

Year	Month	Campaign_Name	Platform	Campaign_Type	Target_Audience	Impressions	Clicks	CTR	CPC	Cost	Conversions	Conversion_Rate	Revenue	ROI
2022	January	Campaign_736	Twitter	Display	Seniors	61265	14329	3.21	4.06	7613.31	3165	2.49	46832.42	6.52
2022	January	Campaign_679	Twitter	Search	Youth	65112	14572	2.71	0.28	12549.97	3915	3.45	32369.4	8.63
2022	January	Campaign_140	Google	Email	All	351121	12509	0.98	0.75	15347.66	2273	4.89	31175.57	4.65
2022	January	Campaign_201	Instagram	Email	All	167664	13592	3.71	4.1	4869.28	2955	5.34	40796.56	2.3
2022	January	Campaign_812	LinkedIn	Social	All	260612	12479	2	2.05	10820.83	1072	1.44	80781.85	7.82
2022	January	Campaign_826	Instagram	Video	Youth	302695	2125	2.47	4.7	14059.51	1210	3.11	48576.17	7.42
2022	January	Campaign_885	Google	Display	Professionals	285739	14104	2.82	3.48	3169.6	484	8.43	74522.64	4.2
2022	January	Campaign_201	Instagram	Display	Professionals	80473	14469	1.37	0.6	17426.52	510	5.04	45943.97	6.37
2022	January	Campaign_203	Twitter	Search	Youth	130682	2747	1.86	0.23	2694.12	4102	6.35	85973.44	3.6
2022	January	Campaign_578	Facebook	Search	Adults	403736	10542	3.46	1.09	11106.87	570	1.53	58069.41	7.93
2022	February	Campaign_990	Facebook	Social	Seniors	416756	6868	4.26	3.73	14017.43	1482	1.54	49777.66	1.53
2022	February	Campaign_407	Google	Search	All	219115	9508	1.03	4.92	6268.11	217	3.67	59992.24	9.83
2022	February	Campaign_714	Twitter	Email	Seniors	404808	4213	1.22	4.69	14820.2	3570	8.52	73372.65	3.73
2022	February	Campaign_227	Twitter	Email	Seniors	266721	14462	4.95	1.96	3413.65	3339	3.01	66399.91	7.78
2022	February	Campaign_684	Facebook	Video	All	202543	15385	2.88	3.4	17516.58	2974	1.17	98446.36	5.79
2022	February	Campaign_584	Facebook	Social	Youth	70565	19237	1.05	0.58	19346.8	3415	5.24	35841.22	4.48
2022	February	Campaign_341	LinkedIn	Email	Seniors	307644	9011	4.34	4.1	4971.29	937	7.23	48471.27	5.05

2022	February	Campaign _235	Google	Video	All	89768	10438	2.59	1.92	13208.66	780	9.29	99246.67	1.27
2022	February	Campaign _709	Google	Video	Profession als	435143	18517	4.32	1.81	1384.42	1616	2.02	17435.9	5.15
2022	February	Campaign _746	LinkedIn	Email	Youth	137101	12152	3.45	3.07	13848.43	1040	7.62	49414.59	5.93
2022	March	Campaign _813	Twitter	Video	Seniors	317371	19207	2.43	4.52	17722.61	4254	2.44	65191.53	5.79
2022	March	Campaign _954	Instagram	Display	Profession als	173846	8711	3	0.21	4148.04	1263	7.02	61370.79	7.01
2022	March	Campaign _547	LinkedIn	Email	All	63427	18889	0.8	2.9	15161.56	2412	4.44	37062.99	5.9
2022	March	Campaign _121	LinkedIn	Email	Adults	137657	13911	4.72	0.8	6889.55	1818	8.19	10967.74	7.41
2022	March	Campaign _888	LinkedIn	Video	All	247042	19173	1.96	1.43	7041.85	2077	3.26	19474.56	5.63
2022	March	Campaign _445	Facebook	Display	Seniors	293619	1838	4.08	1.34	17871.46	127	2.07	86979.71	3.93
2022	March	Campaign _932	LinkedIn	Email	Seniors	477787	3220	4.73	3.9	1287.31	3051	9.03	41873.42	4.82
2022	March	Campaign _912	Facebook	Email	All	304901	6306	2.69	3.77	3253.53	2881	6.15	62130.24	9.79
2022	March	Campaign _184	Google	Video	Youth	463842	3072	1.46	0.66	15685.62	4059	9.45	57948.88	7.38
2022	March	Campaign _727	Twitter	Social	Profession als	174700	5154	2.83	1.42	3457.88	3598	3.33	74527.11	6.02
2022	April	Campaign _543	Google	Search	All	490099	13138	0.59	3.05	12135.59	3983	1.06	96124.2	5.19
2022	April	Campaign _359	Instagram	Video	All	440383	10176	3.88	1.04	3509.55	681	7.73	24862.37	9.13
2022	April	Campaign _158	Instagram	Display	Youth	68067	19846	3.04	2.91	16857.27	2799	9.21	46104.19	1.98
2022	April	Campaign _404	Facebook	Display	Profession als	419336	3278	3.62	0.26	13323.95	4322	8.55	39760.76	4.49
2022	April	Campaign _387	Google	Social	All	395005	11752	2.38	2.06	12852.52	890	7.33	61527.01	2.27

2022	April	Campaign _745	Instagram	Email	Seniors	223933	11397	1.99	0.68	18169.2	3201	3.51	62990.76	6.54
2022	April	Campaign _428	Twitter	Email	Seniors	288657	13603	3.88	0.57	4628.15	1086	5.46	85925.78	8.85
2022	April	Campaign _534	Google	Search	Adults	182104	6687	4.08	3.31	3798.22	4945	5.09	12270.31	6.7
2022	April	Campaign _707	Instagram	Search	All	185701	9772	2.05	3.47	16137.17	1146	1.77	96911.36	3.79
2022	April	Campaign _153	Facebook	Search	Youth	388781	10684	4.94	2.46	4832.21	3332	3.69	48163.06	8.22
2022	May	Campaign _221	Twitter	Video	Profession als	340807	4875	3.48	3.95	13552.96	138	5.95	24298.3	8.1
2022	May	Campaign _606	LinkedIn	Search	Adults	400013	10563	4.69	1.15	4684.13	3366	5.92	86587.51	4.55
2022	May	Campaign _882	Facebook	Social	Seniors	413322	6745	4.49	3.29	15739.11	3705	1.96	73712.89	5.91
2022	May	Campaign _977	LinkedIn	Display	Youth	291330	14422	3.27	2.13	3708.97	2431	8.72	11971.7	3.16
2022	May	Campaign _426	Instagram	Video	Seniors	475146	8679	2.79	3.26	10430.24	3099	9.77	64526.17	2.47
2022	May	Campaign _586	Instagram	Display	All	341458	18577	4.43	3.33	6647.5	4613	7.06	40176.35	1.31
2022	May	Campaign _931	Facebook	Search	Adults	276405	5643	3.58	3.77	12735.32	151	8.94	50035.56	5.86
2022	May	Campaign _579	Instagram	Search	All	280570	11920	1.19	4.32	16286.37	4447	9.09	34827.76	4.68
2022	May	Campaign _909	Google	Search	Adults	387247	10414	3.91	1.08	12103.36	4150	2.23	16880.02	8.19
2022	May	Campaign _121	Facebook	Email	Youth	415171	7862	1.48	1.63	18451.36	2521	4.55	32409.56	3.14
2022	June	Campaign _787	Instagram	Email	All	488240	10551	3.04	1.47	12961.94	3386	4.99	76335.37	9.16
2022	June	Campaign _134	Twitter	Social	Adults	66398	17948	1.59	4.08	7770.88	2304	3.28	7626.49	1.29
2022	June	Campaign _620	Instagram	Social	All	142730	3903	1.23	1.78	19023.3	129	4.5	79889.61	1.44

2022	June	Campaign _292	Twitter	Display	Adults	434492	1450	4.22	2.27	4731.67	2424	7.45	93665.1	4.15
2022	June	Campaign _506	LinkedIn	Social	Profession als	172990	15726	4.06	4.31	9868.64	4376	4.83	24124.11	6.43
2022	June	Campaign _765	LinkedIn	Email	Seniors	66825	5502	4.58	4.01	5189.21	1913	9.54	18779.43	3.03
2022	June	Campaign _735	Facebook	Social	Profession als	486344	17594	3.71	4.14	11710.66	2168	2.24	44380.54	4.57
2022	June	Campaign _307	Google	Display	Adults	441991	7489	3.92	4.24	6550.36	880	6.45	16433.27	2.64
2022	June	Campaign _136	Facebook	Email	Youth	224351	16175	1.82	3.53	15330.89	1185	6.66	64642.85	6.92
2022	June	Campaign _174	Facebook	Display	Seniors	237762	6249	1.46	2.29	2501.87	2027	6.56	62535.83	9.88
2022	July	Campaign _312	Instagram	Email	Profession als	392763	17603	4.2	0.47	16669.28	1252	6.47	40528.75	8.14
2022	July	Campaign _512	Google	Email	Profession als	222409	6778	4.05	1.31	3784.11	262	8.3	95352.79	6.46
2022	July	Campaign _183	Google	Email	Profession als	319717	9715	2.19	4.94	17816.27	2004	6.81	23232.73	7.74
2022	July	Campaign _436	Instagram	Search	Youth	487992	1442	1.47	3.32	14582.87	2007	5.9	7115.33	8.1
2022	July	Campaign _848	Google	Email	Youth	489883	1387	3.92	2.65	17457.51	4597	2.82	59554.72	2.56
2022	July	Campaign _466	Instagram	Display	Seniors	119236	2996	2.17	3.61	15390.25	289	2.01	68453.35	3.91
2022	July	Campaign _497	Facebook	Search	Profession als	222601	7127	0.76	1.05	11073.26	4029	5.39	23553.11	1.76
2022	July	Campaign _306	Facebook	Video	Youth	190223	15428	4.67	3.54	6812.67	746	9.85	50076.49	5.95
2022	July	Campaign _891	LinkedIn	Social	Seniors	222736	3676	4.99	4.58	6061.49	4495	7.58	52339.89	1.96
2022	July	Campaign _669	Instagram	Email	Adults	389538	2816	1.71	2.38	10739.6	3004	4.68	22612.4	6.94
2022	August	Campaign _684	LinkedIn	Video	Profession als	293100	18467	2.68	1.87	2414.13	588	4.11	93167.23	8.95

2022	August	Campaign _620	LinkedIn	Display	Adults	272083	4587	4.19	1.42	19192.48	251	4.61	8257.31	4.53
2022	August	Campaign _979	Facebook	Display	Adults	61674	3243	3.98	4.39	7768.25	2681	6.64	28155.83	8.08
2022	August	Campaign _969	LinkedIn	Email	Seniors	412316	7169	2.79	1.83	18671.37	2100	7.43	56827.31	6.75
2022	August	Campaign _702	Facebook	Display	Seniors	298966	15762	1.12	2	15369.99	3264	4.25	19932.6	2.1
2022	August	Campaign _527	Instagram	Social	All	258205	17716	1.52	4.15	8199.97	1860	4.41	69161.45	1.72
2022	August	Campaign _671	Twitter	Video	Youth	125516	5418	2.98	1.95	3133.9	2008	4.67	75833.28	3.68
2022	August	Campaign _444	Facebook	Email	Seniors	454316	19392	1.37	0.54	18763.84	860	7.59	71813.33	6.14
2022	August	Campaign _325	Twitter	Search	Seniors	245513	18097	3.07	0.4	5274.18	4264	9.97	86125.1	9.31
2022	August	Campaign _108	Twitter	Social	Seniors	249742	13274	3.57	1.58	6813.08	4014	8.77	48626.03	2.27
2022	September	Campaign _539	LinkedIn	Display	Profession als	226854	13937	4.05	1.13	2151.07	998	3.58	89693.15	7.92
2022	September	Campaign _192	LinkedIn	Email	Profession als	84425	12116	1.2	3.37	13855	3647	5.58	48461.41	5.78
2022	September	Campaign _873	Instagram	Search	Adults	205191	19009	1.89	3.76	18820.23	3912	3.43	45854.25	7.13
2022	September	Campaign _860	Twitter	Display	Seniors	324295	3115	4.83	4.74	13164.89	528	5.43	49805.01	8.88
2022	September	Campaign _476	Facebook	Video	Youth	364662	11299	3.78	0.71	5129.77	1297	3.03	52175.91	5.43
2022	September	Campaign _114	Facebook	Video	Adults	475642	2914	4.87	4.02	9370.64	2780	7.86	90881.42	6.29
2022	September	Campaign _481	Facebook	Social	Youth	402861	8668	1.07	1.1	14249.87	437	8.17	29699.59	4.85
2022	September	Campaign _642	LinkedIn	Email	All	399561	14815	1.25	0.94	19488.46	1917	2.69	29999.71	4.18

A retail company, ShopEase, operates three major divisions: Electronics, Clothing, and Home Essentials. Last year, the company reported total revenue of \$120 million, with Electronics contributing 50%, Clothing 30%, and Home Essentials the remaining 20%. Despite its highest revenue contribution, the Electronics division faced a 10% decrease in profit margins due to rising supply chain costs, reducing its net contribution by \$3 million compared to the previous year. Meanwhile, the Clothing division, which had a marketing budget of \$5 million, increased sales by 15%, making up for the shortfall. Home Essentials, though smaller in revenue, maintained a steady growth rate of 5%.

To address the supply chain issue in Electronics, the company is considering two proposals. The first involves investing \$2 million in a local supplier network, which is expected to restore profit margins by 8%. The second proposal suggests reallocating \$1 million from the Clothing marketing budget to Electronics for product innovation, projected to boost Electronics revenue by 12% but potentially reduce Clothing's sales growth by 5%.

The CEO must decide which proposal to implement while balancing revenue growth and profitability across divisions.

Key Figures and Relationships:**1. Revenue Distribution:**

- Electronics: \$60M (50%)
- Clothing: \$36M (30%)
- Home Essentials: \$24M (20%)

2. Proposals:

- Local Supplier Investment: +8% Electronics profit margin recovery.
- Marketing Reallocation: +12% Electronics revenue, -5% Clothing growth.