

Project 1

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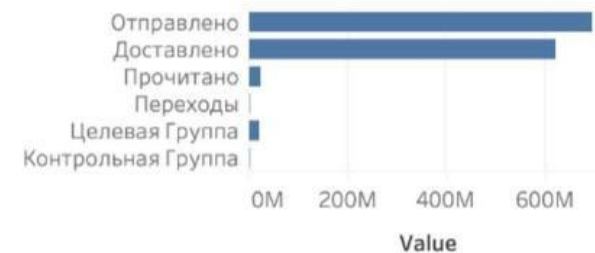
Dataset Description

- Campaign Overview
- Engagement Metrics
- Segmentation Insights
- Sales Performance
- Financial Analysis
- Control Group Comparisons

Overall Volume of Message Funnels



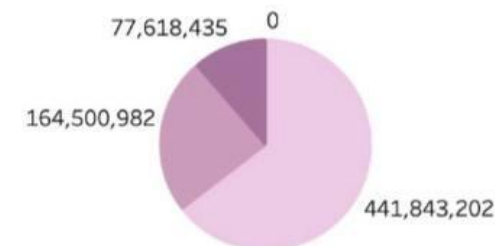
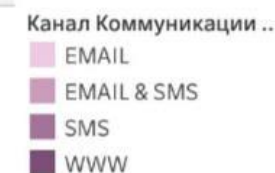
Conversion into purchase in groups of clients



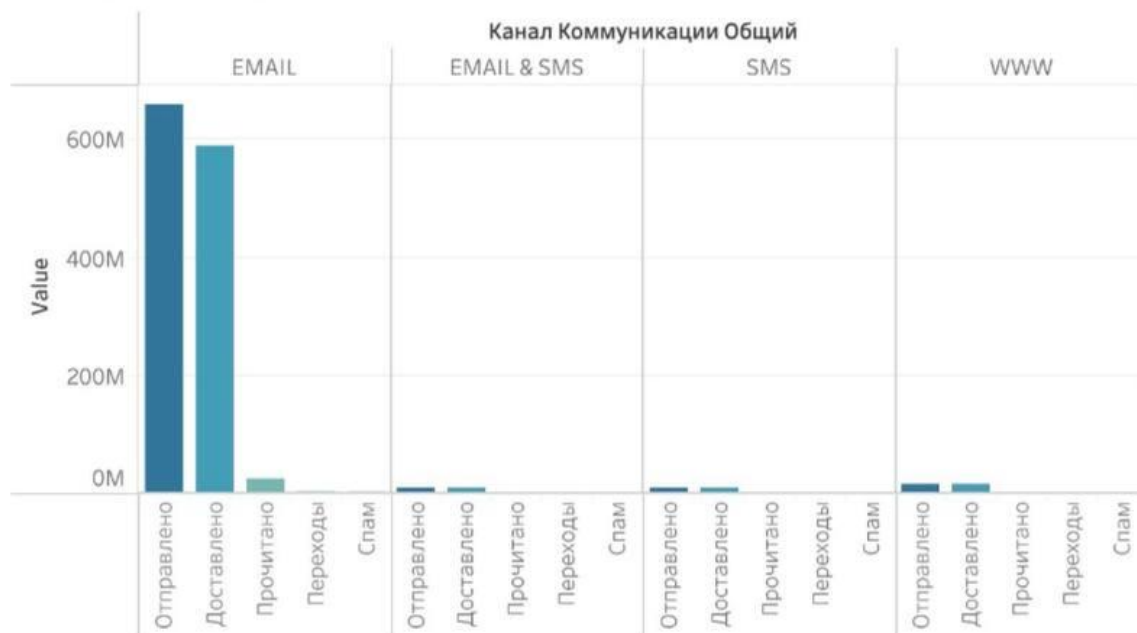
Avg. TargetGroupConv 11,63%

Avg. ControlGroupConv 11,10%

Volume of extra sales per channel



Message funnels per channel and month

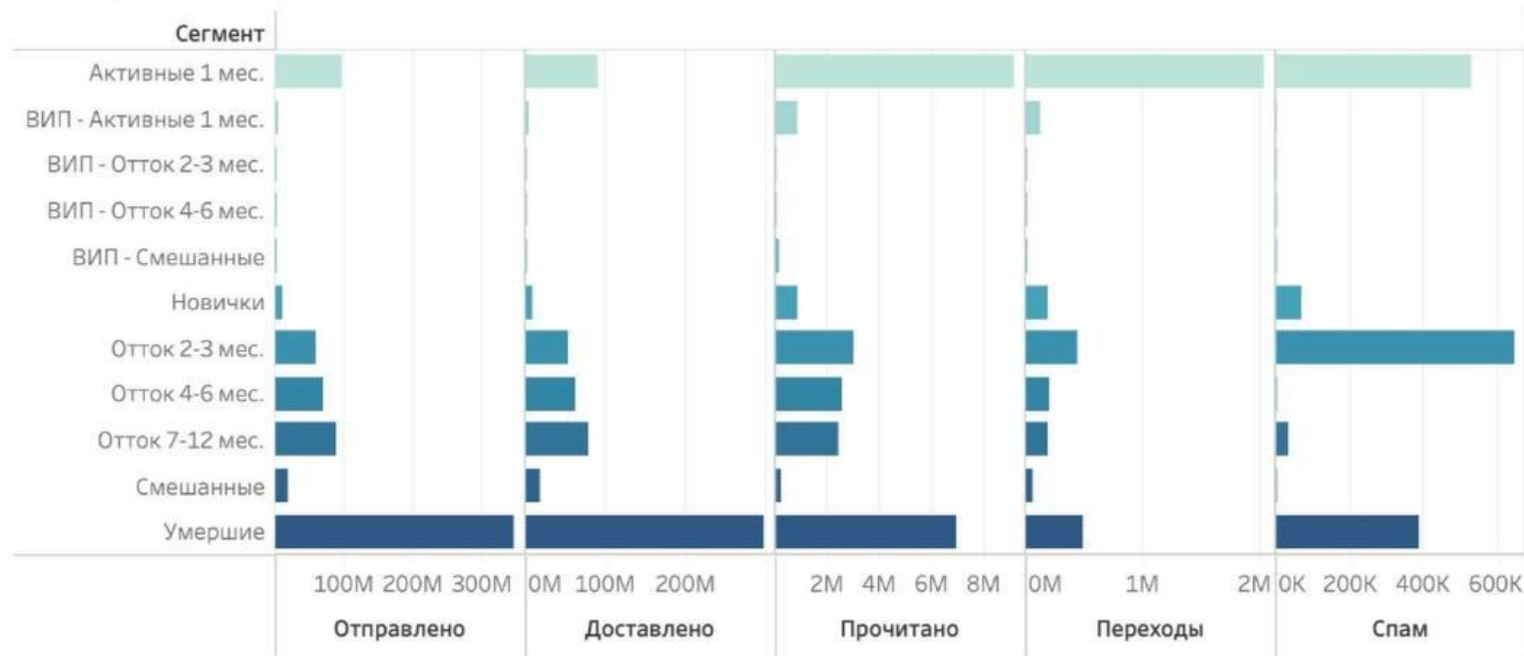


Month of Дата Рассылки

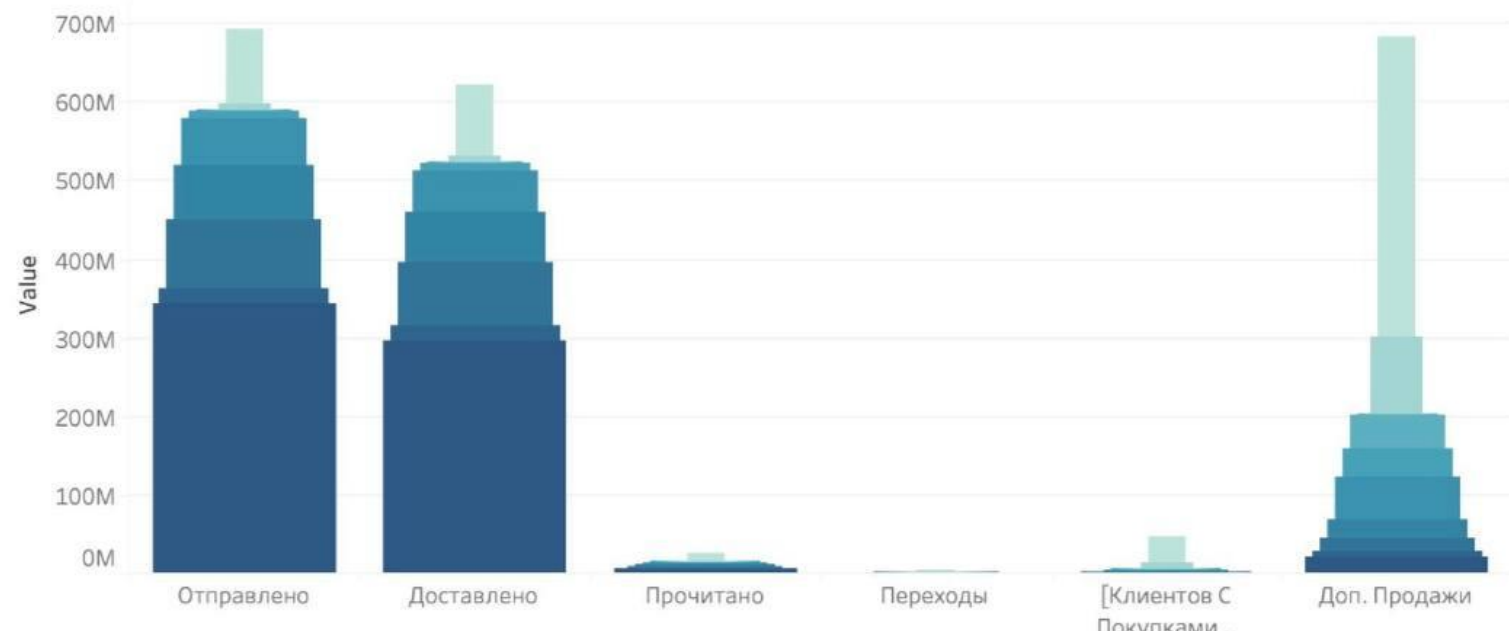
- ☒ January
- ☒ February
- ☒ March
- ☒ April
- ☒ May
- ☒ June
- ☒ July
- ☒ August
- ☒ September

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Message funnels by customers segments

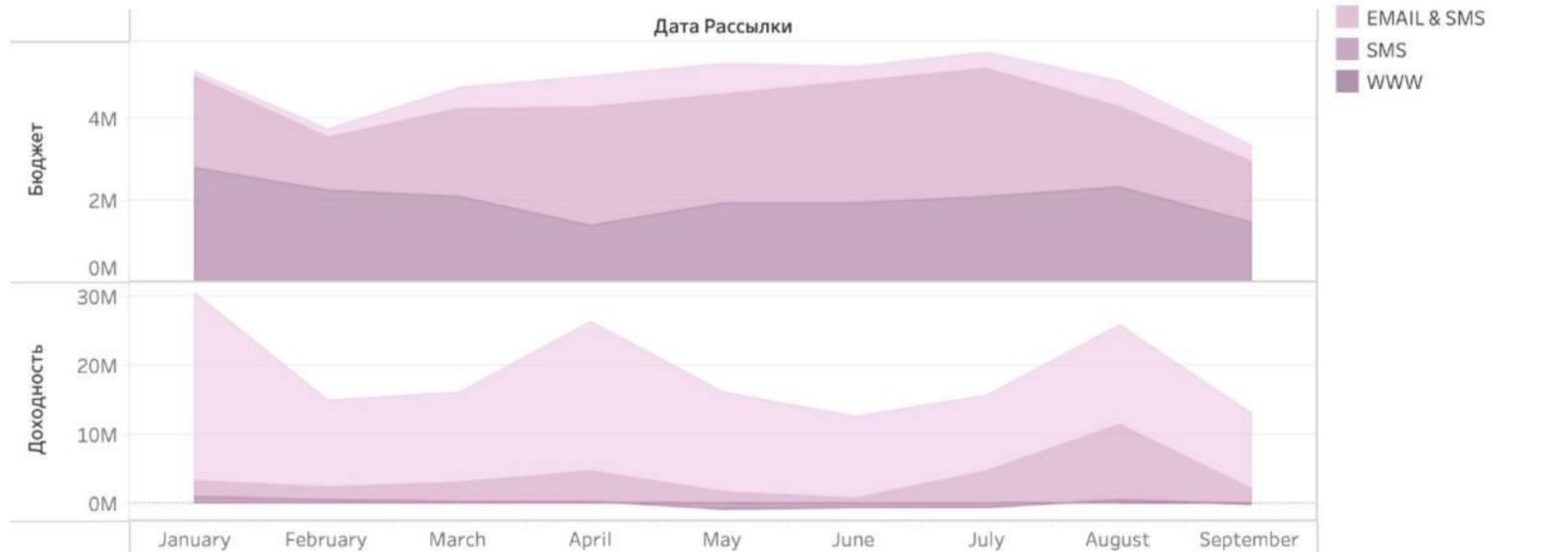


Conversion into purchase and extra revenue by customers segment

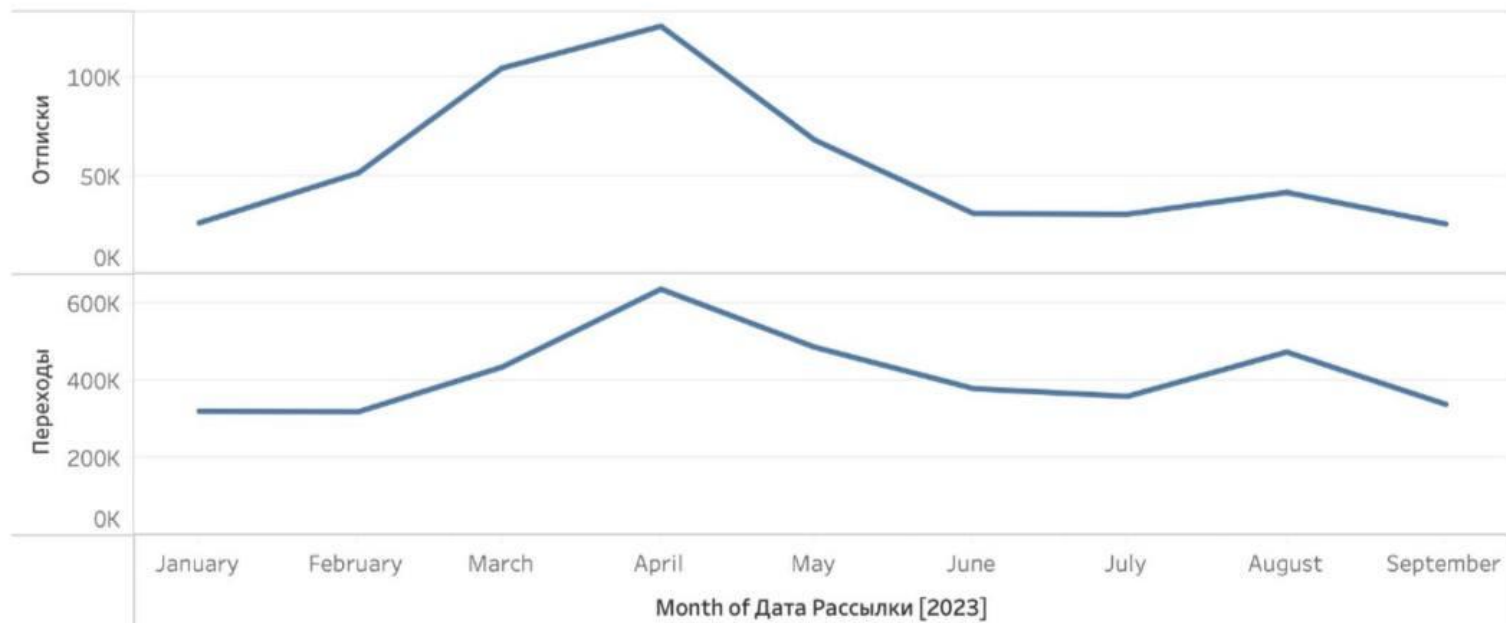


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Budget and Revenue by Channels



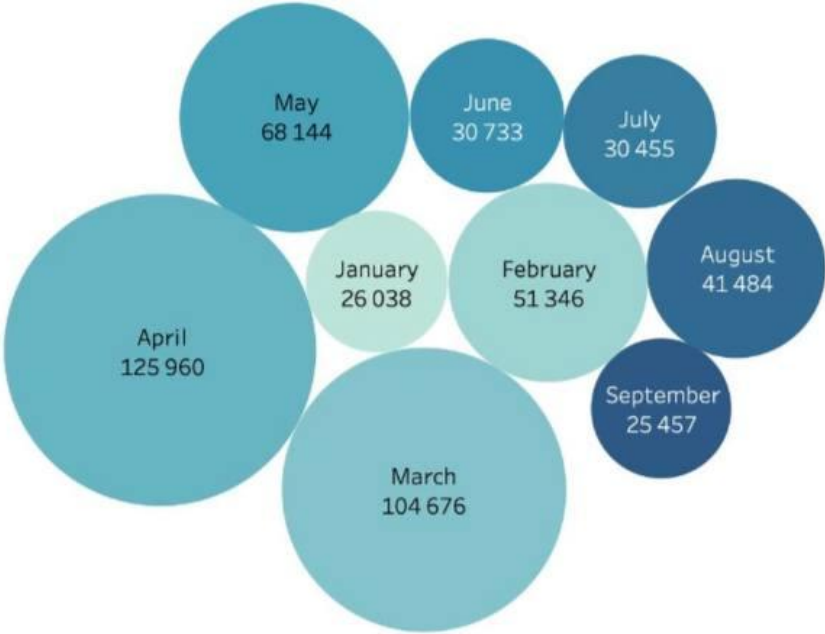
Unsubscribed after Clicked



Number of Distinct Sent Messages by months



Number of Unsubscribed Clients per Segment



Number of Clients per segment

| Сегмент | Дата Рассылки | | | | | | | | | Grand Total |
|-----------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| | January | February | March | April | May | June | July | August | September | |
| Активные 1 мес. | 8 144 965 | 4 816 858 | 4 275 615 | 4 454 656 | 4 886 162 | 4 564 387 | 4 336 307 | 4 827 329 | 3 767 853 | 44 074 132 |
| ВИП - Активные 1 мес. | 690 012 | 714 106 | 564 728 | 1 103 696 | 924 067 | 902 689 | 851 719 | 1 132 968 | 814 485 | 7 698 470 |
| ВИП - Смешанные | 104 867 | 72 168 | 124 262 | 71 755 | 115 948 | 128 376 | 61 978 | 174 030 | 49 143 | 902 527 |
| Новички | 706 223 | 275 667 | 238 424 | 275 292 | 354 088 | 262 290 | 253 877 | 288 306 | 233 788 | 2 887 955 |
| Смешанные | 262 015 | 79 555 | 108 896 | 171 185 | 106 421 | 67 743 | 77 831 | 314 611 | 246 109 | 1 434 366 |
| Grand Total | 9 908 082 | 5 958 354 | 5 311 925 | 6 076 584 | 6 386 686 | 5 925 485 | 5 581 712 | 6 737 244 | 5 111 378 | 56 997 450 |

Number of Clients who left per Segment

| Сегмент | Дата Рассылки | | | | | | | | | Grand Total |
|----------------------|---------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|
| | January | February | March | April | May | June | July | August | September | |
| ВИП - Отток 2-3 мес. | | | | 1 474 | 1 154 | 3 369 | 6 296 | 8 051 | 5 235 | 25 579 |
| ВИП - Отток 4-6 мес. | | | | | | | 850 | 2 553 | 1 134 | 4 537 |
| Отток 2-3 мес. | 737 921 | 901 931 | 1 269 597 | 1 455 985 | 1 194 472 | 796 332 | 807 823 | 912 471 | 635 395 | 8 711 927 |
| Отток 4-6 мес. | 420 518 | 337 201 | 500 753 | 1 633 704 | 2 631 577 | 1 878 556 | 2 619 534 | 2 019 363 | 1 184 063 | 13 225 269 |
| Отток 7-12 мес. | 1 293 044 | 782 560 | 637 004 | 780 648 | 1 665 950 | 1 792 003 | 2 362 137 | 2 978 170 | 2 972 996 | 15 264 512 |
| Умершие | 8 669 514 | 8 619 504 | 10 654 915 | 14 925 500 | 16 726 908 | 11 244 756 | 8 064 211 | 9 487 735 | 8 720 523 | 97 113 566 |
| Grand Total | 11 120 997 | 10 641 196 | 13 062 269 | 18 797 311 | 22 220 061 | 15 715 016 | 13 860 851 | 15 408 343 | 13 519 346 | 134 345 390 |

Insights and Conclusions

- **Targeted Engagement Yields Higher ROI:** Campaigns targeted at specific segments like "VIP - Mixed" and "Newbies" demonstrated higher engagement and sales, indicating a need to further refine segmentation and personalization strategies for improved return on investment
- **Critical Role of Read and Click-Through Rates:** A direct correlation was observed between the campaigns with higher read rates and click-through rates and those achieving superior sales performance. This emphasizes the importance of compelling content and effective calls-to-action to drive conversions
- **Financial Analysis Reveals Opportunity for Optimization:** Detailed financial metrics, including campaign budget versus additional sales and profitability, highlighted opportunities for cost optimization. Campaigns with a higher budget did not always correlate with proportionately higher sales, suggesting a review of spending efficiency

Insights and Conclusions

- **Control Group Comparisons Validate Campaign Effectiveness:** The comparison between targeted campaign outcomes and control group performance provided concrete evidence of the campaigns' effectiveness in driving additional sales, underscoring the value of controlled testing environments for marketing strategies
- **Segment-Specific Sales Impact:** The data showed that VIP and mixed segments generated significantly higher sales compared to other segments, suggesting that focusing on high-value customer segments can substantially increase revenue
- **Opportunities for Growth and Improvement:** The analysis of missed additional sales and unsubscriptions highlights areas for improving campaign targeting and content relevance, reducing opt-out rates, and unlocking potential sales opportunities