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Data

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Queries

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New visual calculation ∨ | New measure | Quick measure
Calculations

Sensitivity ∨
Sensitivity

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Copilot

Total Revenue, Conversions, Spend and ROI_TABLE

● Total Revenue ● Total Conversions ● Total Spend ● ROI_TABLE

0K (0%)

256K (34.51%)

18K (2.46%)

467K (63.03%)

Total Revenue by Channel

Conversion_Rate

Channel	Sum of ROI	Sum of Spend	Sum of Conversion_Rate	Campaign_ID
Email	0.49	19686	0.02	CAMP001
Email	1.05	27700	0.07	CAMP003
Email	3.26		0.01	CAMP006
Email	-0.14	21031	0.07	CAMP017
Email	6.31		0.05	CAMP018
Search Ads	2.16	9289	0.11	CAMP002
Search Ads	1.24	14781	0.02	CAMP007
Search Ads	-0.11	27113	0.04	CAMP009
Search Ads				CAMP016
Total	**32.69**	**255610**	**2.21**	

ROI_TABLE by Campaign_ID and Channel

0.98447986577181... (6.88%)
1.0273018414... (7.18%)
1.0450902... (7.3%)

1.149401... (8.03%)

1.166118678... (8.15%)
1.198211927257... (8.37%)

3.310155670867... (23.13%)

2.922397172... (20.42%)

1.2427440633245384 (8.68%)

Campaign_ID
● CAMP019
● CAMP010
● CAMP007
● CAMP001
● CAMP013
● CAMP008
● CAMP003
● CAMP020
● CAMP016
● CAMP004

Visualizations

Build visual

Values
Add data fields here

Drill through

Cross-report   ⦿ Off

Keep all filters   On ⦿

Add drill-through fields here

Data

🔍 Search

∨ ▦ Campaign_Data
  ☐ Campaign_ID
  ☐ Channel
  ☐ Σ Clicks
  ☐ 📊 Conversion Rate
  ☐ Σ Conversion_Rate
  ☐ Σ Conversions
  ☐ Σ Impressions
  ☐ 📊 Missing Revenue
  ☐ 📊 Missing Spend
  ☐ Σ Revenue
  ☐ 📊 ROI
  ☐ 📊 ROI_TABLE
  ☐ 📊 ROI_Table_1
  ☐ Σ Spend
  ☐ 📊 Spend (bins)
  ☐ 📊 Total Conversions
  ☐ 📊 Total Revenue
  ☐ 📊 Total Spend
> ▦ Channel_Summary
> ▦ Dim_Channel
> ▦ Underperforming_Ca...

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− | + 86%

Status_of_Channels

Campaign ID	Channel	Sum of Spend	Sum of Revenue	ROI	Status
CMP_1	Email	19686	43274	0.49	Underperforming
CMP_10	TV	12448	48826	2.92	Performing
CMP_11	Social Media	29888	34456	0.15	Underperforming
CMP_12	TV	4589	42444	8.25	Performing
CMP_13	Social Media	6387	13835	1.17	Performing
CMP_14	TV	26102	16023	-0.39	Underperforming
CMP_15	Social Media	8856	9870	0.11	Underperforming
CMP_16	Search Ads	14304	28386	0.98	Underperforming
CMP_17	Email	21031	18172	-0.14	Underperforming
CMP_18	Email	5123	37472	6.31	Performing
CMP_19	TV	6745	29072	3.31	Performing
CMP_2	Search Ads	9289	29313	2.16	Performing
CMP_20	TV	12490	25321	1.03	Performing
CMP_3	Email	27700	56649	1.05	Performing
CMP_4	TV	11209	14201	0.27	Underperforming
CMP_5	Social Media	22439	10742	-0.52	Underperforming
CMP_6	Email	3221	13735	3.26	Performing
CMP_7	Search Ads	14781	33150	1.24	Performing
CMP_8	TV	19297	41477	1.15	Performing
CMP_9	Search Ads	27113	24140	-0.11	Underperforming
Total		**302698**	**570558**		

Sum of Spend and Sum of ROI by Campaign_ID and Channel

Channel ● Email ● Search Ads ● Social Media ● TV

Visualizations

Build visual

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Keep all filters   On

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∨ ▦ Campaign_Data
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Table_of_Channel(Spend,Revenue,ROI,Conversions)

Channel	Total Revenue	ROI	Total Spend	Total Conversions
Email	56649	1.05	27700	1076
TV	48826	2.92	12448	1956
Email	43274	0.49	19686	280
TV	41477	1.15	19297	470
Email	37472	6.31	(Blank)	612
Social Media	34456	0.15	(Blank)	1344
Search Ads	33150	1.24	14781	335
TV				

Visualizations

Build visual

[visual type icons]

Values
Add data fields here

Drill through
Cross-report   ◉ Off
Keep all filters   On ◉

Add drill-through fields here

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🔍 Search

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256K	467K	18K	0.83	4	4
Total Spend	Total Revenue	Total Conversions	ROI_TABLE	Missing Spend	Missing Revenue

Total Revenue by Channel

Channel	Total Revenue
TV	175K
Email	137K
Search Ads	86K
Social Media	69K

0K   50K   100K   150K

Overall ROI

ROI_Table_1: 0.90 (dashed line)

| Social Media | Email | TV | Search Ads |

Channel

Conversion Rate

Channel	%GT Conversion Rate	Total Conversions
Email	54.07%	3234
Search Ads	94.12%	3588
Social Media	93.12%	3772
TV	174.16%	7633
Total	**100.00%**	**18227**

Campaign_Data Matrix

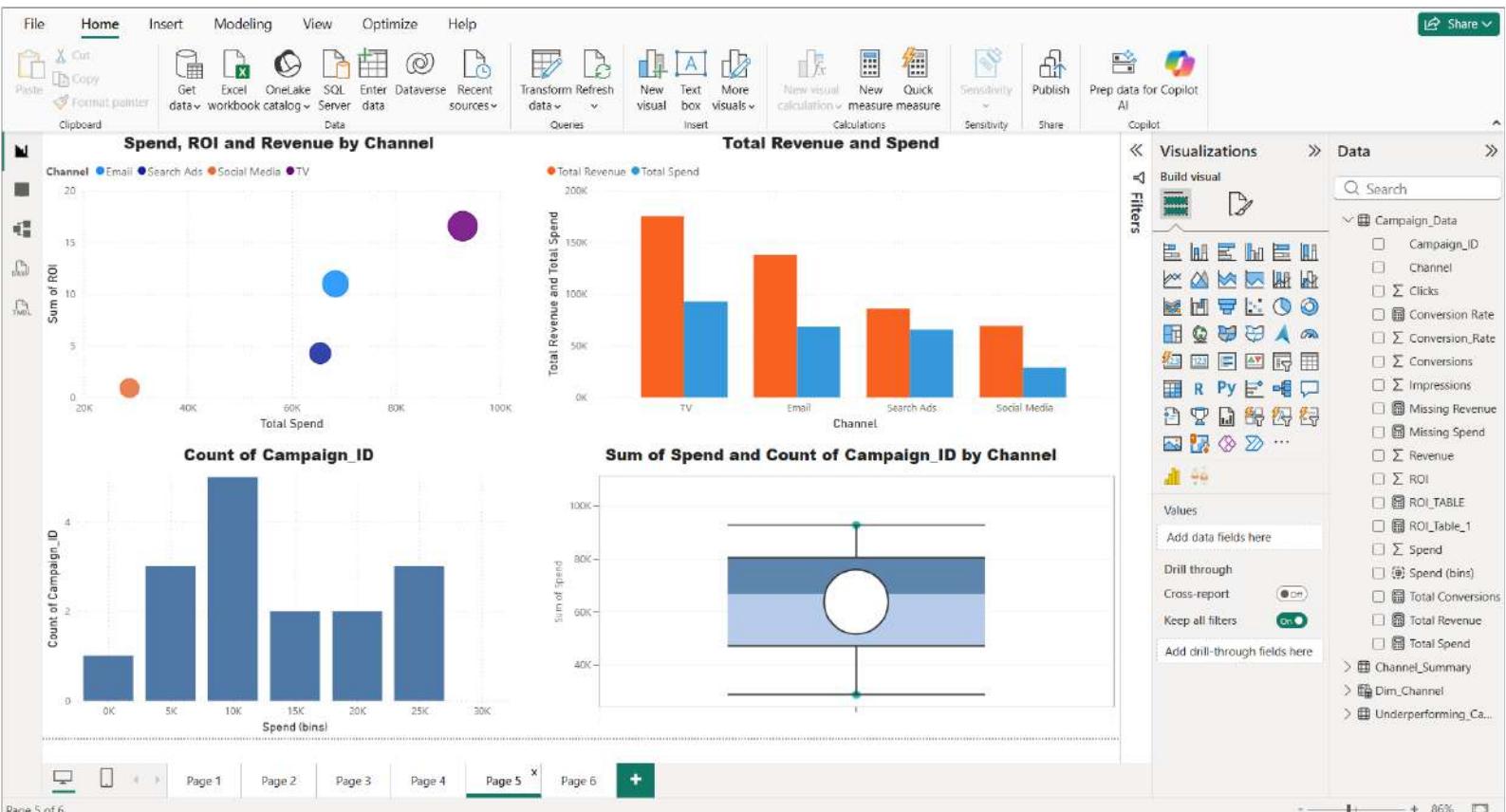| Channel	Email		Search Ads		Social Media		TV	
Campaign ID	Sum of Revenue	Sum of Spend	Sum of Revenue	Sum of Spend	Sum of Revenue	Sum of Spend	Sum of Revenue	Sum of Spend
⊟ CMP_1	43274	19686						
⊟ CMP_11					34456	29888		
⊟ CMP_14							16023	
⊟ CMP_15								
Total	**61446**	**40717**	**52526**	**41417**	**55068**	**61183**	**30224**	

Visualizations

Build visual

Y-axis: Channel
X-axis: Total Revenue
Legend: Add data fields here
Small multiples: Add data fields here
Tooltips: Add data fields here

Data

Search

- ⊞ Campaign_Data
  - ☐ Campaign_ID
  - ☐ Channel
  - ☐ Σ Clicks
  - ☐ ⊞ Conversion Rate
  - ☐ Σ Conversion_Rate
  - ☐ Σ Conversions
  - ☐ Σ Impressions
  - ☐ ⊞ Missing Revenue
  - ☐ ⊞ Missing Spend
  - ☐ Σ Revenue
  - ☐ Σ ROI
  - ☐ ⊞ ROI_TABLE
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  - ☐ Σ Spend
  - ☐ ⊛ Spend (bins)
  - ☐ ⊞ Total Conversions
  - ☑ ⊞ Total Revenue
  - ☐ ⊞ Total Spend
- ⊞ Channel_Summary
- ⊞ Dim_Channel
- ⊞ Underperforming_Ca...

📊 Campaign Performance Narrative

The analysis evaluates the effectiveness of marketing campaigns across Email, Social Media, TV, and Search Ads to understand return on investment and spending efficiency. Despite increased marketing spend, performance varies significantly by channel.

TV and Email emerge as the strongest channels, generating the highest revenue and demonstrating better ROI compared to other channels. These channels show efficient use of marketing budgets and stronger conversion outcomes. In contrast, Social Media campaigns underperform, with lower revenue contribution and weaker ROI, indicating inefficient spend allocation.

Spend distribution analysis using histogram and box plot visuals highlights the presence of a few high-spend campaigns that do not proportionally contribute to revenue. These overspending campaigns represent opportunities for budget optimization. Additionally, the presence of missing spend and revenue values reveals data quality gaps that may impact decision-making if not addressed.

Based on these insights, reallocating budget toward high-performing channels such as TV and Email, while optimizing or reducing spend on underperforming campaigns, can improve overall marketing efficiency. Strengthening data quality controls and continuously monitoring ROI and conversion metrics will support more informed and effective marketing strategies in the future.