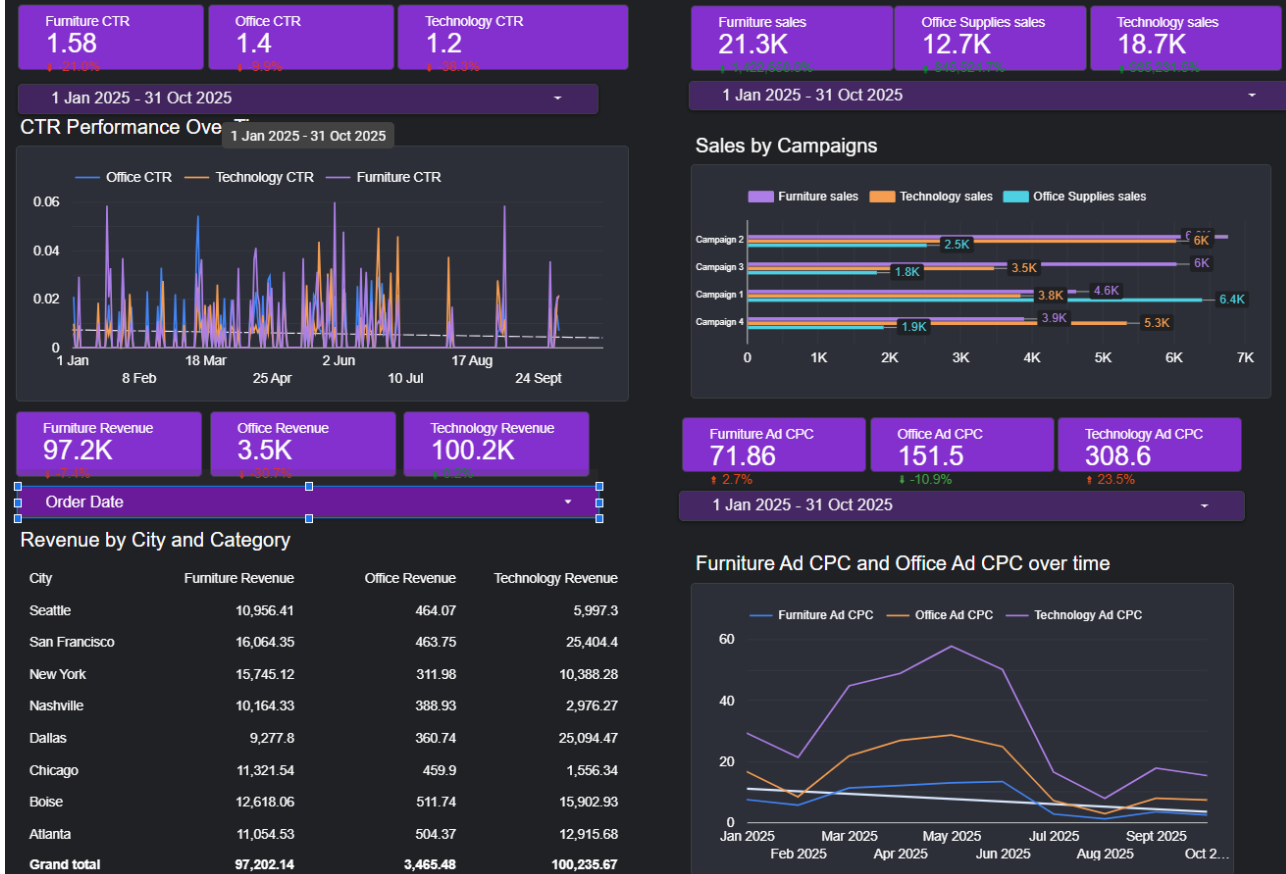


Marketing Performance Dashboard: KPIs



Question: A written report of your dashboard. What are your 1 to 2 main objectives and 2 to 3 supporting objectives?

Answer:

The main objectives to create this interactive dashboard are:

1) Monitor Daily Marketing KPIs:

The dashboard tracks key performance indicators (KPIs) such as Click-Through Rates (CTR), Cost per Click (CPC) over time, total revenue, and sales across categories - Furniture, Office Supplies, and Technology. This allows continuous monitoring of ad effectiveness and campaign engagement over time.

2) Tracking Revenue Across Cities, Categories, Campaigns, and Ad Groups:

The dashboard provides a detailed breakdown of revenue by city and product category, enabling comparison of regional performance. Using interactive filters for campaigns and ad groups, users

can further analyze performance at a more granular level, identifying which campaigns, ad groups, or keywords contribute most to overall sales..

Other Objectives:

- 1) **Analyze Campaign and Ad Group Sales Volume:** To analyze campaign level performance for each category in terms of sales volume and use Ad group filters to allow drill-down analysis by ad groups, supporting keyword-level insights to understand which terms, creatives and products generate the most conversions, revenue, clicks in a budget-friendly manner.
- 2) **Evaluate geographic performance:** By analyzing sales and revenue distribution across cities and regions. This helps identify top-performing locations (e.g., San Francisco, Dallas) and underperforming markets, allowing managers to make data-informed decisions about regional targeting and budget allocation.

The interactive dashboard enables comprehensive performance monitoring by tracking key marketing KPIs such as CTR, CPC, total revenue, and sales volume across major categories, Furniture, Office Supplies, and Technology. It provides a detailed revenue breakdown across cities, campaigns, and ad groups, allowing users to compare regional performance and identify high-contributing campaigns and ad groups through interactive filters. Beyond these core objectives, the dashboard also supports ad group analysis (using filters), revealing which creative and product drives the most engagement and conversions. Additionally, it evaluates geographic performance, highlighting top-performing regions like San Francisco and Dallas, and helping managers make data-driven decisions for targeting, budget allocation, and strategic optimization.

Question: What type of additional data/indicators are tracked by your dashboard?

Answer: While the core KPIs of the dashboard are CTR (Click-Through Rate), CPC (Cost per Click), Revenue, and Number of Sales, several additional supporting indicators and visuals are included to strengthen performance analysis and provide richer business insights:

- 1) **Regional Distribution (Revenue by City):** The City-wise Revenue Table tracks where performance in terms of revenue, linking financial results with geographic trends to identify strong or underperforming markets.
- 2) **CTR Trend & CPC Trend:** Trend Performance over time visualizes engagement patterns throughout the year, helping assess whether engagement is rising or declining.
- 3) **Sales by Ad Group:** This metric measures the total sales or revenue generated by each campaign and its corresponding ad groups (using filter). It helps evaluate how effectively different advertising structures contribute to overall performance. By comparing sales at both the

campaign and ad-group levels, managers can identify which marketing efforts, product focuses, or keyword clusters drive the highest revenue.

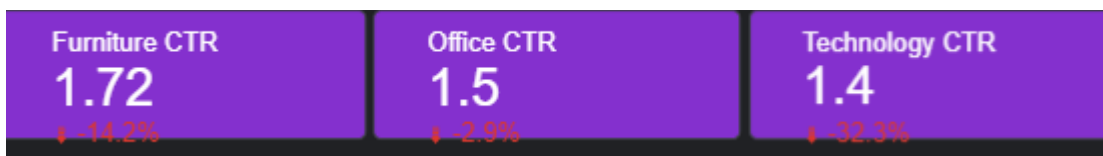
List of filters:

Filter Category	Filter Name
Ad Group Filters	Ad Group – Laptop
	Ad Group – Smartphone
	Ad Group – Smartwatch
	Ad Group – Tablet
	Ad Group – Chair
	Ad Group – Bed
	Ad Group – Table
	Ad Group – Nightstand
	Ad Group – Notebooks
	Ad Group – Folders
	Ad Group – Paper
	Ad Group – Pens
Campaign Filters	Furniture Campaign 1
	Furniture Campaign 2
	Furniture Campaign – 3
	Furniture Campaign – 4
	Office Campaign – 1
	Office Campaign – 2
	Office Campaign – 3

	Office Campaign – 4
	Technology Campaign – 1
	Technology Campaign – 2
	Technology Campaign – 3
	Technology Campaign – 4

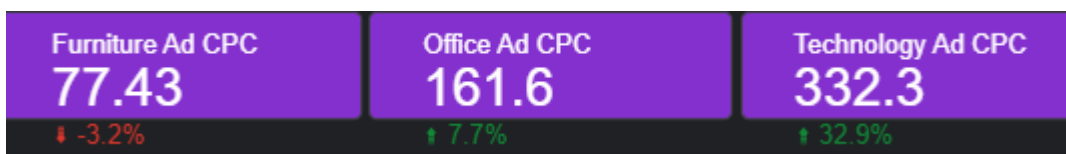
Question: Explain how you are monitoring your main objectives with your dashboard.

Answer:



- 1) **Click-Through Rates (CTRs):** The dashboard tracks audience engagement through Click-Through Rates (CTRs), usually set to display *today's performance (real-time)* against monthly or weekly average benchmarks. However, my dashboard reveals average CTRs, set against industry standard since this is a yearly outcome analysis.
 - a) Furniture category ad CTR stands at 1.72, nearly matching industry benchmark set at 2.0 in the studio
 - b) The Office Supplies category ad CTR stands at ~1.5, consistent with the industry benchmark set at 1.5 in the studio
 - c) Technology category ad CTR stands at 1.4, against industry benchmark set at 2.0 in the studio

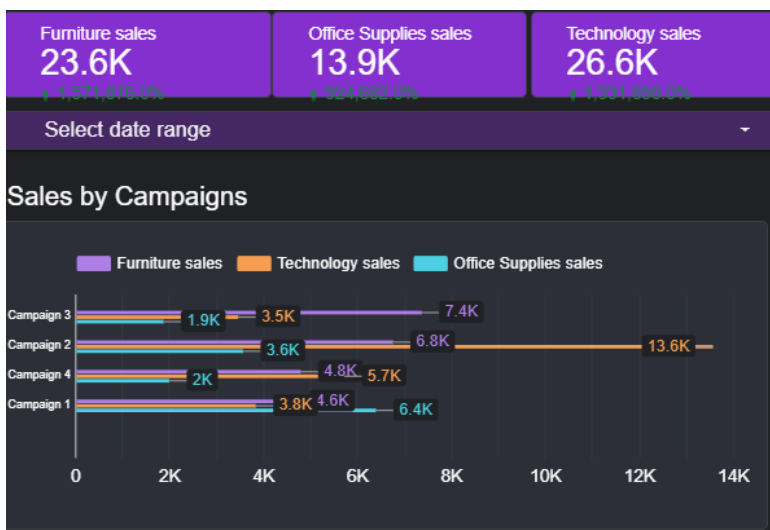
This benchmarking enables quick evaluation of whether each category's engagement rate meets or falls below the standard, ensuring timely optimization decisions.



- 2) **Cost-Per-Clicks (CPCs):** The dashboard tracks budget spending through Click-Per-Clicks (CPCs), usually set to display *daily CPC performance (real-time)* against monthly or weekly average benchmarks. However, my dashboard reveals average CPCs, set against industry standard since this is a yearly outcome analysis.
 - a) Furniture category ad CPC stands at 77.43, underachieving industry benchmark set at 70 in the studio

- b) The Office Supplies category ad CPC stands at ~162, overachieving the industry benchmark set at 170 in the studio
- c) The Technology category ad CPC stands at ~332, underachieving the benchmark set at 250 in the studio

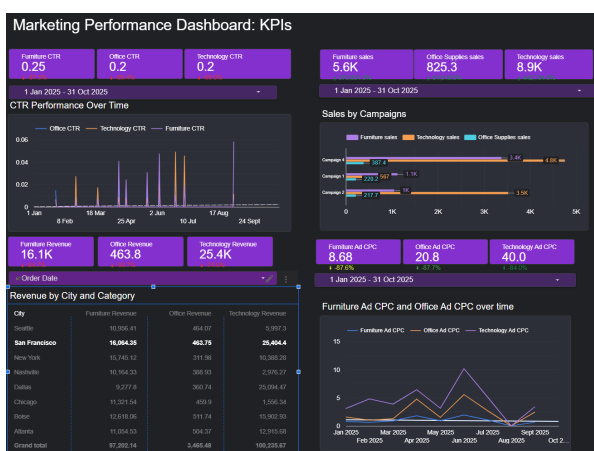
This benchmarking enables quick evaluation of whether each category's budget spends meet the standard, ensuring timely optimization decisions.



3) Sales by Campaign, Ad Group: The “Sales by Campaigns” bar chart breaks down sales by campaign and product category, helping identify which campaigns and products contribute most to total revenue.

For example, Campaign 2 has overperformed across categories, Furniture (6.8K) and Technology (13.6K), indicating top-performing campaign effectiveness.

This structure allows managers to track category-wise revenue and assess overall campaign performance. Additionally, sales can also be tracked by ad groups using filters, enabling keyword-level analysis to identify which specific terms or product focuses drive the most conversions and revenue



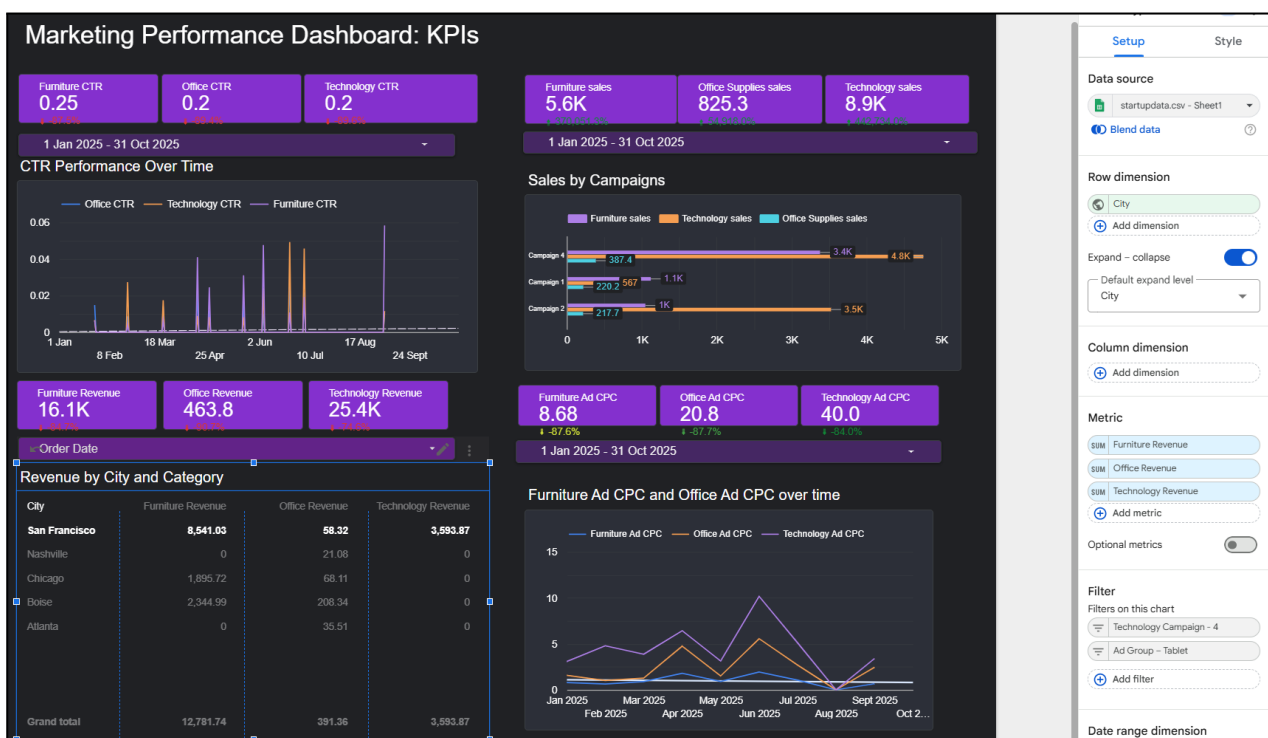
Revenue by City and Category			
City	Furniture Revenue	Office Revenue	Technology Revenue
Seattle	10,956.41	464.07	5,997.3
San Francisco	20,349.98	511.91	25,404.4
New York	15,745.12	331.65	10,388.28
Nashville	10,164.33	486.39	2,976.27
Dallas	12,900.29	416.05	28,752.75
Chicago	11,321.54	483.04	1,556.34
Boise	12,618.06	511.74	15,902.93
Atlanta	11,054.53	566.11	21,867.4
Grand total	105,110.26	3,770.96	112,845.67

4) Revenue by City: The Revenue by City and Category table provides a geographic breakdown of performance. Cities like San Francisco (≈ \$20,349 Furniture; \$25,404 Technology) and Dallas (≈ \$28,752

Technology) emerge as high-revenue contributors, while others such as Chicago and Boise reflect lower revenue potential.

This view enables managers to pinpoint top-performing regions, allocate budgets efficiently, and tailor marketing strategies based on regional demand. Furthermore, city-wise performance can be evaluated for CTR, CPC, and sales at both the campaign and ad-group levels, providing deeper insights into which marketing activities, ad groups, or keywords drive the highest revenue within specific locations.

Question: Provide a brief description how a user would use/navigate your dashboard.



Answer: The dashboard is designed for interactive exploration, enabling users to monitor marketing performance dynamically across dimensions such as date, location, campaign, and ad group. By selecting a specific date or date range, users can instantly view each city's CTR, CPC, sales performance, and revenue. Interactive filters allow seamless navigation between campaigns and ad groups, helping users analyze engagement, cost efficiency, and revenue at both macro and micro levels.

For instance, if a manager wants to gain insights into the performance of the San Francisco region during Campaign 2 for the Ad Group "Tablet," they can interact directly with the dashboard to access this information. By clicking on the "Revenue by City and Category" graph, one can select city "San Francisco", and apply filters, "Ad Group - Tablet" and "Campaign 2", the user can view detailed



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performance metrics such as CTR, CPC, revenue, and sales at the city, campaign, and ad-group levels. This enables marketers to easily access relevant insights, evaluate campaign decisions, and identify problematic areas that may require optimization or strategic revision.

Thank you,
Sheza Waqar