# Week 2: Data Visualization [GROUP-5]

## Introduction:

Welcome to the data-driven analysis of marketing campaigns for "Superhero U," a visionary educational firm. In this report, we explore crucial marketing indicators, such as Reach, Impressions, Clicks, and Cost per Result (CPR), to gain valuable insights. Our findings reveal that Campaign 3 stands out as the least effective, closely followed by Campaign 10. Based on these results, we recommend that both *Campaign 3* and *Campaign 10* be discontinued. By uncovering these performance disparities and providing actionable recommendations, we aim to guide "Superhero U" towards data-backed strategies that will optimize marketing efforts and drive more tremendous success in reaching its target audience.

## Graph 1: Cost Analysis of Campaigns :



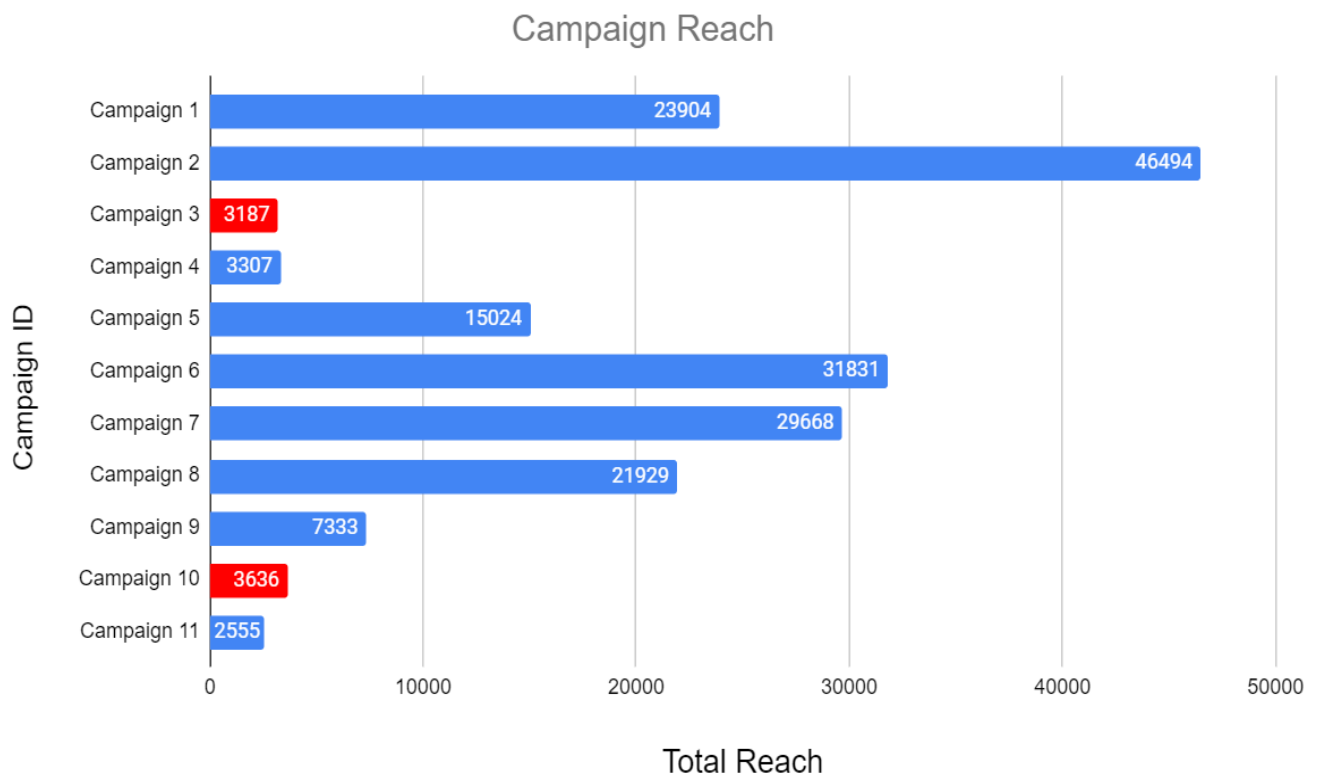Cost Per Result (CPR) Per Campaign
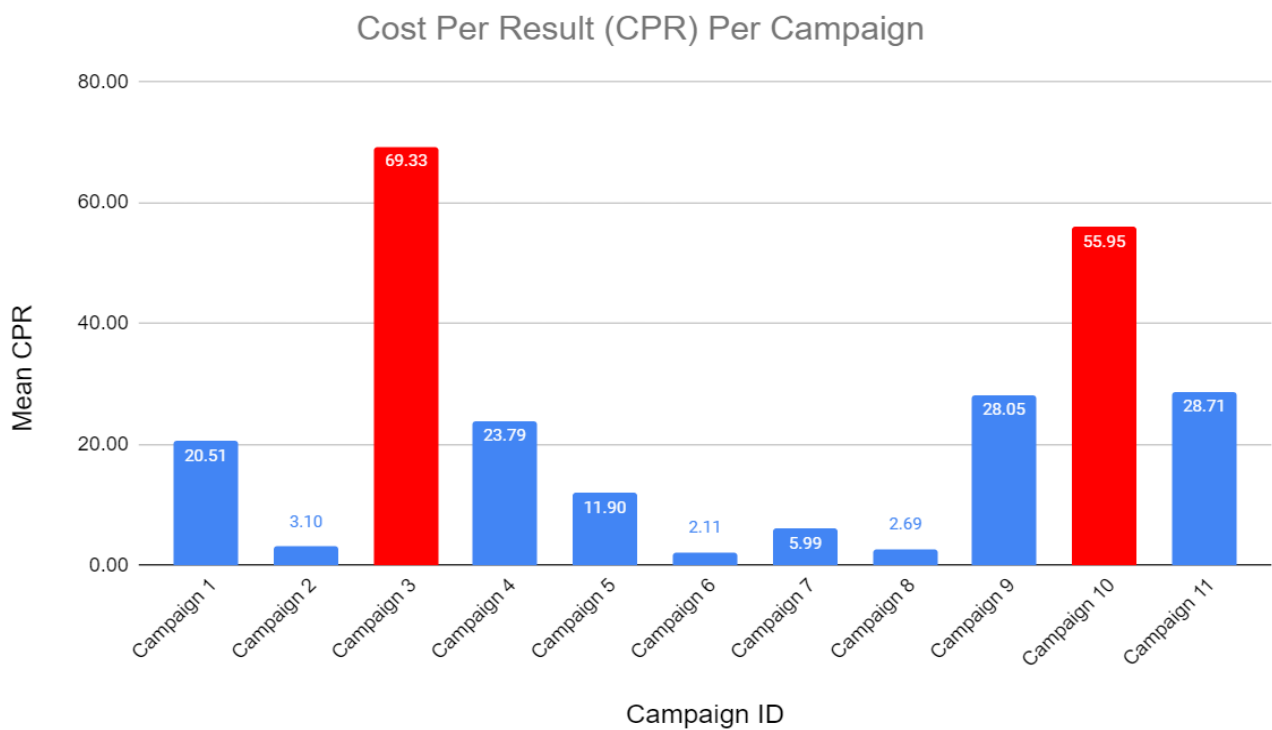
- Based on our thorough analysis, we recommend discontinuing Campaign 3. It exhibits a significantly higher mean Cost per Result (CPR) compared to other campaigns, indicating inefficiency. And the next least effective one is Campaign 10. By reallocating resources to more effective campaigns, "Superhero U" can optimize marketing efforts and achieve better cost efficiency. Our data-driven insight supports this strategic decision for enhanced campaign performance.

## Cost Per Click (CPC) Per Campaign
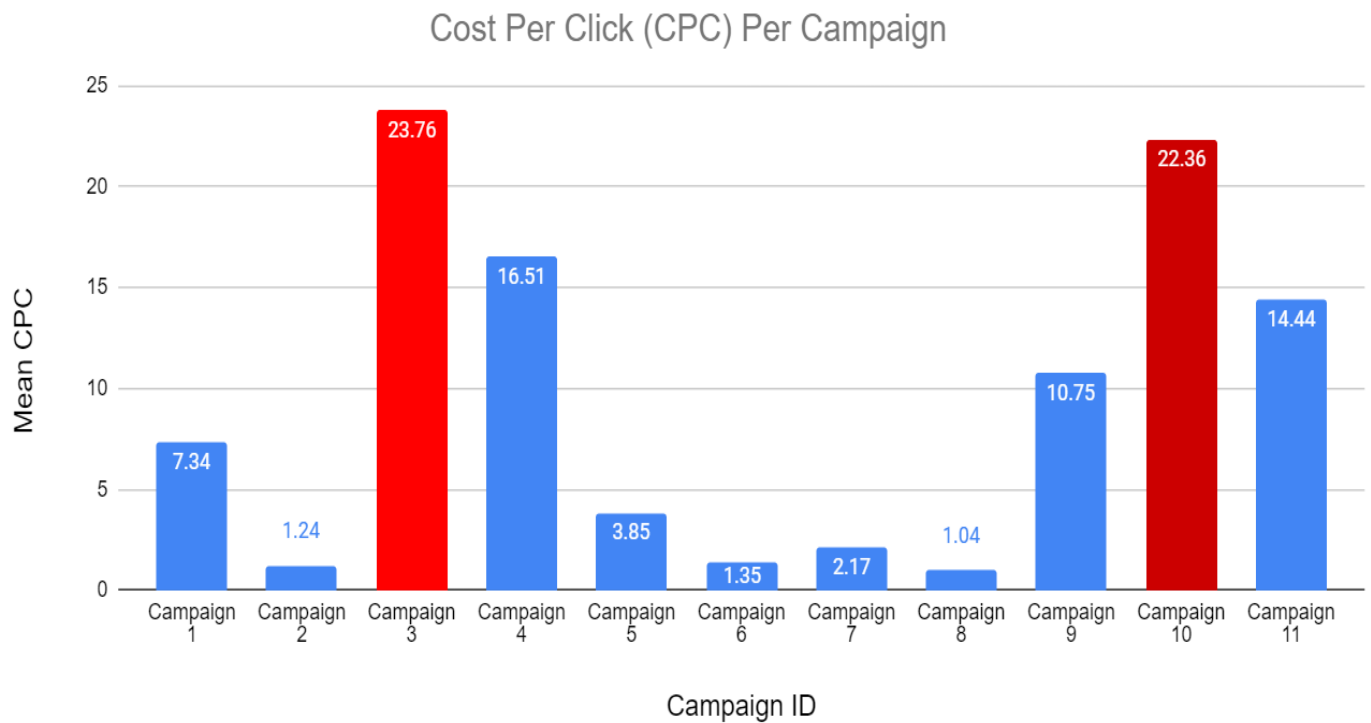


- Our analysis indicates that Campaign 3 is the least effective not only in mean Cost per Result (CPR) but also in mean Cost Per Click (CPC). It exhibits the highest mean CPC compared to other campaigns. The same applies to Campaign 10, which also demonstrates suboptimal performance in both metrics. Consequently, we recommend discontinuing Campaign 3 and Campaign 10 to reallocate resources and optimize "Superhero U's" marketing efforts for improved cost efficiency and overall performance. Focusing on more successful campaigns will yield better results and drive the desired outcomes for "Superhero U."

## Graph 2: Reach for each Campaign :

### Campaign Reach

| Campaign ID | Total Reach |
|---|---|
| Campaign 1 | 23904 |
| Campaign 2 | 46494 |
| Campaign 3 | 3187 |
| Campaign 4 | 3307 |
| Campaign 5 | 15024 |
| Campaign 6 | 31831 |
| Campaign 7 | 29668 |
| Campaign 8 | 21929 |
| Campaign 9 | 7333 |
| Campaign 10 | 3636 |
| Campaign 11 | 2555 |

**Total Reach**

● Campaign 3 ranks among the lowest in terms of Reach, with limited audience exposure compared to other campaigns. The same holds true for Campaign 10, which also exhibits subpar audience engagement. Discontinuing both Campaign 3 and Campaign 10 are recommended to optimize marketing efforts, redirect resources, and improve overall audience engagement for "Superhero U." By focusing on more successful campaigns, "Superhero U" can enhance its marketing strategy and achieve better results in reaching its target audience.

## Graph 3: Reach and Impressions for Campaigns :



Campaigns Reach and Impressions
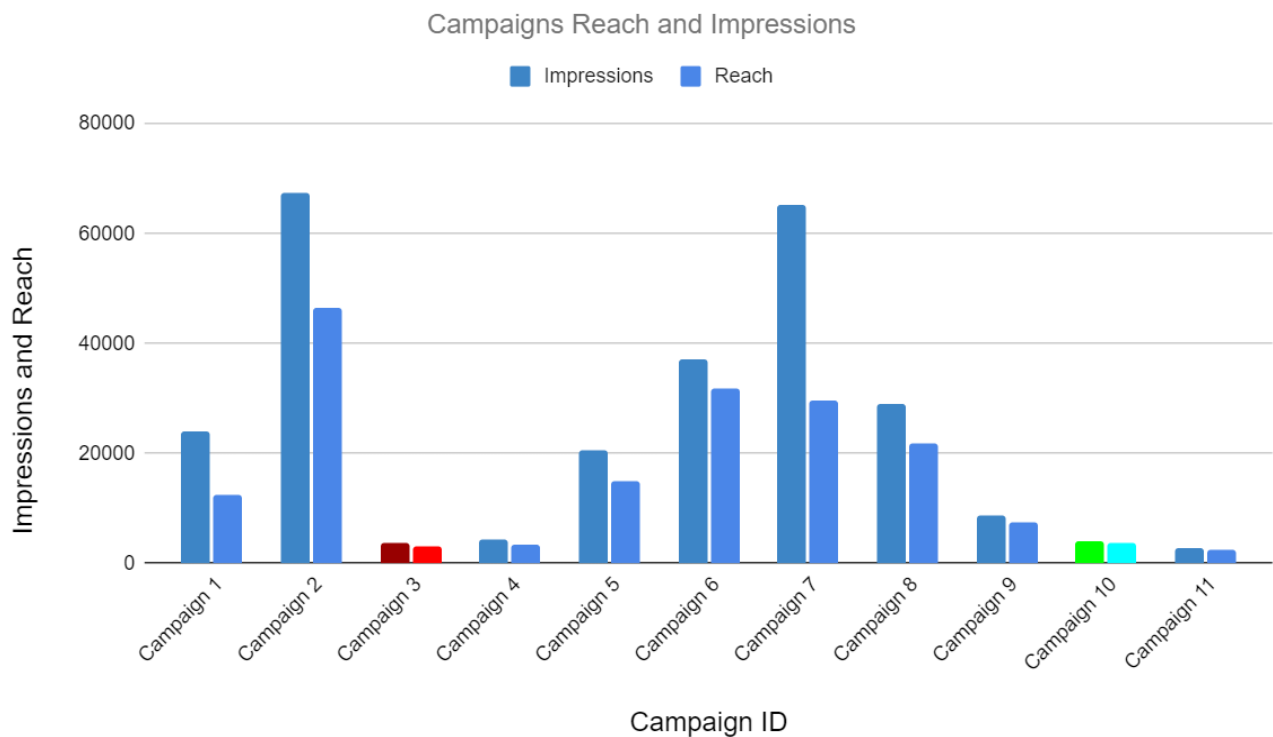
- Upon analyzing impressions and reach metrics for various campaigns, it is evident that Campaign 3 performs among the lowest, with significantly lower impressions and limited audience reach than other campaigns. The same holds true for Campaign 10, which also shows below-average performance in both metrics. Based on these findings, we recommend discontinuing both Campaign 3 and Campaign 10 to optimize marketing efforts, reallocate resources, and enhance overall audience engagement for "Superhero U." Focusing on more successful campaigns will ensure a more effective and impactful marketing strategy, driving better results and expanding the firm's reach to a broader audience.

## Graph 4: Reach and Age for Campaigns :
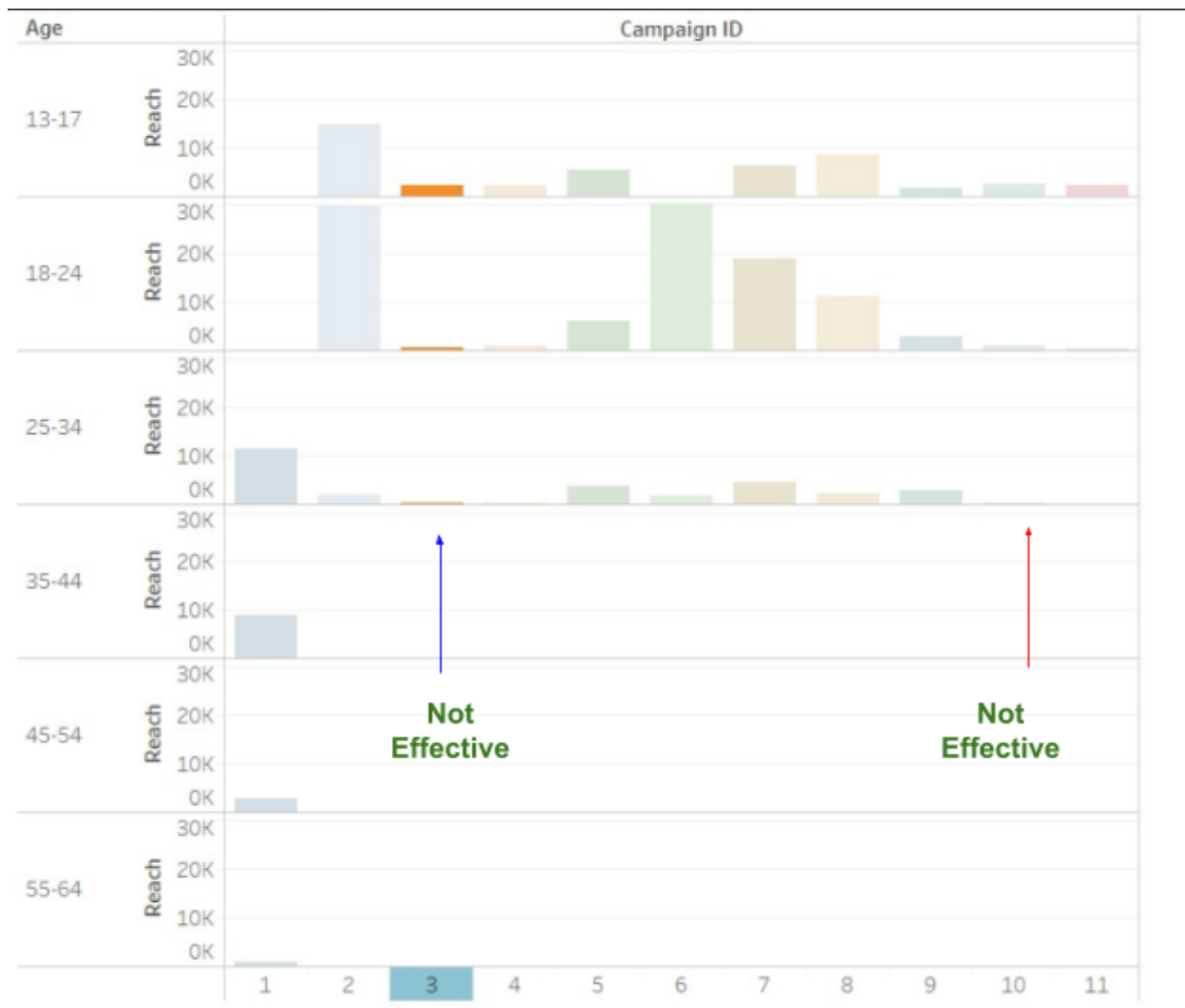


- Based on the data, Campaigns 3 and 10 consistently displayed among the lowest reach in each age group, indicating a lack of impact. Discontinuing these campaigns and reallocating resources to more successful ones will optimize marketing efforts, maximize audience engagement, and lead to better results and increased brand visibility for "Superhero U."

## Graph 5: Mean Unique Link Clicks based on the Geographical location



Sheet 8

Geography

Australia : Campaign 3
UK : Campaign 10
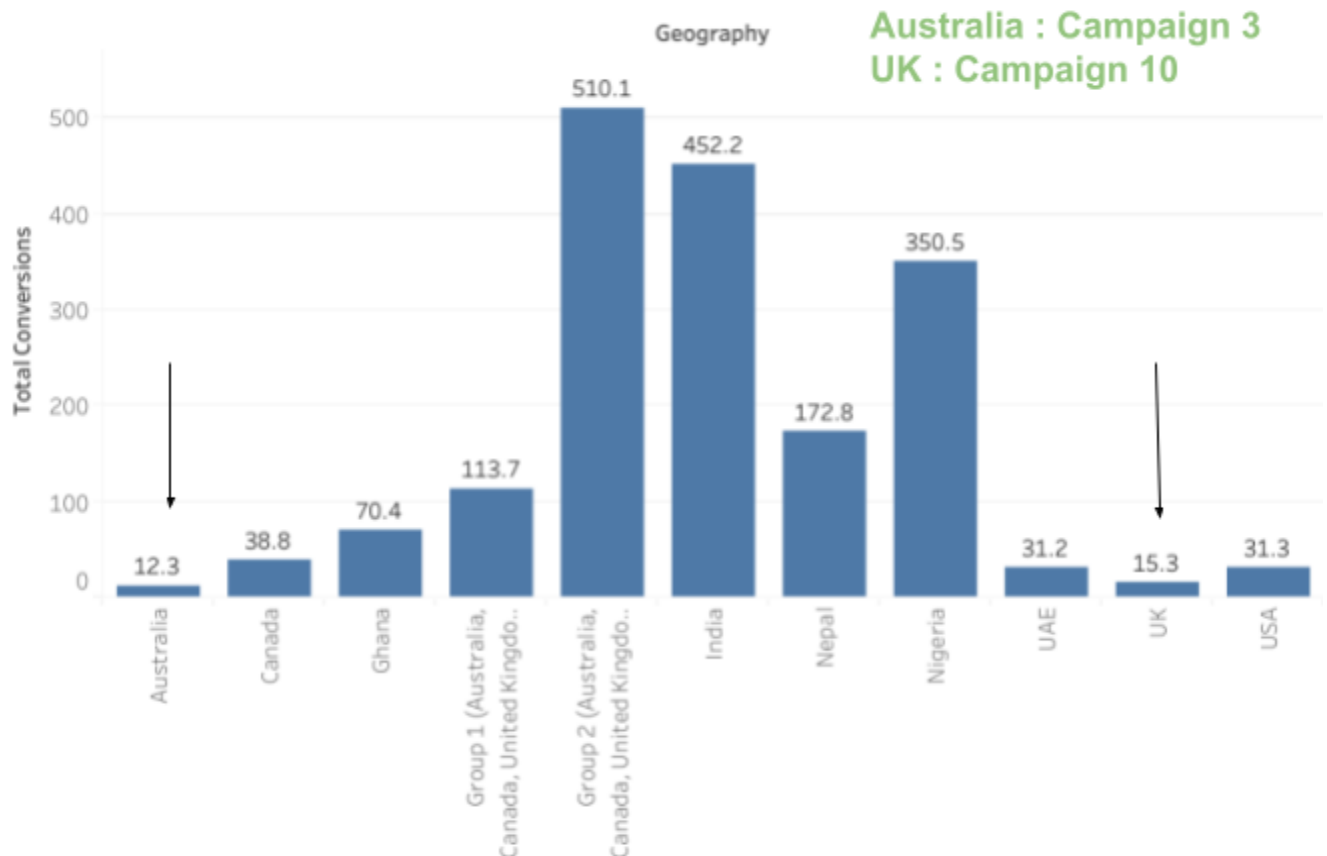
- Geographical analysis reveals Campaigns 3 and 10 have very low Unique link clicks(conversions). Limited audience engagement in specific regions leads to underperformance compared to other areas. Discontinuing these campaigns is recommended to optimize marketing efforts. By reallocating resources to thriving regions, "Superhero U" can enhance audience reach, boost conversions, and achieve better overall results.

## Conclusion:

In this data-driven journey through "Superhero U's" marketing campaigns, insights revealed Campaigns 3 and 10 as the least effective. With limited reach, impressions, clicks, and higher Cost per Result (CPR), discontinuing these campaigns is recommended. By focusing on thriving campaigns, "Superhero U" can enhance audience engagement, increase brand visibility, and achieve better results. Armed with data-backed insights, the firm charts a course toward refining its marketing approach, reaching its target audience, and staying competitive in the ever-changing market landscape. The future of "Superhero U" is poised for success, guided by the power of data-driven decision-making.