CASE STUDY

Business ROI Dashboard

Created

Apr 05, 2021

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Objective

The project objective was to build out a single report where data from multiple channels can be visualised to empower the team and management to make decisions backed by data.

Our Approach

We approached with a 4 step plan – Reporting format, Data Sources, Data Transformation using blending and custom calculations, Data visualisation.

1. Reporting Format

The reporting for the dashboard was shared with an overview report supported by each platform report in subsequent pages with real time data sets. The Key KPIs with flexibility of filters and necessary visualisations were to be added.

2. Data Sources

The report used 4 different data sources - Google Analytics, Google Ads, Microsoft Ads, Facebook Ads to report on key business metrics such as Revenue, Sales, ROAS, Users and more. We utilised Google Data Studio with data being fed from free connectors for Google Analytics and Google Ads along with paid connectors from PowerMyAnalytics for Facebook Ads & Microsoft Ads.

3. Data Blending and Custom Calculations

The Overview report consisted of top level metrics for performance assessment at the top followed by merged data of total cost, where I utilised data blending to merge multiple data sources cost data to drive total cost using custom field creation through calculation and formulae.

4. **Visualisations**

The data sources after being added were utilised with visualisations such as Table, Scorecard, Bar chart, Line Chart, Pie chart on each page to set up a completely dynamic and data driven report. The report was facilitated with flexibility of data range filter.

Conclusion

We planned the reporting and dashboarding exercise with support from the client and now the report is being used for assessing performance of paid media channels. The dashboard truly helped the client in taking decisions backed by data driven insights.

Platforms

Looker

Client Testimonial

"AnalyticsLiv has been an amazing partner to our fast growing agency! They helped us think through the best reporting options for our clients and quickly customised numerous Google Data Studio to fit our clients' unique requests. Team is always responsive, not too pushy, and really understands how to cut then report data. We will be working with the team and AnalyticsLiv for years to come!"

- **Max Bidna**
  CEO of Hell's Creative

Regarding any further query or assistance in terms of analysis or tracking, please feel free to Contact us on our official email id: data.analytics@analyticsliv.com Happy to help!