



CAMPAIGN PERFORMANCE DASHBOARD

Channel All

Total Spend

211M

Total Revenue

349M

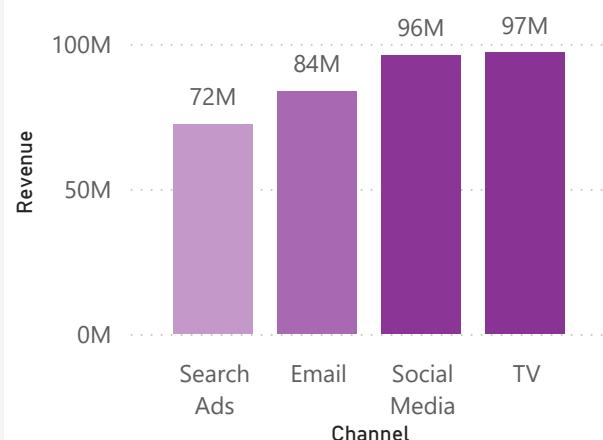
Overall ROI

0.65

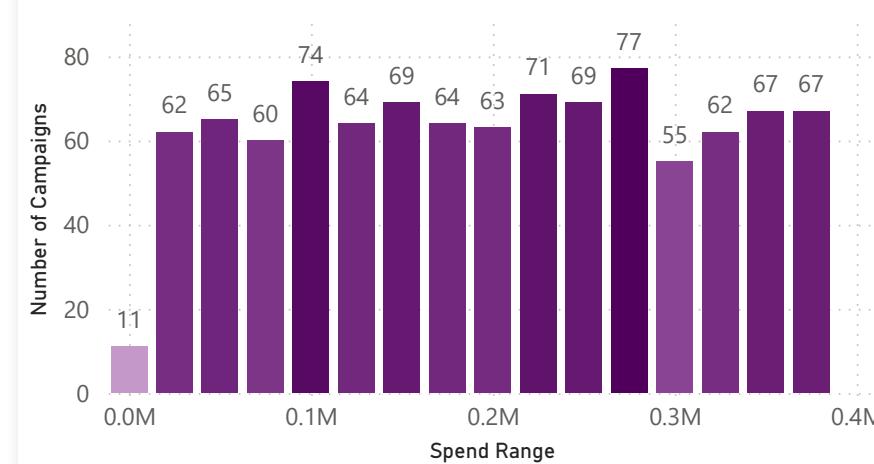
Conversion Rate%

0.10

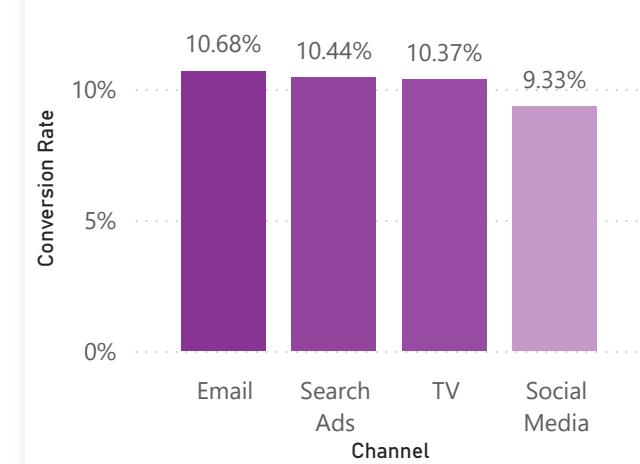
Revenue by Channel



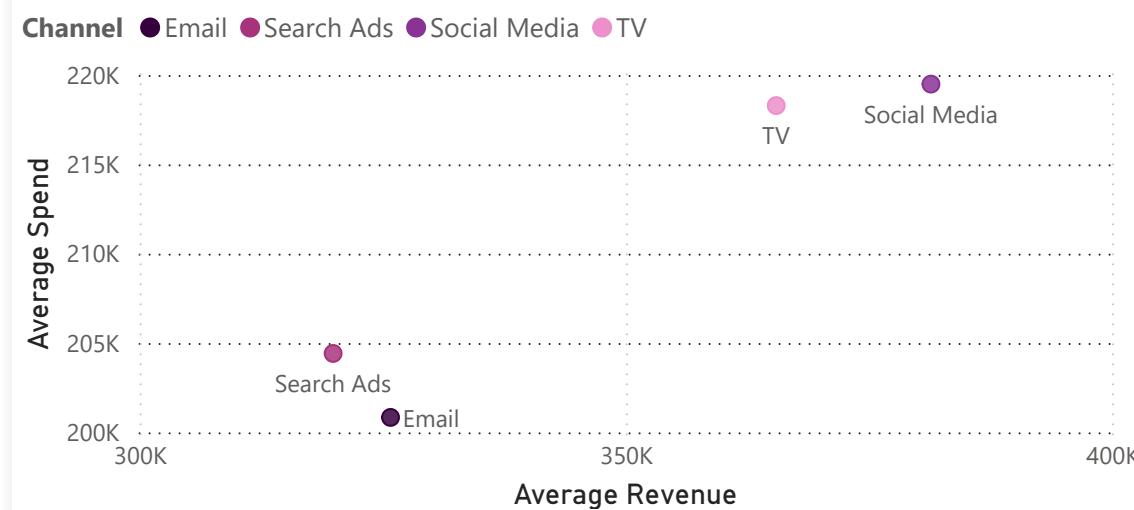
Campaign Spend Distribution



Conversion Rate by Channel

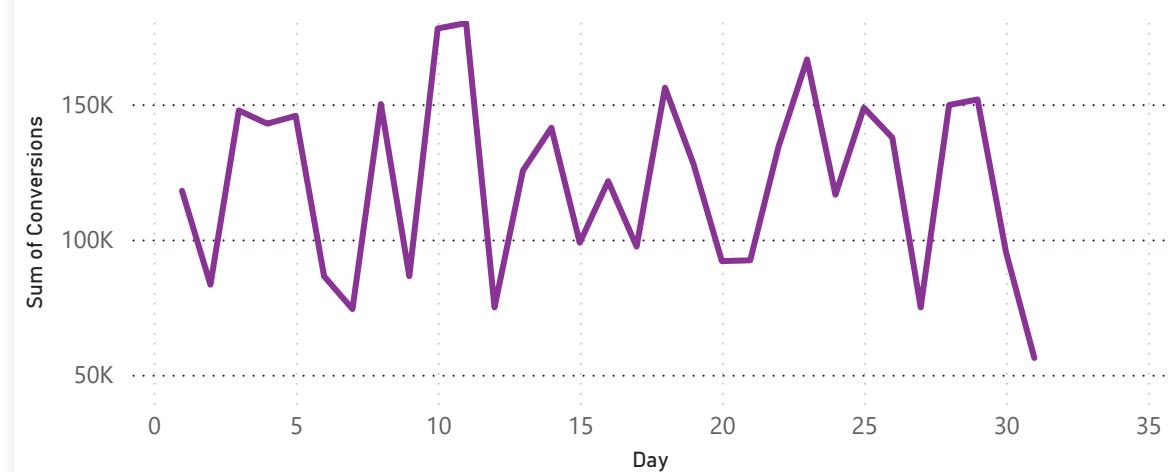


Underperforming Campaigns



insights

Daily conversions show high volatility across campaigns



Campaign_Name	Revenue	Spend	ROI
Campaign_102	168224	170801	-0.02
Campaign_106	328968	349382	-0.06
Campaign_111	236216	339858	-0.30
Campaign_112	150667	179574	-0.16
Campaign_113	325996	327935	-0.01
Campaign_115	50750	51745	-0.02
Campaign_118	69259	111486	-0.38
Campaign_119	110352	159129	-0.31
Campaign_12	167062	310049	-0.46
Campaign_120	173961	256981	-0.32

Campaign_Name	Channel	Clicks	Conversions	Spend	Revenue
Campaign_145	Email	5654	200060	144242	
Campaign_162	Email	879	351326	429353	
Campaign_186	TV	10469	361379	780618	
Campaign_195	TV	659	95637	181281	
Campaign_2	Search Ads	4931	36663	7164	
Campaign_200	Search Ads	97	97477	112228	
Campaign_211	Email	613	228139	309430	
Campaign_222	Email	598	227591	116956	
Campaign_242	Search Ads	2146	116494	342482	
Campaign_295	Search Ads	14583	60862	89725	

CAMPAIGN PERFORMANCE INSIGHTS

Channel Performance

- TV and Social Media contribute the **largest share of total revenue**.
- Search Ads generate the **lowest revenue** among channels.
- Revenue distribution across channels is **uneven**, indicating dependency on a few channels.
- High revenue from TV suggests **strong reach**, not necessarily efficiency.
- Revenue dominance does not guarantee profitability and must be evaluated with ROI.

Campaign Spend Distribution

Campaign spend is **widely spread across multiple ranges**, not concentrated at one level. A significant number of campaigns fall into **mid-to-high spend bins**. Presence of **high-spend outliers** indicates aggressive budget allocation for some campaigns. Uneven spend distribution increases the **risk of inefficient budget usage**. Budget allocation strategy lacks standardization across campaigns.

Underperforming Campaigns

Multiple campaigns exhibit **high spend but low revenue**, signaling inefficiency. Underperforming campaigns are visible across **TV and Social Media channels**. High spend does not consistently translate into proportional revenue. These campaigns contribute negatively to overall ROI. Identifying these campaigns allows **targeted optimization instead of broad budget cuts**.

Conversion Trends Over Time

- Conversions show **high day-to-day volatility**.
- No consistent upward or downward trend is observed.
- Campaign performance appears **unstable over time**.
- Spikes suggest short-term successes rather than sustained performance.
- Indicates need for **continuous monitoring and timing optimization**.

Campaign Spend Distribution

- Campaign spend is **widely spread across multiple ranges**, not concentrated at one level.
- A significant number of campaigns fall into **mid-to-high spend bins**.
- Presence of **high-spend outliers** indicates aggressive budget allocation for some campaigns.
- Uneven spend distribution increases the **risk of inefficient budget usage**.
- Budget allocation strategy lacks standardization across campaigns.

Conversion Rate by Channel

- Email shows the **highest conversion rate**, indicating strong audience targeting.
- Search Ads also demonstrate **high conversion efficiency**.
- Social Media has the **lowest conversion rate**, despite reasonable reach.
- High conversion rate channels can generate better ROI even with lower spend.
- Conversion performance varies significantly by channel, highlighting funnel differences.