

Objective: Assess the effectiveness of different marketing campaigns to enhance future marketing strategies and budget allocation.

Requirements:

1. Campaign Metrics Calculation:

- Conversion Rate
- Cost per Click (CPC)
- Cost per Acquisition (CPA)
- Return on Advertising Spend (ROAS)

2. Channel Comparison:

- Analyze campaign performance across various channels using CTR, conversion rate, CPC, and ROAS.
- Highlight the channels that perform best based on conversion rate and ROAS.
- Identify channels with high costs and low ROAS for budget review and adjustments.

3. Demographic Analysis:

- Segment campaign performance by demographics such as age, gender, and location to identify both high- and low-performing segments.
- Analyze which demographic groups engage best with specific channels or campaign types.
- Provide recommendations for future targeting based on demographic findings.

4. Time-Based Analysis:

- Monitor campaign performance over time (weekly or monthly) to detect trends or seasonal variations.
- Investigate whether certain times of the year lead to higher conversions or better ROAS.

5. Dashboard Requirements:

- **KPIs Summary:** Present total impressions, total clicks, total conversions, total expenditure, total revenue, average CTR, and ROAS.
- **Campaign Performance Overview:** Use bar or line charts to compare key metrics (CTR, conversion rate, ROAS) across different campaigns.
- **Channel Performance Breakdown:** Visualize (e.g., using pie or stacked bar charts) the distribution of total spend, impressions, and conversions by channel.
- **Demographics Insights:** Display charts illustrating the breakdown of conversions and revenue by age, gender, and location.
- **Trend Analysis:** Present line or area charts to show campaign metrics over time (impressions, clicks, conversions).

Expected Insights:

- **Top-Performing Campaigns and Channels:** Identify which campaigns and channels yield the highest conversions and revenue relative to the budget.

- **Demographic Insights:** Determine which customer demographics respond most favorably to the campaigns.
- **Seasonal or Temporal Trends:** Identify patterns in campaign success associated with specific times of the year.

Budget Allocation Recommendations: Propose reallocations to high-performing channels and campaigns with a high ROAS, while suggesting reductions in spending on underperforming segments.

There is the database [link](#)