

Total Revenue, Conversions, Spend and ROI_TABLE

Category	Value	Percentage
TV	467K	63.03%
Email	258K	34.51%
Social Media	18K	2.46%

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
Total	32.69	255610	0.21	CAMP042

Total Revenue by Channel

Channel	Total Revenue
TV	~150K
Email	~120K
Search Ads	~80K
Social Media	~60K

ROI_TABLE by Campaign_ID and Channel

Campaign_ID	Value	Percentage
CAMP019	3.310155670867...	(23.13%)
CAMP010	1.0273018414...	(7.18%)
CAMP007	1.0450902...	(7.03%)
CAMP001	0.88447986577181...	(6.88%)
CAMP013	1.166118678...	(6.15%)
CAMP008	1.198211927257...	(6.03%)
CAMP003	1.2427440633245384	(5.69%)
CAMP020	1.2427440633245384	(5.03%)
CAMP016	1.2427440633245384	(4.15%)
CAMP004	1.2427440633245384	(3.69%)

Visualizations

- Build visual
- Text box
- More visuals
- New visual
- Transform data
- Refresh data
- Queries
- Insert
- Text box
- More visuals
- New visual calculation
- New measure
- Measure calculation
- Sensitivity
- Share
- AI
- Copilot

Data

Search:

Filters:

- Campaign_Data
 - Campaign_ID
 - Channel
 - Σ Clicks
 - Conversion Rate
 - Σ Conversion_Rate
 - Σ Conversions
 - Impressions
 - Σ Missing Revenue
 - Σ Missing Spend
 - Σ Revenue
 - Σ ROI
 - ROI_Table_1
 - Σ Spend
 - Σ Spend (bins)
 - Total Conversions
 - Total Revenue
 - Total Spend
- Values
- Add data fields here
- Drill through
- Cross-report
- Keep all filters
- Add drill-through fields here

Status_of_Channels

Campaign ID	Channel	Sum of Spend	Sum of Revenue	ROI	Status
CMP_1	Email	19586	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	8056	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	\$70558		

Sum of Spend and Sum of ROI by Campaign_ID and Channel

Channel: Email, Search Ads, Social Media, TV

Visualizations

- Build visual
- Transform
- Text box
- More visualizations
- New visual
- Refresh data
- Queries
- Insert
- Transform data
- Recent sources
- Server
- Enter data
- OneLake
- SQL
- Clipboard
- Get data
- Workbook catalog
- Data
- Transform data
- Queries
- New visual
- Text box
- More visualizations
- New visual calculation
- Quick measure
- Sensitivity
- Measure
- Calculated column
- Calculated measure
- Publish
- Share
- Prep data for Copilot
- Copilot

Filters

Values

Drill through

Cross-report

Keep all filters

Add drill-through fields here

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

Page 1
Page 2
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X
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Page 6
+ [New]

Visualizations Data

Build visual Search

Filters

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
- ROI_Table_1
- Σ Spend
- Spend (bins)
- Σ Total_Conversions
- Total_Revenue
- Total_Spend

Values

Add data fields here

Drill through

Cross-report

Keep all filters

Add drill-through fields here

> Channel_Summary

> Dim_Channel

> Underperforming_Ca...

File Home Insert Modeling View Optimize Help Format Data / Drill

Cut Copy Get data from workbook catalog Data Transform Refresh New visual Text box Insert More visuals New visual calculation New measure Quick Sensitivity Publish Prep data for Copilot AI Copilot

Total Spend: 256K

Total Revenue: 467K

Total Conversions: 18K

ROI Value: 0.83

Missing Spend: 4

Missing Revenue: 4

Total Revenue by Channel:

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

Overall ROI:

Conversion Rate:

Channel	% GT Conversion Rate	Total Conversions
Email	54.07%	3234
Search Ads	94.12%	3588
Social Media	93.12%	3772
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
CMP_1	43274	19686		
CMP_11			34456	29088
CMP_14				16023
Total	61446	40717	52526	55068
				61183
				30224

Visualizations Data

Build visual

Search Campaign_Data

Y-axis Channel

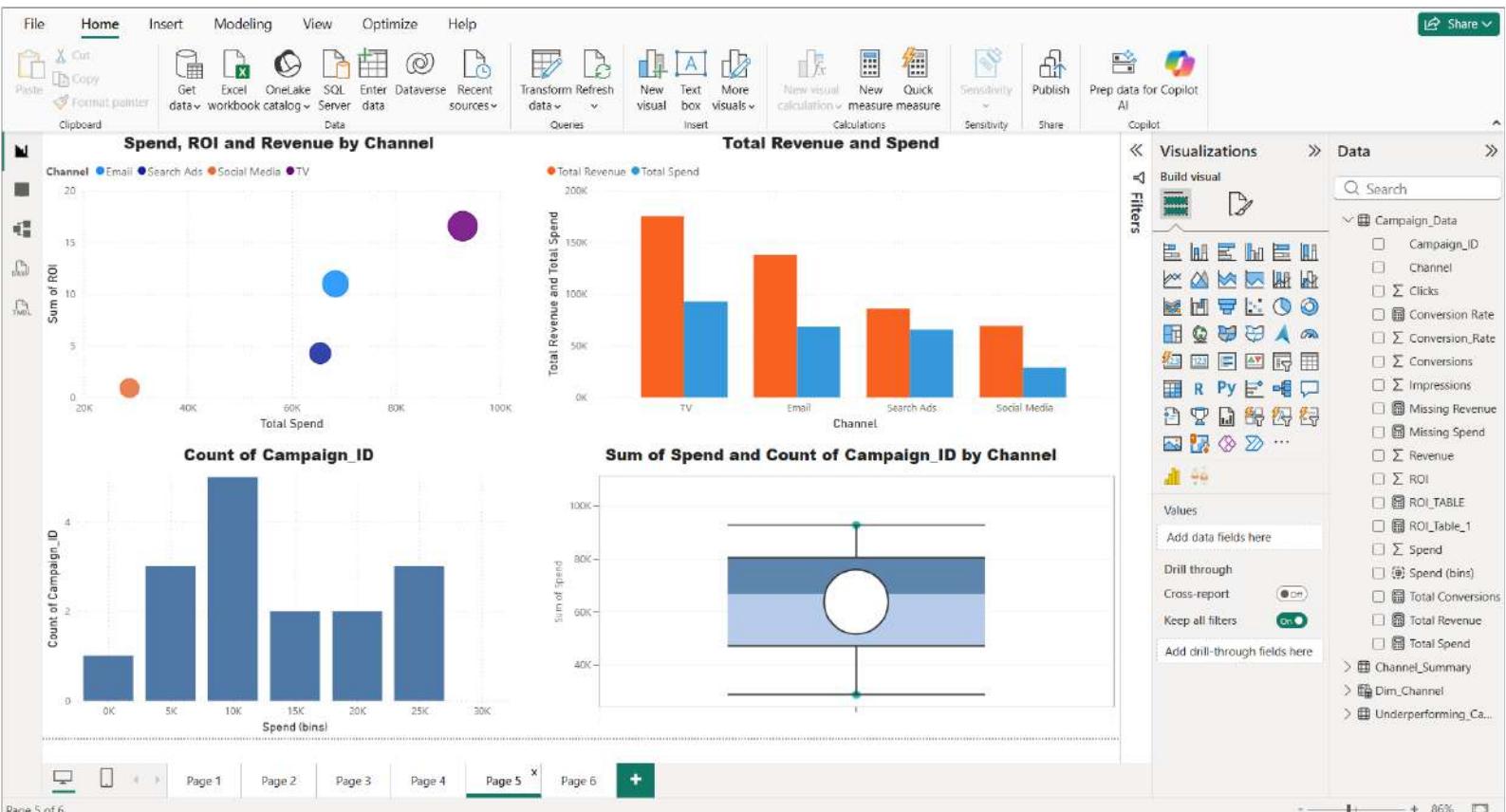
X-axis Total Revenue

Legend Add data fields here

Small multiples Add data fields here

Toolips Add data fields here

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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.

This screenshot shows the Microsoft Power BI Analysis view interface. The top navigation bar includes File, Home, Insert, Modeling, View, Optimize, Help, and Share. The Home tab is selected. The ribbon below has sections for Clipboard, Data, Queries, Insert, Calculations, Sensitivity, Publish, and Copilot. The main content area displays a narrative about campaign performance, mentioning TV and Email as strong channels and Social Media as underperforming. It also discusses spend distribution and data quality. On the right, there's a sidebar titled 'Visualizations' with a 'Build visual' button and a 'Data' section with a search bar and a list of data items. Below the sidebar is a 'Filters' section with various filter options. At the bottom, there are navigation buttons for Page 1 through Page 6, a zoom control at 86%, and a status bar indicating 'Page 6 of 6'.