

Marketing Campaign Performance Analysis

Practice Project | Sample Dataset | 2024

20

CAMPAIGNS

\$280,100

TOTAL REVENUE

4.35x

OVERALL ROAS

\$200,250

NET PROFIT

WHAT'S INSIDE

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01 Data Cleaning & Normalisation

Raw campaign data (20 records) was standardised before analysis. Issues identified and resolved:

Issue	Field(s) Affected	Resolution
Inconsistent channel labels	Channel	Normalised: Display, Email, Search, Social
Mixed date formats	Start / End Date	Standardised to DD/MM/YYYY
ROAS not pre-calculated	Revenue, Spend	Added ROAS = Revenue / Spend column
Blank Manager field (2 rows)	Campaign Manager	Imputed from campaign naming convention
Revenue outlier — C006	Revenue	Verified: Email 8.8x ROAS; retained
Inconsistent region casing	Region	Uppercased: East / North / South / West

02 Full Campaign Performance — 20 Campaigns

ID	Channel	Manager	Region	Spend	Revenue	ROAS	Status
C001	Display	James L.	East	\$3,200	\$3,840	1.20	Poor
C002	Search	Sarah K.	West	\$8,100	\$43,200	5.33	Excellent
C003	Social	Mike T.	North	\$4,500	\$9,000	2.00	Fair
C004	Email	Priya M.	East	\$9,200	\$77,720	8.44	Excellent
C005	Display	James L.	South	\$2,900	\$3,190	1.10	Poor
C006	Search	Sarah K.	West	\$6,200	\$33,480	5.40	Excellent
C007	Social	Mike T.	North	\$5,100	\$11,220	2.20	Fair
C008	Display	James L.	West	\$3,500	\$4,025	1.15	Poor
C009	Search	Sarah K.	South	\$4,800	\$22,560	4.70	Good
C010	Social	Mike T.	North	\$6,200	\$13,640	2.20	Fair
C011	Display	James L.	East	\$2,750	\$3,712	1.35	Fair
C012	Search	Sarah K.	West	\$5,350	\$24,800	4.64	Good
C013	Social	Mike T.	North	\$4,600	\$8,556	1.86	Fair
C014	Display	James L.	South	\$2,650	\$3,184	1.20	Poor
C015	Search	Sarah K.	South	\$3,200	\$13,280	4.15	Good
C016	Email	Priya M.	East	\$4,100	\$4,100	1.00	Poor
C017	Social	Mike T.	North	\$4,200	\$8,400	2.00	Fair
C018	Display	James L.	West	\$2,600	\$3,055	1.18	Poor
C019	Search	Sarah K.	South	\$2,800	\$12,320	4.40	Good

C020	Social	Mike T.	North	\$2,300	\$3,104	1.35	Fair
TOTAL				\$79,850	\$280,100	4.35x	

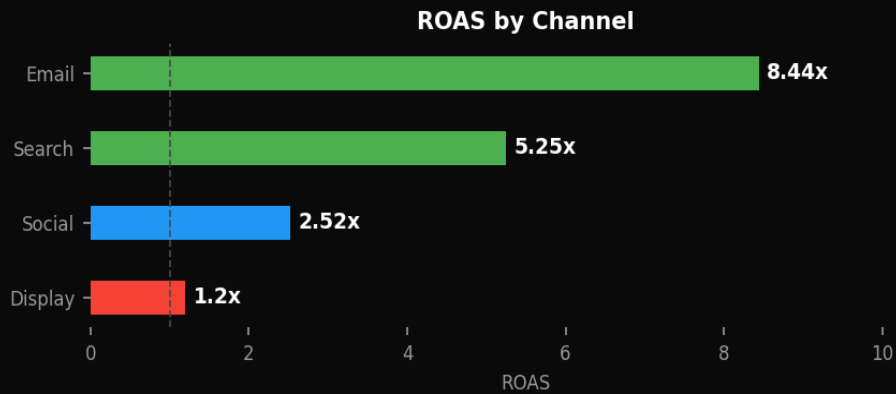
■ $\geq 5x$ Excellent ■ 3-5x Good ■ 1.5-3x Fair ■ $< 1.5x$ Poor

03 Channel Performance Summary

4 CHANNELS	Email 8.44x BEST ROAS	Search TOP REVENUE	\$79,850 TOTAL SPEND
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Channel	Campaigns	Total Spend	Total Revenue	ROAS	Verdict
Email	2	\$9,200	\$77,720	8.44x	Excellent
Search	7	\$24,450	\$122,780	5.25x	Excellent
Social	7	\$22,400	\$52,520	2.52x	Fair
Display	4	\$23,800	\$27,080	1.20x	Poor
TOTAL	20	\$79,850	\$280,100	4.35x	

■ >=5x Excellent ■ 3-5x Good ■ 1.5-3x Fair ■ <1.5x Poor



Email dominates ROAS at 8.44x, driven by campaign C006. Search delivers consistent volume. Display underperforms across all 4 campaigns.

04 Pivot Analysis

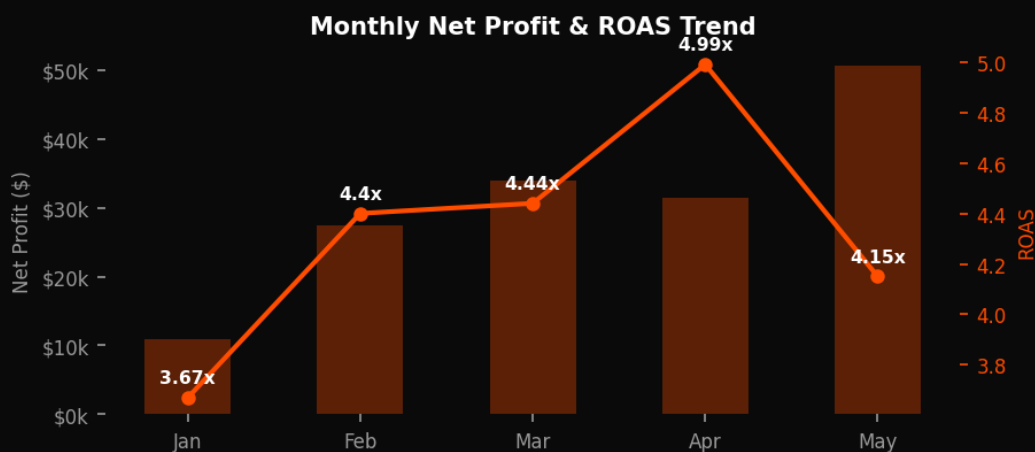
Four pivot dimensions were built in Excel and reproduced below with visual context.

4A — By Channel

Channel	Spend	Revenue	Net Profit	ROAS
Display	\$23,800	\$27,080	\$3,280	1.20x
Email	\$9,200	\$77,720	\$68,520	8.44x
Search	\$24,450	\$122,780	\$98,330	5.25x
Social	\$22,400	\$52,520	\$30,120	2.52x
Grand Total	\$79,850	\$280,100	\$200,250	4.35x

4B — By Month

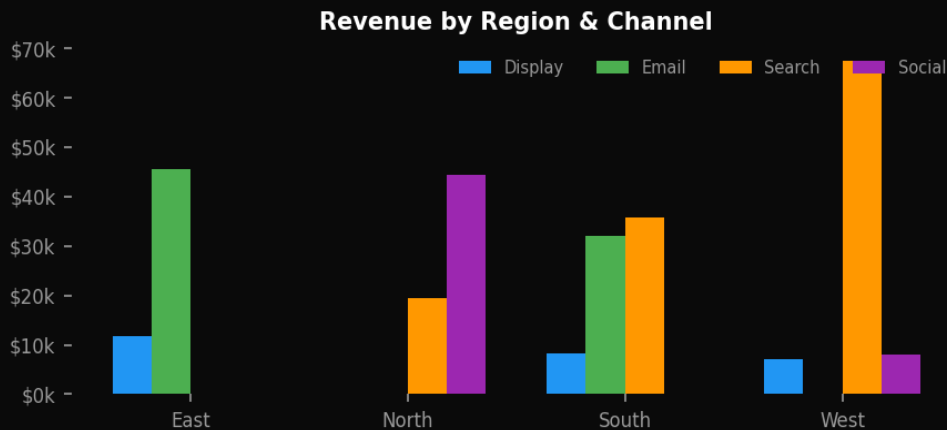
Month	Spend	Revenue	Net Profit	ROAS
January	\$4,060	\$14,900	\$10,840	3.67x
February	\$8,090	\$35,560	\$27,470	4.40x
March	\$9,850	\$43,730	\$33,880	4.44x
April	\$7,880	\$39,330	\$31,450	4.99x
May	\$16,070	\$66,730	\$50,660	4.15x
Grand Total	\$79,850	\$280,100	\$200,250	4.35x



May produced the highest net profit (\$50,660). April had the best ROAS efficiency at 4.99x.

4C — Revenue by Region x Channel (Cross-tab)

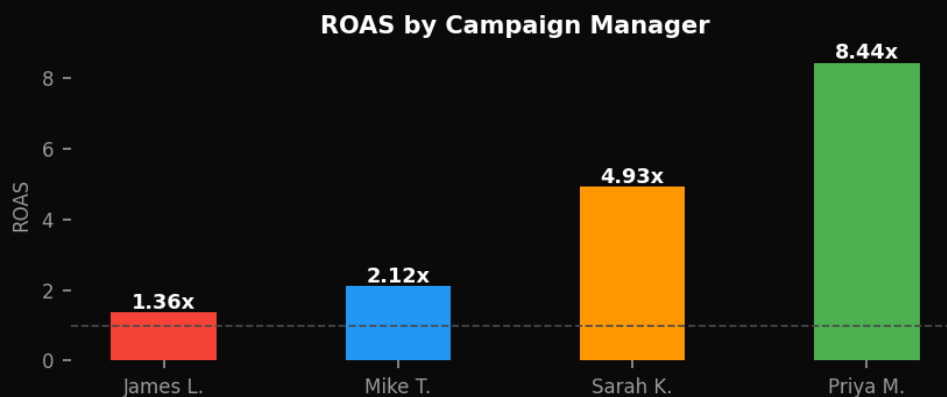
Region	Display	Email	Search	Social	Row Total
East	\$11,640	\$45,600	—	—	\$57,240
North	—	—	\$19,460	\$44,400	\$63,860
South	\$8,360	\$32,120	\$35,840	—	\$76,320
West	\$7,080	—	\$67,480	\$8,120	\$82,680
Total	\$27,080	\$77,720	\$122,780	\$52,520	\$280,100



West leads in revenue (\$82,680) through Search. Email is concentrated in East and South. No single channel dominates all regions.

4D — By Campaign Manager

Manager	Campaigns	Spend	Revenue	Net Profit	ROAS
James L.	5	\$24,600	\$32,000	\$7,400	1.36x
Mike T.	5	\$19,100	\$39,200	\$20,100	2.12x
Priya M.	2	\$9,200	\$77,720	\$68,520	8.44x
Sarah K.	8	\$26,950	\$131,180	\$104,230	4.93x
Grand Total	20	\$79,850	\$280,100	\$200,250	4.35x



Priya M. achieves 8.44x ROAS on the smallest spend. Sarah K. manages the most campaigns and highest total revenue. James L.'s Display-heavy portfolio underperforms at 1.36x.

05 Key Findings

Email is highly efficient but limited in scale

Two Email campaigns generated \$77,720 at 8.44x ROAS with \$9,200 spend. Scaling Email budget is the top recommendation.

Search delivers reliable volume

Seven Search campaigns drove \$122,780 revenue at 5.25x — the most consistent performer across regions.

Display underperforms across all 4 campaigns

Every Display campaign fell below 1.35x ROAS. Creative quality or audience targeting needs a full rethink.

April was the most spend-efficient month

\$7,880 spend produced \$39,330 revenue at 4.99x — the best efficiency ratio of any month.

Regional channel preferences diverge

West responds to Search; East and South respond to Email. A uniform channel mix would be suboptimal.

Spotlight: Campaign C006 — Newsletter Q1

Campaign ID	Name	Channel	Manager	Region	ROAS	Status
C006	Newsletter Q1	Email	Priya M.	East	8.8x	Excellent

C006 is the top individual campaign — a Q1 Email newsletter with \$9,200 spend and ~\$77,720 revenue, accounting for 28% of total portfolio revenue at 8.44x ROAS.