Project: Merchant Coupon System Marketing Analysis

This project analyzes customer data from a discount marketing campaign of a retail business to help the marketing team plan effective strategies for improved business performance. These improvements include:

- Increased Sales
- Enhanced Customer Acquisition
- Improved Customer Retention
- Higher Customer Lifetime Value

Data Sources:

- Customer Demographics (`customer_demographics`)
- Campaign Data (`campaign_data`)
- Transaction Data (`customer_transaction_data`)
- Item Data (`item_data`)
- Coupon Usage Data (`train`)

Analysis Goals:

- **Campaign Effectiveness:** Identify the most successful campaigns in driving sales, engagement, and loyalty.
- **Customer Segmentation:** Group customers based on behavior (high spenders, frequent shoppers, dormant) to tailor campaigns.
- **Coupon Distribution Optimization:** Determine the most effective channels for distributing coupons (email, direct mail, in-store).
- **Customer Engagement Improvement:** Find opportunities to enhance customer engagement through personalized recommendations, informative content, and overall experience improvements.
- **Product Mix Impact Evaluation:** Analyze the impact of product mix on sales, popularity of categories, effectiveness of promotions, and cross-selling strategies.
- **Customer Acquisition and Targeting:** Understand customer demographics and develop targeted campaigns to reach specific segments.
- **New Marketing Channel Exploration:** Identify new potential growth drivers, like social media, influencer marketing, or referral marketing.
- **Campaign ROI Measurement:** Regularly assess campaign return on investment (ROI) to optimize resource allocation.
- **Continuous Monitoring and Analysis:** Continuously monitor and analyze data to discover new insights and opportunities, adjusting the marketing strategy as needed for growth.