# **Data-Driven Insights for Digital Marketing Campaigns**

| **Project Title** | **Data-Driven Insights for Digital Marketing Campaigns** |
| --- | --- |
| **Skills take away From this Project** | **Digital Marketing, Marketing Analytics, Excel/SQL, Marketing Dashboard(PowerBI/Tableau)** |
| **Domain** | **Marketing & Advertising** |

## **Problem Statement:**

## Digital marketing campaigns often suffer from inefficiencies due to a lack of actionable insights, unoptimized data utilization, and ineffective performance tracking.

## Without accurate analysis and clear visualization of key performance indicators (KPIs), it becomes challenging to identify trends, optimize strategies, and maximize ROI.

## This project addresses these challenges by leveraging data analytics and interactive dashboards to generate actionable insights, enabling data-driven decision-making and improved campaign performance for enhanced client satisfaction.

## **Project Overview:**

* Consider that you are working at Google in the role of a Digital Marketing Account Manager or Consultant and do Analysis, Create Dashboard and share the Insights from the given data.
* This project aims to leverage data analytics and visualization to provide valuable insights and recommendations for digital marketing campaigns.

## **Project Objective:**

* As a Digital Marketing Account Manager or Consultant at Google, the primary objective is to analyze marketing data, create dashboards, and share actionable insights to optimize digital marketing campaigns.
* This involves understanding key performance metrics, identifying trends, and making data-driven decisions to improve client ROI and enhance overall campaign performance.

## **Project Tasks:**

1. **Data Analysis:** 
   1. Gather data from various digital marketing platforms. (Refer the References table below for the Dataset)
   2. Clean and preprocess the data.
   3. Identify key performance indicators (KPIs) and benchmarks for campaign performance.
   4. Ensure data accuracy and completeness.
2. **Dashboard Creation:**
   1. Design and develop interactive dashboards using tools Tableau, or Power BI.
   2. Create detailed dashboard, Analytics and reports for stakeholders.
   3. Identify key metrics and KPIs to be displayed.
   4. Ensure dashboards are user-friendly and provide clear, actionable insights.
3. **Insight Generation, Reporting and Presentation:**
   1. Translate data findings into actionable insights and recommendations.
   2. Identify trends, patterns, and opportunities for campaign optimization.
   3. Present insights to stakeholders in a clear and compelling manner.
   4. Prepare detailed reports summarizing campaign performance, insights, and recommendations to improve conversions and sales.

## **Project Deliverables:**

* **Data Analysis:**

Clean and preprocess the data, perform exploratory data analysis (EDA) to understand trends and patterns, and ensure data accuracy and completeness.

* **Interactive Dashboards:**

User-friendly dashboards providing real-time insights.

* **Insight Reports:**

Detailed reports summarizing analysis, insights, and recommendations.

* **Presentations:**

Clear and compelling presentations for stakeholders.

* **Action Plans:**

Strategic plans based on insights to optimize campaign performance.

## **Tools and Technologies:**

* **Data Processing**: Excel, or SQL
* **Visualization**: Tableau, or Power BI

## **Conclusion:**

* This project aims to leverage data analytics and visualization to provide valuable insights and recommendations for digital marketing campaigns.
* By effectively analyzing data, creating intuitive dashboards, and sharing actionable insights, the role of a Digital Marketing Account Manager at Google can significantly impact campaign success and client satisfaction.

## **Timeline:**

The project must be completed and submitted **within 10 days from the assigned date**.

## **References**

| **Project Orientation Video** | [**Data\_Driven\_Insights\_for\_Digital\_Marketing\_Campaigns.mp4**](https://drive.google.com/file/d/1ZvPw9v-2nlji41dEJFOTTjdJC2sqD8pz/view?usp=sharing) |
| --- | --- |
| **FAQs for the Project** | [FAQ's for Digital Marketing Data Analysis and Insights Project](https://docs.google.com/document/d/1b4R_psT2yCka7QVkZ5HF_JGMubLq3J5zbHhkqIxem2Q/edit?usp=sharing) |
| **Solution Approach for the Project** | [Solution Approach for Data-Driven Insights for Digital Marketing Campaigns](https://docs.google.com/document/d/1fxrKvqvWEReXuoITNs29lpPlVsAy5h_gDnwXEvEB5sY/edit?usp=sharing) |
| **Dataset** | [Digital Marketing - GA DataSet](https://docs.google.com/spreadsheets/u/0/d/1kydAgQG6WYk9UbreEpKpll1MlMEAXnerhWmcJ-iBxB4/edit) |
| **DM & GA Terms** | [**DM and GA Terms Explanation.pdf**](https://drive.google.com/file/d/1isyO8WBOw3eKIL_Vcm9OVvj-ed5nOA3L/view?usp=drive_link) |

## **PROJECT LIVE EVALUATION(PLE) SESSION (CAPSTONE AND FINAL PROJECT) FORM:**

**About Session:**

* The Project Live Evaluation(PLE) Session for Capstone and Final Projects allows participants to showcase their projects and receive real-time feedback for improvement.
* It assesses project quality and provides an opportunity for discussion and evaluation.

**Note: This form will Open on Saturday and Sunday Only on Every Week**

**PLE Timing: Monday-Saturday (11:30 AM to 1 PM)  
  
Booking link :** [**https://forms.gle/1m2Gsro41fLtZurRA**](https://forms.gle/1m2Gsro41fLtZurRA)

## **PROJECT DOUBT CLARIFICATION SESSION ( PROJECT AND CLASS DOUBTS)**

**About Session:**

* The Project Doubt Clarification Session is a helpful resource for resolving questions and concerns about projects and class topics.
* It provides support in understanding project requirements, addressing code issues, and clarifying class concepts.
* The session aims to enhance comprehension and provide guidance to overcome challenges effectively.

**Note: Book the slot at least before 12:00 Pm on the day**

**Day Timing: Saturday (5:00PM to 7:00PM)**

**Booking Link:** [**https://docs.google.com/forms/d/e/1FAIpQLSdh7Fi8Y6gpr13YDtB\_t8DdfcKfJZIAGRlzUVW3KY9i2jwfcg/viewform**](https://docs.google.com/forms/d/e/1FAIpQLSdh7Fi8Y6gpr13YDtB_t8DdfcKfJZIAGRlzUVW3KY9i2jwfcg/viewform)

| **Project Created By** | **Verified By** | **Approved By** |
| --- | --- | --- |
| **Mohamed Ileeyas** | [**Nehlath Harmain**](mailto:nehlath@guvi.in) | [**Santhosh N**](mailto:santhoshn@guvi.in) |