

Full-funnel marketing analytics

Python, BigQuery and Looker Studio for a real estate business

**Connected advertising spend,
website activity and CRM outcomes
in one reporting workflow.**

Designed tracking, automated API ingestion, modeled reporting data and built dashboards.

ACQUISITION

Advertising spend + website activity

CRM OUTCOMES

Leads, deal stages + deal value

SHARED REPORTING

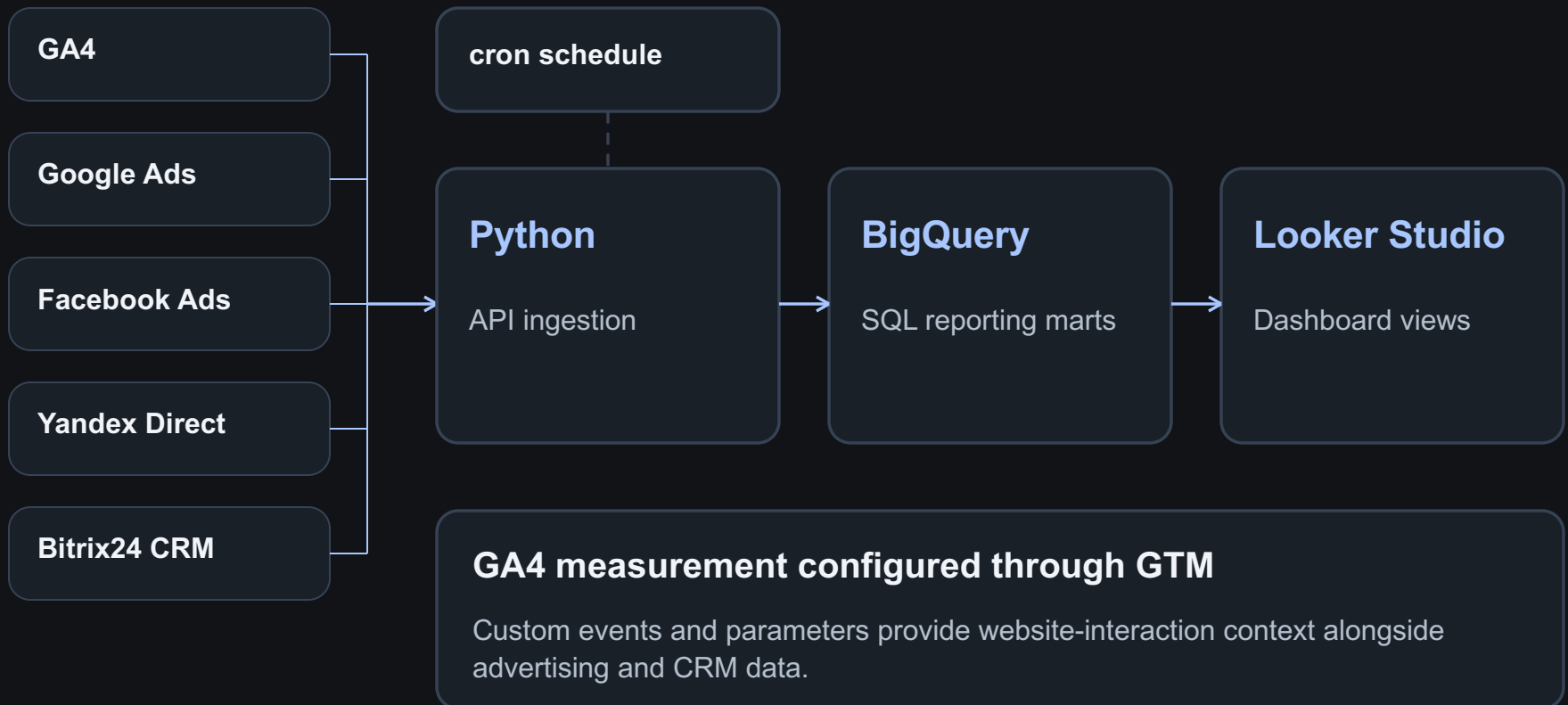
Campaign, platform + location views

BUILT FOR A REAL ESTATE BUSINESS

One reporting view across the marketing funnel.

From source systems to reporting

Data flow in the delivered solution. Scheduling is shown separately.

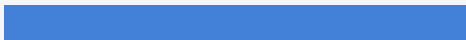
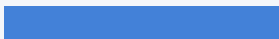


Read spend alongside CRM outcomes

The original report includes campaign, location and CRM-stage breakdowns.

SPEND**\$12,000****LEADS****240****DEALS****24****COST / DEAL****\$500**

Illustrative channel breakdown

Channel A		\$6,000	120 leads	12 deals
Channel B		\$3,600	72 leads	7 deals
Channel C		\$2,400	48 leads	5 deals

Illustrative reporting layout - synthetic values; not client results or a Looker Studio screenshot.

What the delivered report connects

Ad-platform costs and traffic, website activity, CRM leads, deal stages and deal value.

How the team can explore it

Filter by platform, campaign, website or location; compare lead and deal metrics in the same reporting workspace.

Tracking, pipeline and reporting

An implementation case; dashboard figures are not a claim of business lift.

01 Measurement

GA4 events and parameters configured through Google Tag Manager.

02 Data pipeline

Scheduled Python API collection, BigQuery storage and SQL reporting marts.

03 Reporting

Looker Studio views covering advertising, leads, CRM deal stages and revenue metrics.

A shared reporting view from acquisition through CRM deals, with campaign and location filters.