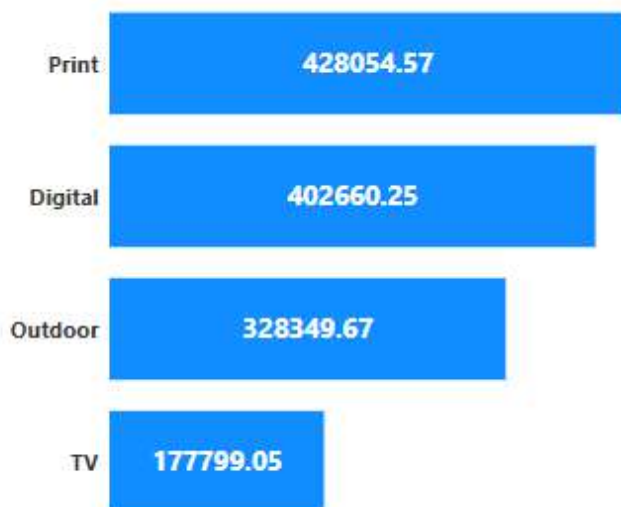
3

Customer\_segmentation

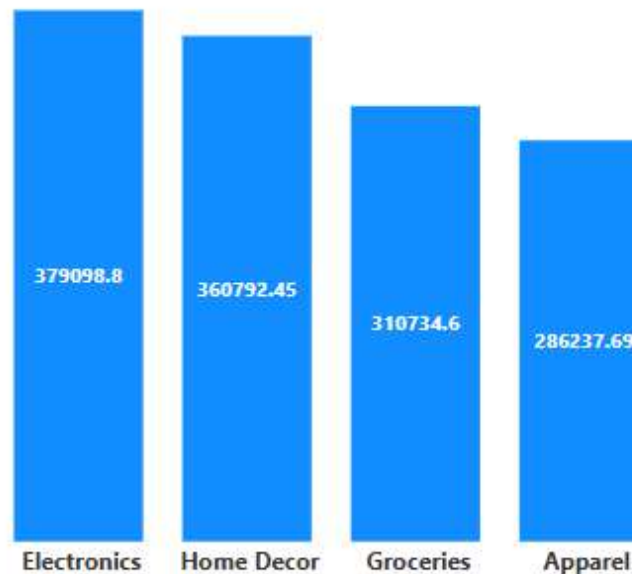
4

Product\_Category

By Channel

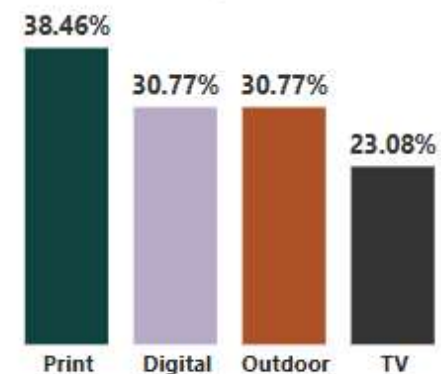


By Product\_Category



Sales_Rep	Product_Category	Sum of After_dicouunt
Anna Hart	Apparel	9,212.56
Andrew Reed	Apparel	9,027.59
Kelsey Mendoza	Electronics	8,714.68
Total		13,36,863.54

ROI% by Channel



Digital=835.9%

Outdoor=796.91%

Print=654.08%

TV=512.59%



13,64,638.39

Sum of After\_dicouont

1,04,300.23

Sum of Spend

4

Channel

295

Sales\_Reps

3

Customer\_segmentation

4

Product\_Category

Customer\_segmentation

- ☐ Select all
- ☐ Online
- ☐ Retail
- ☐ Wholesale

Channel

- ☐ Select all
- ☐ Digital
- ☐ Outdoor
- ☐ Print
- ☐ TV

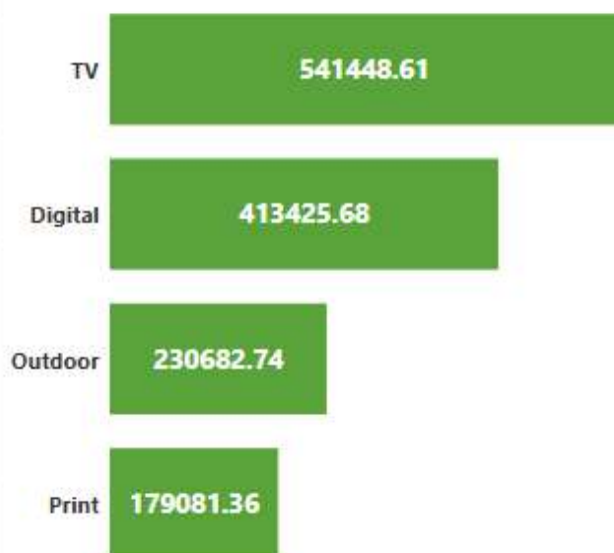
Product\_Categ...

- ☐ Select all
- ☐ Apparel
- ☐ Electronics
- ☐ Groceries

Month\_Format...

- ☐ Select all
- ☐ 01 January 2023
- ☐ 01 February 2023
- ☐ 01 March 2023
- ☐ 01 April 2023

By Channel

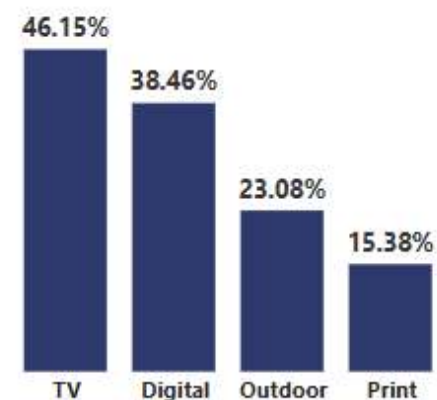


By Product\_Category



Sales_Rep	Product_Category	Sum of After_dicouont
Anthony Perez	Groceries	9,245.07
Gregory Anderson	Home Decor	9,111.75
David Lewis	Home Decor	9,014.41
Total		13,64,638.39

ROI% by Channel



Digital=1503.56%

Outdoor=1022.33%

Print=2369.27%

TV=1313.57%



13,46,842.11

After\_dicouont

1,05,463.10

Spend

4

Channels

296

Sales\_Reps

Customer\_segmentation

- ☐ Select all
- ☐ Online
- ☐ Retail
- ☐ Wholesale

Channel

- ☐ Select all
- ☐ Digital
- ☐ Outdoor
- ☐ Print
- ☐ TV

Product\_Categ...

- ☐ Select all
- ☐ Apparel
- ☐ Electronics
- ☐ Groceries
- ☐ Home Decor

Month\_Format...

- ☐ Select all
- ☐ 01 January 2023
- ☐ 01 February 2023
- ☐ 01 March 2023
- ☐ 01 April 2023

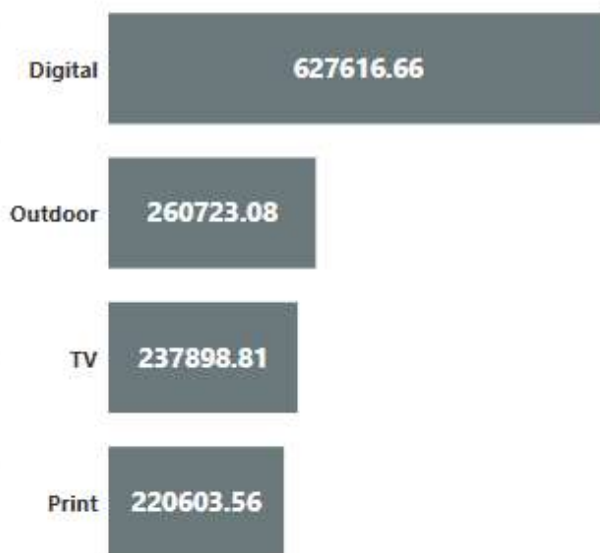
3

Customer\_segmentation

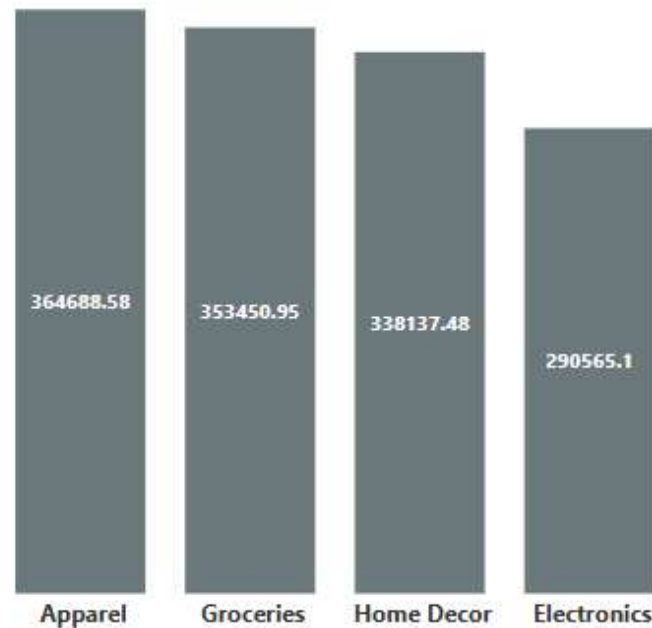
4

Product\_Category

By Channel

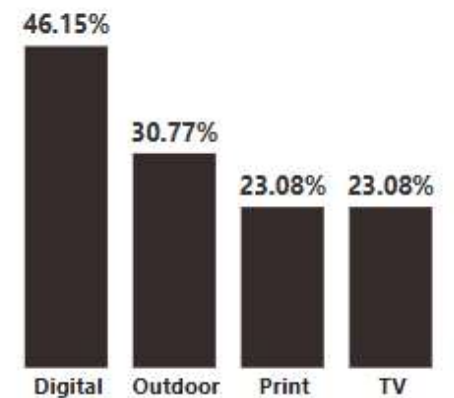


By Product\_Category



Sales_Rep	Product_Category	Sum of After_dicouont
Katherine Morales	Home Decor	9,617.98
Phillip Peters	Groceries	9,594.26
Jay James	Apparel	9,575.68
Total		13,46,842.11

ROI% by Channel



Digital=1181.61%

Outdoor=1191.57%

Print=2475.96%

TV=757.36%





14,06,882.46

After\_dicouont

1,18,082.15

Spend

4

Channels

316

Sales\_Reps

Customer\_segmentation

- ☐ Select all
- ☐ (Blank)
- ☐ Online
- ☐ Retail
- ☐ Wholesale

Channel

- ☐ Select all
- ☐ (Blank)
- ☐ Digital
- ☐ Outdoor
- ☐ Print
- ☐ TV

Product\_Category

- ☐ Select all
- ☐ (Blank)
- ☐ Apparel
- ☐ Electronics
- ☐ Groceries
- ☐ Home Decor

Month\_Formatted

- ☐ Select all
- ☐ (Blank)
- ☐ 01 January 2023
- ☐ 01 February 2023
- ☐ 01 March 2023
- ☐ 01 April 2023

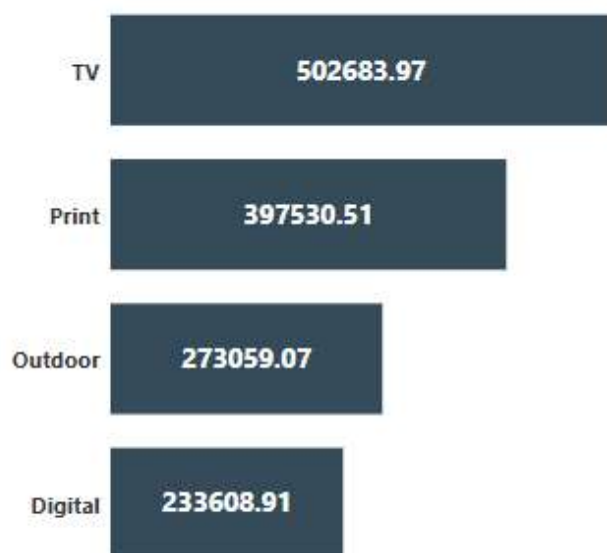
3

Customer\_segmentations

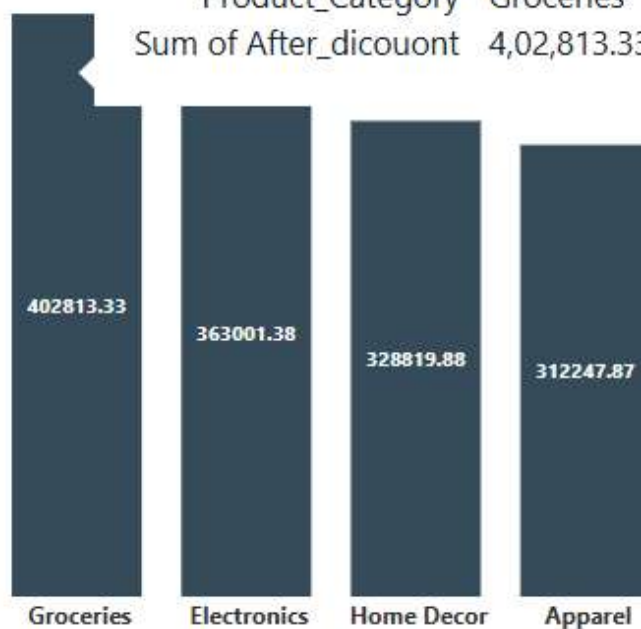
4

Product\_Category

By Channel

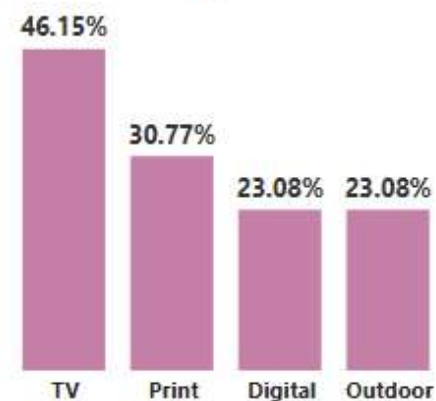


Product\_Category Groceries  
Sum of After\_dicouont 4,02,813.33



Sales_Rep	Product_Category	Sum of After_dicouont
Maria Smith	Home Decor	9,461.98
Crystal Garcia	Electronics	9,391.30
Christina Caldwell	Electronics	9,293.63
Total		14,06,882.46

ROI% by Channel



Digital=912.27%

Outdoor=2275.7%

Print=871.69%

TV=1041.01%

# Sales and Marketing Data Visualization

62,32,936.27  
Total Amount

4  
Categories

4,93,265.63  
Total Spend

3  
Customer segmentations

54,55,226.50  
After discount

4  
Cities

4  
Channels

1188  
Sales Reps

Month Formatted  
☐ Select all  
☐ 01 January 2023  
☐ 01 February 2023  
☐ 01 March 2023  
☐ 01 April 2023  
☐ 01 May 2023  
☐ 01 June 2023  
☐ 01 July 2023  
☐ 01 August 2023  
☐ 01 September 2023  
☐ 01 October 2023  
☐ 01 November 2023  
☐ 01 December 2023

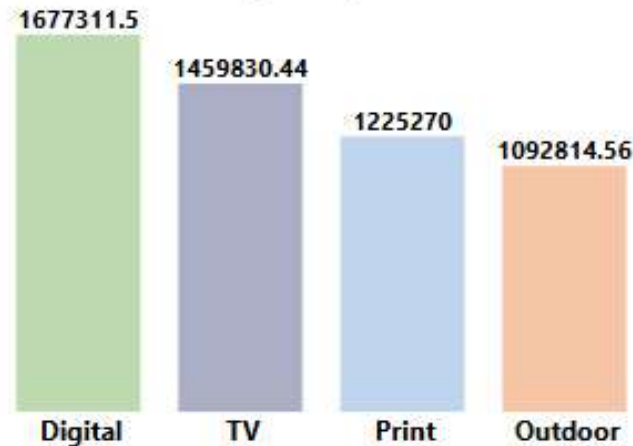
City  
☐ Select all  
☐ Bangalore  
☐ Chennai  
☐ Hyderabad  
☐ Kochi

Product Category  
☐ Select all  
☐ Apparel  
☐ Electronics  
☐ Groceries  
☐ Home Decor

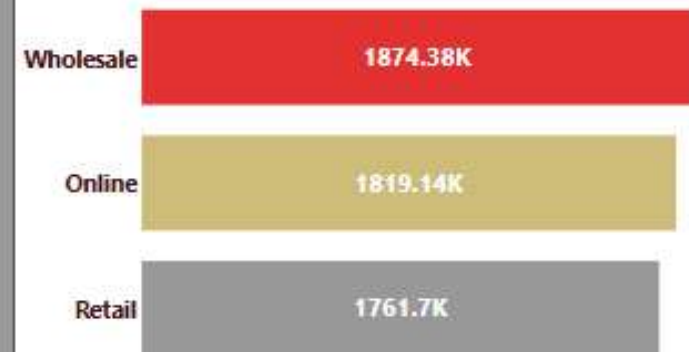
Customer se...  
☐ Select all  
☐ Online  
☐ Retail  
☐ Wholesale

Channel  
☐ Select all  
☐ Digital  
☐ Outdoor  
☐ Print  
☐ TV

After\_discount by Channel



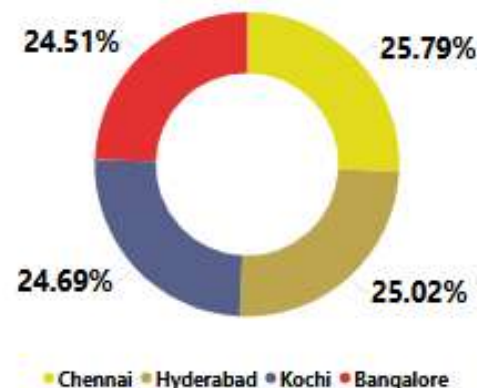
After\_discount by Customer segmentation



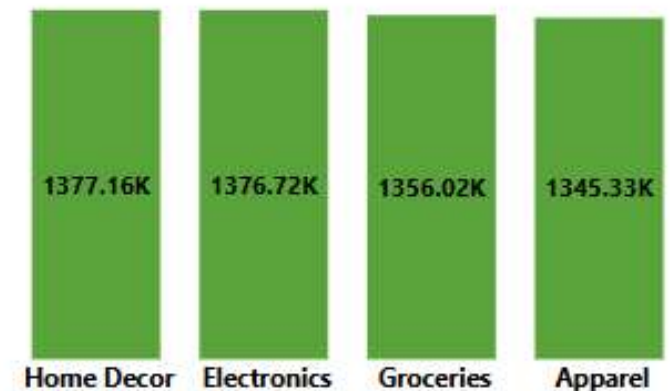
After\_discount by Month



After\_discount by City



After\_discount by Product Category



Bangalore(ROI%) = 708.52%

Hyderabad(ROI%) = 1208.48%

Kochi(ROI%) = 1176.67%

Chennai(ROI%) = 1093.51%