

Overall campaign performance

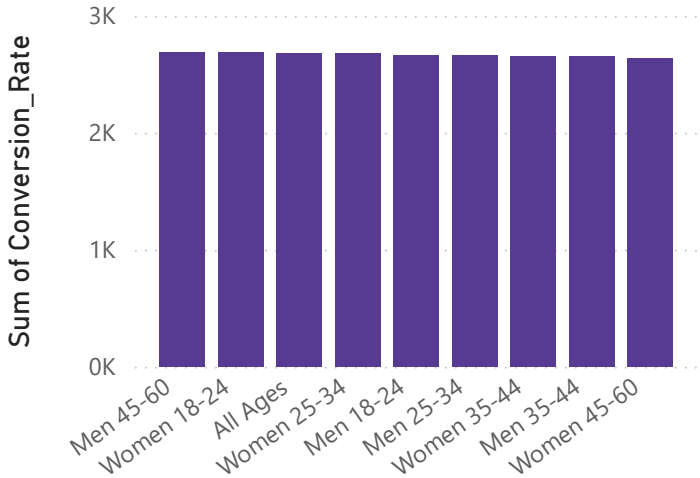
Campaign_ID	Sum of Conversion_Rate	Sum of Acquisition_Cost	Sum of ROI
100001	0.14	\$8,022.68	1.79
100003	0.01	\$2,164.93	1.30
100005	0.07	\$4,573.16	6.60
100008	0.13	\$8,483.87	1.08
100013	0.06	\$3,109.31	7.16
100015	0.05	\$5,060.51	2.92
100021	0.12	\$13,665.12	2.77
100025	0.08	\$8,032.74	6.58
100027	0.13	\$6,183.01	2.40
100037	0.04	\$18,037.09	3.78
100042	0.10	\$12,328.32	0.95
100046	0.10	\$11,765.33	1.24
100055	0.19	\$24,647.77	2.10
Total	24,002.82	\$2,326,125,238.94	953,307.43

Campaign_ID	Sum of Engagement_Score
160428	39
227192	36
623277	36
898623	33
263938	32
641132	32
245500	31
477539	31
103420	30
150978	30
242813	29
298699	29
837090	29
Total	1310765

Campaign_ID	Sum of Engagement_Score
100008	1
100046	1
100069	1
100086	1
100095	1
100098	1
100133	1
100137	1
100145	1
100147	1
100209	1
100218	1
100233	1
Total	1310765

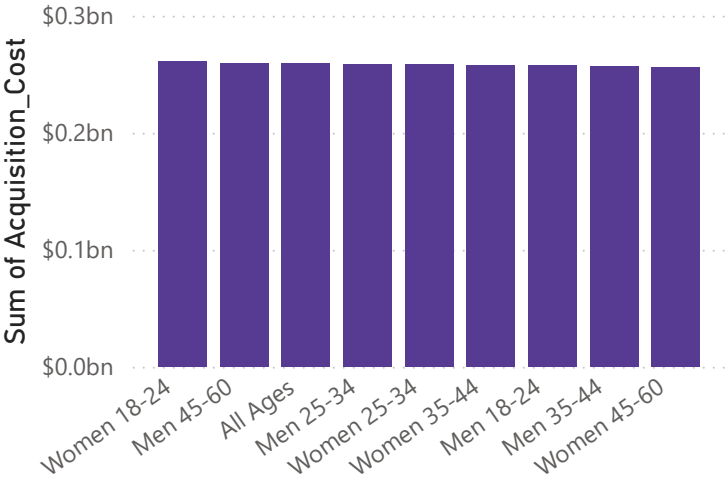
Target Audience Analysis

Sum of Conversion_Rate by Target_Audience



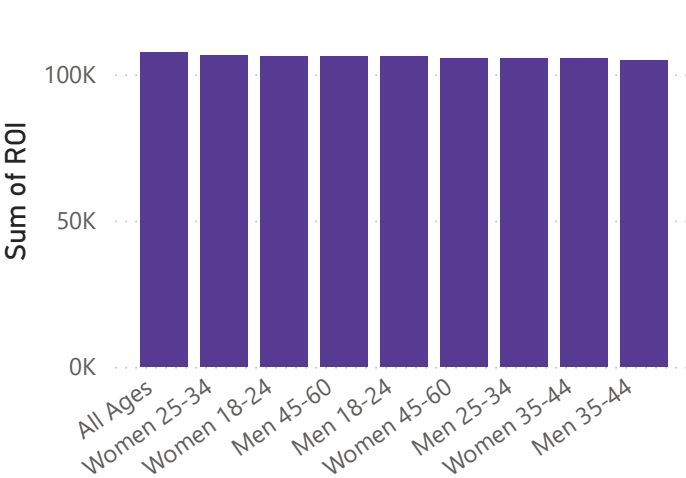
Target_Audience

Sum of Acquisition_Cost by Target_Audience



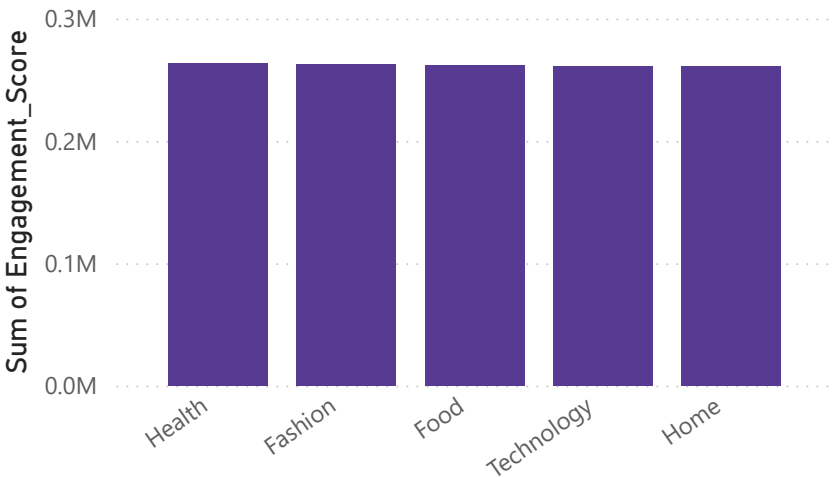
Target_Audience

Sum of ROI by Target_Audience



Target_Audience

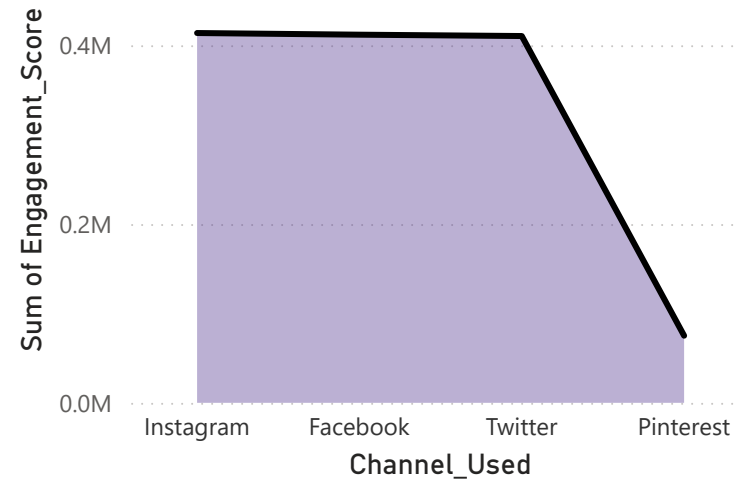
Sum of Engagement_Score by Customer_Segment



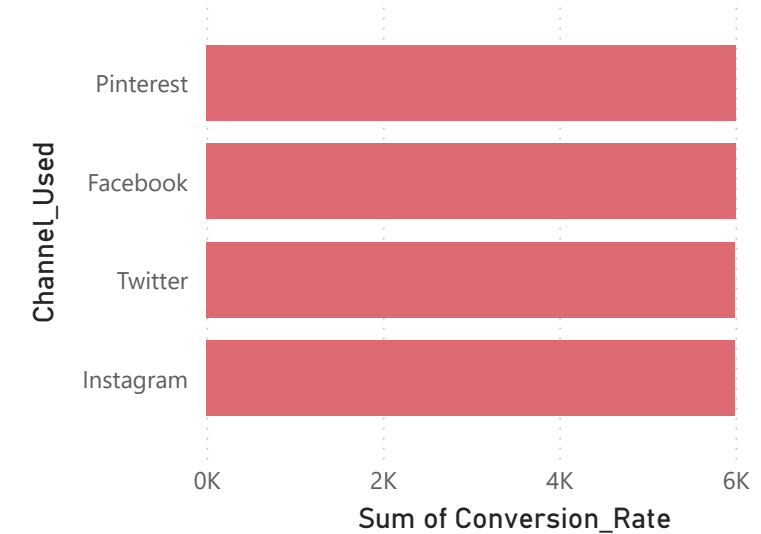
Customer_Segment

Channel Effectiveness

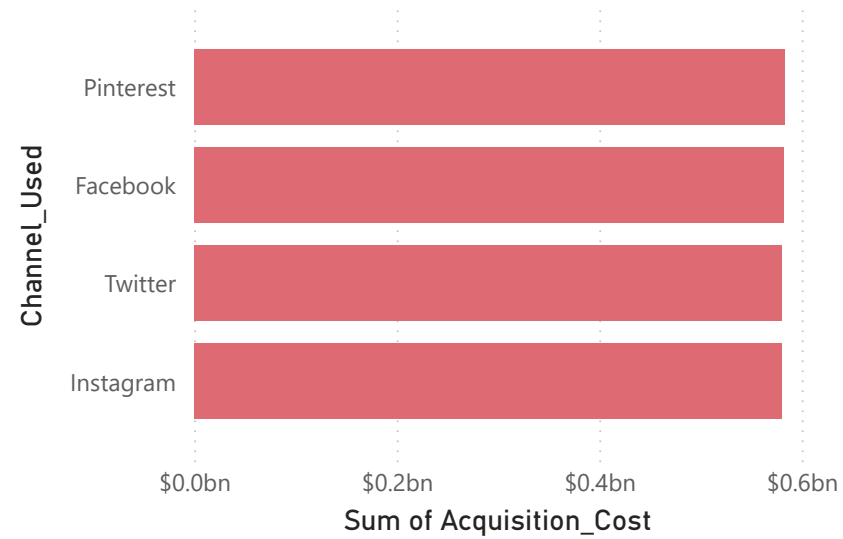
Sum of Engagement_Score by Channel_Used



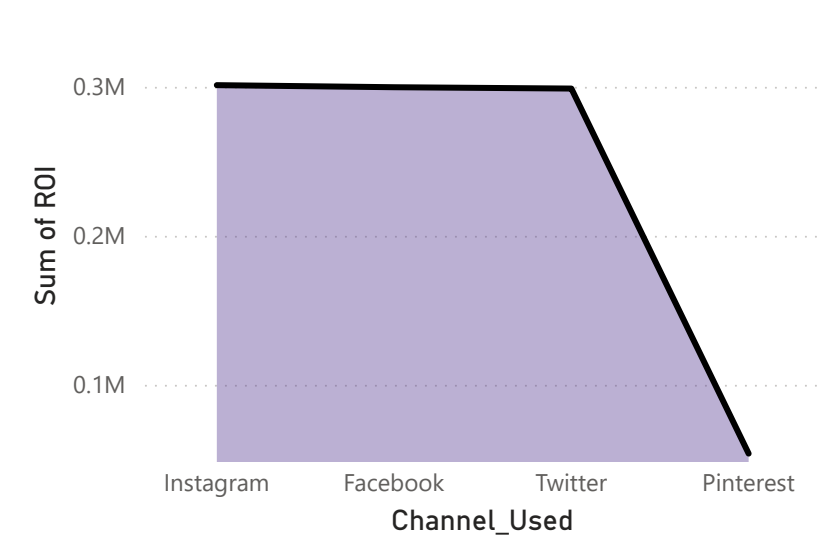
Sum of Conversion_Rate by Channel_Used



Sum of Acquisition_Cost by Channel_Used

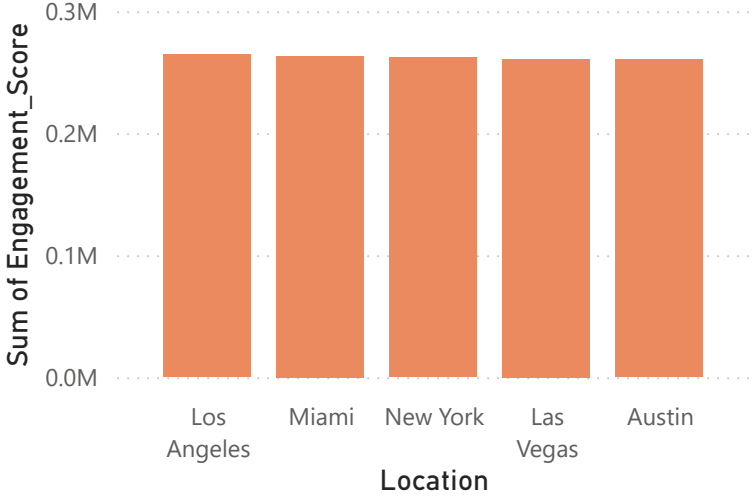


Sum of ROI by Channel_Used

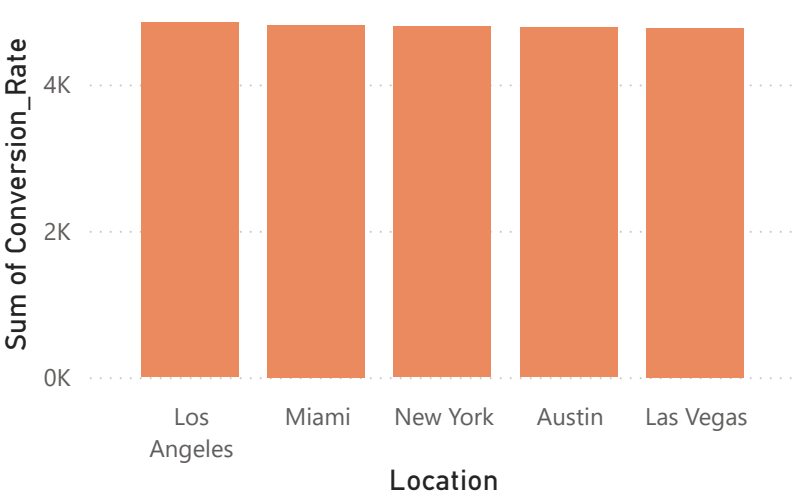


Geographical Insights

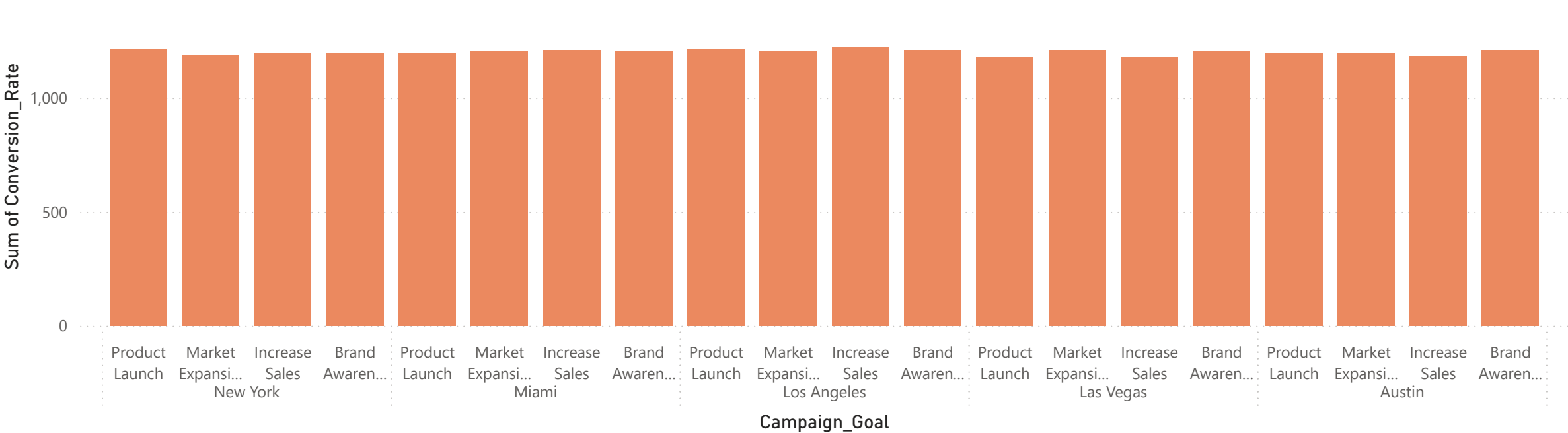
Sum of Engagement_Score by Location



Sum of Conversion_Rate by Location

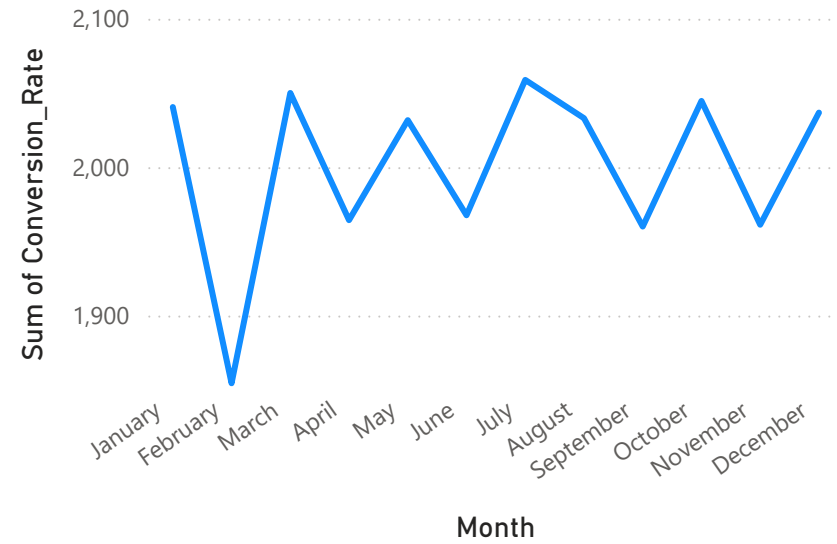


Sum of Conversion_Rate by Location and Campaign_Goal

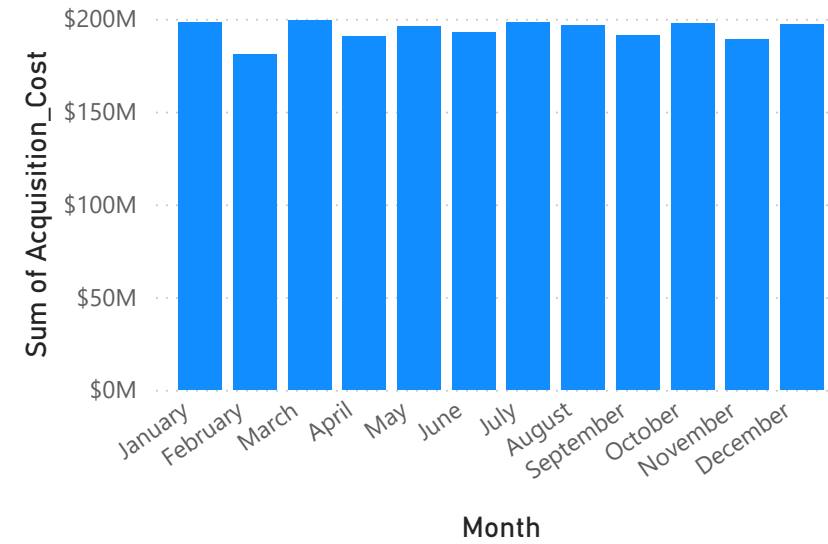


Temporal Analysis

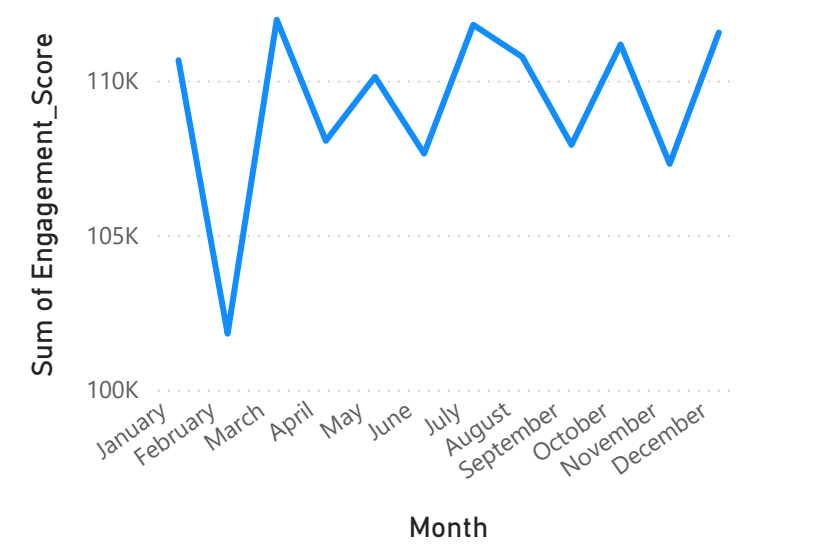
Sum of Conversion_Rate by Month



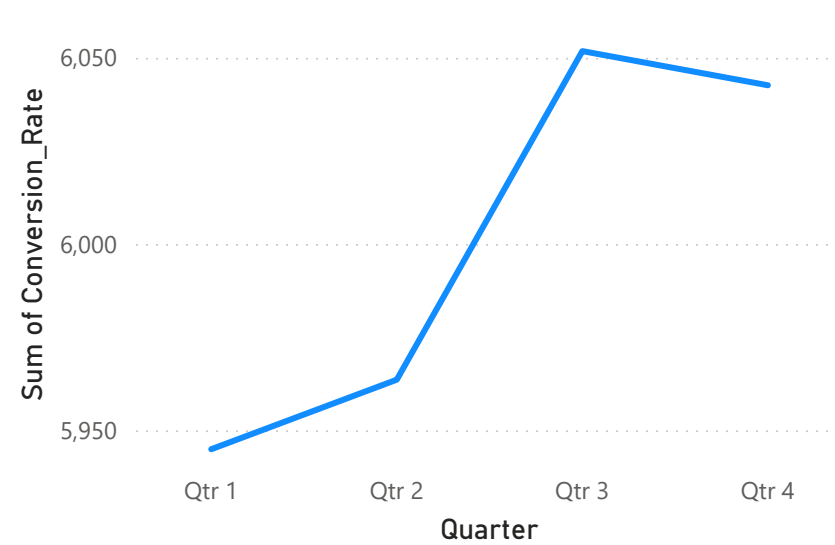
Sum of Acquisition_Cost by Month



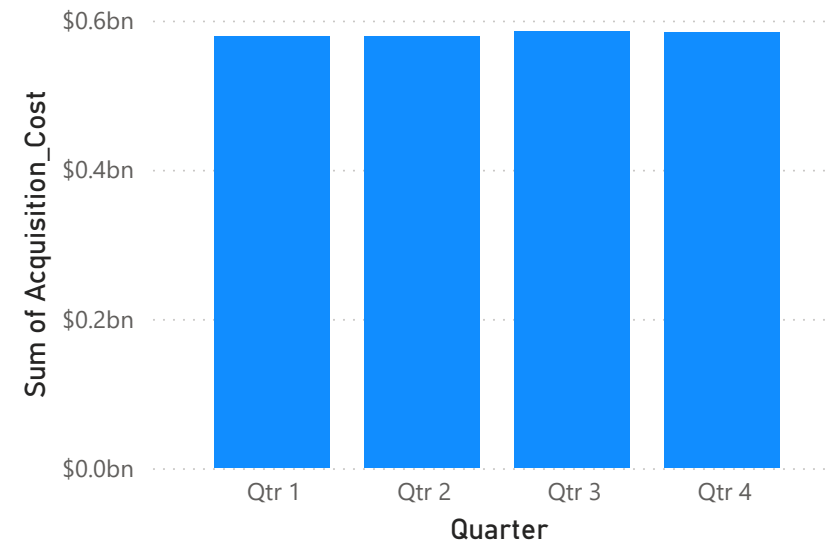
Sum of Engagement_Score by Month



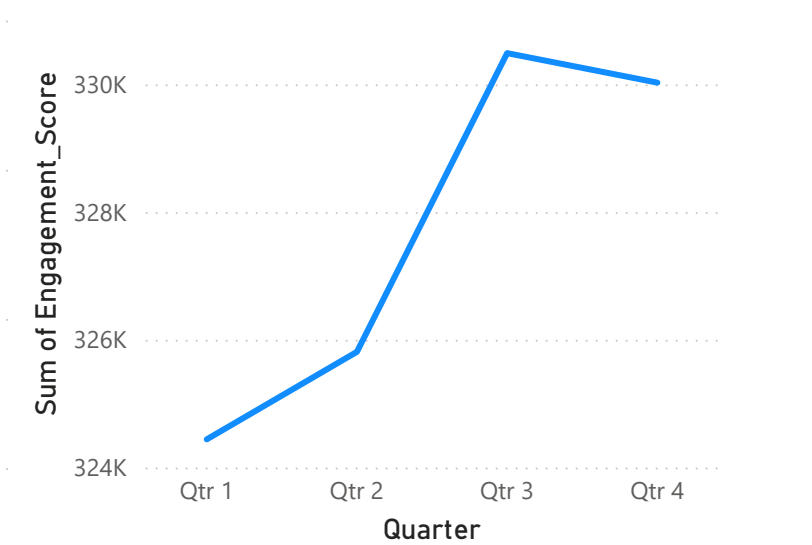
Sum of Conversion_Rate by Quarter



Sum of Acquisition_Cost by Quarter

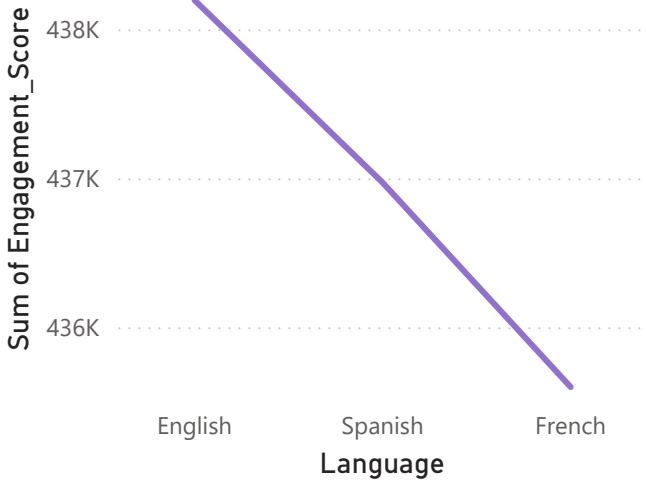


Sum of Engagement_Score by Quarter

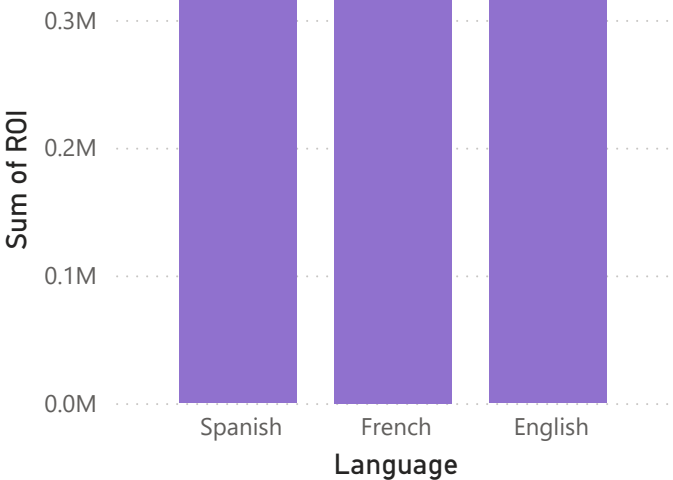


Language and Cultural Impact

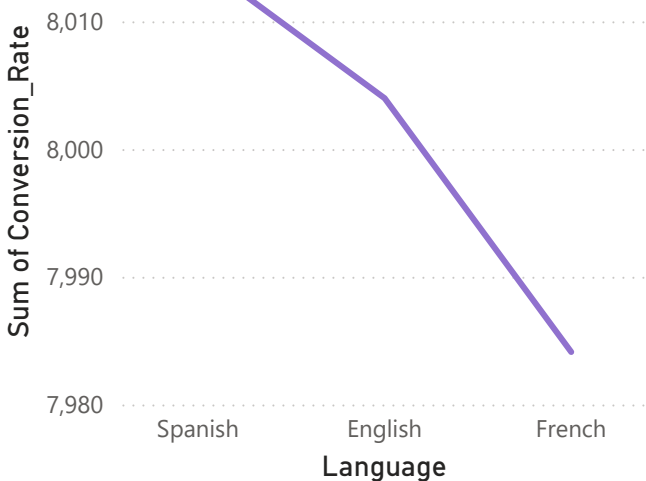
Sum of Engagement_Score by Language



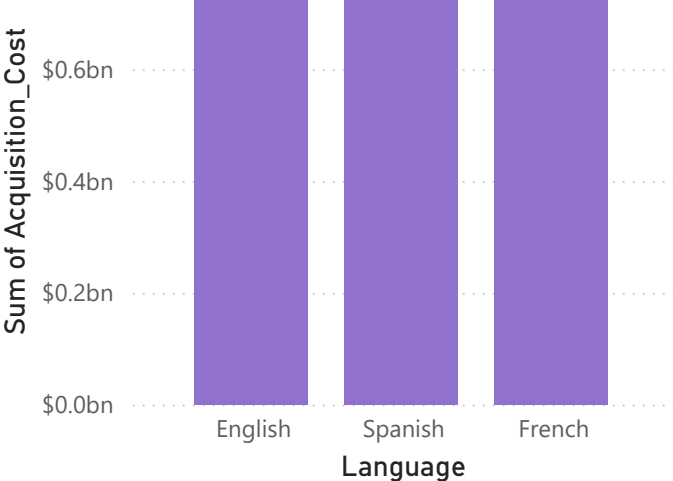
Sum of ROI by Language



Sum of Conversion_Rate by Language

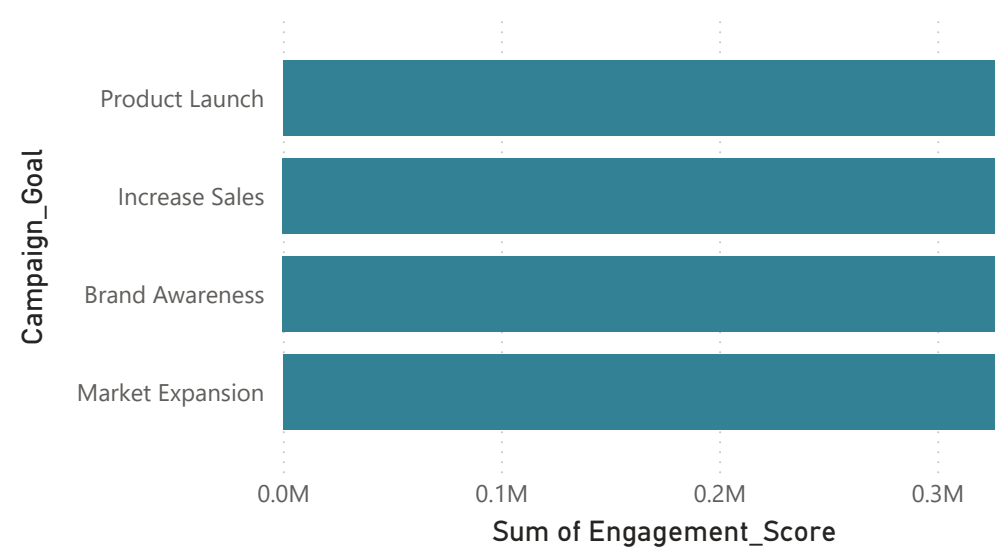


Sum of Acquisition_Cost by Language

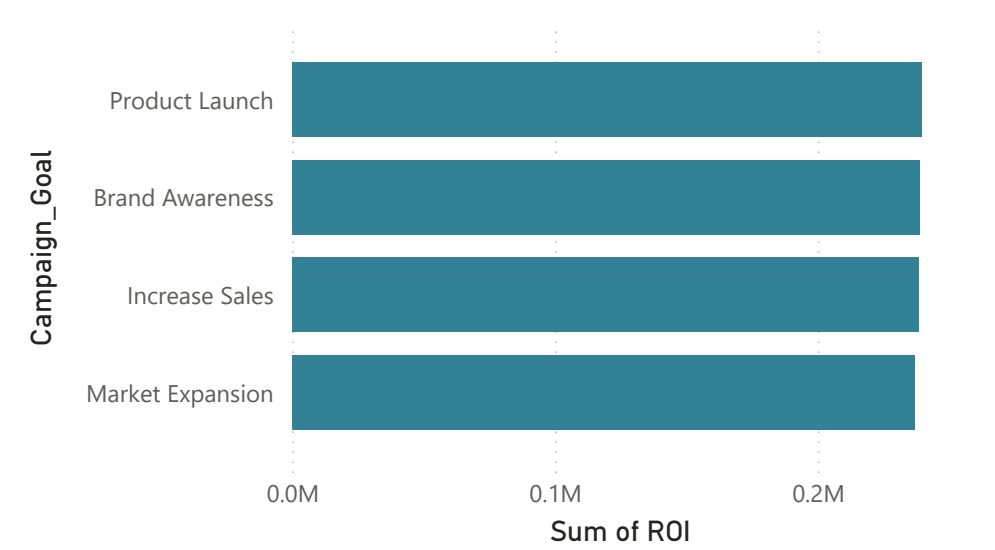


Campaign Goals and Outcomes

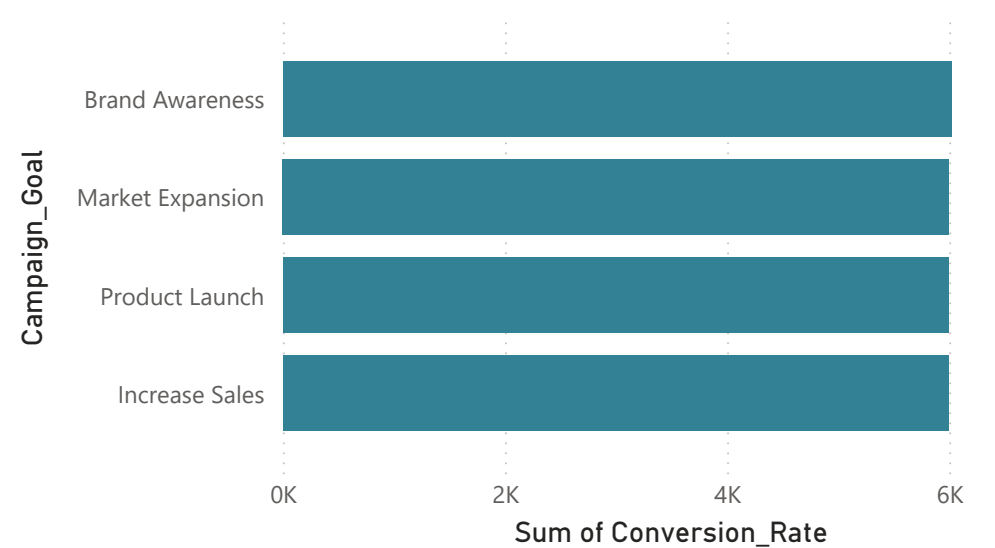
Sum of Engagement_Score by Campaign_Goal



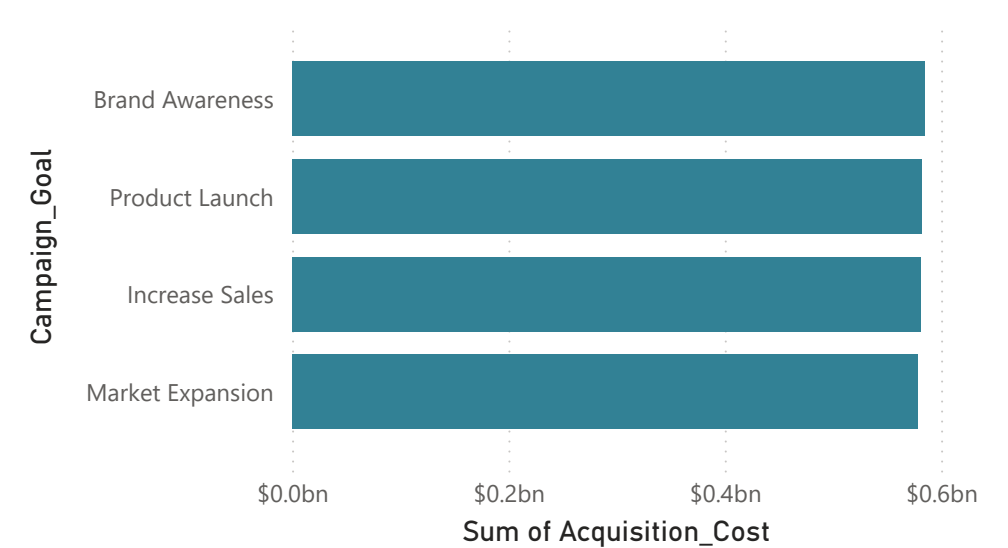
Sum of ROI by Campaign_Goal



Sum of Conversion_Rate by Campaign_Goal

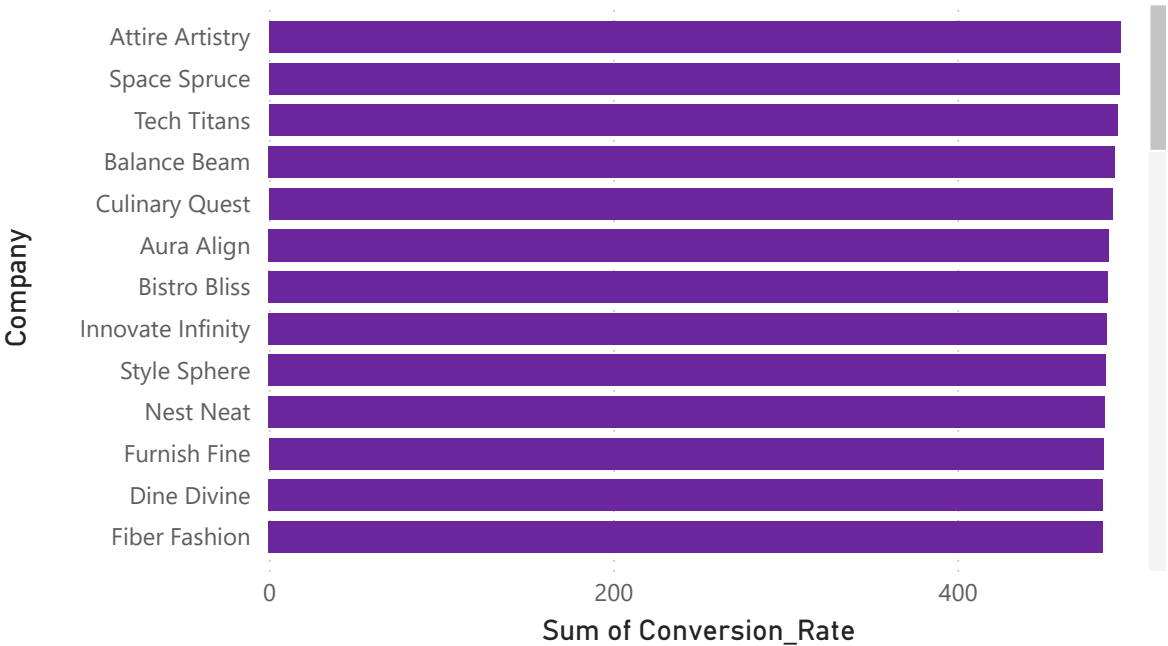


Sum of Acquisition_Cost by Campaign_Goal

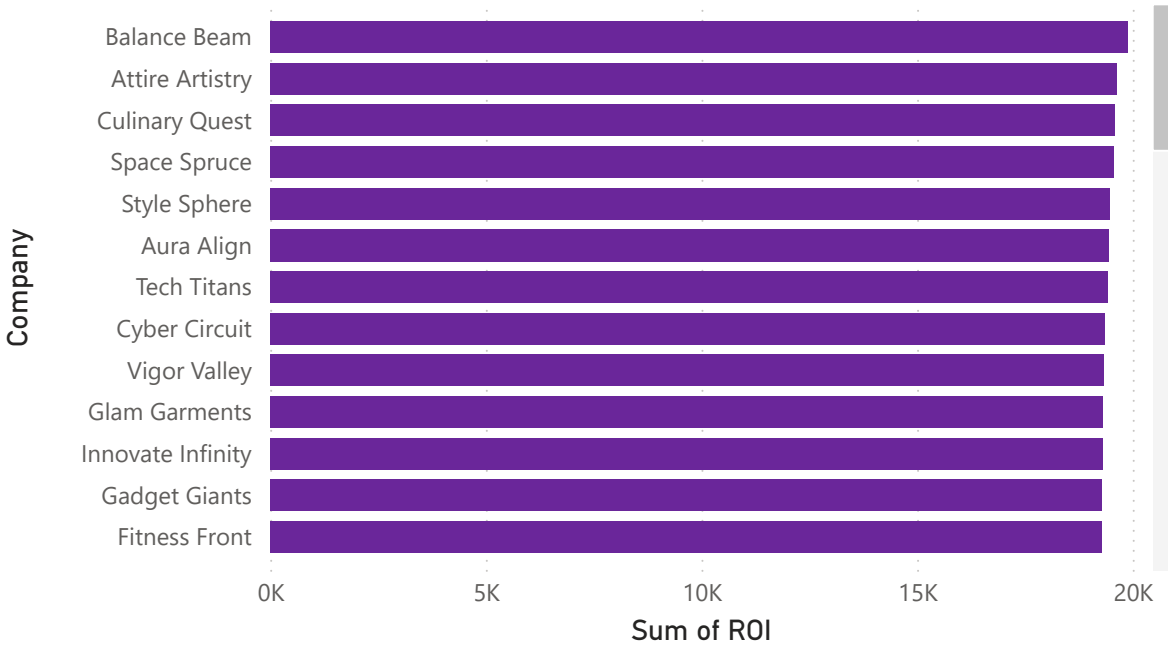


Company Performance

Sum of Conversion_Rate by Company



Sum of ROI by Company



Company	Sum of Engagement_Score	Sum of Clicks	Sum of Impressions	Sum of Acquisition_Cost
Wellness Waves	26669	108269034	334068931	\$46,086,175.47
Well Wish	25737	107025228	330223781	\$45,600,440.7
Vogue Visions	26196	108627898	335447138	\$46,501,514.58
Vital Vigor	26162	108708985	335337005	\$46,294,987.8
Vigor Valley	26245	110545175	341252731	\$47,252,992.37
Trend Tailors	26002	109945663	339285869	\$46,918,538.96
Tech Titans	26854	112018527	345671230	\$47,836,719.11
Style Sphere	26615	109638299	338103559	\$46,535,435.32
Space Spruce	26628	112351935	346646797	\$47,942,770.03
Silk & Style	25988	107338097	331517622	\$46,010,734.1
Silicon Saga	26087	108815255	335834371	\$46,416,339.98
Savor Street	26212	108086212	333494325	\$45,973,296.33
Runway Rebels	26172	108664428	335337912	\$46,418,490.93
Total	1310765	5446101111	16810270916	\$2,326,125,238.94

Top-performing campaigns

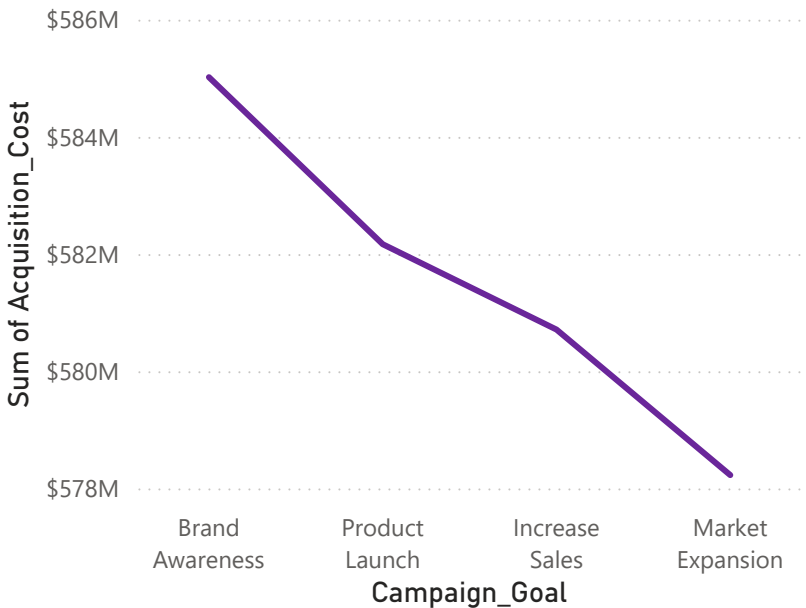
Campaign_Goal	Sum of Engagement_Score
Product Launch	328153
Increase Sales	327884
Brand Awareness	327865
Market Expansion	326863
Total	1310765

Campaign_Goal	Sum of Clicks
Brand Awareness	1369340856
Product Launch	1362309152
Increase Sales	1359777768
Market Expansion	1354673335
Total	5446101111

Campaign_Goal	Sum of Impressions
Brand Awareness	4226573844
Product Launch	4205315919
Increase Sales	4197158938
Market Expansion	4181222215
Total	16810270916

Campaign_Goal	Sum of Conversion_Rate
Brand Awareness	6,019.49
Market Expansion	5,997.20
Product Launch	5,994.42
Increase Sales	5,991.71
Total	24,002.82

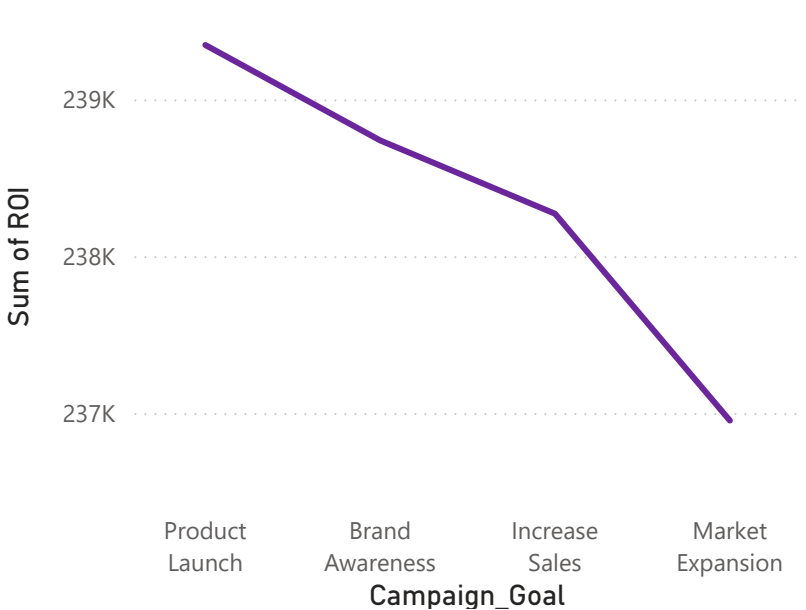
Sum of Acquisition_Cost by Campaign_Goal



Campaign_Goal

- ☐ Brand Awareness
- ☐ Increase Sales
- ☐ Market Expansion
- ☐ Product Launch

Sum of ROI by Campaign_Goal



Customer Segment Insights

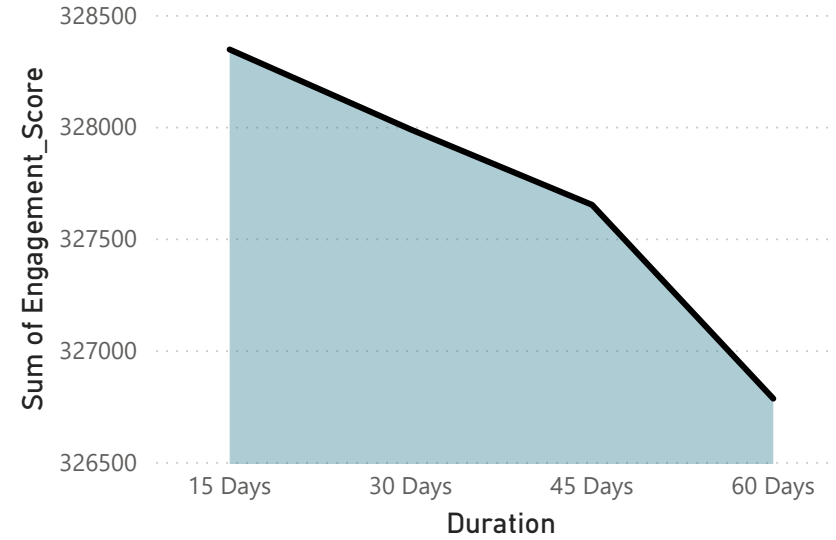
Customer_Segment	Brand Awareness	Increase Sales	Market Expansion	Product Launch	Total
Health	65388	66028	66101	65932	263449
Fashion	64986	65862	64874	66759	262481
Food	66636	66254	64001	65259	262150
Technology	65937	64655	65914	64913	261419
Home	64918	65085	65973	65290	261266
Total	327865	327884	326863	328153	1310765

Customer_Segment	Facebook	Instagram	Pinterest	Twitter	Total
Health	82129	83514	14900	82906	263449
Fashion	82696	83460	14961	81364	262481
Food	81543	82591	15114	82902	262150
Technology	82807	82403	14870	81339	261419
Home	82603	81662	15237	81764	261266
Total	411778	413630	75082	410275	1310765

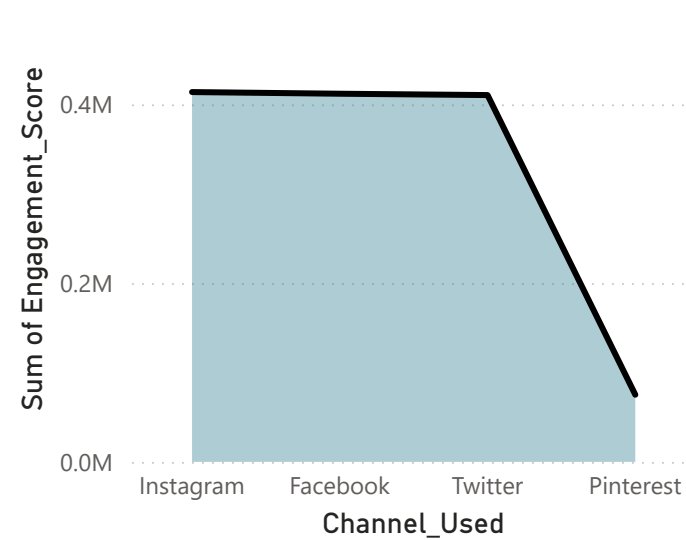
Customer_Segment	Sum of Engagement_Score	Sum of Conversion_Rate
Health	263449	4,803.00
Fashion	262481	4,801.19
Food	262150	4,799.33
Technology	261419	4,790.43
Home	261266	4,808.87
Total	1310765	24,002.82

Engagement Score Factors

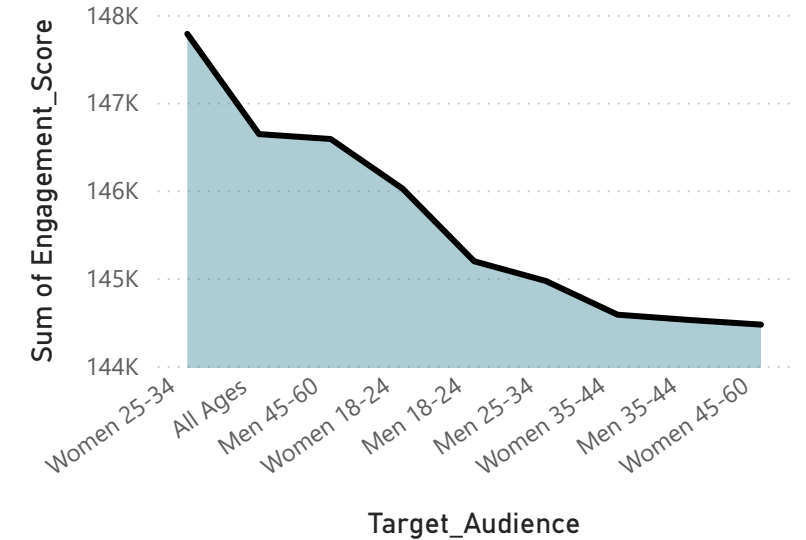
Sum of Engagement_Score by Duration



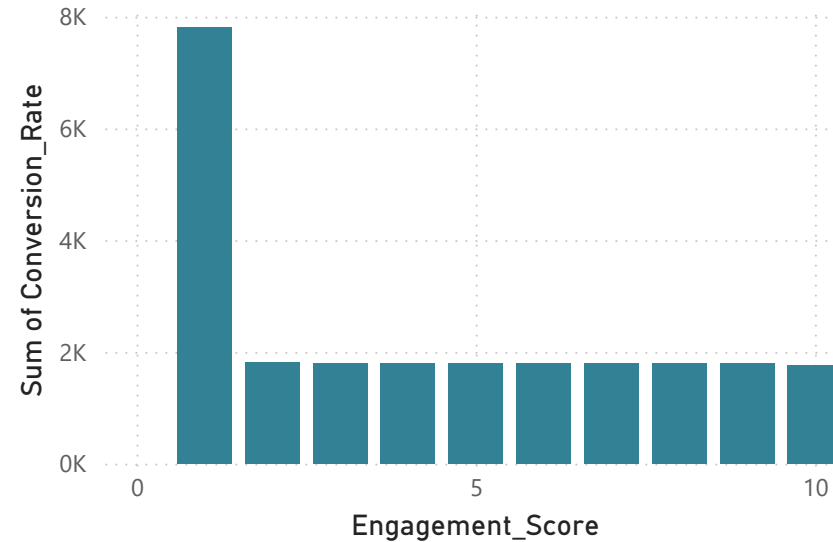
Sum of Engagement_Score by Channel_Used



Sum of Engagement_Score by Target_Audience



Sum of Conversion_Rate by Engagement_Score



Sum of ROI by Engagement_Score

