

MARKETING - MEDIA PERFORMANCE ANALYTICS DASHBOARD

Date

01-01-2023



24-11-2024



Marketing Channel

- ☐ EMail
- ☐ Google
- ☐ Instagram
- ☐ Linkedin

Product

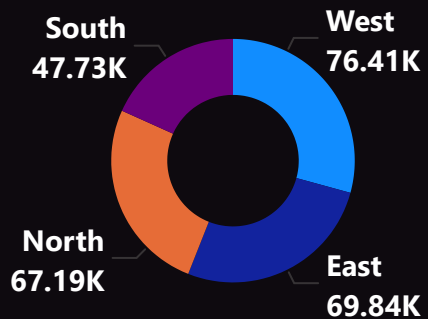
- ☐ Product A
- ☐ Product B
- ☐ Product C
- ☐ Product D

Region

- ☐ East
- ☐ North
- ☐ South
- ☐ West

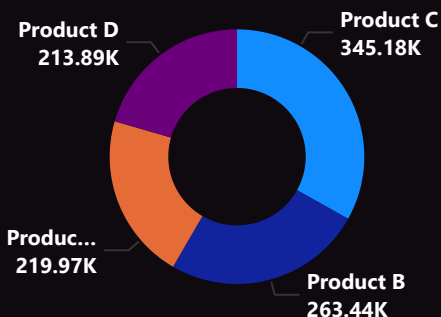
Spend by Region

Regi... West East North

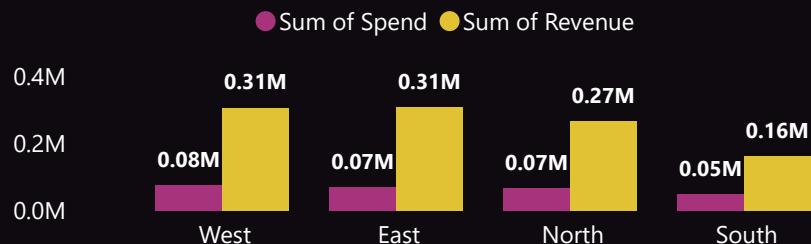


Revenue by Product

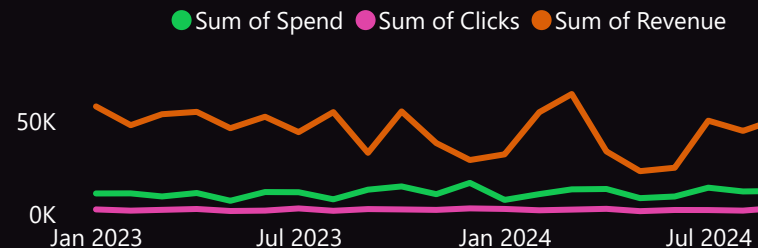
Prod... Product C Product B



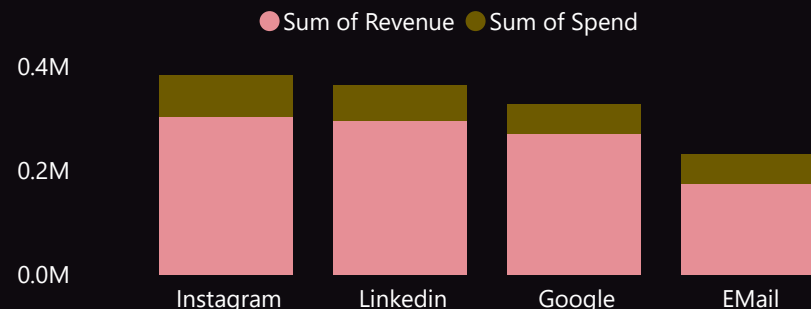
Spend and Revenue by Region



Spend, Clicks and Revenue by Year, Quarter and Month



Revenue and Spend by Marketing_Channel



Spend
261K

Clicks
56K

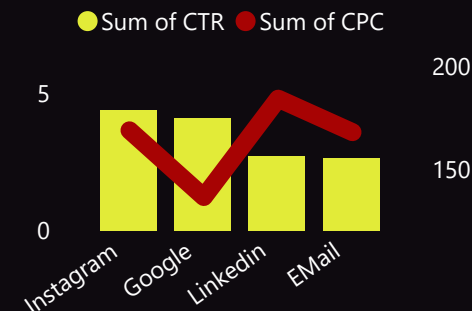
Average CPC
13.86

Average CTR
13.86

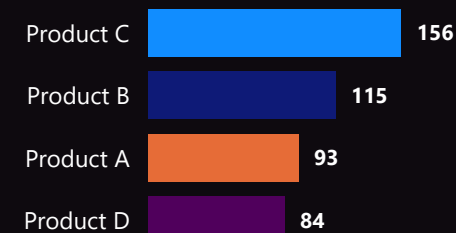
Average ROI
448

Revenue
1M

CTR and CPC by Channel



ROI by Product



Date	Marketing_Channel	Product	Region	Sum of Spend	Sum of Clicks	Sum of Conversions	Sum of Revenue	Sum of CTR	Sum of CPC	Sum of ROI
12-02-2023 00:00:00	Instagram	Product B	East	4,532.35	452	4	1,008.27	0.05	10.03	-0.78
18-08-2024 00:00:00	Linkedin	Product B	East	3,378.78	723	42	1,023.81	0.14	4.67	-0.70
31-12-2023 00:00:00	EMail	Product C	West	4,735.94	761	45	2,492.35	0.14	6.22	-0.47
09-04-2023 00:00:00	Linkedin	Product D	West	1,961.58	500	5	5,751.53	0.10	6.15	-0.43
10-09-2023 00:00:00	Instagram	Product C	North	4,049.72	888	20	3,751.53	0.09	4.71	-0.15
28-01-2024 00:00:00	Google	Product D	South	2,547.39	514	31	2,195.26	0.21	4.96	-0.14
12-11-2023 00:00:00	Instagram	Product A	West	3,325.10	985	22	3,463.67	0.14	3.38	0.04
30-07-2023 00:00:00	EMail	Product A	West	4,887.33	241	27	5,105.70	0.05	20.28	0.04
21-01-2024 00:00:00	EMail	Product B	South	2,387.81	928	9	2,618.35	0.23	2.57	0.10
12-05-2024 00:00:00	Google	Product D	North	2,318.27	688	26	2,667.33	0.20	3.37	0.15
14-04-2024 00:00:00	Google	Product A	South	4,378.21	941	35	5,826.28	0.83	4.65	0.33
03-12-2023 00:00:00	Instagram	Product B	North	4,341.92	208	49	5,957.79	0.03	20.87	0.37
30-06-2024 00:00:00	EMail	Product B	North	2,383.64	287	36	3,515.70	0.09	8.31	0.47
29-09-2024 00:00:00	EMail	Product C	West	3,970.41	869	46	6,219.60	0.78	4.57	0.57
02-07-2023 00:00:00	Linkedin	Product D	South	4,578.68	960	43	7,580.12	0.10	4.77	0.66
25-02-2024 00:00:00	Linkedin	Product B	South	2,712.51	859	2	4,735.08	0.09	3.16	0.75
24-03-2024 00:00:00	Instagram	Product B	East	4,938.96	224	4	8,729.93	0.03	22.05	0.77
06-10-2024 00:00:00	EMail	Product B	South	2,946.93	583	39	5,436.82	0.06	5.05	0.84
26-05-2024 00:00:00	Instagram	Product A	North	610.83	357	45	1,134.52	0.06	1.71	0.86
17-12-2023 00:00:00	Google	Product A	East	2,828.02	502	17	5,384.96	0.09	5.63	0.90
07-07-2024 00:00:00	Instagram	Product B	East	4,165.55	532	22	8,609.61	0.09	7.83	1.07
26-11-2023 00:00:00	Instagram	Product A	West	2,088.39	933	44	4,436.96	0.33	2.24	1.12
17-09-2023 00:00:00	EMail	Product D	North	2,760.36	449	2	6,173.00	0.09	6.15	1.24
Total				2,61,166.32	55973	2531	10,42,479.69	13.86	657.07	447.61