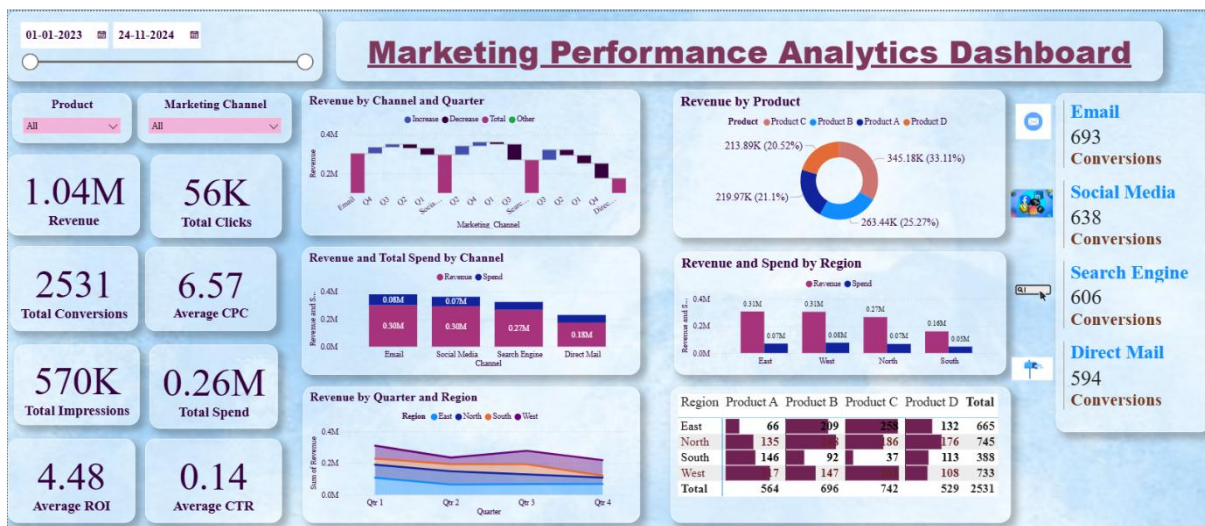


Marketing Performance Analytics Report

Objective:

The objective of this analysis is to evaluate the marketing performance across various channels, regions, and products using key metrics such as **revenue**, **clicks**, **conversions**, **impressions**, **spend**, **CPC**, **ROI**, and **CTR**. This report provides insights to support data-driven marketing decisions and optimize resource allocation.



Key Insights:

1. Revenue Performance:

- **Total Revenue:** ₹1.04 million
- **Top Products by Revenue:**
 - Product A: ₹345.18K (33.11%)
 - Product D: ₹263.44K (25.27%)

- The **East region** contributed the most revenue across all quarters.
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2. Spend and ROI:

- **Total Marketing Spend:** ₹0.26 million
 - **Channel Spend:** Email and Social Media had the highest spending and consistent performance.
 - **Average ROI:** 4.48
 - **West region** showed the highest ROI on average, indicating better campaign efficiency.
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3. Clicks and Conversions:

- **Total Clicks:** 56,000
 - **Total Conversions:** 2,531
 - **Product C** had the highest number of conversions (742), highlighting strong customer response.
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4. Channel Performance:

- **Top Channels by Revenue:**
 - Social Media: ~₹0.30M
 - Email Marketing: ~₹0.30M
 - **Direct Mail** generated the lowest return and may require review or reallocation of budget.
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5. Quarterly Trends:

- Revenue was **stable across Q1 to Q3**, with a slight dip observed in Q4.
 - Channel efficiency and conversion rates showed **seasonal variation**, suggesting timing impacts performance.
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Recommendations:

1. **Prioritize high-performing products and channels** such as Product A, Social Media, and Email Marketing.
2. **Reevaluate Direct Mail strategy** due to its lower ROI and revenue generation.
3. **Invest more in West region** campaigns to capitalize on its strong ROI performance.
4. **Monitor seasonal trends and adjust campaigns** quarterly for optimized performance.
5. **Boost campaigns for Product C** due to its high conversion rate and engagement