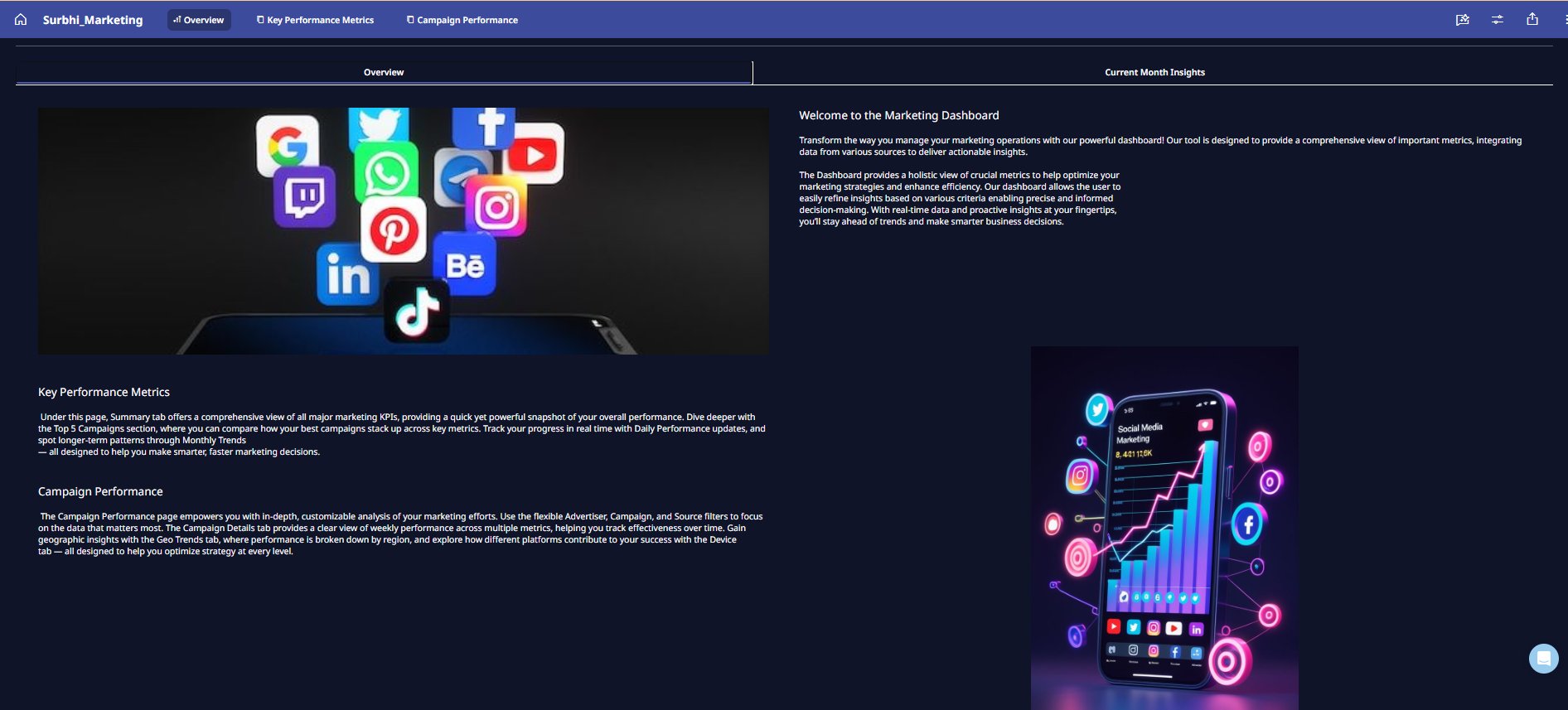
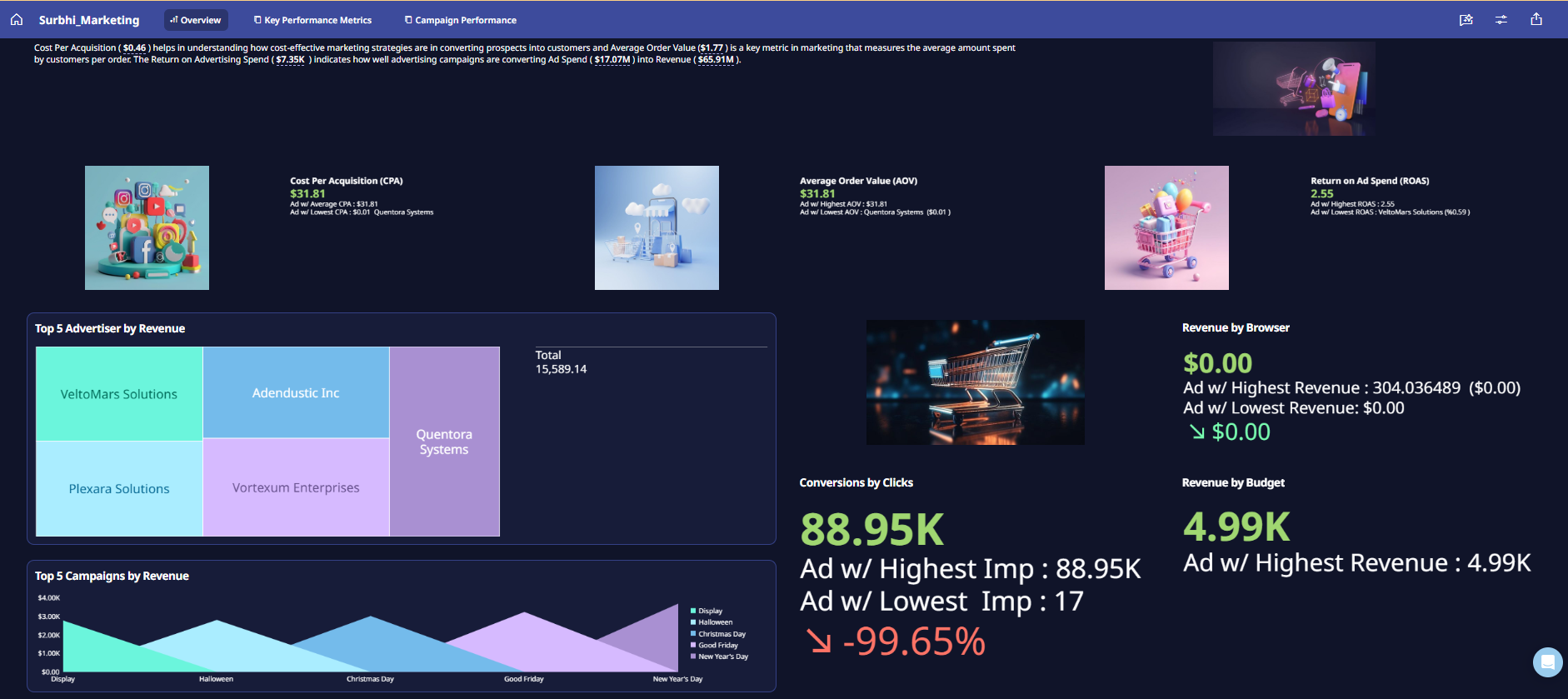
Marketing Campaign Dashboard (DOMO)

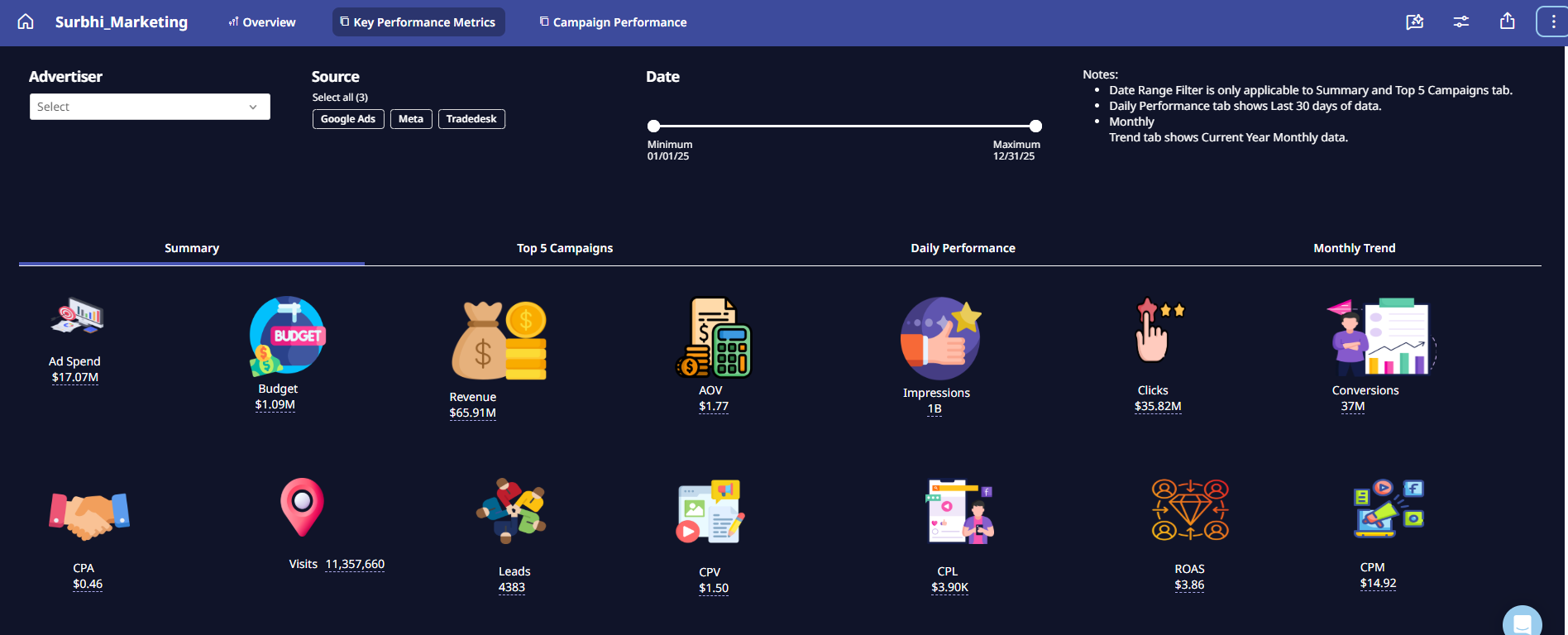
• Engineered a centralized dashboard integrating data from Google Ads, Meta, and Tradedesk,

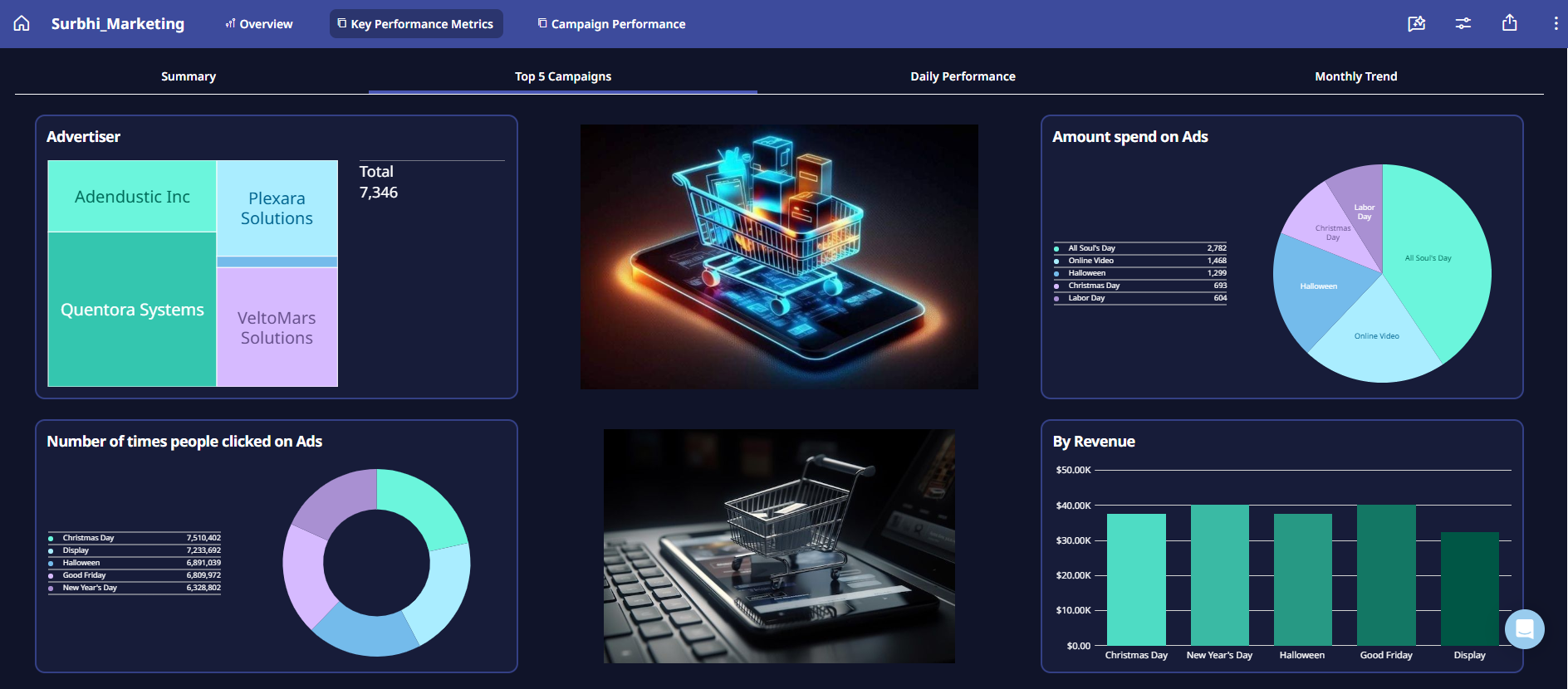
providing a unified view of campaign performance. This initiative led to a 10% improvement

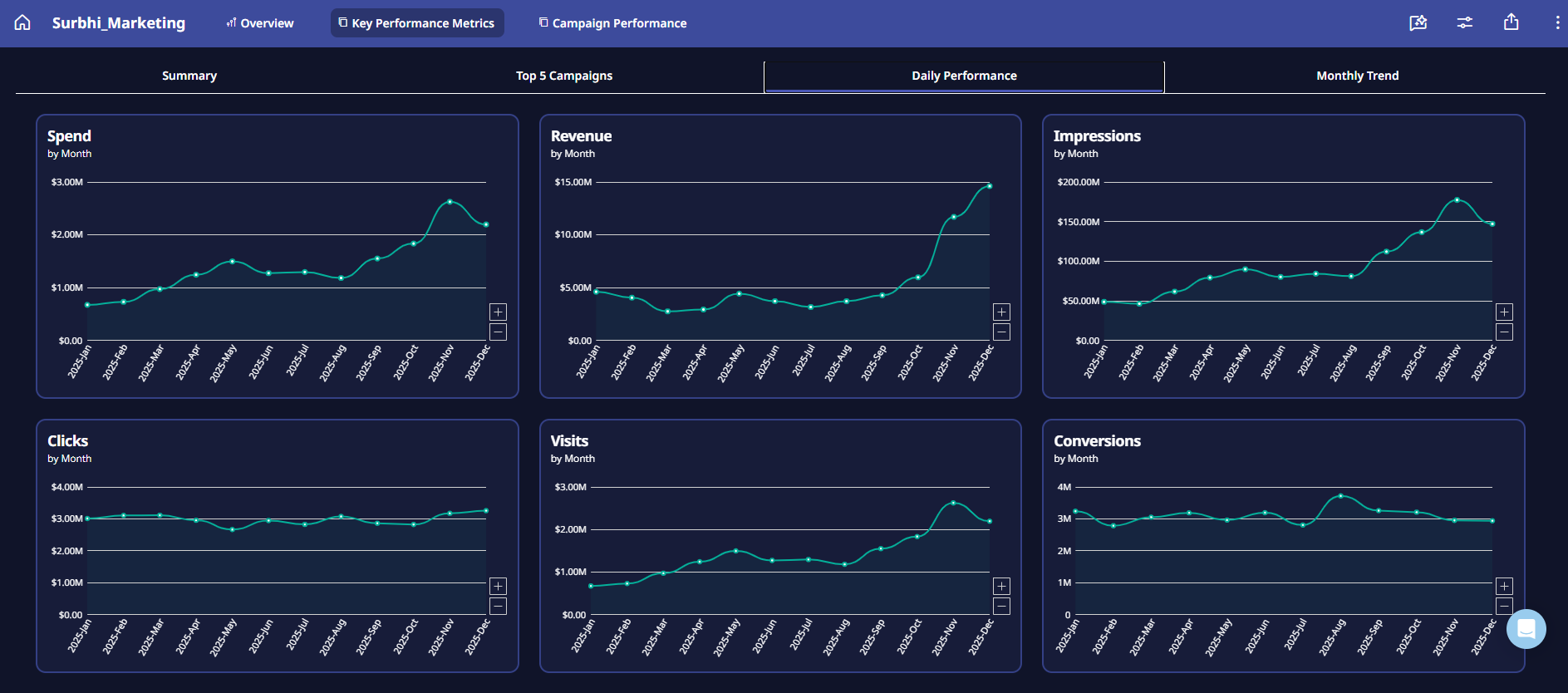
in marketing budget allocation by identifying underperforming channels.

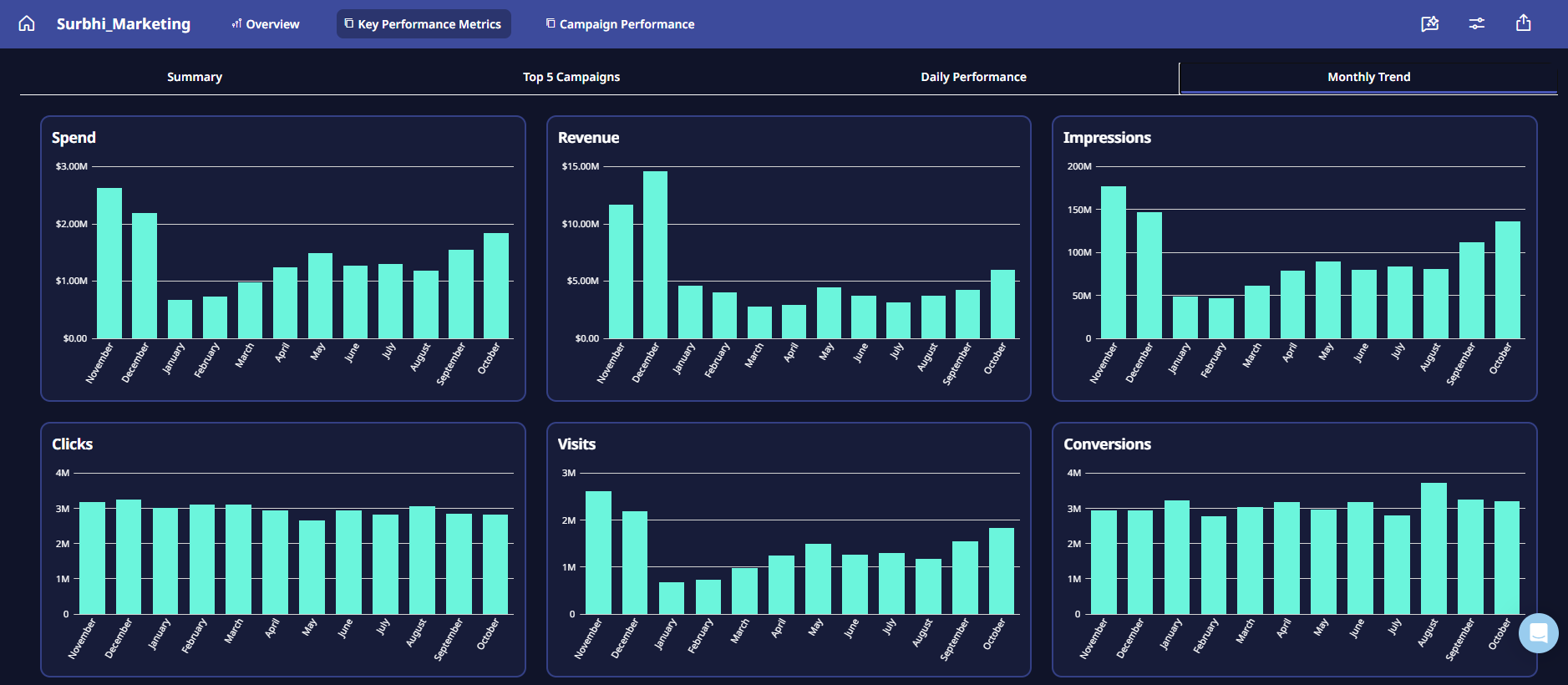


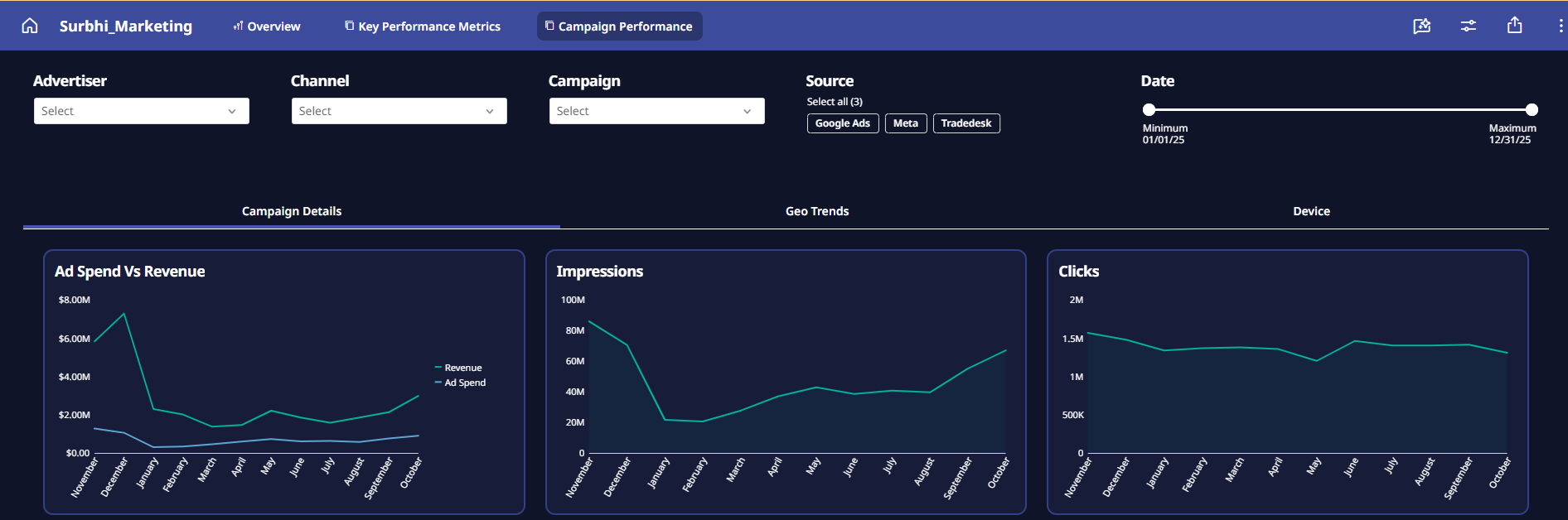


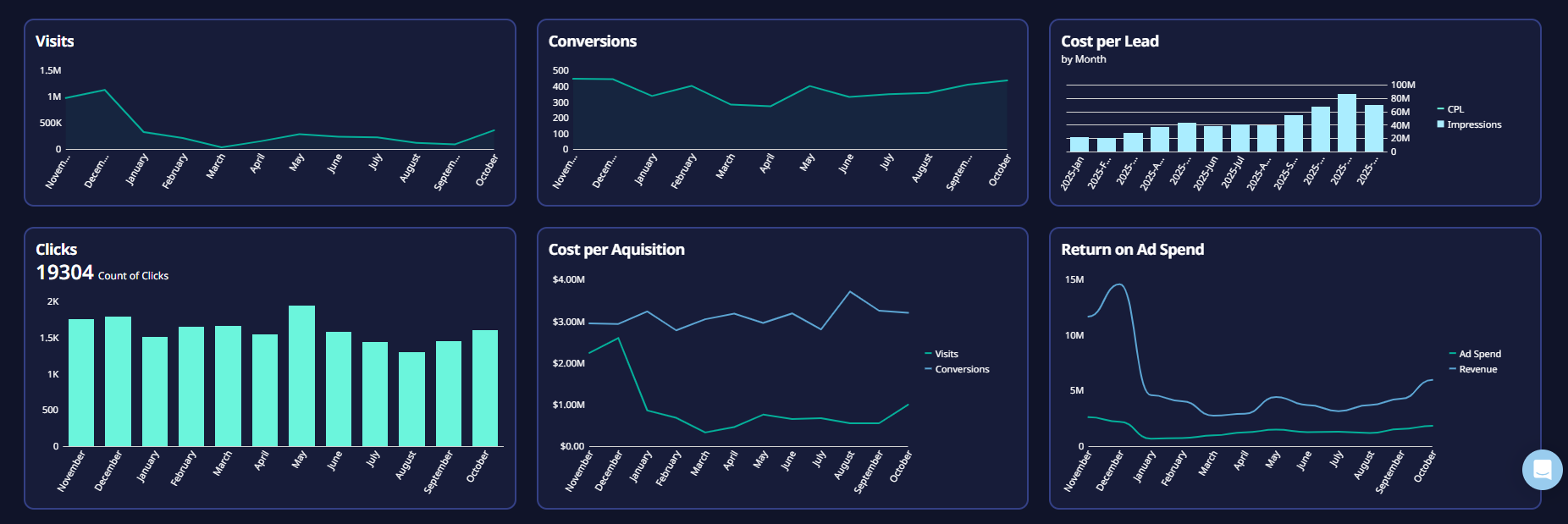


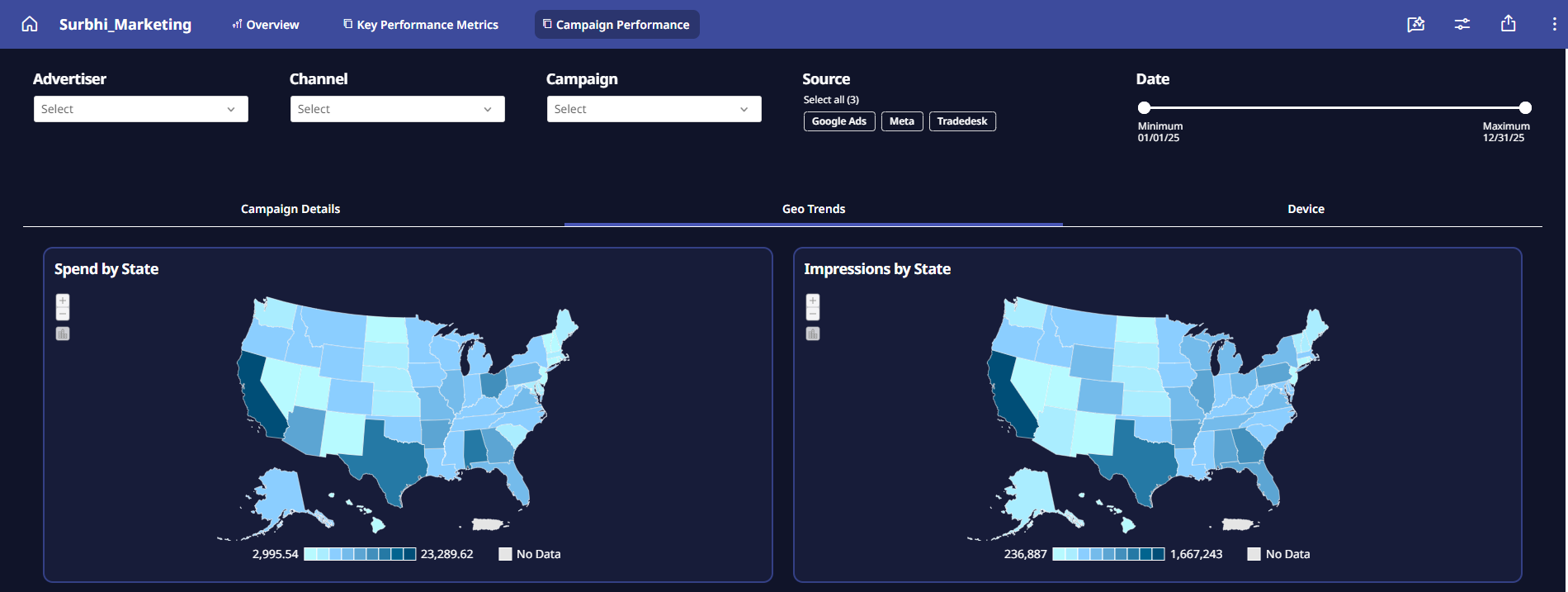


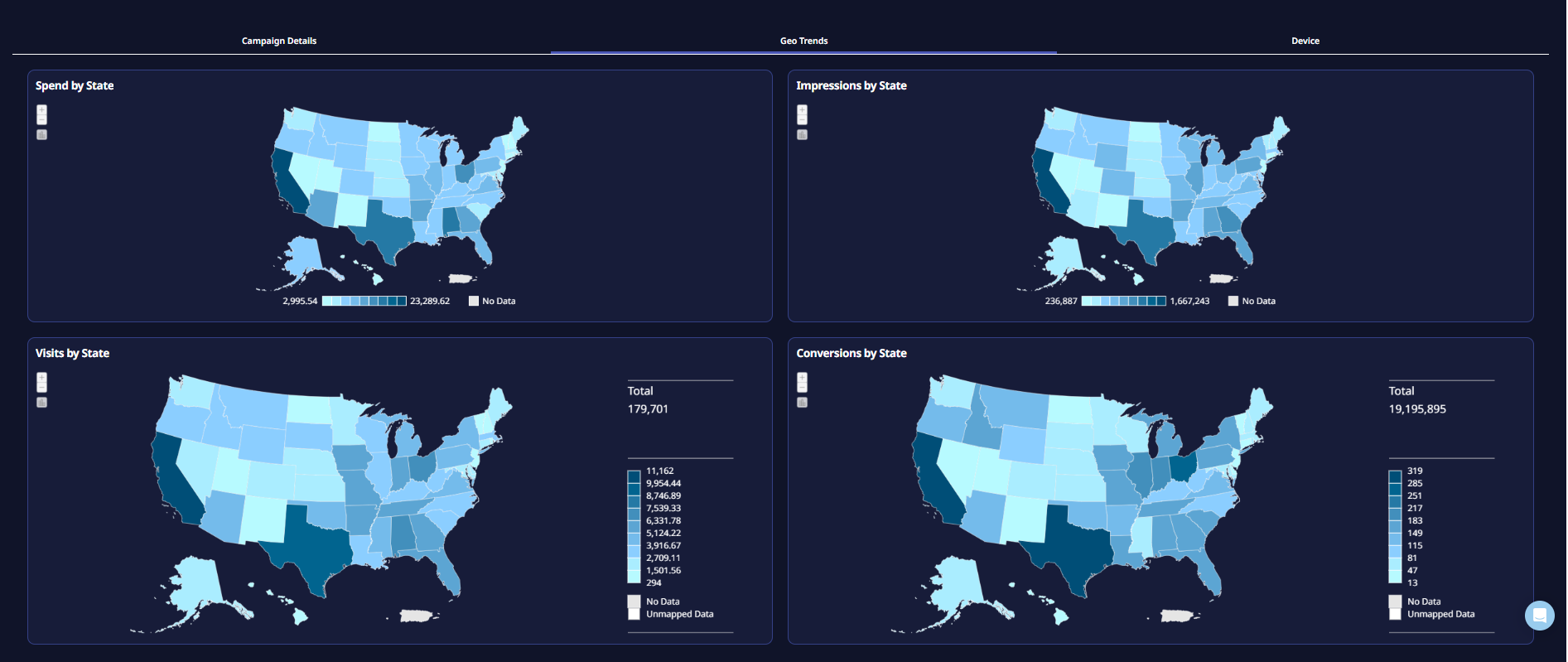


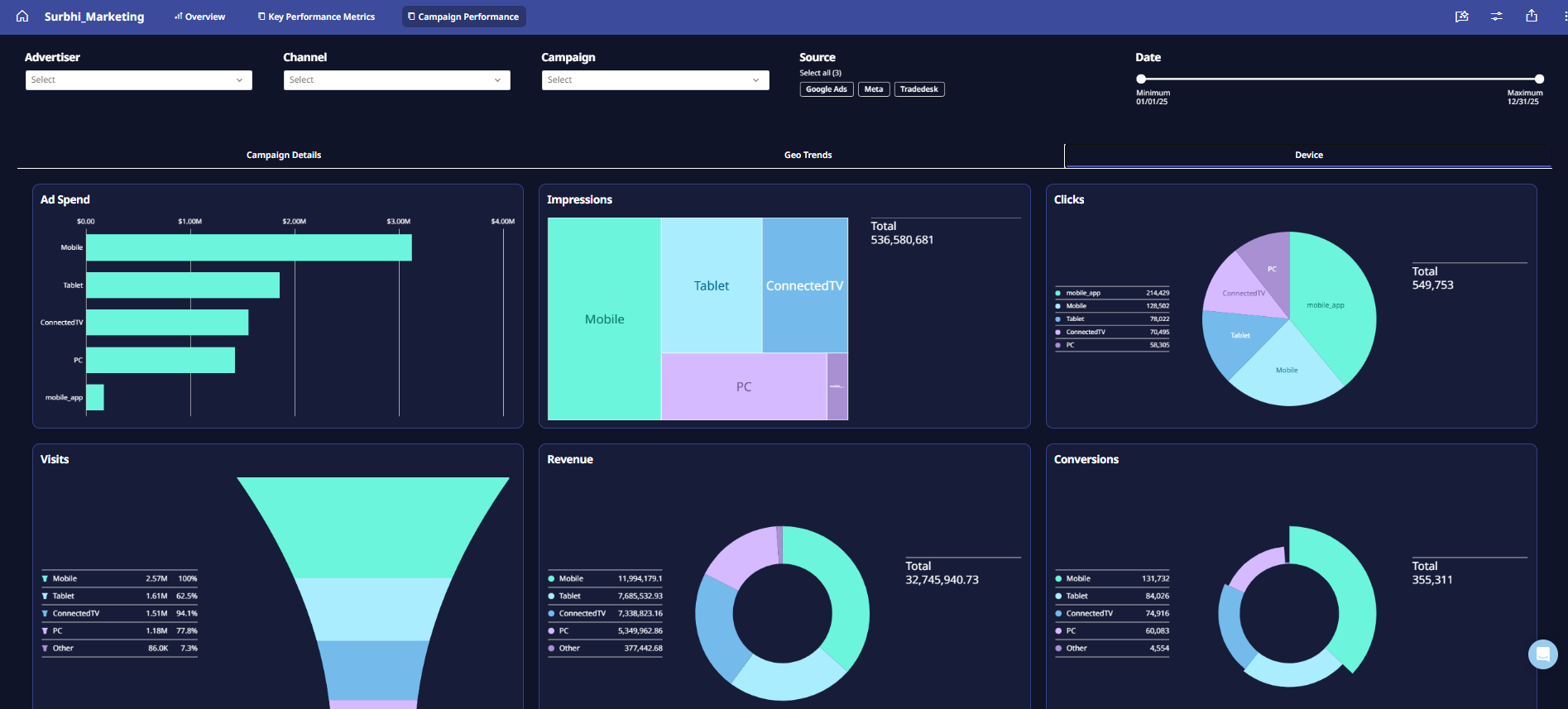


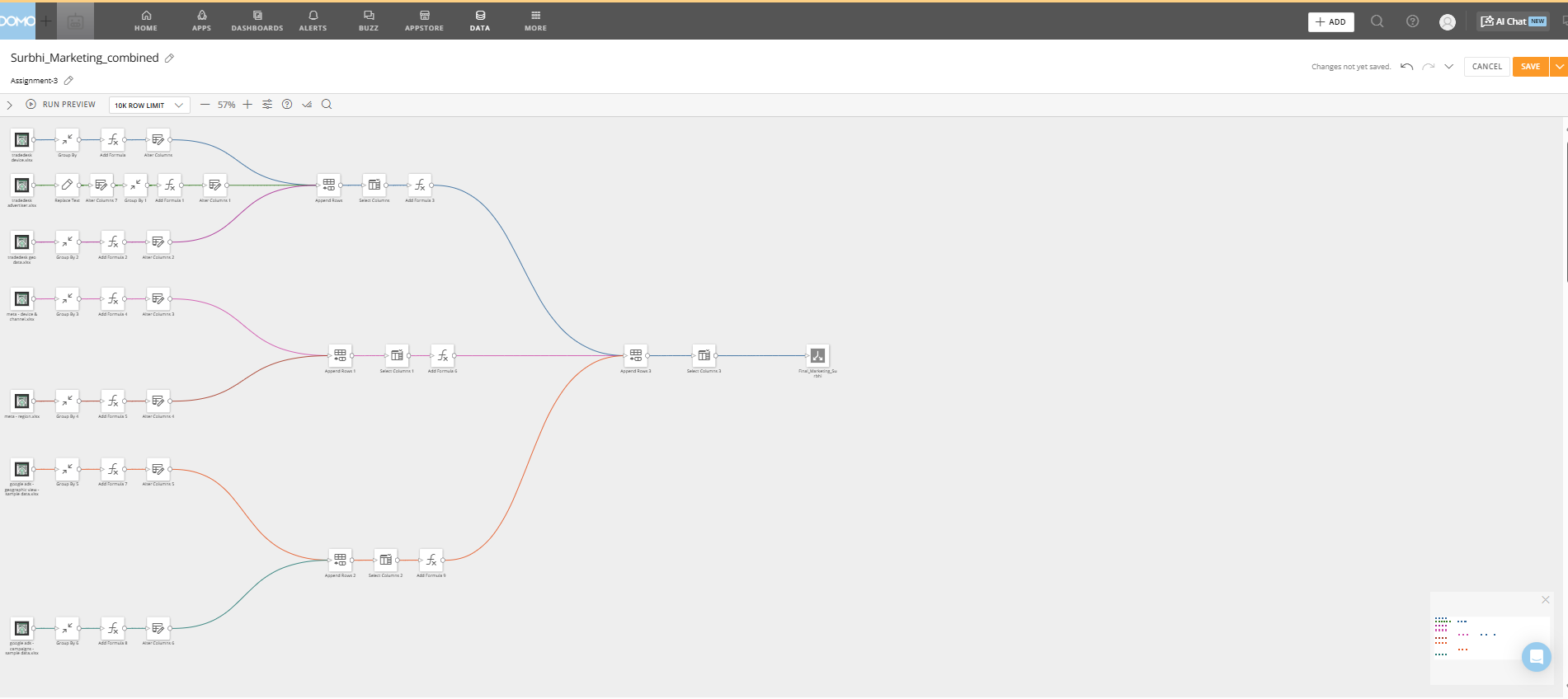


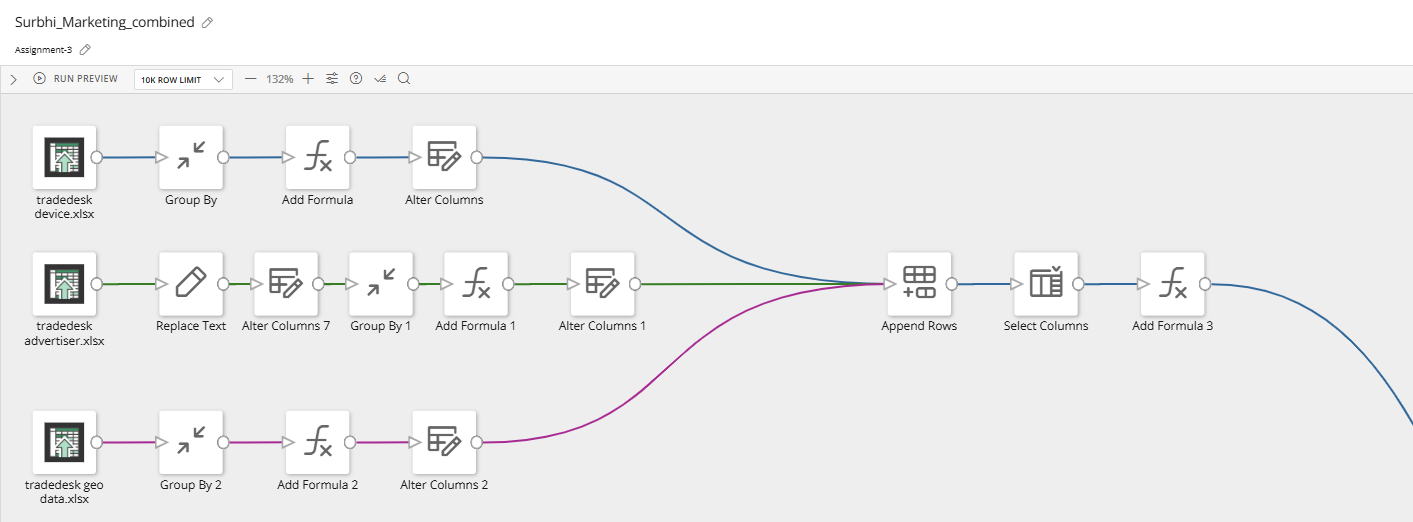


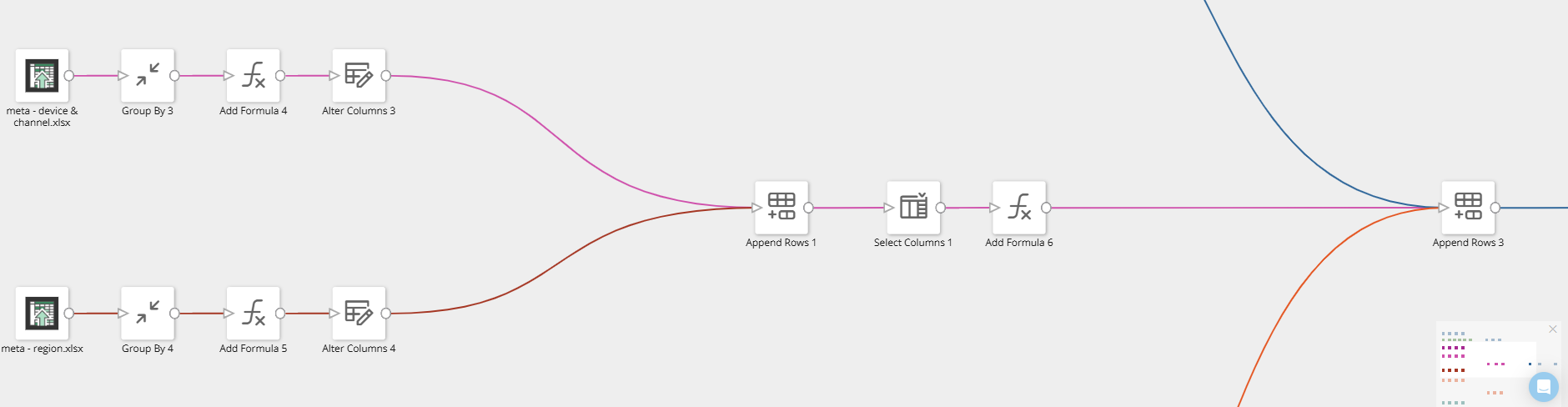


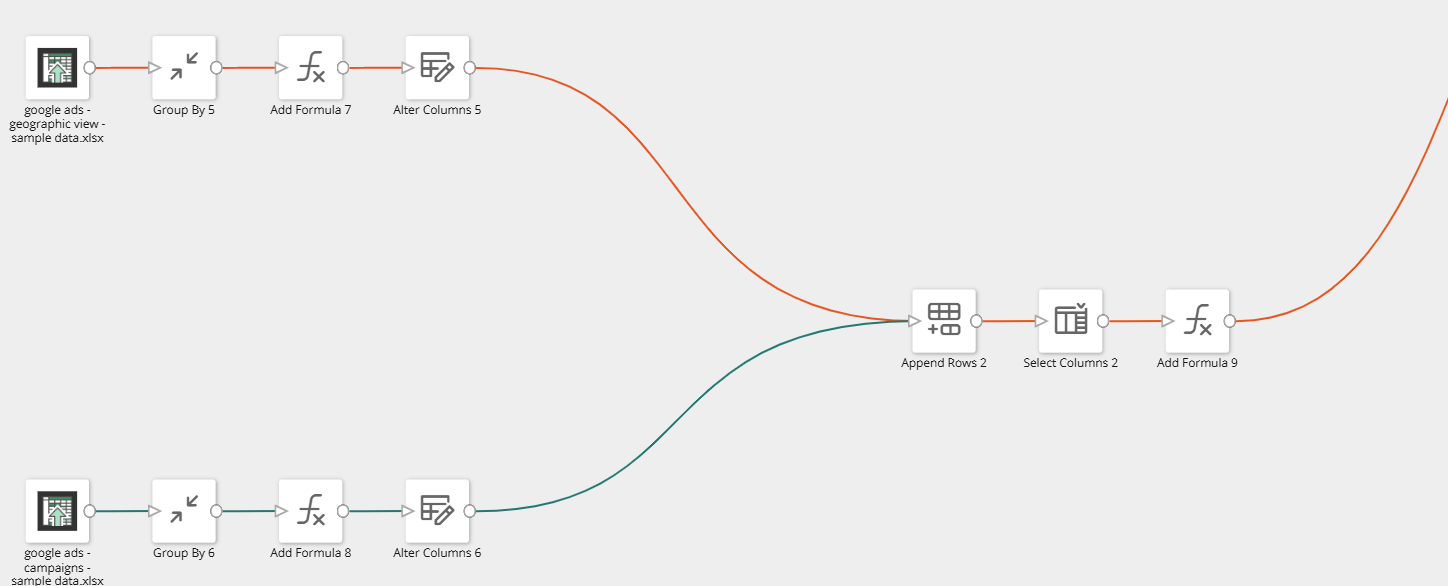


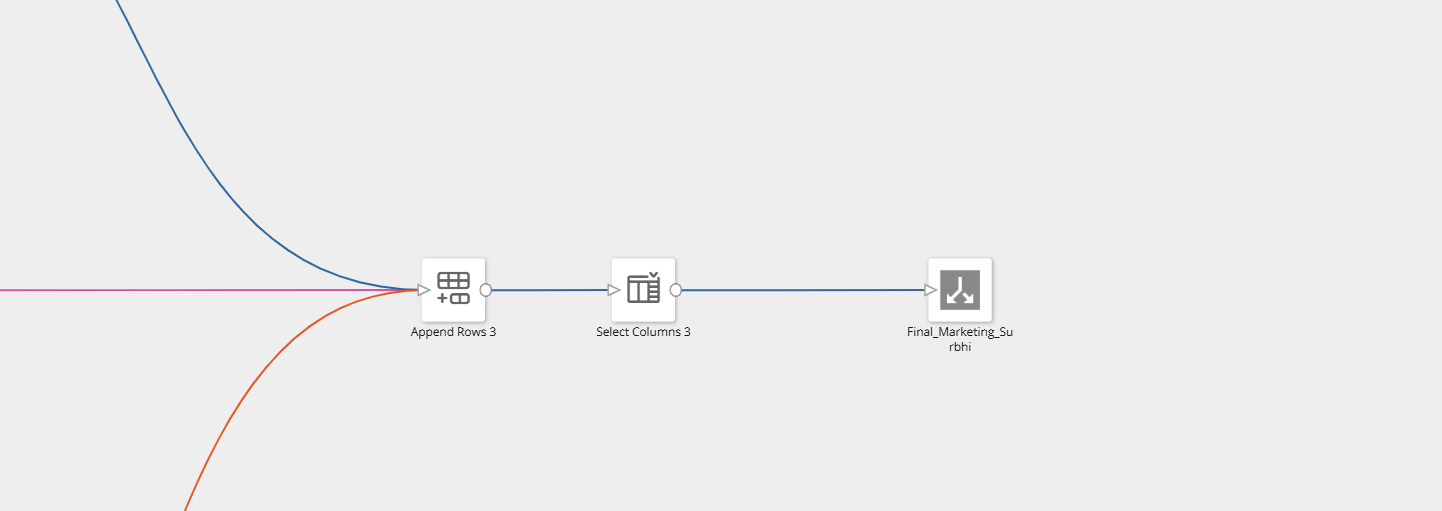


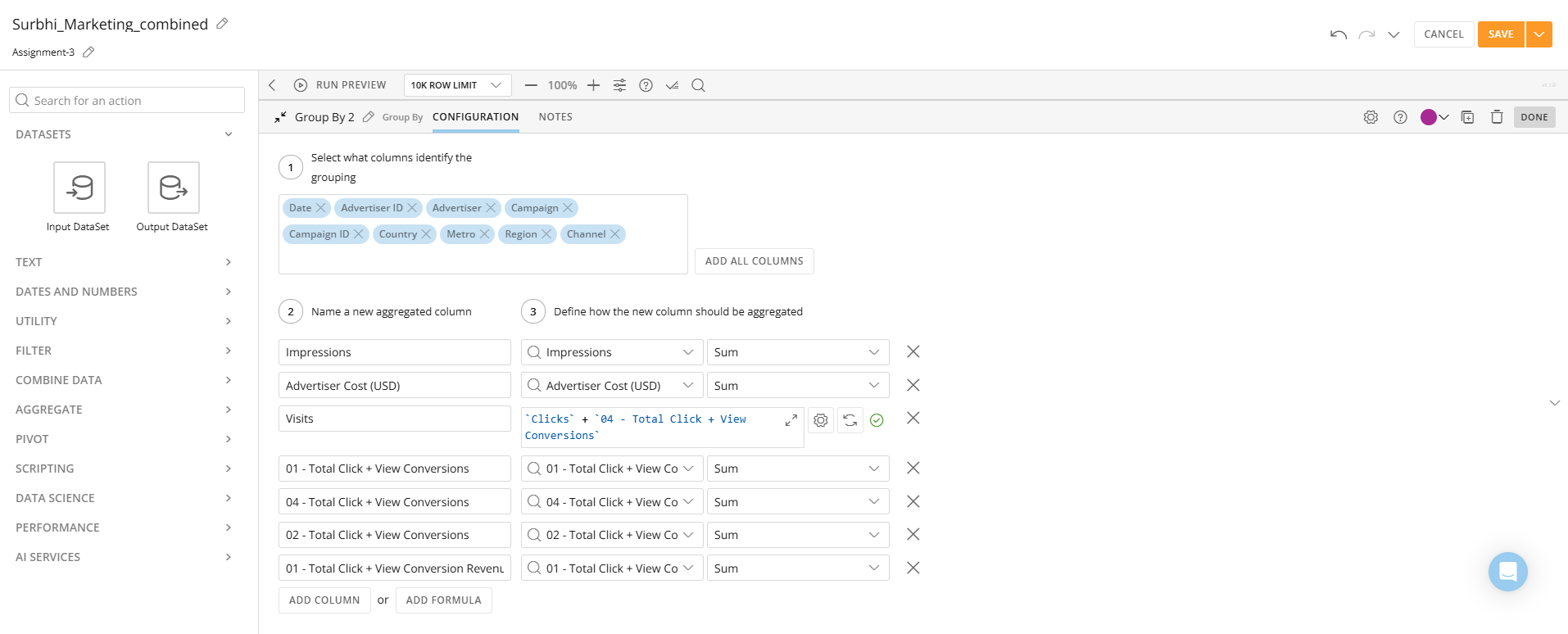


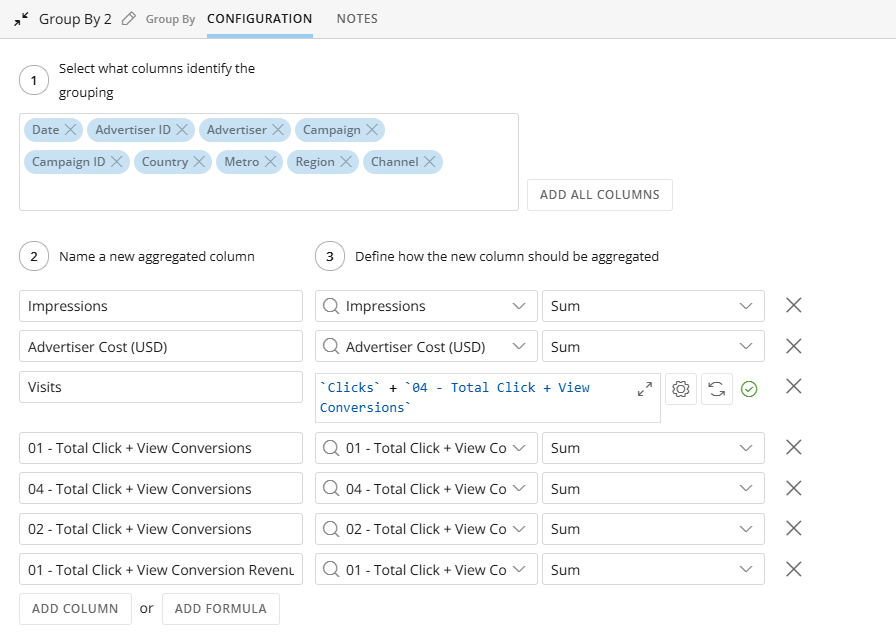


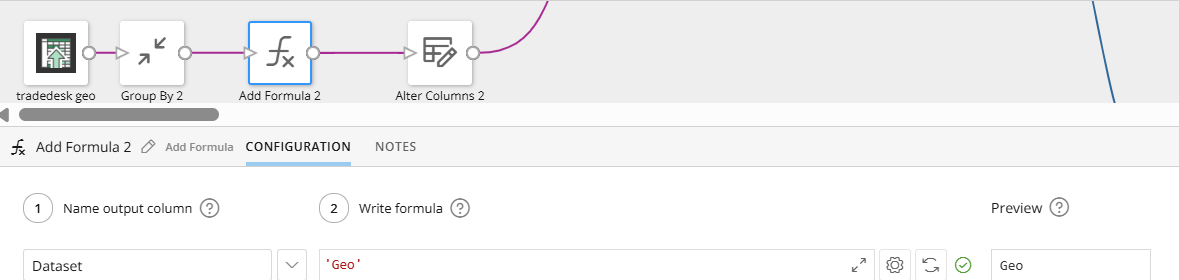


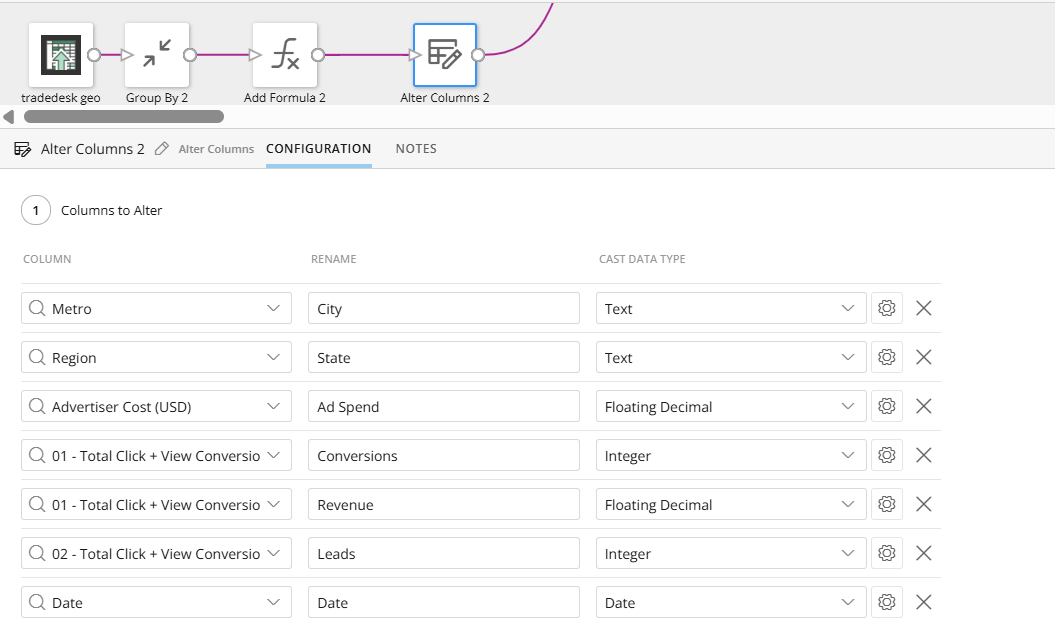


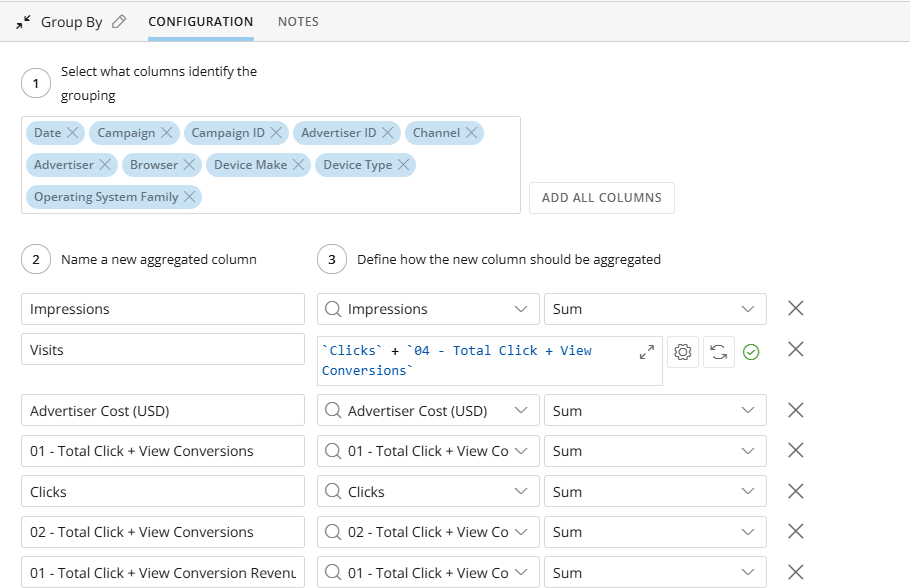


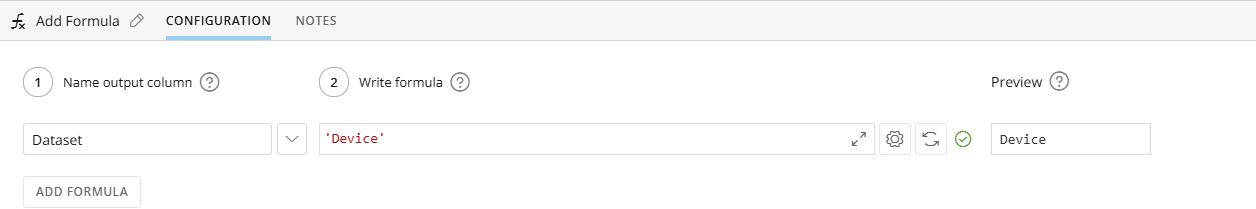


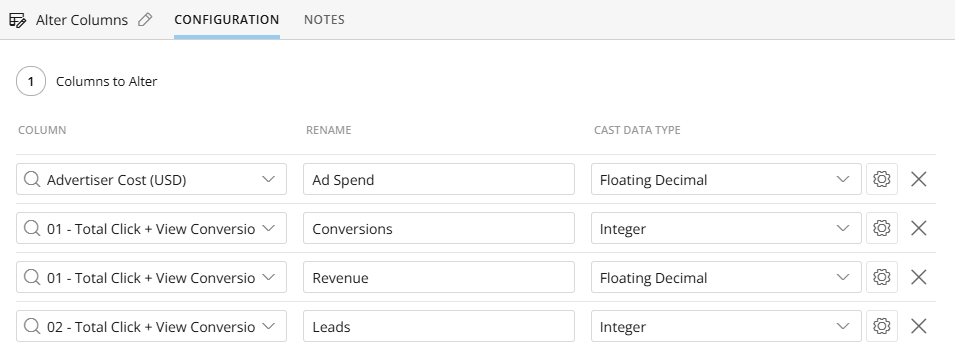


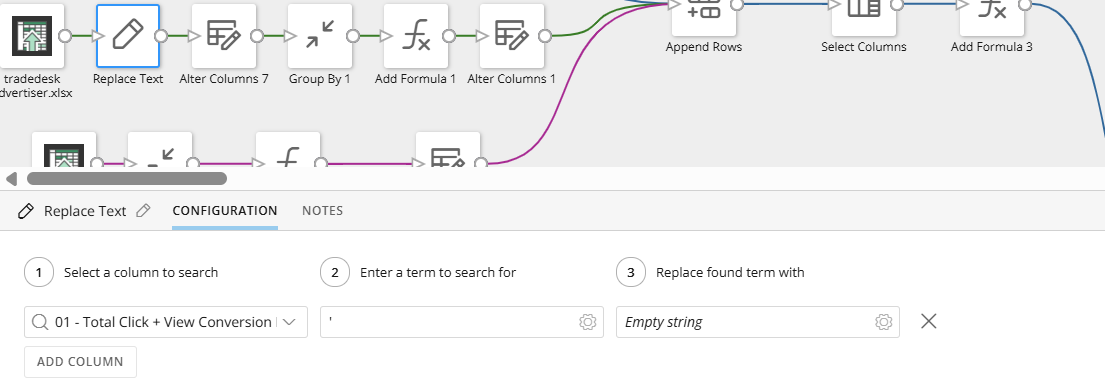


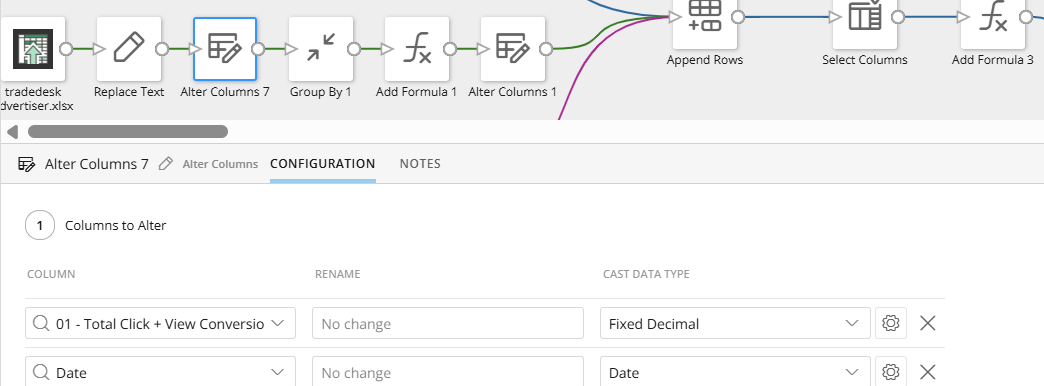


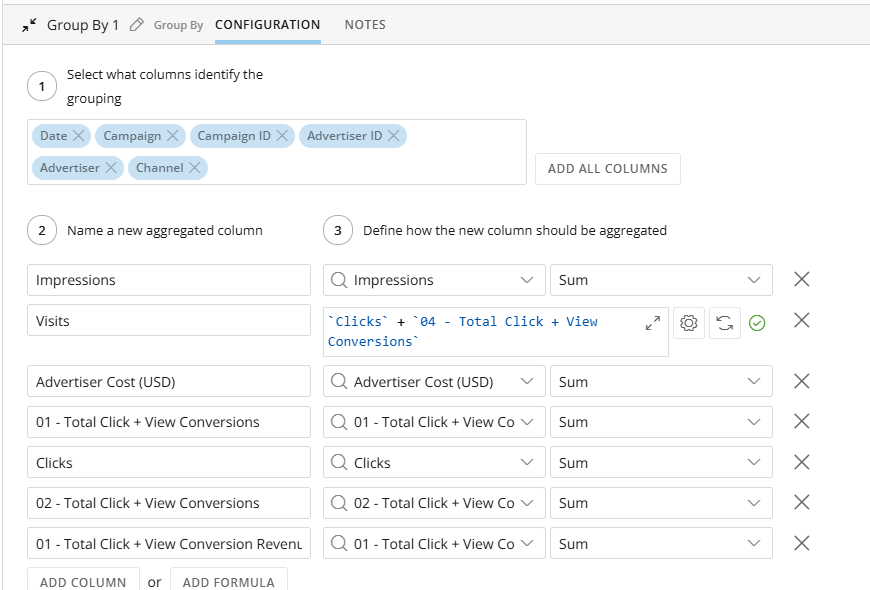


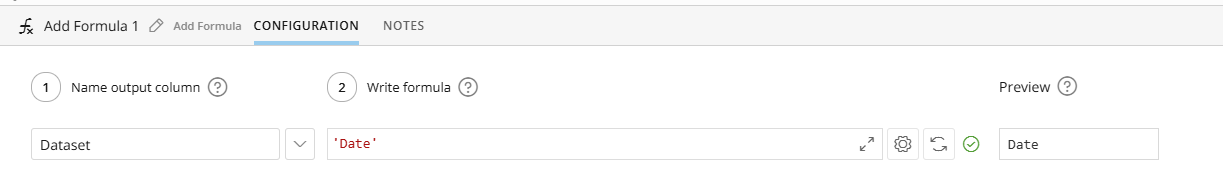


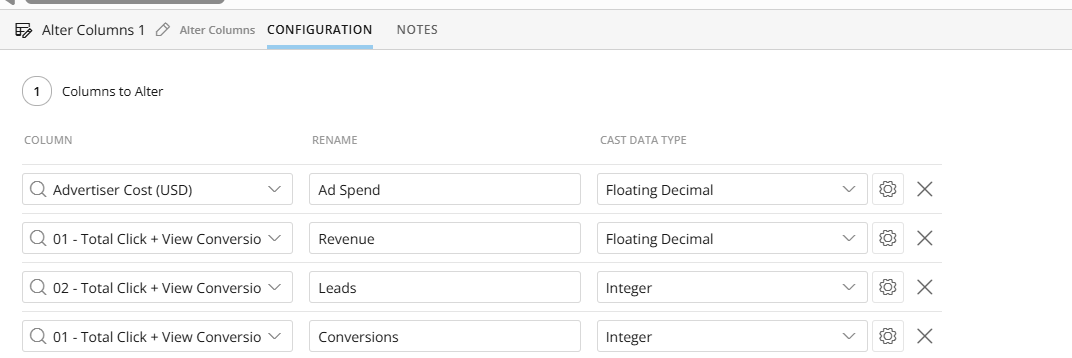


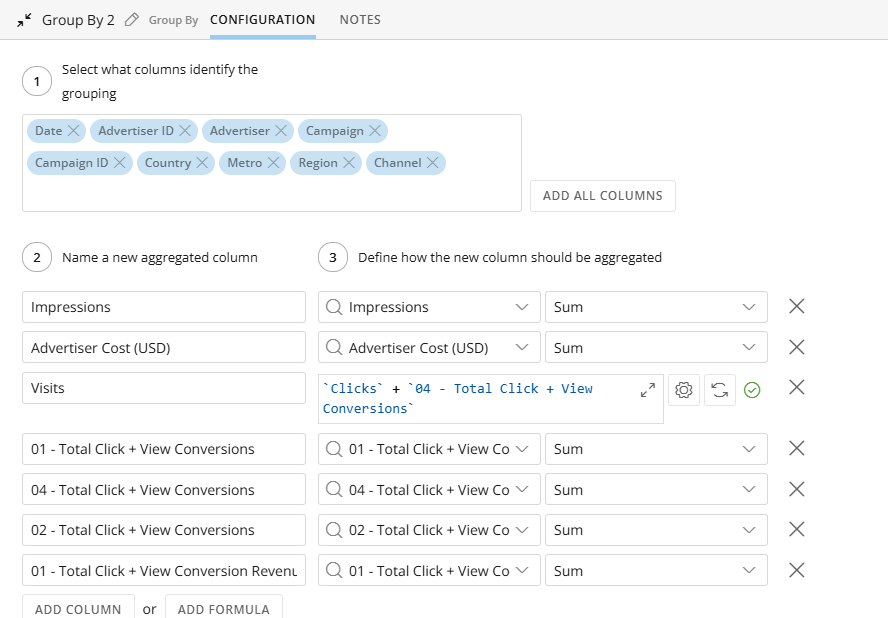


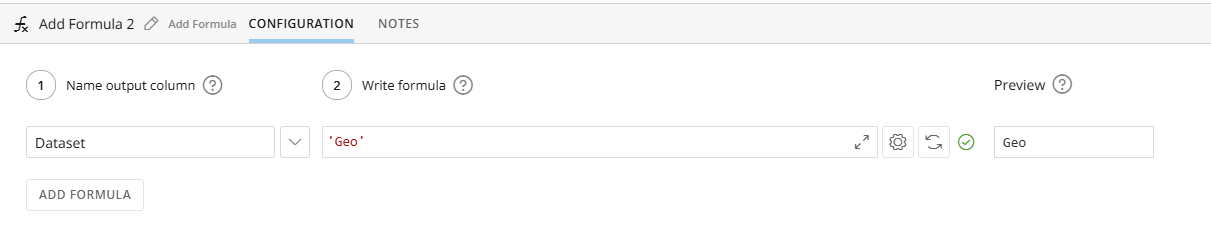


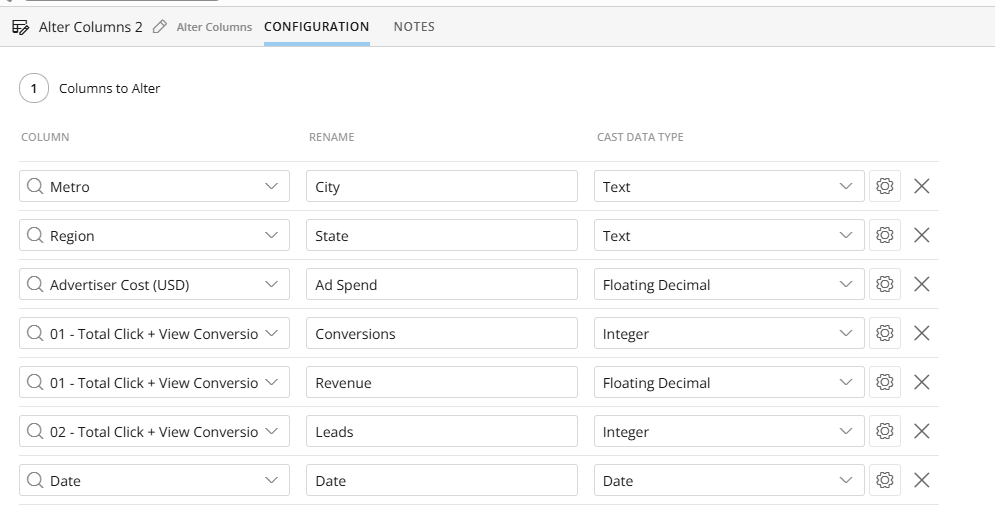


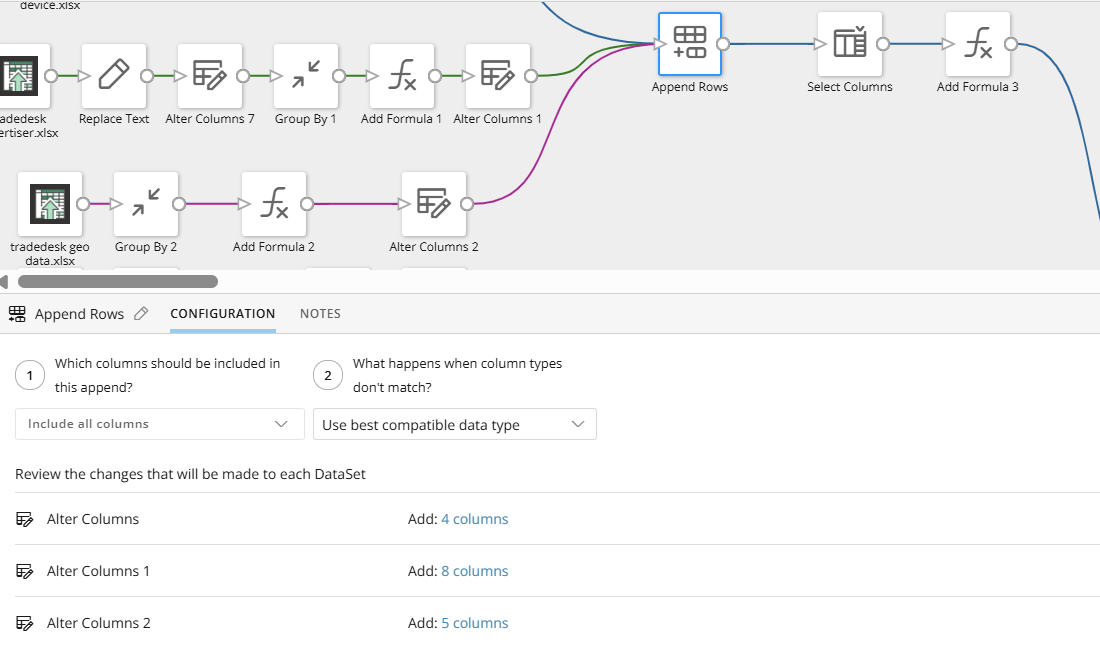


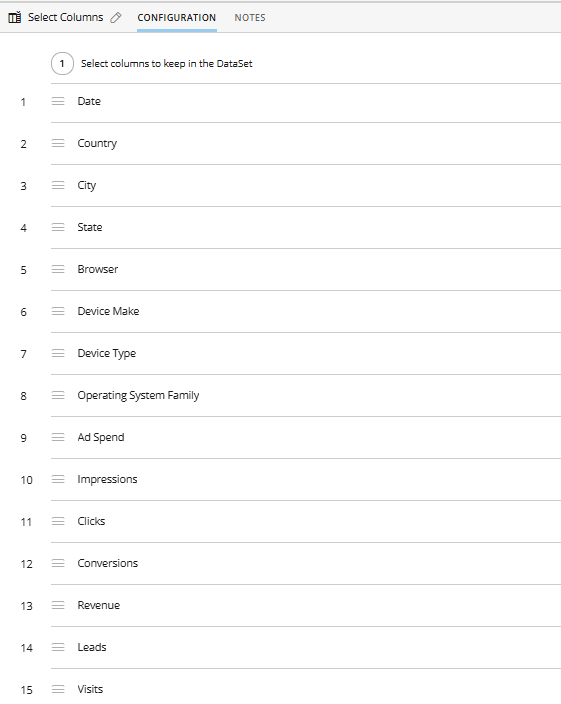


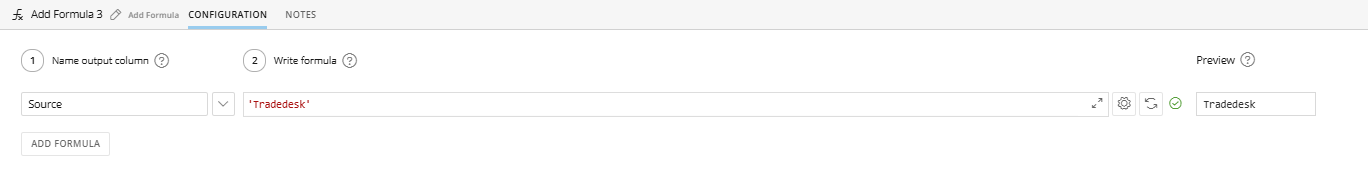


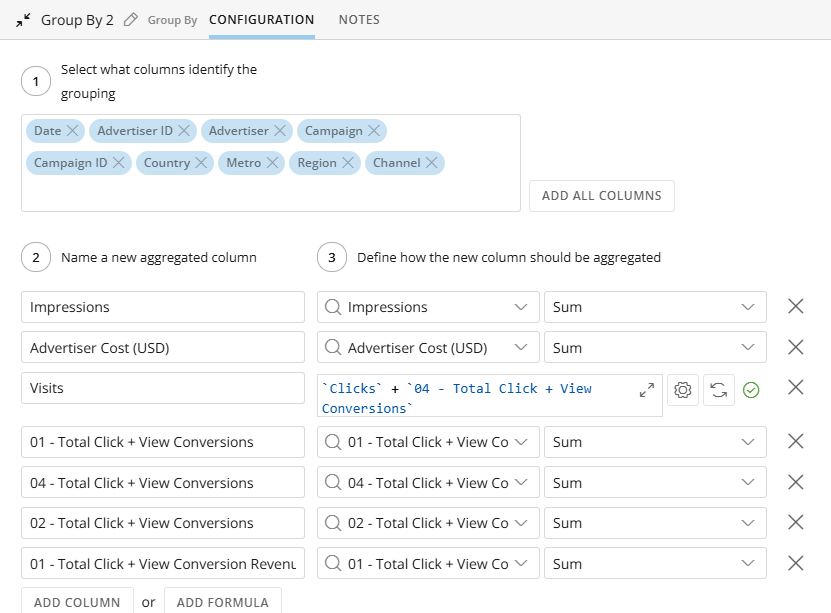


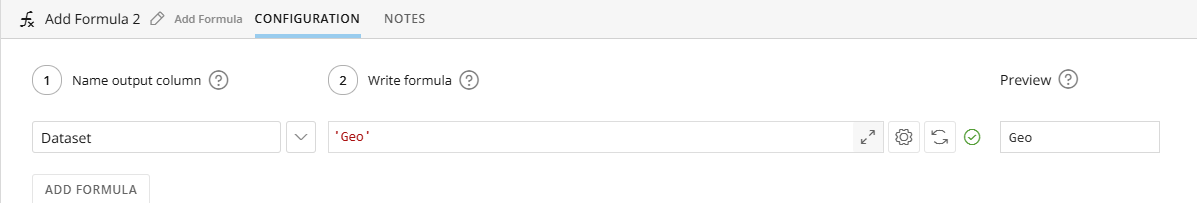


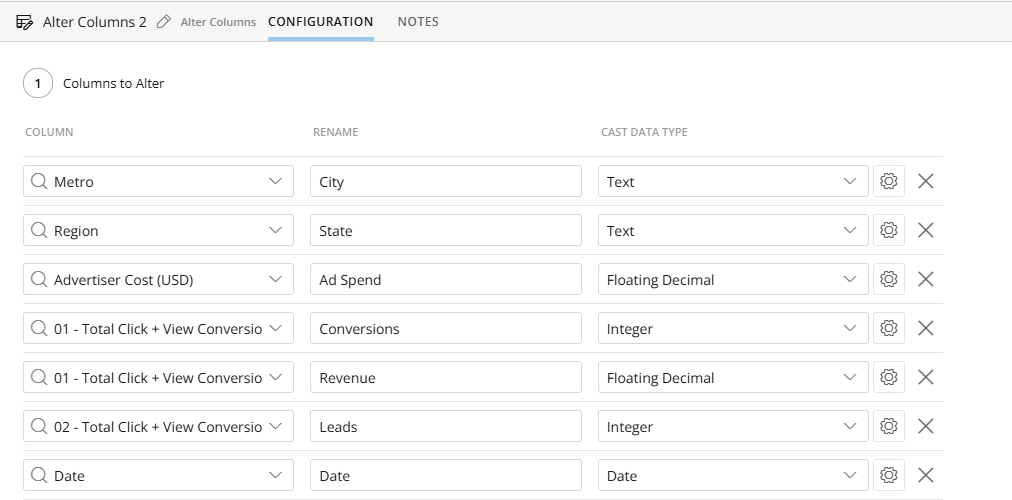


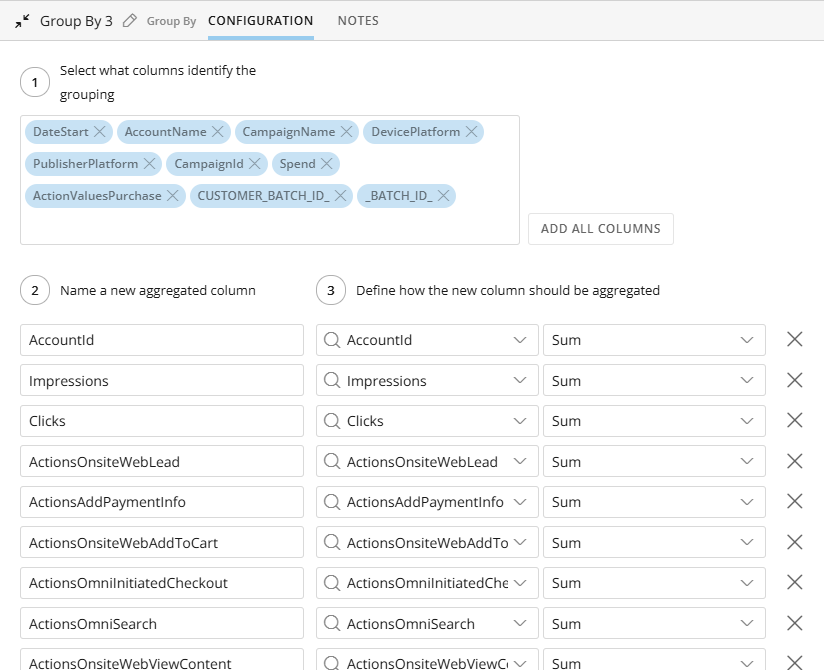


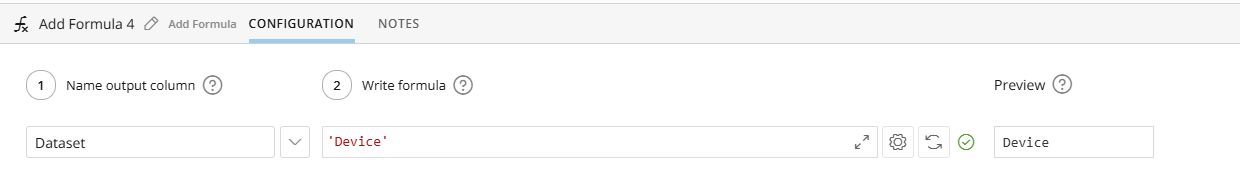


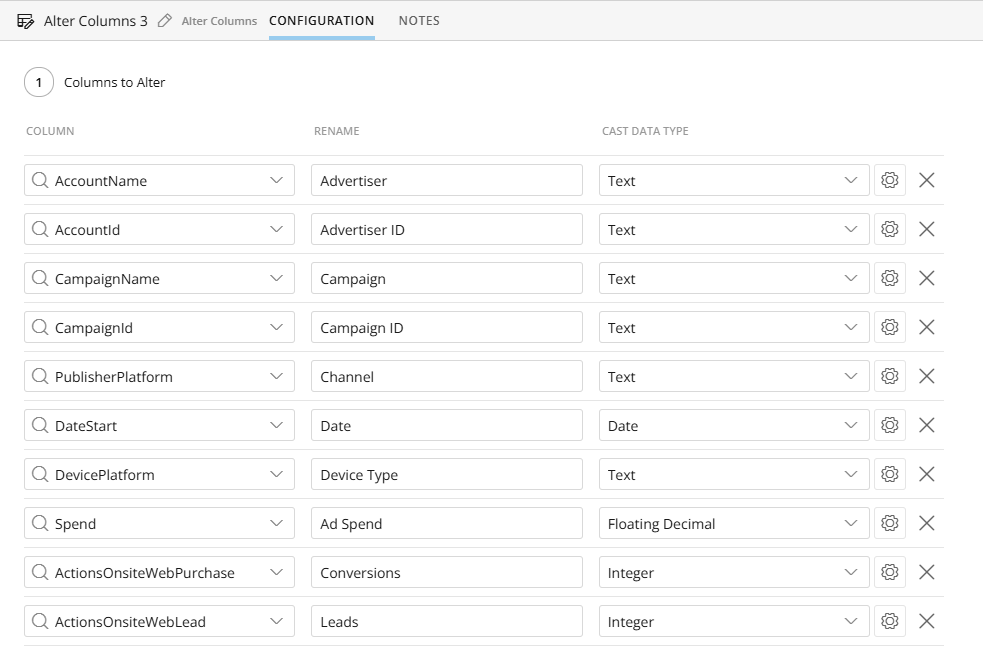


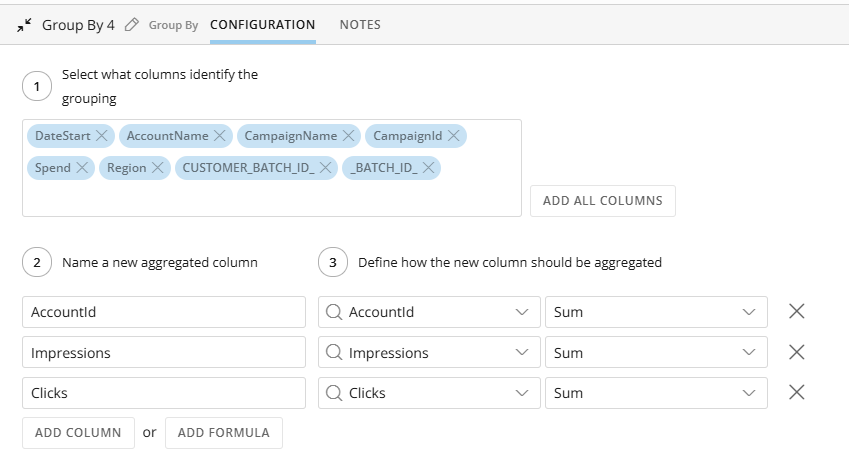


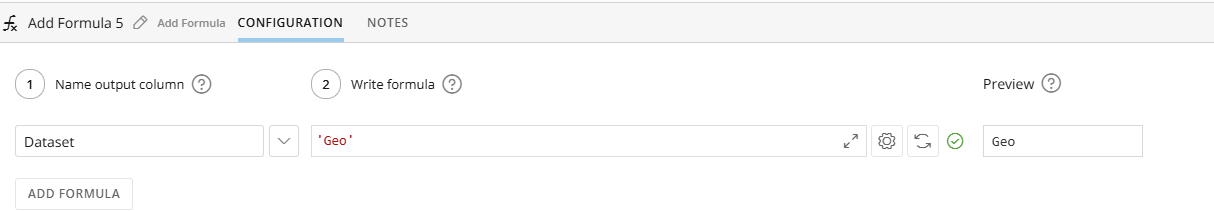


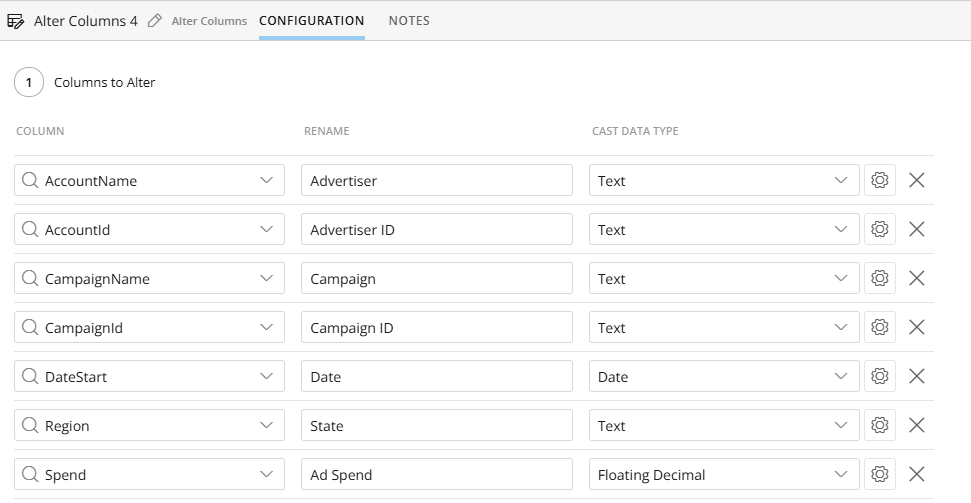


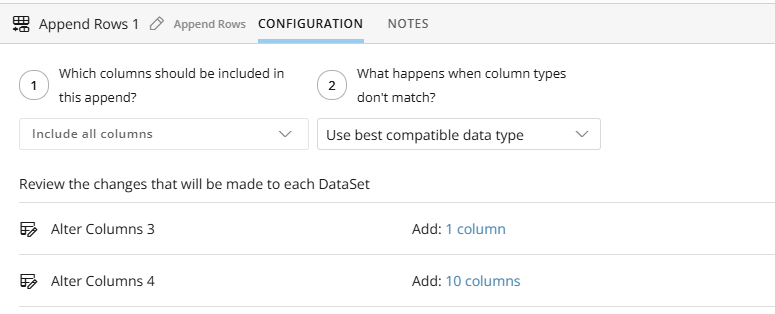


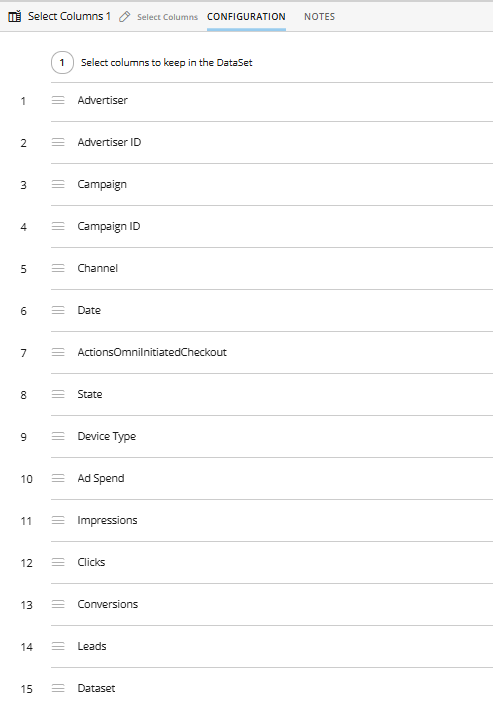


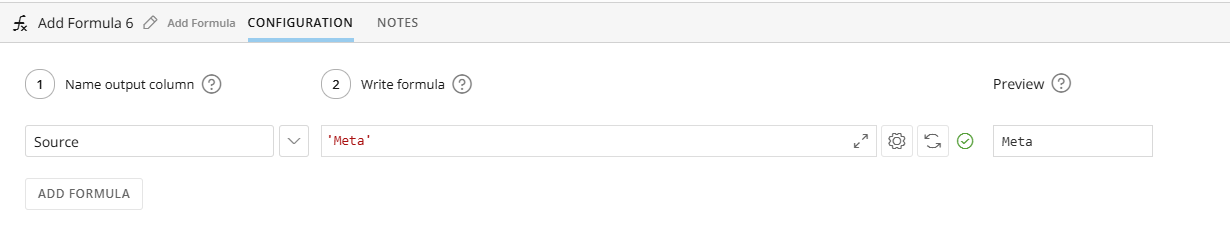


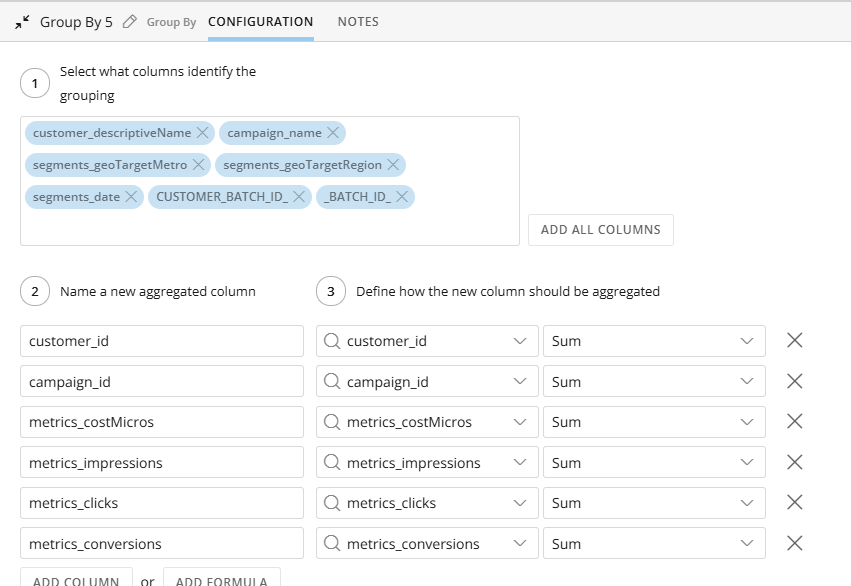


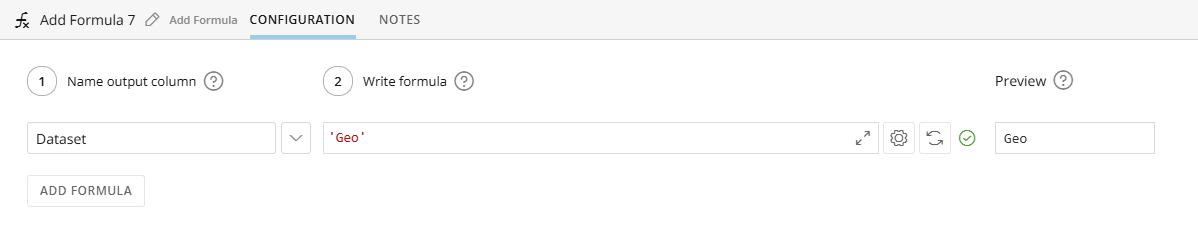


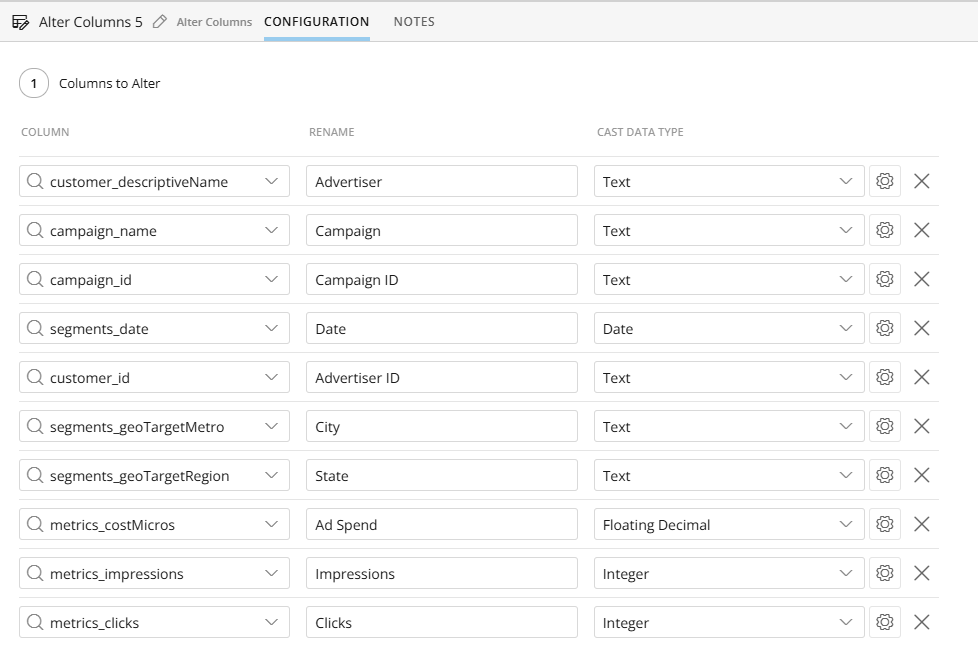


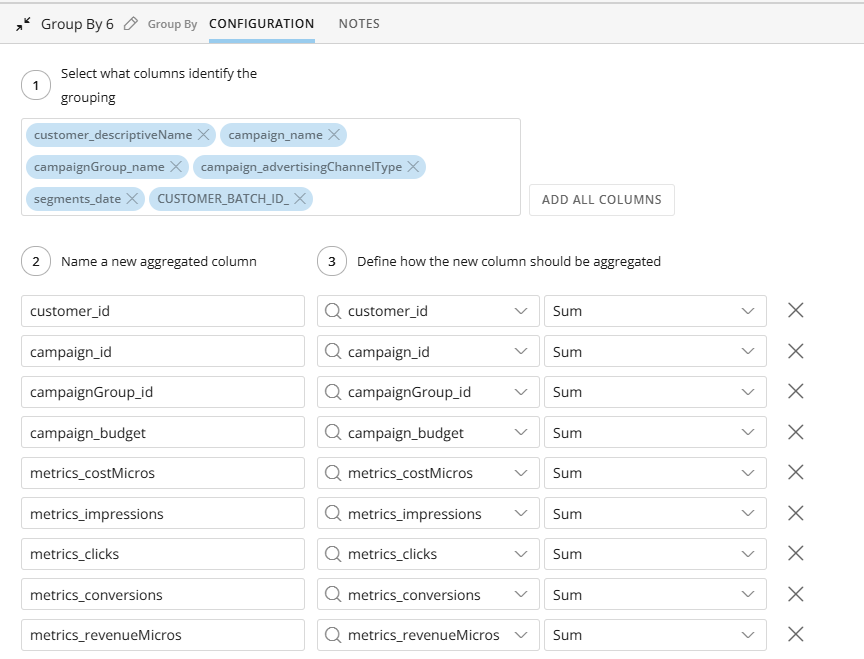


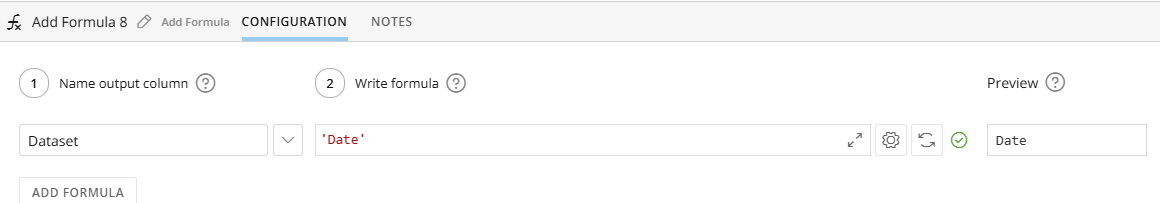


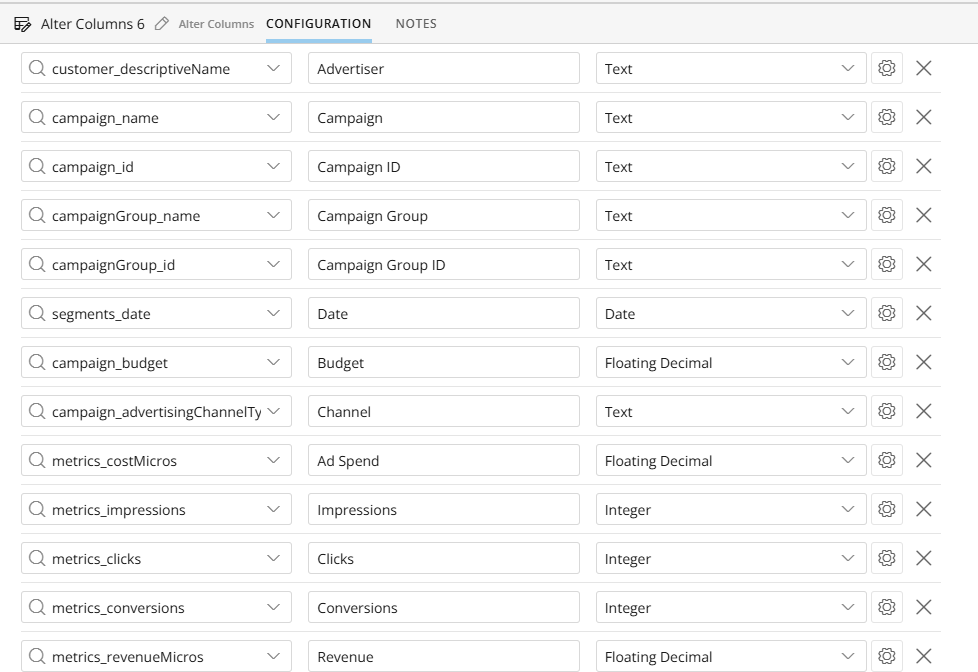


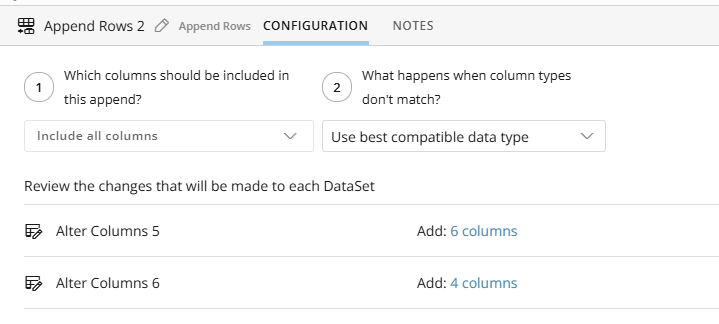


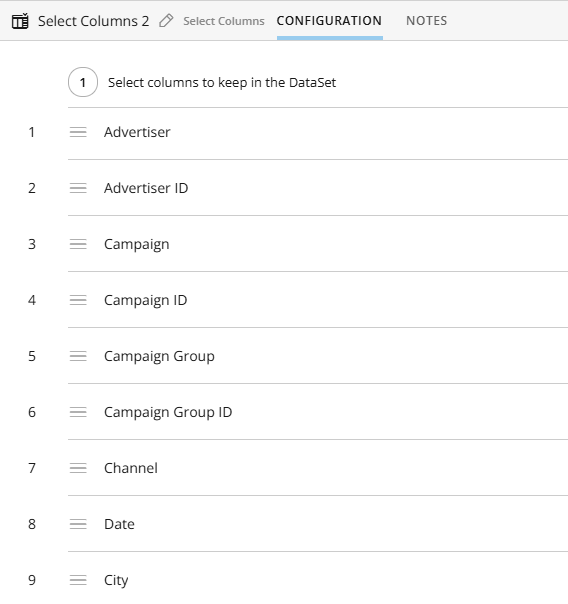


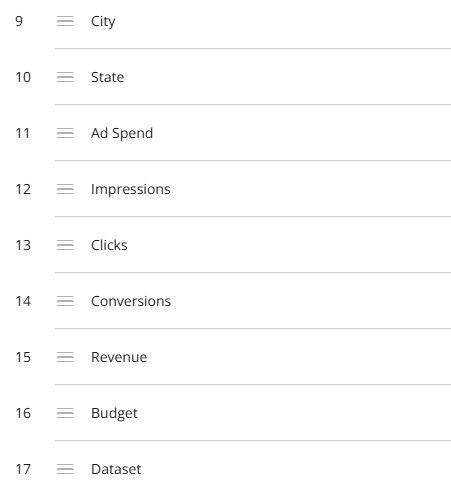


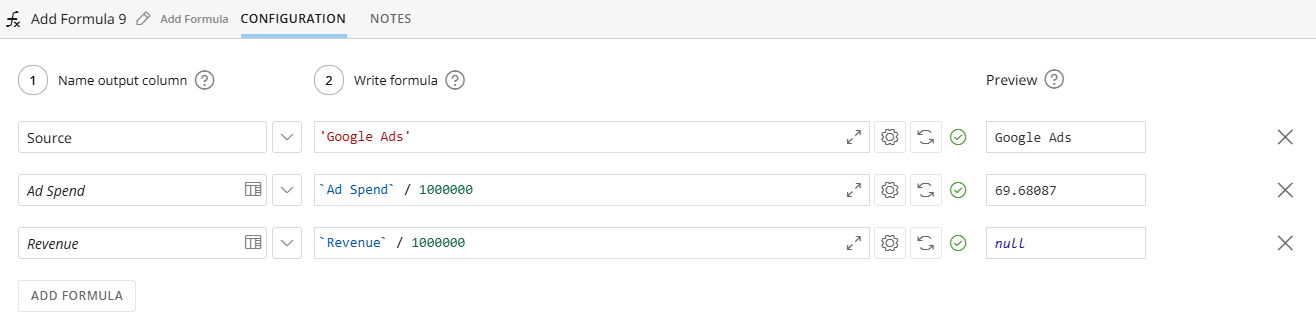




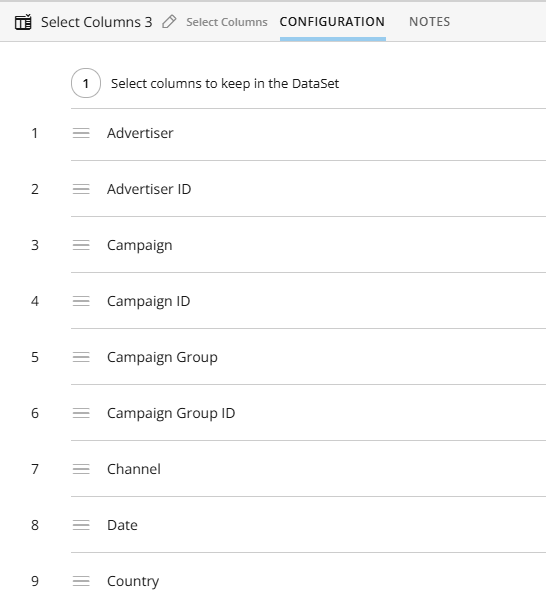


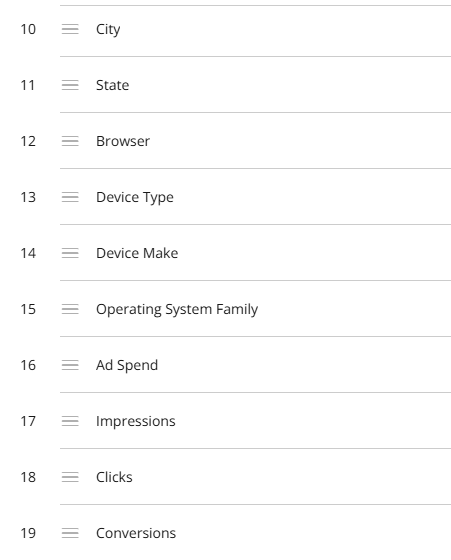


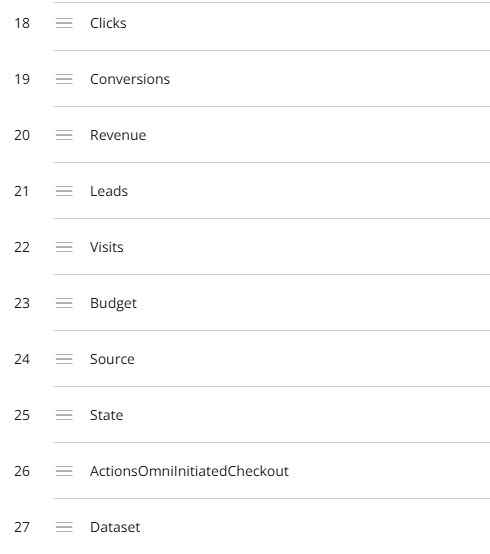












**DOMO Marketing App Dashboard**

An interactive dashboard built in DOMO to monitor and optimize marketing performance.

**Objective / Problem Statement:**

To analyze and track digital marketing KPIs such as impressions, clicks, conversions, and ROI across

multiple campaigns and channels in near real-time.

**Data Source Details:**

- Type: Marketing campaign performance data

- Sources: Google Ads, Facebook Ads, CRM exports, and Excel spreadsheets

- Frequency: Daily data ingestion via connectors and manual uploads

**Key Insights Uncovered:**

- Email campaigns had the highest CTR (3.2%) but lowest conversion rate.

- Facebook ad spend was 20% over budget with underperforming ROAS.

- Campaign A drove 45% of total leads despite only 25% of spend.

- Performance dipped mid-month due to creative fatigue—revealed by CTR decline and bounce rate spikes.

**Role & Tools Used:**

- Role: Data Analyst

- Tools:

- DOMO – Dashboard creation and visual storytelling

- Excel – Data preparation and ad-hoc calculations

- SQL (via DOMO Beast Mode) – Derived metrics and transformations

**Challenges & Learnings:**

- Integrating multiple ad platforms with different metric definitions was challenging. Resolved using calculated fields in DOMO.

- Learned to use DOMO’s drill-down features to create dynamic exploration paths for stakeholders.

- Improved stakeholder alignment by embedding data stories directly within dashboard sections.