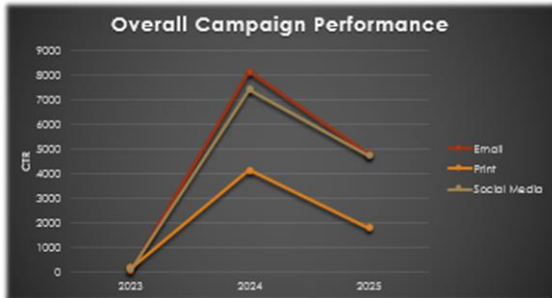
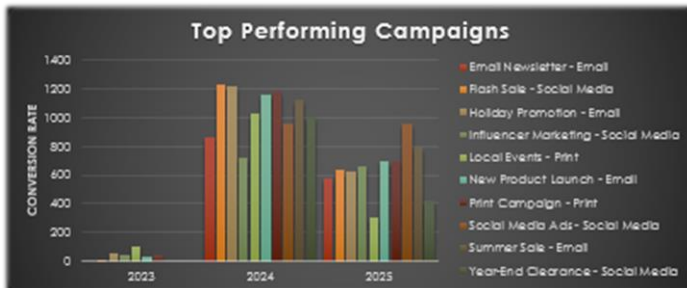


1. Which marketing channels are driving the highest CTR and Conversion Rate?



- From this line chart, **Highest CTR Marketing Channel is Email** in year 2024 with value of **8159.80**

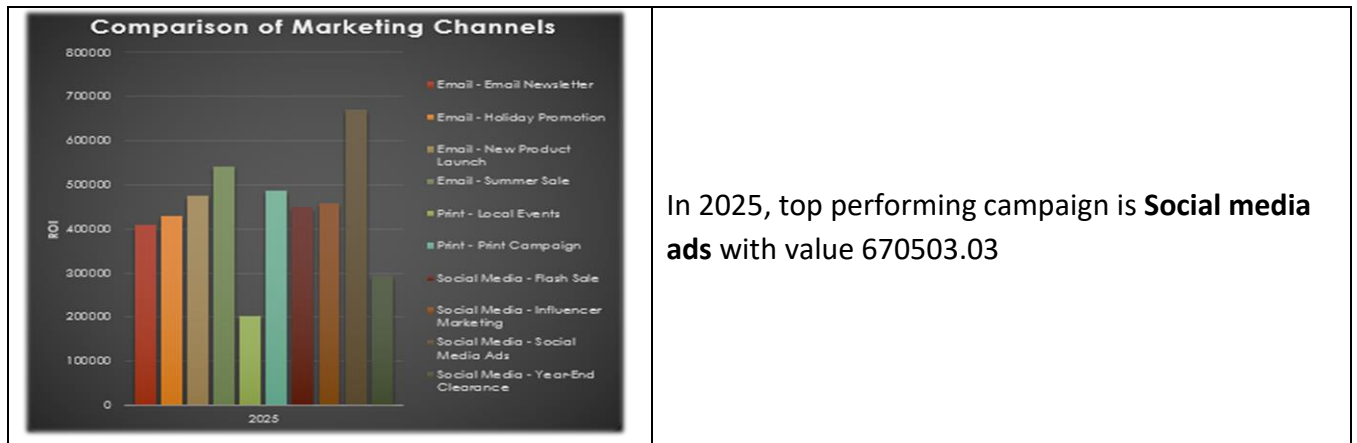


- From above chart, **Highest Conversion Rate Marketing channel is Social media** in year 2024.
- In Social media marketing channel, **Flash sale campaign** has achieved a highest conversion rate of value **1229.13** in year 2024.

2. What are the top-performing campaigns in terms of ROI, and how do they compare to others?

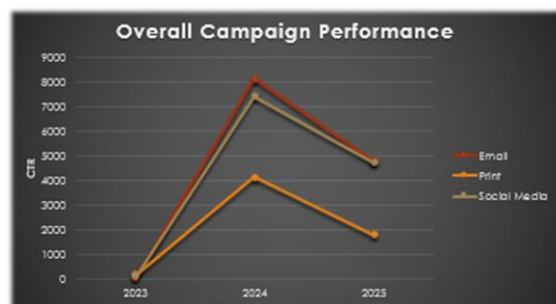
Let's compare the top-performing campaigns in terms of ROI by years,

<p>This bar chart, titled 'Comparison of Marketing Channels', displays the Return on Investment (ROI) for various marketing campaigns in 2023. The Y-axis represents ROI, ranging from 0 to 80,000. The campaigns include Email - Holiday Promotion, Email - New Product Launch, Print - Local Events, Print - Print Campaign, Social Media - Flash Sale, and Social Media - Influencer Marketing. The 'Local events' campaign (Print - Local Events) achieved the highest ROI of 73766.6 in 2023.</p> <table border="1"><thead><tr><th>Campaign</th><th>ROI</th></tr></thead><tbody><tr><td>Email - Holiday Promotion</td><td>~35000</td></tr><tr><td>Email - New Product Launch</td><td>~20000</td></tr><tr><td>Print - Local Events</td><td>73766.6</td></tr><tr><td>Print - Print Campaign</td><td>~35000</td></tr><tr><td>Social Media - Flash Sale</td><td>~5000</td></tr><tr><td>Social Media - Influencer Marketing</td><td>~30000</td></tr></tbody></table>	Campaign	ROI	Email - Holiday Promotion	~35000	Email - New Product Launch	~20000	Print - Local Events	73766.6	Print - Print Campaign	~35000	Social Media - Flash Sale	~5000	Social Media - Influencer Marketing	~30000	<p>In 2023, top performing campaign is Local events with value 73766.6</p>		
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<p>This bar chart, titled 'Comparison of Marketing Channels', displays the Return on Investment (ROI) for various marketing campaigns in 2024. The Y-axis represents ROI, ranging from 0 to 900,000. The campaigns include Email - Email Newsletter, Email - Holiday Promotion, Email - New Product Launch, Email - Summer Sale, Print - Local Events, Print - Print Campaign, and Social Media - Flash Sale. The 'Flash sale' campaign (Social Media - Flash Sale) achieved the highest ROI of 852260.60 in 2024.</p> <table border="1"><thead><tr><th>Campaign</th><th>ROI</th></tr></thead><tbody><tr><td>Email - Email Newsletter</td><td>~600000</td></tr><tr><td>Email - Holiday Promotion</td><td>~850000</td></tr><tr><td>Email - New Product Launch</td><td>~800000</td></tr><tr><td>Email - Summer Sale</td><td>~750000</td></tr><tr><td>Print - Local Events</td><td>~700000</td></tr><tr><td>Print - Print Campaign</td><td>~500000</td></tr><tr><td>Social Media - Flash Sale</td><td>852260.60</td></tr></tbody></table>	Campaign	ROI	Email - Email Newsletter	~600000	Email - Holiday Promotion	~850000	Email - New Product Launch	~800000	Email - Summer Sale	~750000	Print - Local Events	~700000	Print - Print Campaign	~500000	Social Media - Flash Sale	852260.60	<p>In 2024, top performing campaign is Flash sale with value 852260.60</p>
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(Used Year slicer to get specific year chart to find the top performing campaign in terms of ROI)

3. Are there any notable trends in campaign performance over time?



From the line chart, we can able to see the notable trends,

- All the campaigns (email, print, social media) has achieved the highest performance on Year 2024.
- Highest values of campaigns in 2024 are **Email - 8159.80, Social Media - 7442.15, Print - 4144.56**.

4. How do customer demographics influence campaign effectiveness?



Customer demographics exert a significant influence on campaign effectiveness,

- In 2024, **Young Adults** generated the highest ROI at 2954706.06, with **Email and social media** exclusively catering to this demographic.
- Notably, 'Flash Sale' on social media and 'New Product Launch' in email emerged as the top-performing campaigns for Young Adults in 2024, and 'Flash Sale' maintained its lead in overall campaign performance.
- Conversely, **Senior Adults** exhibited the lowest ROI at 818812.12, with **Print** being the exclusive channel targeting them. For Senior Adults, the 'Print campaign' on the Print channel was the sole performing campaign.
- These findings underscore the necessity of tailoring campaigns to specific customer demographics to optimize their effectiveness.