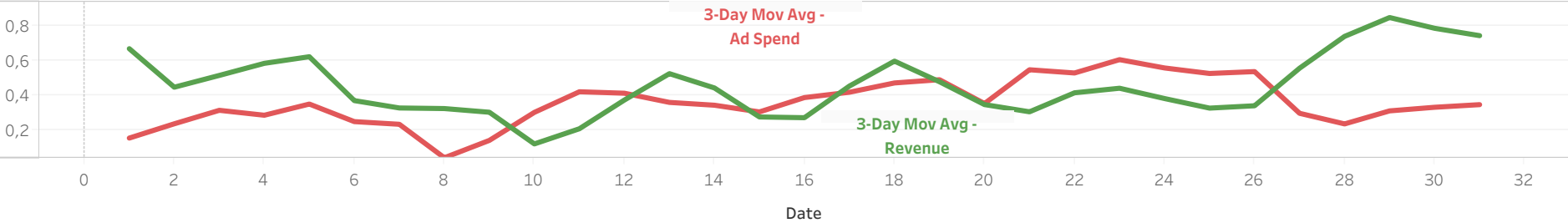


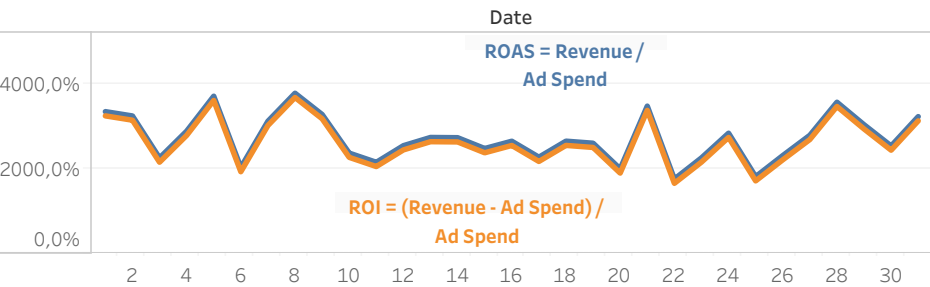
Coffee Shop Marketing & Sales KPIs (Synthetic Data – Georgia)

Total Revenue	Total Units Sold	Total ROAS	Total ROI	Total AOV (Proxy)	Total CPC	Total CPM	Total CTR	Month, Location
71 135,50 ₾	21 753	253568,48%	244468,48%	2 964	26,58 ₾	759,25 ₾	260,64%	March, Batumi
<input type="checkbox"/> Show history								

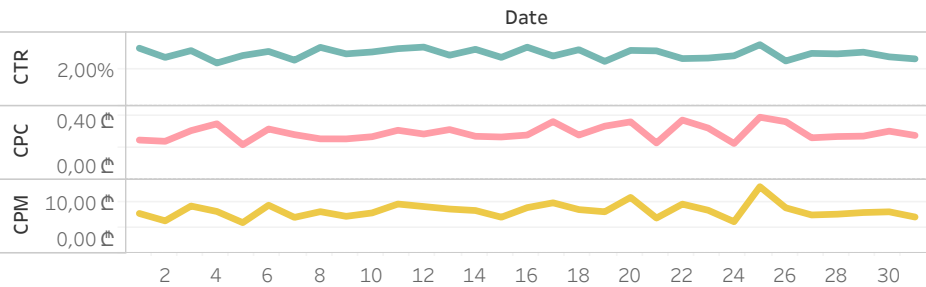
Daily Revenue vs Ad Spend Comparison (Normalized)



ROAS vs ROI Trends

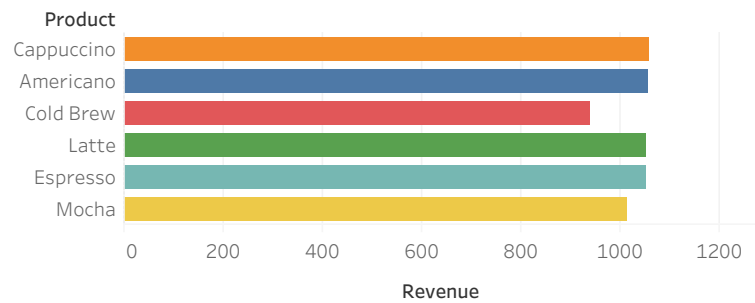


Marketing KPIs



- Product**
- Americano
 - Cappuccino
 - Cold Brew
 - Espresso
 - Latte
 - Mocha

Product Sales



- Campaign**
- Billboard
 - Facebook Ads
 - Flyers
 - Google Ads
 - Instagram Ads

Top Campaigns

