



Marketing Campaign Dashboard

\$6.36K

Total Revenue

21.74%

Conversions Rate

46

Total Clicks

22

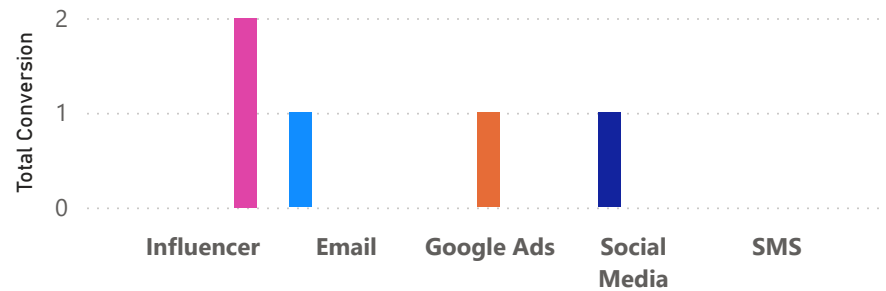
Total Customer

5

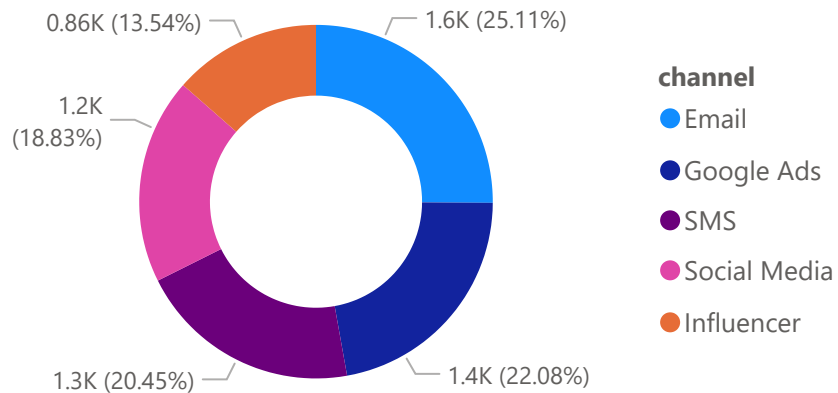
Active Campaign

Sum of conversions by channel and campaign_id

campaign_id 1 2 3 4 5



Sum of purchase_amount by channel



1

2

3

4

5

Email

Google Ads

Influencer

SMS

Social Media

January

February

March

April

May

June

July

August

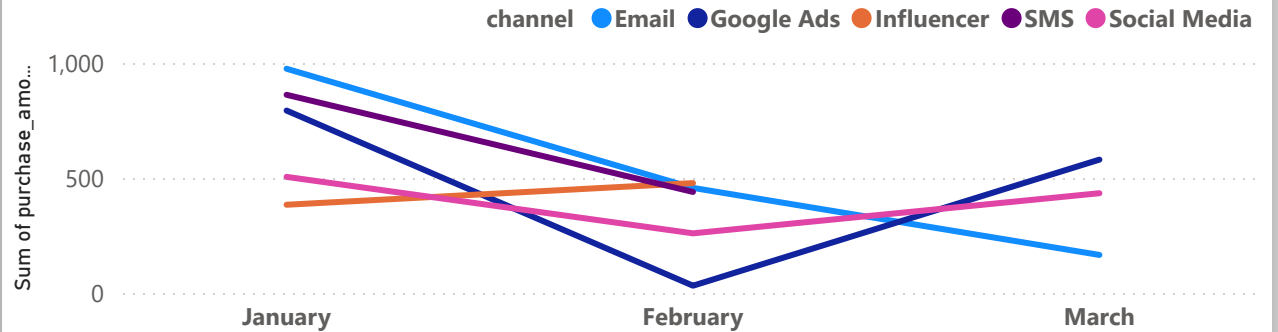
September

October

November

December

Total purchase_amount by Month and channel



Key Takeaways

- ◆ Campaigns via Email & Influencer channels had the highest conversions.
- ◆ Campaigns starting in February retained customers better after Month 1.
- ◆ Group A in A/B testing slightly outperformed Group B but not significantly.
- ◆ Increase ROI by shifting budget from underperforming channels (like SMS) to higher-performing ones.
- ◆ Use predictive modeling to target customers with higher click and open rates.
- > 🌟 "Focusing more budget on Google Ads and Influencers could increase total revenue by 15–20% based on current conversion trends."