**Subject:** Request for Campaign Performance Analysis – April 1st Loyalty Discount Offer

Dear [Analyst's Name],

I hope you're doing well.

On April 1st, 2025, our E-Commerce Marketing team launched a targeted discount campaign aimed at our loyal customer segment. As we move forward, it is crucial for us to understand how effective this campaign has been in driving customer engagement and repeat purchases.

I would appreciate it if you could conduct an analysis to determine how many customers actually utilized the discount offer. Specifically, we are looking to identify the conversion rate from the group that received the campaign, track revenue generated post-campaign, and understand which regions and customer segments responded best to the offer. Additionally, any insights you can provide into campaign performance by type or customer behavior trends would be highly valuable.

Please prepare a Power BI dashboard summarizing your findings, along with key metrics such as total reach, response rate, revenue impact, and regional or segment-wise breakdowns

Let me know if you need access to any additional data or clarification on campaign criteria.

Looking forward to your insights.

Best regards,