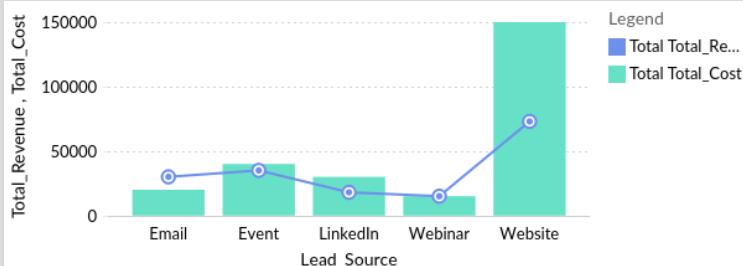# Day 13

Revenue vs Cost by Lead Source

ROI by Lead Source

ROI Summary

Lead_Source	Total_Revenue	Total_Cost	ROI_Percentage
Email	30000	20000	50
Website	73000	150000	-51.3333333333333 3
Webinar	15000	15000	0

More

Cost vs Revenue

Lead_Source	Total_Cost	Total_Revenue
Email	10000	₹ 30,000.00
Event	20000	₹ 35,000.00
LinkedIn	30000	₹ 18,000.00

More

Expanded Views

ROI Summary

Lead_Source	Total_Revenue	Total_Cost	ROI_Percentage
Email	30000	20000	50
Website	73000	150000	-51.33333333333333
Webinar	15000	15000	0
Event	35000	40000	-12.5
LinkedIn	18000	30000	-40

Cost vs Revenue

Lead_Source	Total_Cost	Total_Revenue
Email	10000	₹ 30,000.00
Event	20000	₹ 35,000.00
LinkedIn	30000	₹ 18,000.00
Webinar	15000	₹ 15,000.00
Website	50000	₹ 73,000.00
Grand Summary:	125000	₹ 1,71,000.00