

# MARKETING DATA ANALYSIS

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# MARKETING STRATEGY

- **Optimization**
- **Analysis**
- **Presentation**



# OBJECTIVES

- Are there any null values or outliers? How will you handle them?
- What factors are significantly related to the no. of web purchases?
- Which marketing campaign was the most successful?
- What does the avg. customer look like?
- Which products are performing best?
- Which channels are under performing?



# OVERVIEW

**Marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance.**

# ANALYSIS

**Result of analysis is describe various elements of our target audience- demographic and psychographics- and discovering better channels to improve future sales. By this way we can determine patterns, relationships or trend.**



## ➤ Are there any null values or outliers? How will you handle them?

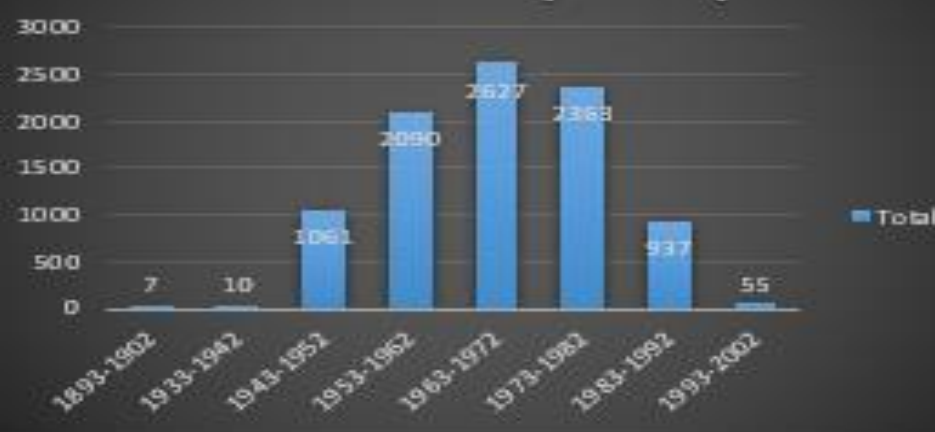
There are **"24"** Null values found in **"Income"** column by using **COUNTBLANK** formula to handle them we can use different methods first we can drop values If the percentage of missing values is relatively small and it does not affect the representativeness of your sample or Second Imputation involves filling in missing values with estimated values based on the available data. There are different methods to impute missing values, such as mean imputation, median imputation, mode imputation, regression imputation. in this data we have used **"Mean"** to replace blank values



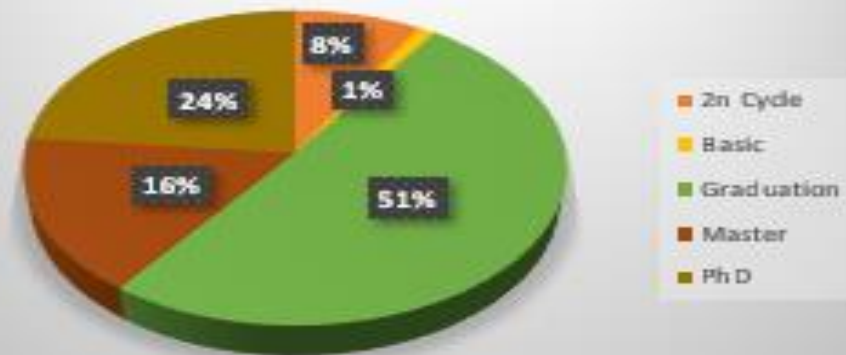


# ➤ WHAT FACTORS ARE SIGNIFICANTLY RELATED TO THE NUMBER OF WEB PURCHASES?

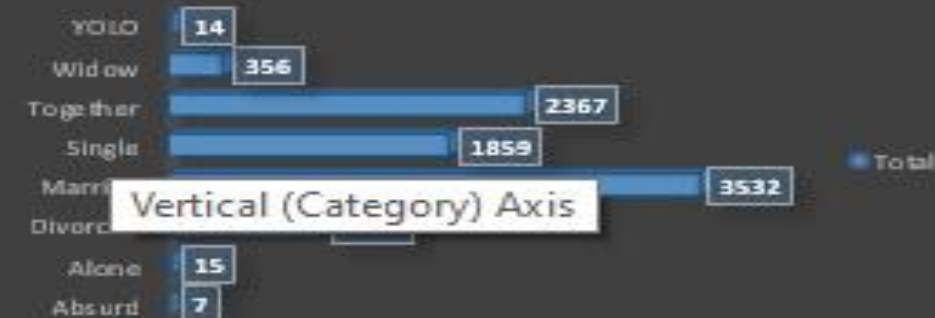
## Web Purchases By Birthyear



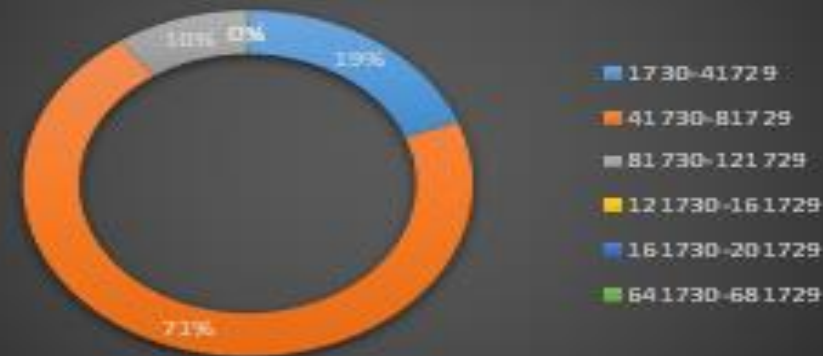
## Web Purchases by Education



## WEB PURCHASE BY MARITAL STATUS

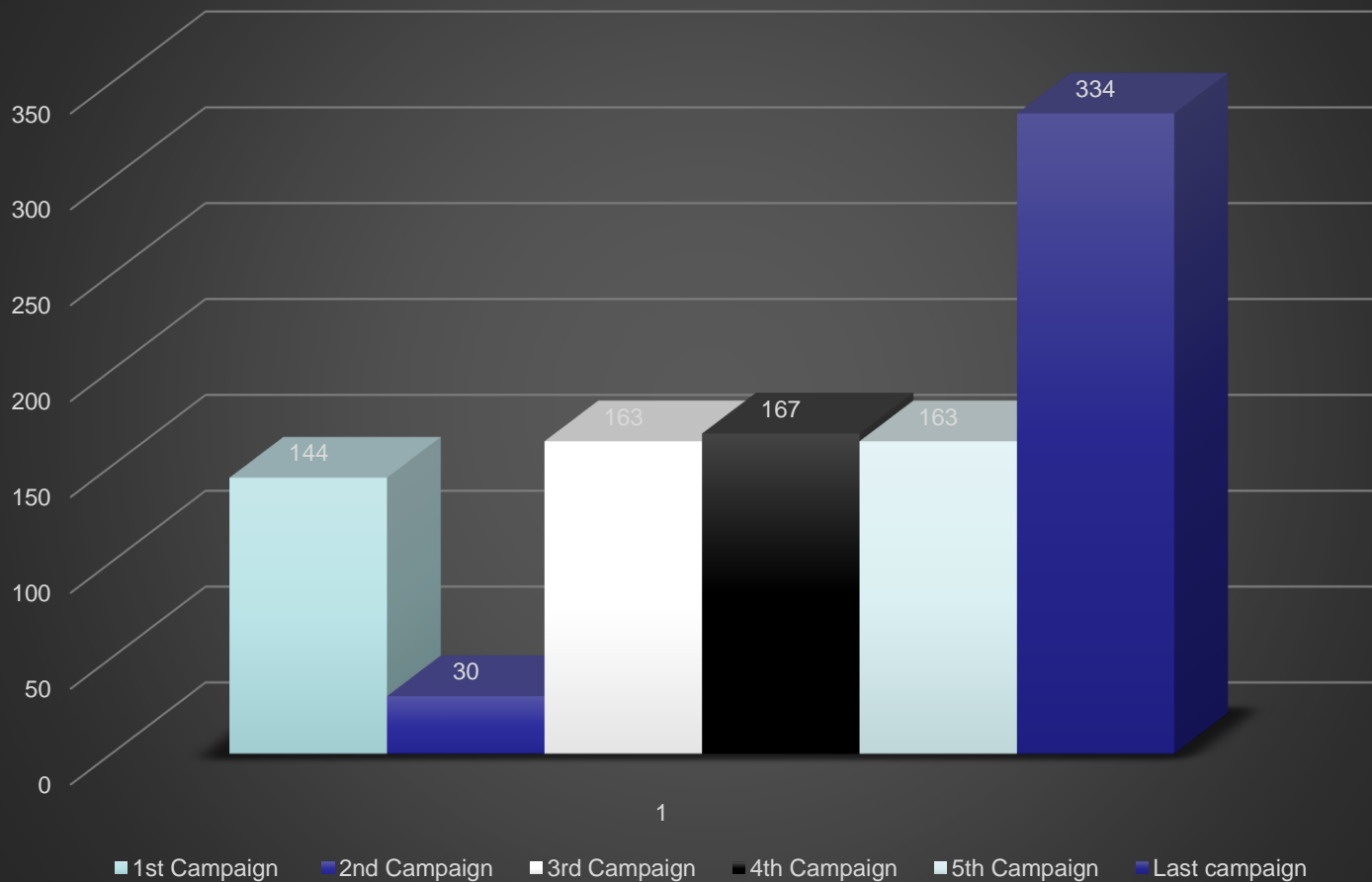


## Web Purchases by Income



# ➤ WHICH MARKETING CAMPAIGN WAS THE MOST SUCCESSFUL?

Customer Accepted Offer by Marketing Campaign

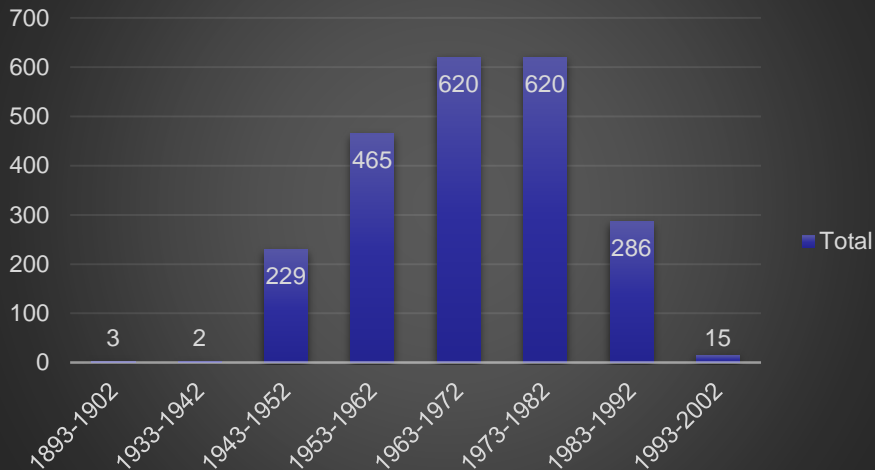


The most successful Marketing campaign is "Last Campaign".

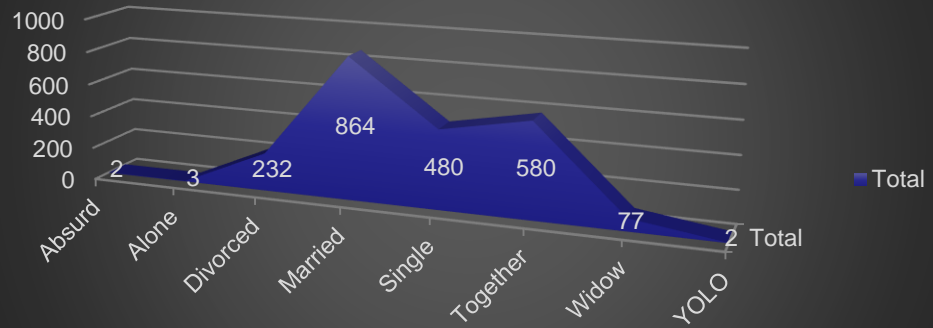


# ➤ WHAT DOES THE AVERAGE CUSTOMER LOOK LIKE?

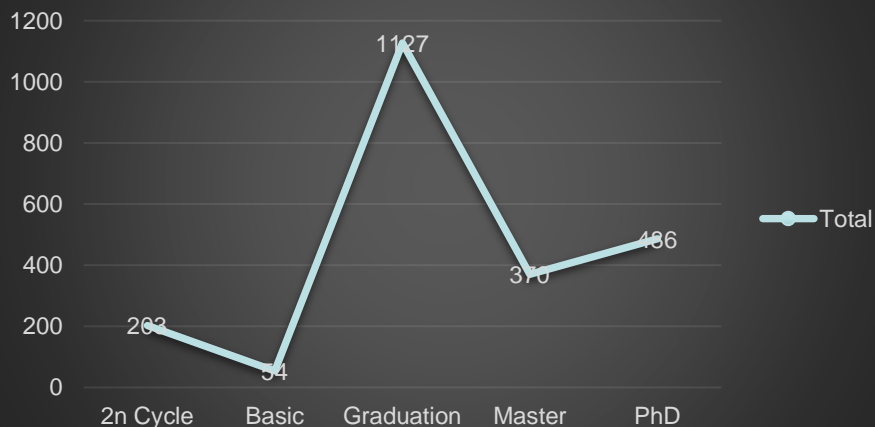
## Average Count by Birthyear



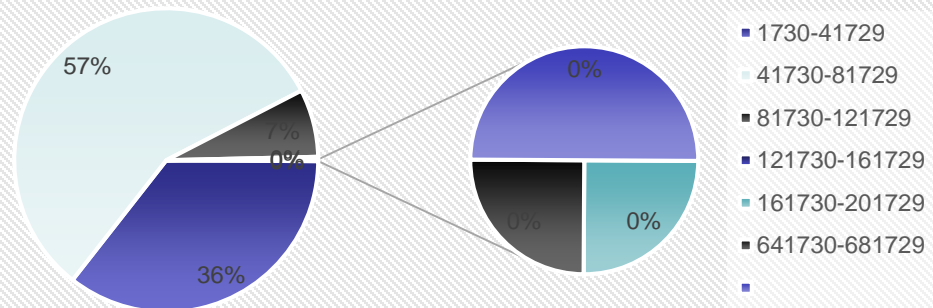
## Average Count by Marital Status



## Average Count by Education



## Average Count by Income

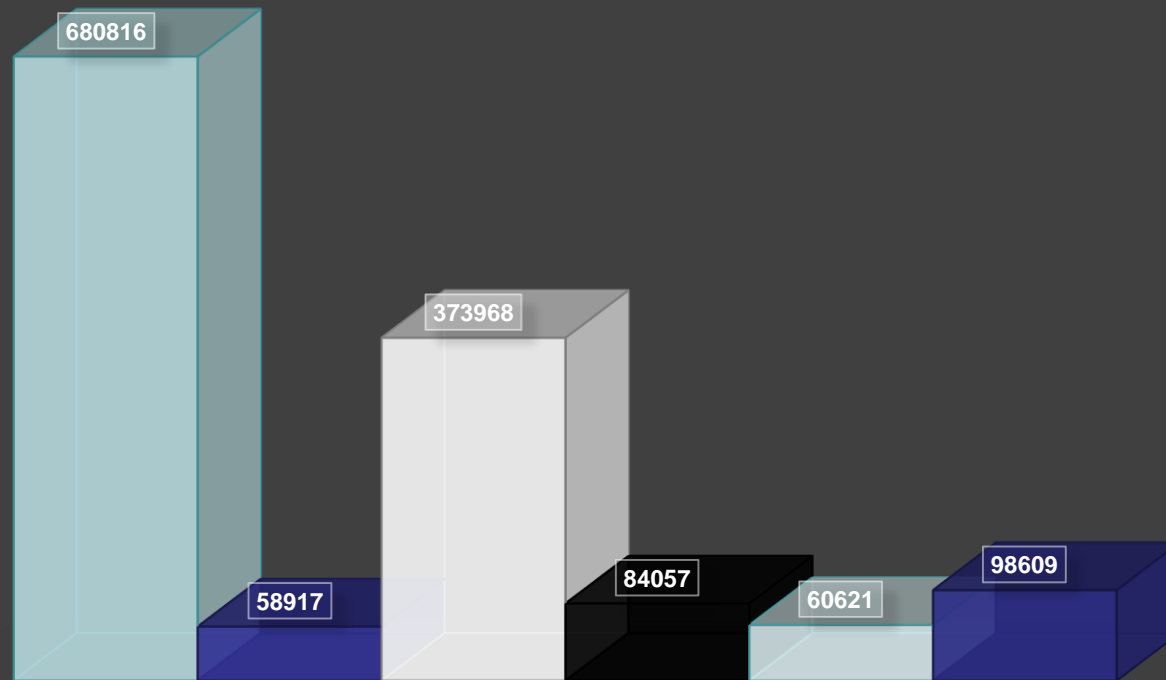




# ➤ WHICH PRODUCTS ARE PERFORMING BEST?

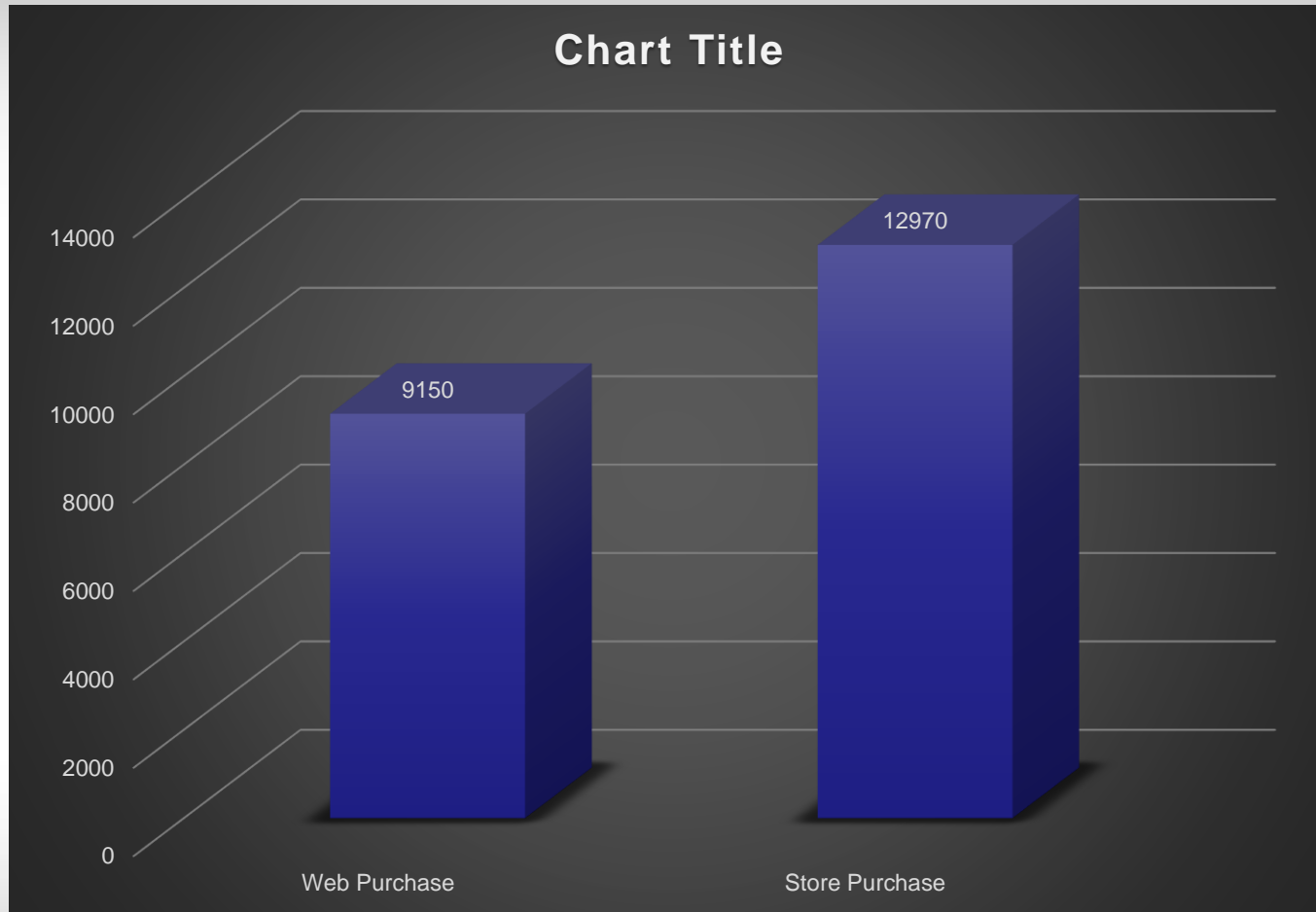
SPENT ON PRODUCTS

■ Wines ■ Fruits ■ Meat ■ Fish ■ Sweet ■ Gold



**Based  
on  
above  
chart  
The best  
Perform  
ing  
product  
is  
"WINES  
".**

# ➤ WHICH CHANNELS ARE UNDERPERFORMING?



**Based on  
above  
shown  
chart The  
under  
performing  
Channel is  
"WEB  
PURCHASE  
".**



# THANK YOU



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Discord

[abhijeetranjan](https://discord.com/invite/abhijeetranjan)



Peerlist

<https://peerlist.io/abhijeetranjan>

