

Market Mindz – Campaign & Customer Insights Report

Problem

Market Mindz had been running multiple marketing campaigns across different product categories (wine, meat, baked goods, sweets, fruits, and fish). Despite significant investment, management lacked clarity on:

- Which campaigns actually drove purchases and revenue.
- What types of customers were responding to campaigns.
- How purchase platforms (store, web, catalogue, deals) were influencing outcomes.
- The underlying drivers that made a campaign successful.

Without these insights, budgets were spread thin, and it was unclear where to focus marketing efforts for maximum impact.

Solution

To address these challenges, a **Power BI dashboard** was developed to consolidate campaign, customer, product, and platform data. The dashboard included three key views:

1. **Campaign Performance** – measured sales, purchases, and platform breakdowns.
2. **Buyer Composition** – profiled customers by demographics, income, marital status, education, and age.
3. **Purchase Drivers** – applied advanced analytics (Key Influencers) to identify which customer traits most strongly impacted campaign acceptance and total sales.

This interactive dashboard enabled leadership to drill into campaign outcomes and customer behaviours at multiple levels, moving beyond static reports.

Insights

- **Campaign Effectiveness:** Campaign 6 delivered the highest purchases, while Campaigns 5 and 6 generated the most revenue.
- **Product Leaders:** Wine was the dominant product across all campaigns, both in sales volume and value. Meat followed as the second most profitable category.
- **Platform Dynamics:** In-store purchases dominated overall (13K), though the web (9.2K) and catalogue (6K) remained important channels.
- **Customer Profile:**

- Average buyer was **56 years old** with an **income of £52K**.
- Majority were **married graduates**, reinforcing a strong mid-to-high income demographic.
- Older age groups showed a clear preference for wine, while meat preference declined with age.
- **Purchase Drivers:**
 - High income (£60K+) increased the likelihood of campaign acceptance **7.8x**.
 - Households without children or teens were significantly more likely to generate higher sales.
 - Marital status (married customers) slightly increased campaign acceptance likelihood.

Value

The dashboard delivered **actionable insights** for Market Mindz:

- Marketing can prioritise **wine campaigns**, given their consistent profitability and appeal across demographics.
- **Campaign 6's strategy** can serve as a benchmark for future initiatives.
- Channel strategy can reinforce **in-store dominance** while optimising web and catalogue promotions to reach secondary audiences.
- Customer segmentation (older, higher-income, married graduates) can inform targeted advertising, loyalty schemes, and product bundling.
- Budget allocation can be re-focused on **high-yield products and campaigns**, reducing wasteful spend.
- Overall, the analysis equips management with a **clear roadmap to maximise marketing ROI, refine targeting, and strengthen campaign performance**.