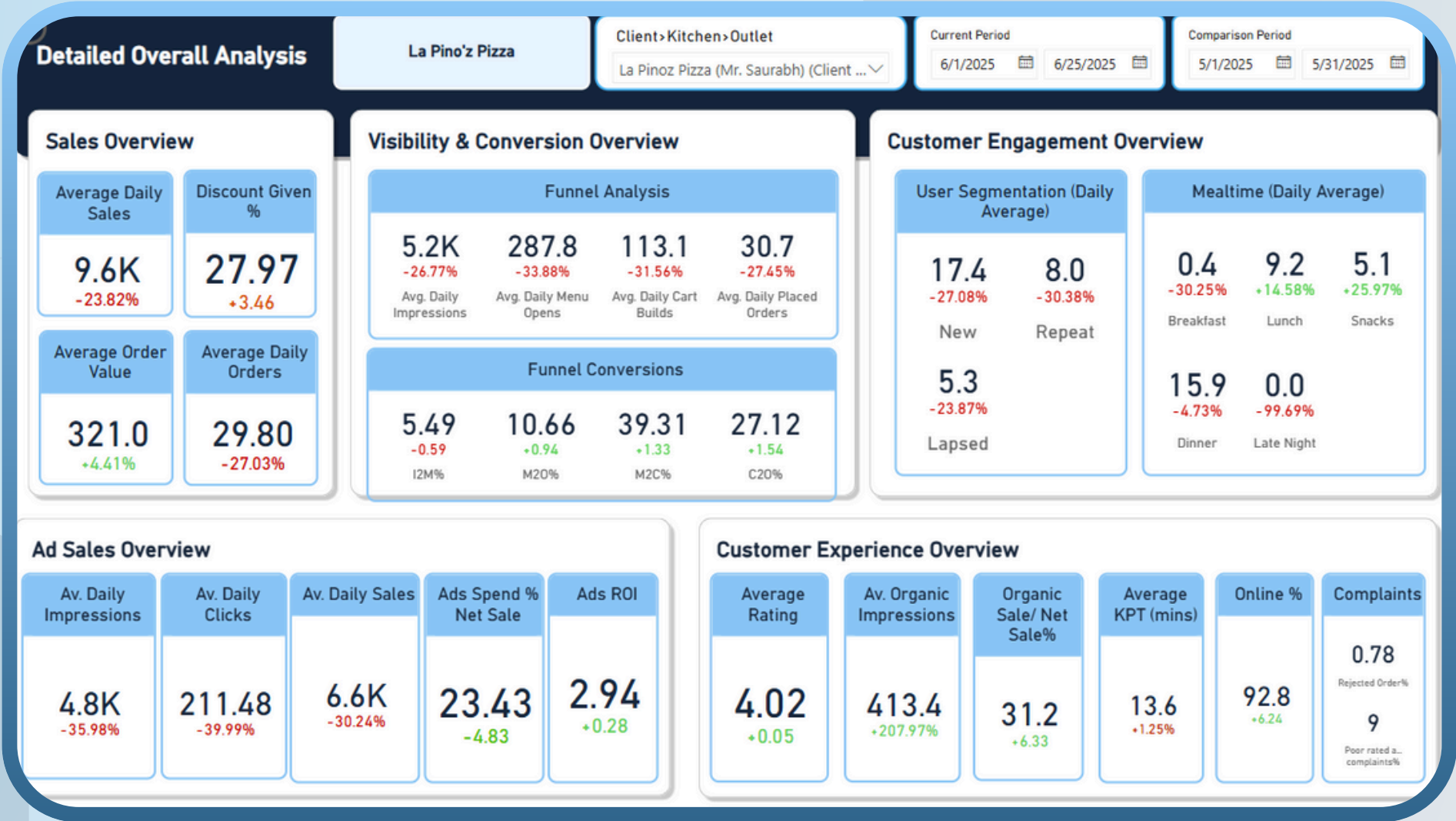


Here is the dashboard I created.
Let me explain you step by step

Client Sales Overview										
All										
Client Name	AvD Sales (Current)	Δ% (AvD Cur - Comp)	Ads Spent to Sale %	Ads ROI	Δ Ads Spent/Sale %	Δ% AOV	Δ% AvD Orders	Δ Discount%	Δ% AvD Impressions	Δ I2M%
1.5 Degree	0.00									
Aalis Kathi Kabab	4,221.10	-30.81	25.67	1.91	6.09	-2.41	-29.10	-6.72	-16.47	-0.38
Amandeep Najafgarh	10,048.94	8.38	11.06	2.63	8.13	-15.86	28.82	2.74	49.95	-0.33
Anantha Pure Veg	1,035.05	145.15	53.82	1.46	42.53	-28.63	243.48	15.01	170.49	0.06
Azula Asian Kitchen & Bar	29,843.05	-0.37	17.06	3.17	1.05	-9.00	9.49	11.74	2.82	0.70
Bake villa cafe	2,691.22	57.44	28.87	3.39	8.47	15.96	35.77	3.23	68.17	-0.14
Baker's Scoop	1,862.51	5,135.07	18.04	1.61	18.04	-24.26	6,812.00	23.05	688.91	2.61
Bharat	10,040.37	4.67	21.89	3.06	-11.00	-14.52	22.45	-4.25	17.02	-1.03
Brother's Bakers	3,233.25	16.88	27.76	1.68	12.73	-15.74	38.71	3.35	82.30	-1.09
Canvas V Plant fwd Kitchen+Bar	6,407.82	34.40	20.49	3.46	2.72	10.41	21.72	-9.14	136.90	-0.25
CB Diner (Hanumangarh)	1,426.30	180.29	12.29	0.67	6.40	-3.85	191.51	11.54	95.15	4.32
CB Diner (Krishna Nagar)	7,924.48	169.14	30.46	3.34	-4.23	6.75	152.11	-3.54	224.55	1.33
Cremeborne (CP)	46.67		6.19	5.38	6.19			0.00		11.61
Cremeborne Cafe Kharar	4,567.59	12.58	13.14	4.76	-4.58	-2.02	14.90	-2.04	9.53	-0.77
Cremeborne CP	540.30	7.70	17.98	1.03	-5.51	1.61	6.00	-0.98	-20.62	0.11
Curry Company	2,528.47		0.00		0.00			13.92		5.00
Delhi Mughlai Street	2,656.96	-31.22	18.49	3.90	-3.30	14.26	-39.81	1.63	-5.25	-1.11



	<div>Outlet Info</div> <div>La Pino's Pizza</div>	<div>Client>Kitchen>Outlet</div> <div>La Pinoz Pizza (Mr. Saurabh) (Client Name) ...</div>
<div>About Outlet</div>	<div>La Pinoz Pizza (Mr. Saurabh)</div> <div>La Pino's Pizza, Mayur Vihar</div> <div>Zomato ID: 20462827</div> <div>Swiggy ID: 637739</div> <div>Outlet Details</div>	<div>CKC-0033</div> <div>Client ID</div> <div>CK-00074</div> <div>Kitchen ID</div> <div>CKO-00128</div> <div>SA Outlet ID</div> <div>9266284330</div> <div>Kitchen Contact No. (1)</div> <div>9266284330</div> <div>Kitchen Contact No. (2)</div>
<div>Zomato</div>	<div>Mochak Soni</div> <div>SA Account Manager</div>	
<div>Swiggy</div>	<div>9599194991</div> <div>OwnerNo</div>	

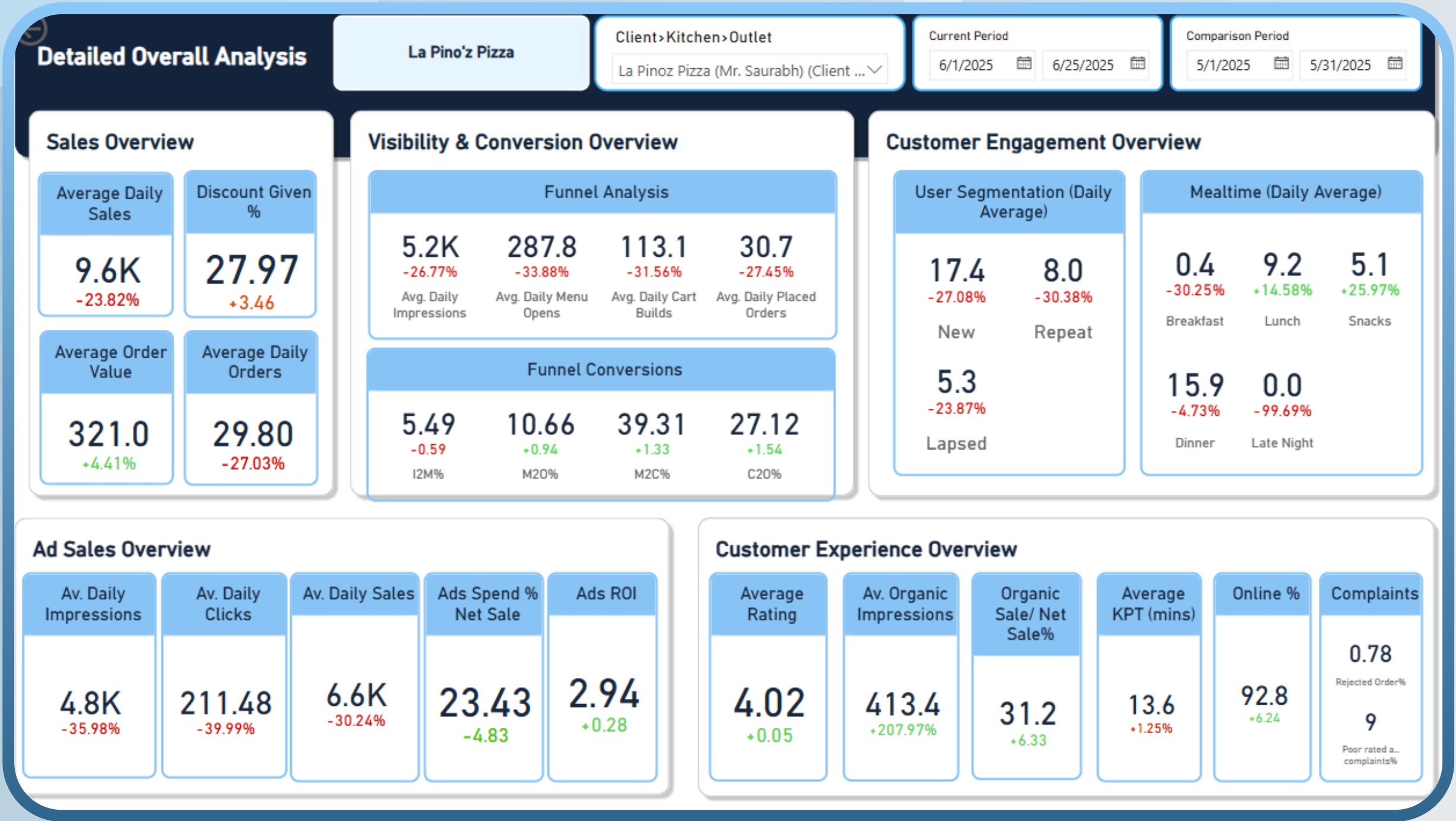


Ad Campaigns Dashboard				
La Pino's Pizza				
Client>Kitchen>Outlet				
La Pinoz Pizza (Mr. Saurabh)				
Campaign Id	Status (based on last 3 days)	Outlet Details	Product Type	Targeting
27911276	Stopped	La Pinoz Pizza (Mr. Saurabh) La Pino's Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	MEALTIME
27911711	Active	La Pinoz Pizza (Mr. Saurabh) La Pino's Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	EXISTING_CUSTOMER_TYPE
27978481	Active	La Pinoz Pizza (Mr. Saurabh) La Pino's Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	CUSTOMER_AFFLUENCE
27978500	Active	La Pinoz Pizza (Mr. Saurabh) La Pino's Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	EXISTING_CUSTOMER_TYPE

Now that we've reviewed the issue from a macro level, let's drill down into the specifics :

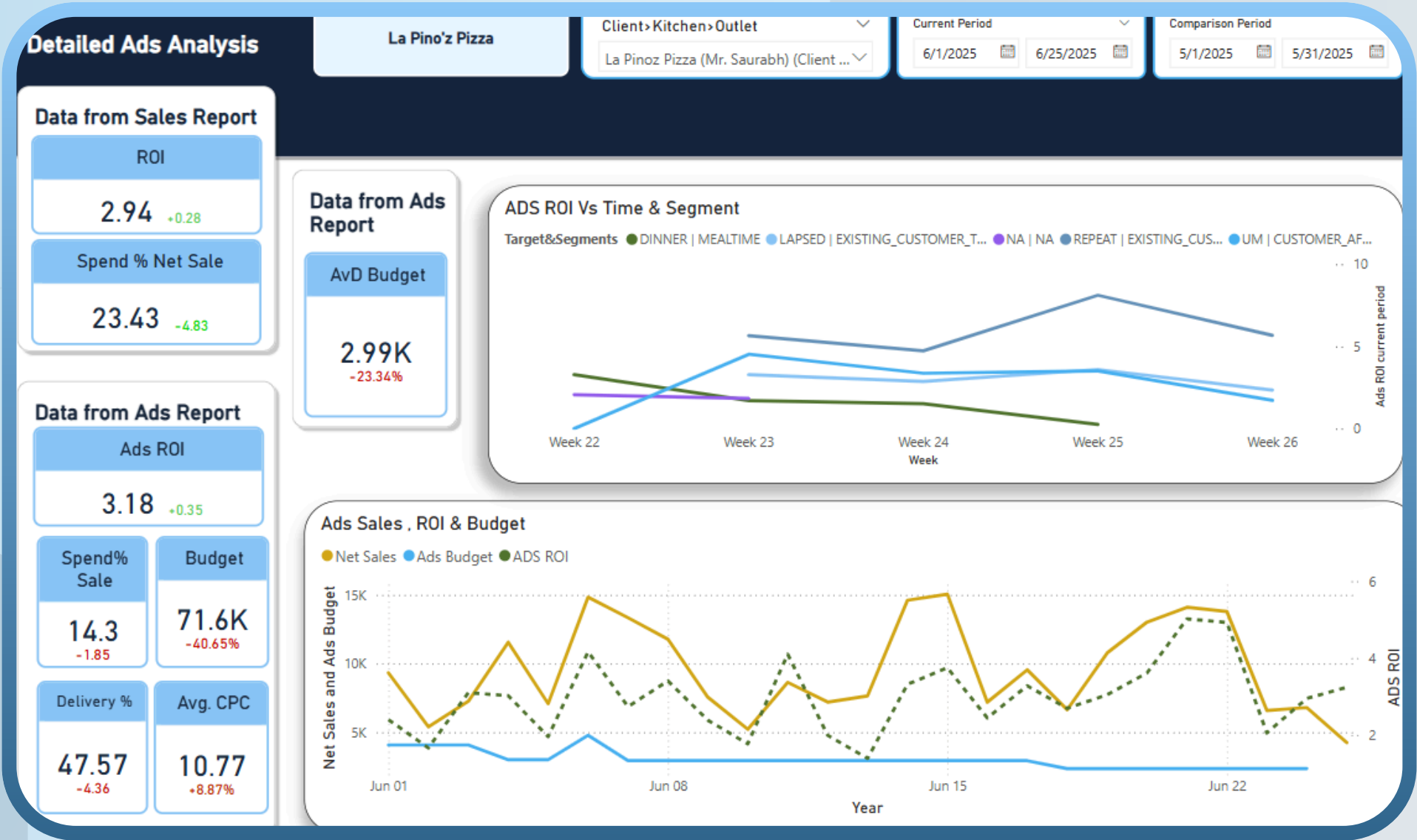
- The 'Current Period' section allows you to select the time frame for the data you want to analyze.
- The 'Comparison Period' lets you choose a reference period to benchmark against.
- Values highlighted in red and green indicate changes relative to the comparison period, helping you quickly spot trends and deviations.
- This represents the second layer of our analysis, enabling us to dig deeper into the root cause of the issue.

P/2 Detailed Overview



These dashboards provide comprehensive insights into ad performance.

- These graphs provide insights into the types of ads running, their ROI, and other key performance metrics.
- The dashboard below displays comprehensive campaign details—including budget, CPC, and delivery percentage—for Active, Paused, and Stopped campaigns during the selected period.
- Any issues related to ad performance can be identified and addressed through this section.



Ad Campaigns Dashboard

La Pinoz Pizza

Client>Kitchen>Outlet

La Pinoz Pizza (Mr. Saurabh) (Client ...)

Targeting & Segmentation: All

Current Period: 6/10/2025 - 6/25/2025

Campaign Id	Status (based on last 3 days)	Outlet Details	Product Type	Targeting	Segments	Start Date	End Date	Average eCPX	Ads ROI
27911276	Stopped	La Pinoz Pizza (Mr. Saurabh) La Pinoz Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	MEALTIME	DINNER	Tuesday, June 03, 2025	Monday, June 30, 2025	10.00	0.91
27911711	Active	La Pinoz Pizza (Mr. Saurabh) La Pinoz Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	EXISTING_CUSTOMER_TYPE	REPEAT	Tuesday, June 03, 2025	Monday, June 30, 2025	10.00	6.92
27978481	Active	La Pinoz Pizza (Mr. Saurabh) La Pinoz Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	CUSTOMER_AFFLUENCE	UM	Friday, June 06, 2025	Monday, June 30, 2025	10.00	3.26
27978500	Active	La Pinoz Pizza (Mr. Saurabh) La Pinoz Pizza, Mayur Vihar La Pinoz Pizza Zomato ID: 20462827	Visit Pack	EXISTING_CUSTOMER_TYPE	LAPSED	Friday, June 06, 2025	Monday, June 30, 2025	12.40	3.25

Outlet Details

- This section provides all key outlet details, including POCs, contact persons, and owners.
- Platform-specific details for Zomato and Swiggy are also available here.



About Outlet

Zomato

Swiggy

Outlet Info

La Pino'z Pizza

Client>Kitchen>Outlet
La Pinoz Pizza (Mr. Saurabh) (Client Name) ...

La Pinoz Pizza (Mr. Saurabh)
La Pino'z Pizza, Mayur Vihar
Zomato ID: 20462827
Swiggy ID: 637739
Outlet Details

Mochak Soni
SA Account Manager

9599194991
OwnerNo

CKC-0033
Client ID

CK-00074
Kitchen ID

CKO-00128
SA Outlet ID

9266284330
Kitchen Contact No. (1)

9266284330
Kitchen Contact No. (2)

Detailed Charts and Client Report

- This is a preview of the weekly report shared with clients to track their performance.
- It provides daily, weekly, and monthly insights across key areas such as Sales, Ads, Operations, Growth, Conversions, and Profitability.

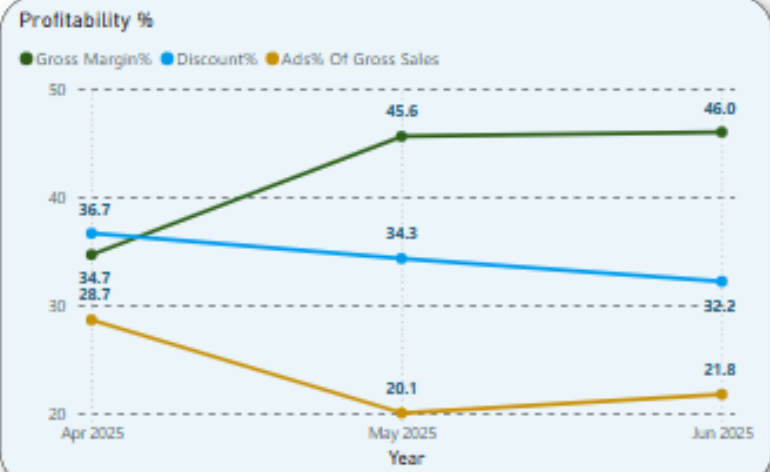
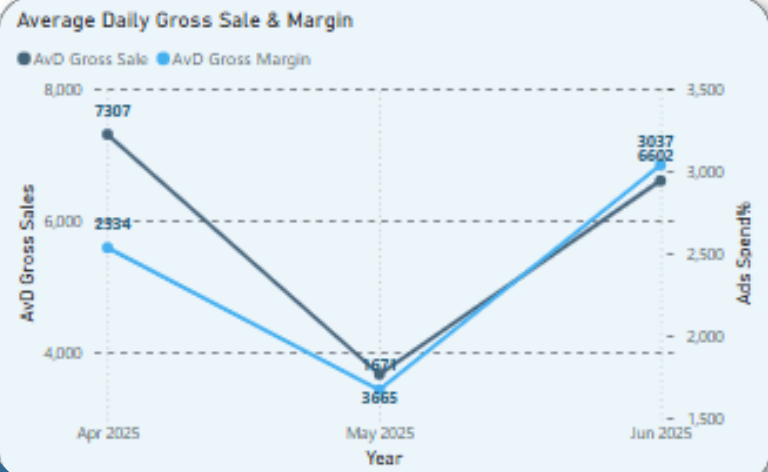


Detailed Charts and Client Report

Profitability

Client Name	Gross Sales (Current)	Gross Margin% (Current)	Δ Gross Margin% (Current vs. Previous)	Discount% (Current)	Δ Discount%	Ads% Of Gross Sales (Current)	Δ Ads% Of Gross Sales
Wrapsta	165,052	46.0	0.4	32.2	-2.1	21.8	1.7
Total	165,052	46.0	0.4	32.2	-2.1	21.8	1.7

Monthly - Profitability



Weekly Charts

Wrapsta - Global Vibes, Fresh Wraps

Client>Kitchen>Outlet

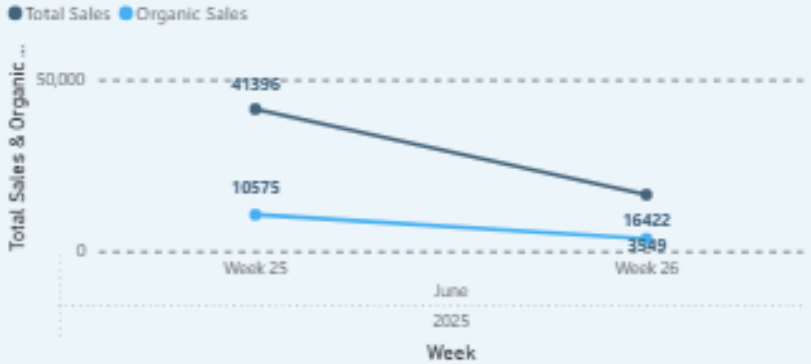
Wrapsta

Current Period

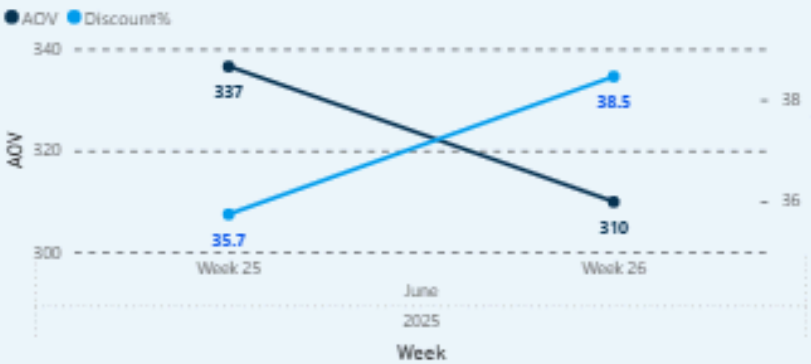
2025 (Year) + June (Month)

Weekly - Sales , Orders & Discounts

Total Sale & Organic Sale



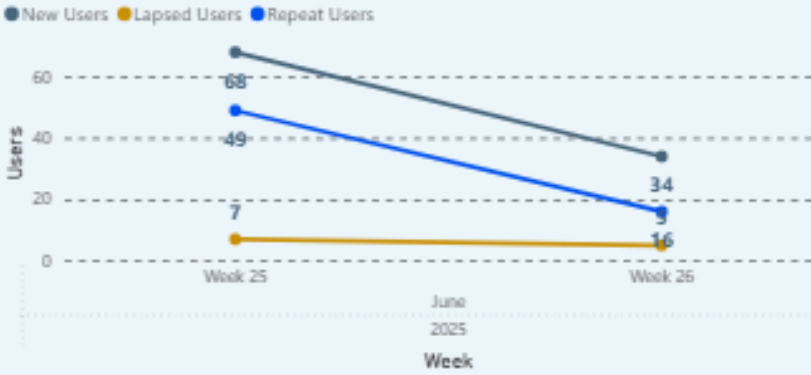
AOV & Discount%



Mealtime Orders

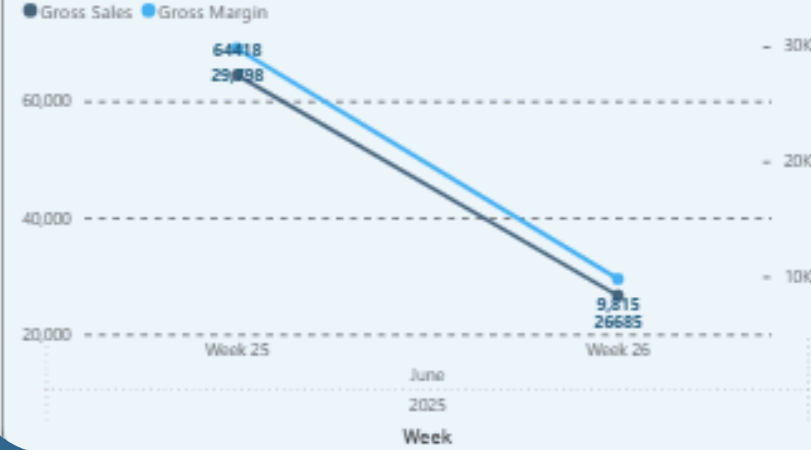


User Segment



Weekly - Profitability

Gross Sale & Margin



Profitability %

