

Google Sheets Setup

Preparing Your Data Structure

1. Create a New Google Sheet

- Name it descriptively (e.g., "Marketing_Metrics_2025")
- Make sure you use the correct Date Format (DD/MM/YY)

2. Structure Your Data

Sheet: Marketing_Metrics

Campaign Name	Start Date	End Date	Budget	Spent	Lead Generated	Conversions	ROI	Click-Through Rate	Engagement Rate
Black Friday	15/11/24	30/11/25	25000	24000	1200	350	62	4.8	7.1
Spring Campaign	01/04/25	30/04/25	12000	11800	600	180	50	3.9	5.8

3. Name Your Ranges

- Select your data table
- Click Data → Named Ranges
- Name it (e.g., "marketing_metrics")