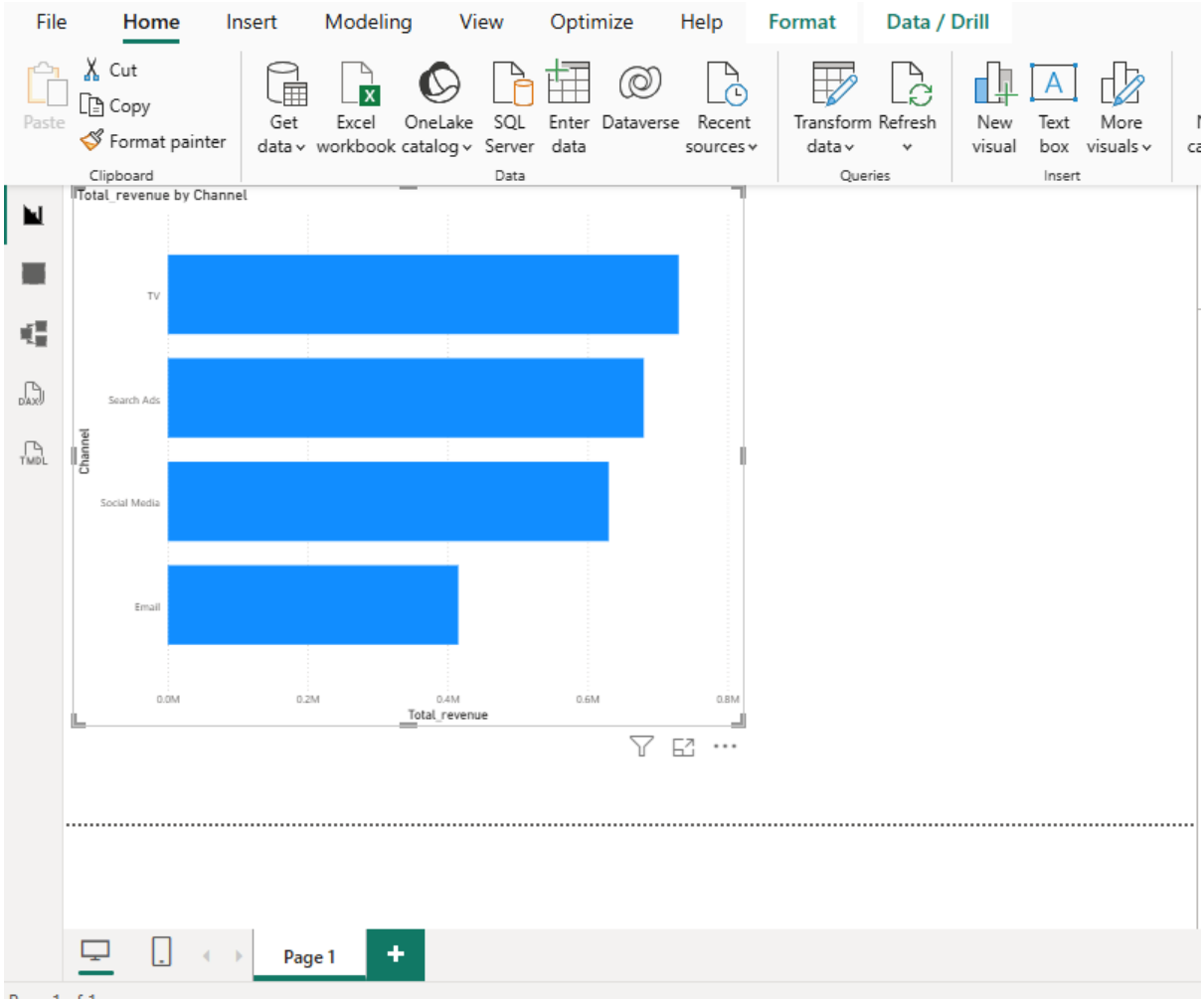
1.Identify missing or inconsistent marketing data

Campaign_ID	Campaign_Name	Channel	Start_Date	End_Date	Impressions	Clicks	Conversions	Revenue	Spend
1	Email Promo Jan	Email	01 January 2025	31 January 2025	200000	15000	3000	180000	50000
2	Social Media Boost	Social Media	05 January 2025	25 January 2025	500000	25000	4200	150000	75000
3	TV Brand Ad	TV	10 January 2025	10 February 2025	3000000	45000	6000	250000	300000
4	Google Search Q1	Search Ads	01 January 2025	31 March 2025	800000	60000	10000	520000	120000
5	Email Flash Sale	Email	01 February 2025	15 February 2025	120000	9000	1800	95000	30000
6	Instagram Reels	Social Media	10 February 2025	10 March 2025	600000	28000	3500	70000	90000
7	Prime Time TV	TV	01 February 2025	28 February 2025	2500000	40000	5000	330000	250000
8	Bing Search Ads	Search Ads	01 February 2025	31 March 2025	300000	20000	2800	45000	60000
9	Email Loyalty	Email	01 March 2025	31 March 2025	150000	11000	2100	25000	40000
10	Facebook Lead Gen	Social Media	01 March 2025	20 March 2025	550000	26000	3900	210000	85000

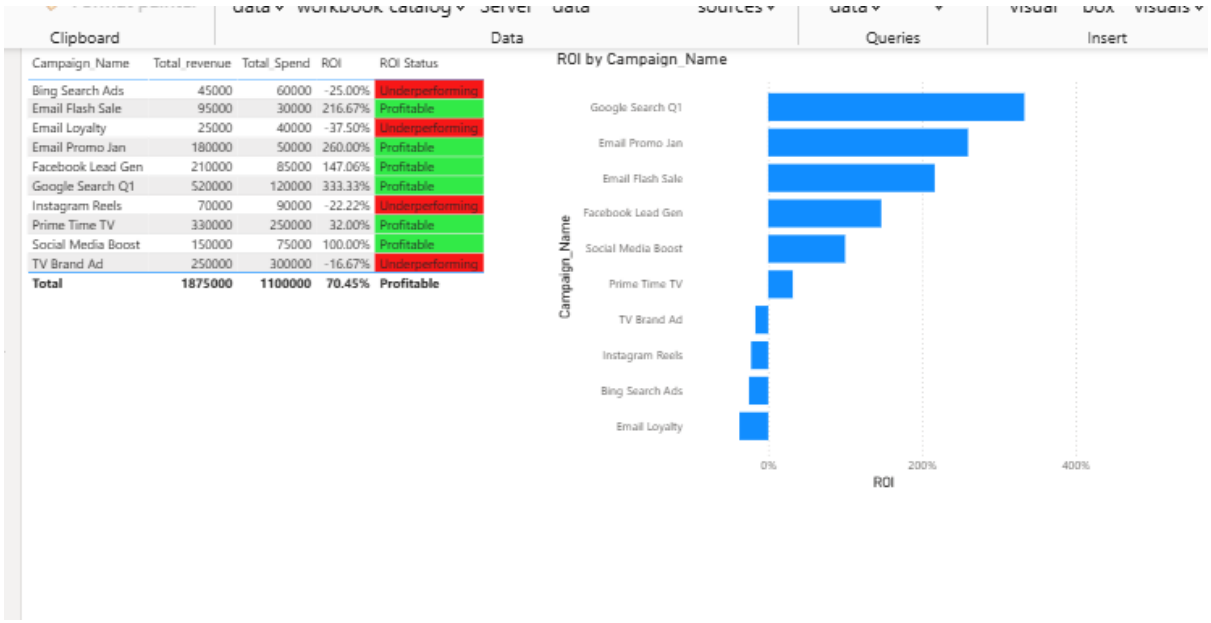
Ans: No there is no missing or inconsistent marketing data

2.Which marketing channels generate the highest revenue?



Ans: Tv Channel has highest revenue

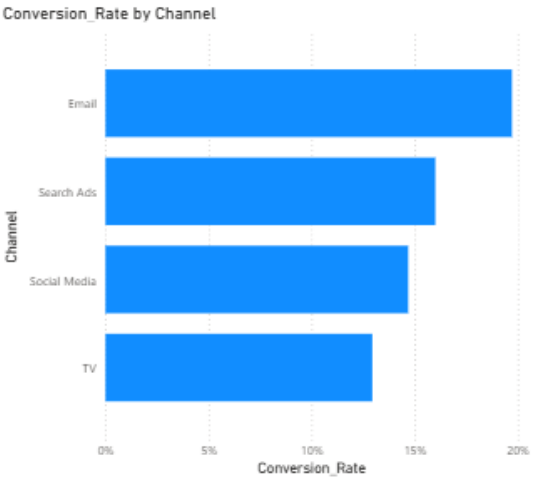
3.Calculate ROI for each campaign using DAX.



Campaign_Name	Total_revenue	Total_Spend	ROI	ROI Status
Bing Search Ads	45000	60000	-25.00%	Underperforming
Email Flash Sale	95000	30000	216.67%	Profitable
Email Loyalty	25000	40000	-37.50%	Underperforming
Email Promo Jan	180000	50000	260.00%	Profitable
Facebook Lead Gen	210000	85000	147.06%	Profitable
Google Search Q1	520000	120000	333.33%	Profitable
Instagram Reels	70000	90000	-22.22%	Underperforming
Prime Time TV	330000	250000	32.00%	Profitable
Social Media Boost	150000	75000	100.00%	Profitable
TV Brand Ad	250000	300000	-16.67%	Underperforming
Total	**1875000**	**1100000**	**70.45%**	**Profitable**

4.Analyze conversion rates across channels.

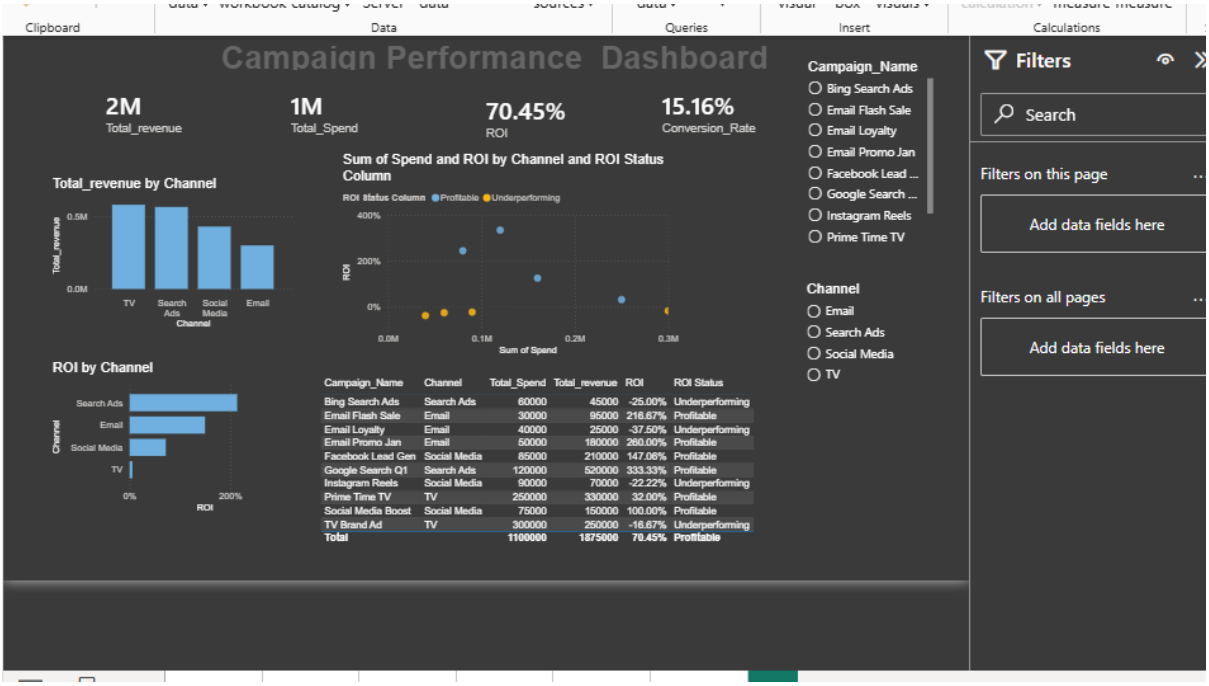
Channel	Sum of Clicks	Conversion_Rate	Sum of Conversions	Conversion_Perfor
Email	35000	19.71%	6900	High
Search Ads	80000	16.00%	12800	High
Social Media	79000	14.68%	11600	High
TV	85000	12.94%	11000	High
Total	**279000**	**15.16%**	**42300**	**High**



5.Perform univariate analysis on campaign spend.

6.Identify underperforming campaigns.

7.Design a campaign performance dashboard.



8.Which channels should receive increased investment?

Ans: Search Ads

9.How can insights improve future marketing strategy?

How can insights improve future marketing strategy?

The campaign performance analysis provided actionable insights into the effectiveness of marketing investments across multiple channels. By evaluating key metrics such as revenue, spend, return on investment (ROI), and conversion rates, the analysis identified high-performing channels that consistently delivered strong returns, as well as underperforming campaigns that required optimization or budget reallocation. These insights enable data-driven decision-making by guiding future budget allocation toward profitable channels, improving campaign targeting and messaging, and reducing inefficient marketing spend. Overall, the dashboard supports continuous performance monitoring and helps the organization maximize marketing efficiency, drive higher returns, and improve strategic planning for future marketing campaigns.