amazon

Amazon – Global E-Commerce Intelligence Suite – Marketing & Acquisition Performance

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The Marketing & Acquisition Performance Dashboard provides a strategic analytical view of marketing effectiveness within a global e-commerce business model inspired by Amazon. Built using a synthetic dataset of 100,000 transaction-level records, this dashboard focuses on revenue generation efficiency, channel contribution, acquisition momentum, geographic performance, and marketing mix distribution.

Designed in Power BI using a structured star schema data model, the dashboard enables executive leadership, marketing teams, and commercial stakeholders to evaluate acquisition performance through dynamic filtering and structured visual storytelling.

Through KPI cards, slicers, trend analysis, geographic mapping, and channel distribution visuals, the dashboard delivers a consolidated and executive-ready perspective of marketing impact and performance.

Fig 4.1 Marketing & Acquisition Performance

Executive Storyline

The dashboard follows a structured marketing analytics narrative:

- Establish overall revenue and acquisition scale
- Measure order momentum and revenue growth trends
- Evaluate marketing channel contribution
- Compare paid vs organic revenue share
- Analyze geographic revenue distribution
- Assess acquisition mix balance and dependency

This layered structure ensures stakeholders can move from high-level KPIs to channel-level and geographic performance insights.

Visuals and Description

1. KPI Cards (Executive Marketing Snapshot)

Eight KPI cards provide an immediate summary of acquisition performance:

1. Total Revenue: Overall revenue generated within the selected filter context.
2. Total Orders: Total transactions acquired.
3. Total Quantity Sold: Units sold across campaigns.
4. Average Order Value (AOV): Revenue generated per order.
5. Gross Profit: Profit generated after cost of goods sold.
6. Gross Margin (%): Profitability ratio relative to revenue.
7. Paid Revenue (%): Share of revenue generated through paid channels (Google, Meta, Email).
8. Organic Revenue: Revenue generated through non-paid traffic.

These KPIs establish revenue scale, acquisition efficiency, and marketing profitability at an executive level.

2. Slicers (Dynamic Filtering Controls)

The dashboard includes five interactive slicers:

1. Date
2. Marketing Channel
3. Sales Channel (Web / Mobile App)
4. Customer Segment (Prime / Non-Prime)
5. Customer Country

All visuals dynamically respond to these filters, enabling multi-dimensional acquisition performance analysis.

3. Revenue by Marketing Channel (Clustered Column Chart)

Axis: Marketing Channel

Values: Total Revenue

This visual highlights:

- Top-performing acquisition channels
- Revenue contribution variance across channels
- Paid channel dominance vs organic strength
- Over-reliance risk on a single source

It forms the foundation of channel-level marketing performance analysis.

4. Order Acquisition Trend (Line Chart)

X-Axis: Date

Y-Axis: Total Orders

This visual illustrates:

- Acquisition momentum over time
- Seasonality patterns
- Campaign-driven spikes
- Consistency of order growth

It supports leadership in identifying growth phases and campaign performance periods.

5. Revenue by Country (Map Visualization)

Location: Customer Country

Size: Total Revenue

Tooltips include:

- Total Orders
- AOV
- Paid Revenue %

This geographic distribution visual enables:

- Identification of high-performing markets
- Comparison of international acquisition strength
- Regional revenue concentration analysis
- Strategic geographic budget allocation.

6. Revenue Distribution by Marketing Channel (Donut Chart)

Legend: Marketing Channel

Values: Total Revenue (Percentage of Total)

This visual provides:

- Marketing mix balance
- Paid vs organic revenue share
- Channel dependency insights
- Contribution-based performance breakdown

It complements the column chart by emphasizing proportional contribution rather than absolute revenue.

Business Value

This dashboard enables stakeholders to:

- Monitor acquisition performance in a consolidated executive view
- Compare marketing channel contribution and revenue impact
- Evaluate paid vs organic revenue balance
- Identify geographic performance strength
- Track acquisition momentum over time
- Support data-driven marketing budget allocation decisions

By integrating executive KPIs, trend analytics, geographic mapping, and channel distribution visuals, the dashboard delivers a structured and enterprise-ready marketing performance framework.

Tools & Data

- Visualization Tool: Power BI
- Dataset: Fully synthetic global e-commerce dataset
- Record Count: 100,000 transaction-level records
- Time Period: 2021–2024
- Model Design: Star Schema (Fact_Orders connected to Date, Customer, Product, and Channel dimensions)
- Purpose: Marketing performance analytics and enterprise BI portfolio demonstration