*Client details and figures have been anonymised or illustrated.*

# Marketing Performance Intelligence Dashboard

An anonymised case study

## Project Overview

This project focused on improving visibility into paid-media performance across multiple campaigns by bringing key metrics into a clearer, more decision-ready reporting view. The aim was to move beyond raw exports and create a structured dashboard that supports pacing analysis, KPI interpretation and stakeholder decision-making.

## Business Need

- Inconsistent source files and naming conventions made reporting difficult.
- Stakeholders needed a faster view of spend, conversions, efficiency and trend performance.
- Weekly reporting required clearer summaries and more consistent KPI definitions.

## My Role

- Supported reporting design and KPI alignment.
- Structured and validated data for analysis.
- Helped shape the dashboard logic, views and stakeholder-facing outputs.

## Tools & Methods

- Excel
- Power Query
- Power Pivot
- Tableau
- GA4 / UTM logic
- Campaign platform exports

## Approach

1. Collect & standardise data
2. Validate and reconcile key fields
3. Design dashboard views for decision support
4. Summarise insights for reporting



*Illustrative findings shown for portfolio purposes.*

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Insights, value and next steps

## Dashboard Views

- Pacing and spend vs target
- Performance trend monitoring
- Channel and campaign breakdowns
- High-level insight summaries for stakeholders




## Illustrative Insights

- A consolidated view makes underdelivery easier to identify earlier in the reporting cycle.
- Campaign and channel comparisons help highlight efficiency differences more clearly.
- Clear KPI summaries improve communication between reporting and decision-makers.
- Standardised views reduce ambiguity in recurring performance discussions.

## Value Delivered

- **Faster reporting**
- **Clearer KPI interpretation**
- **Improved consistency**
- **Better decision support**

## Limitations

This case study is presented using anonymised and illustrative content. It is intended to demonstrate analytical thinking, reporting structure and dashboard design rather than disclose client-sensitive information or exact results.

## Next Steps

- Automate ingestion and validation further
- Expand attribution and post-click analysis
- Add anomaly detection and forecasting layers

**The core outcome was a more structured reporting experience that made performance conversations more focused, faster and easier to act on.**