

# Maven Marketing Challenge

Campaign Results



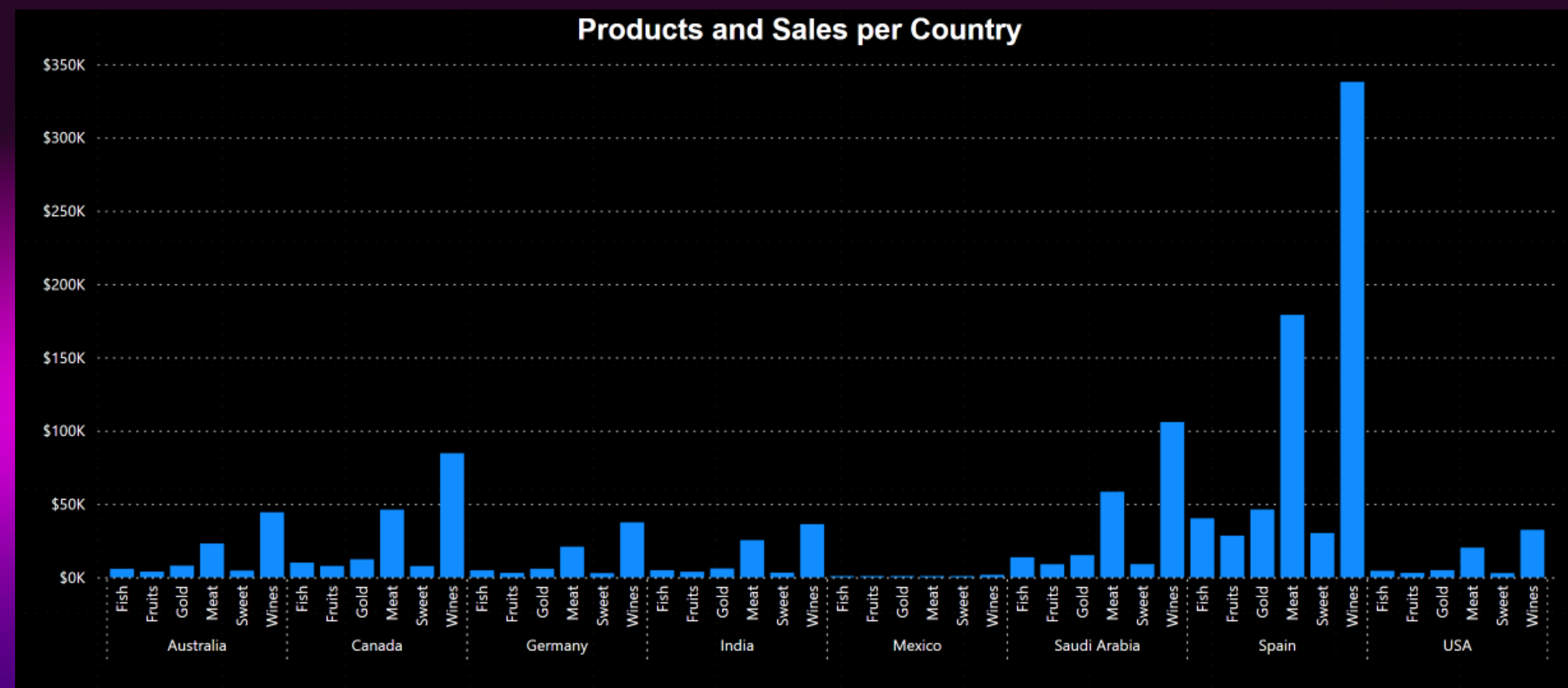
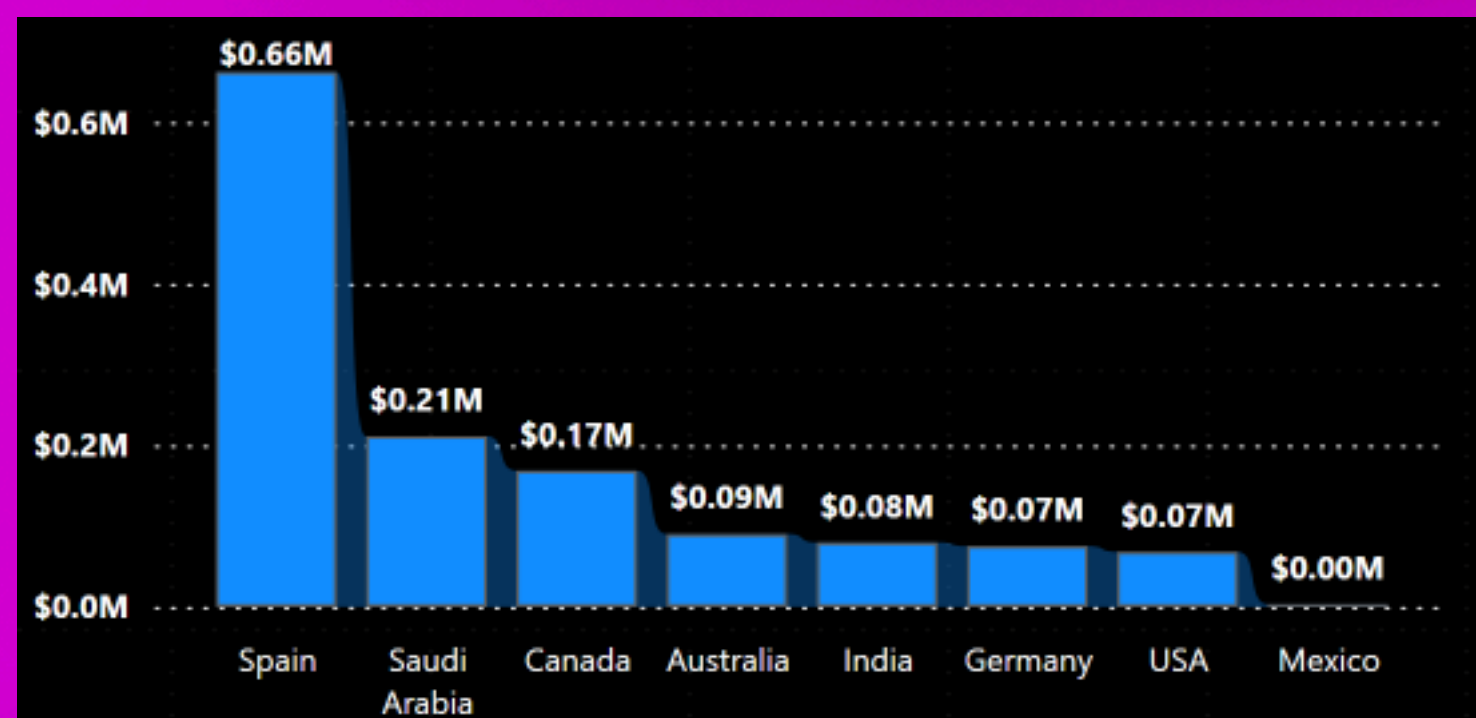
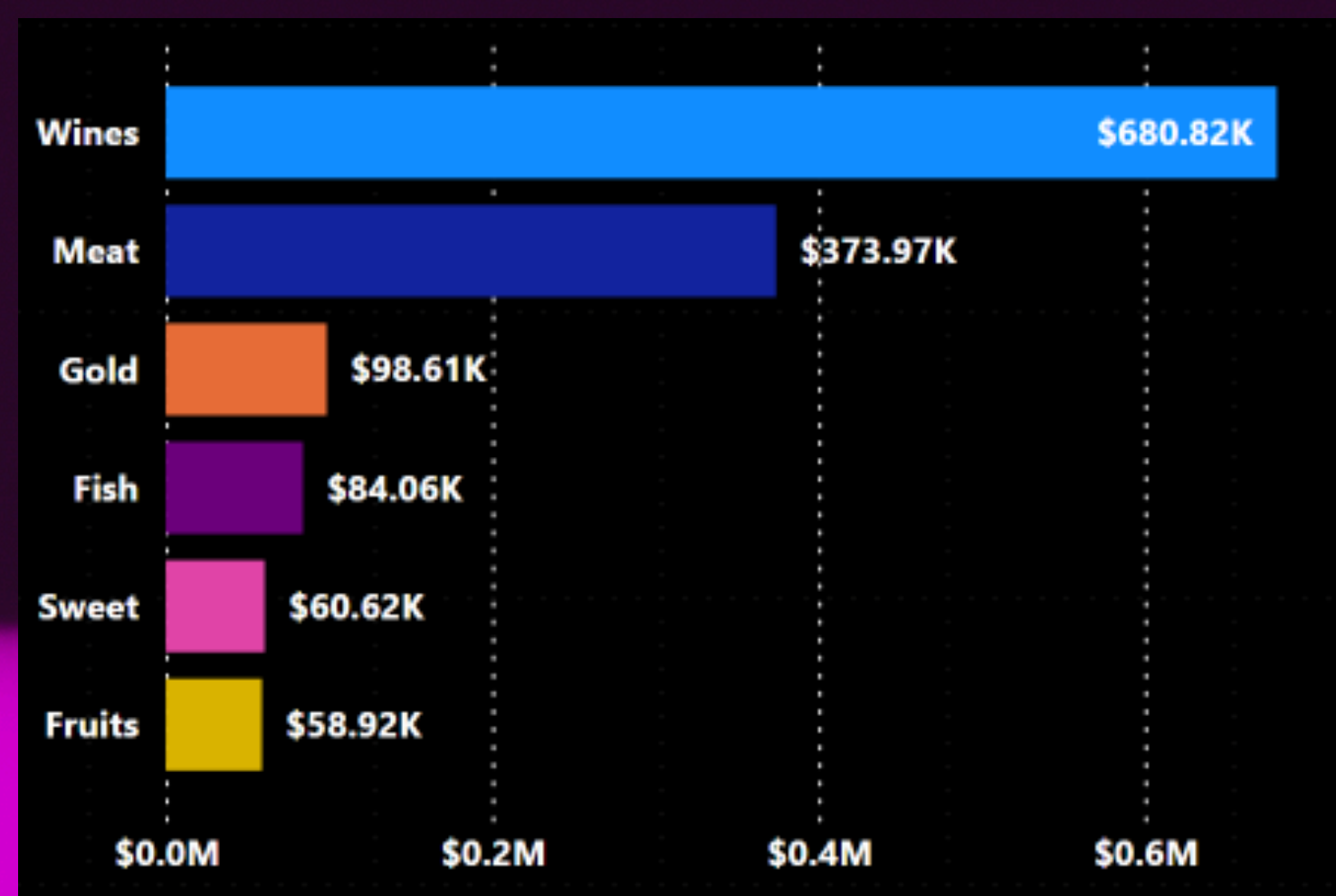




# Overview

## Products and Countries

- Wine and Meat accounting for the highest expenditure among customers
- Spain accounted for the highest sales, contributing approximately 48.8% of the total revenue



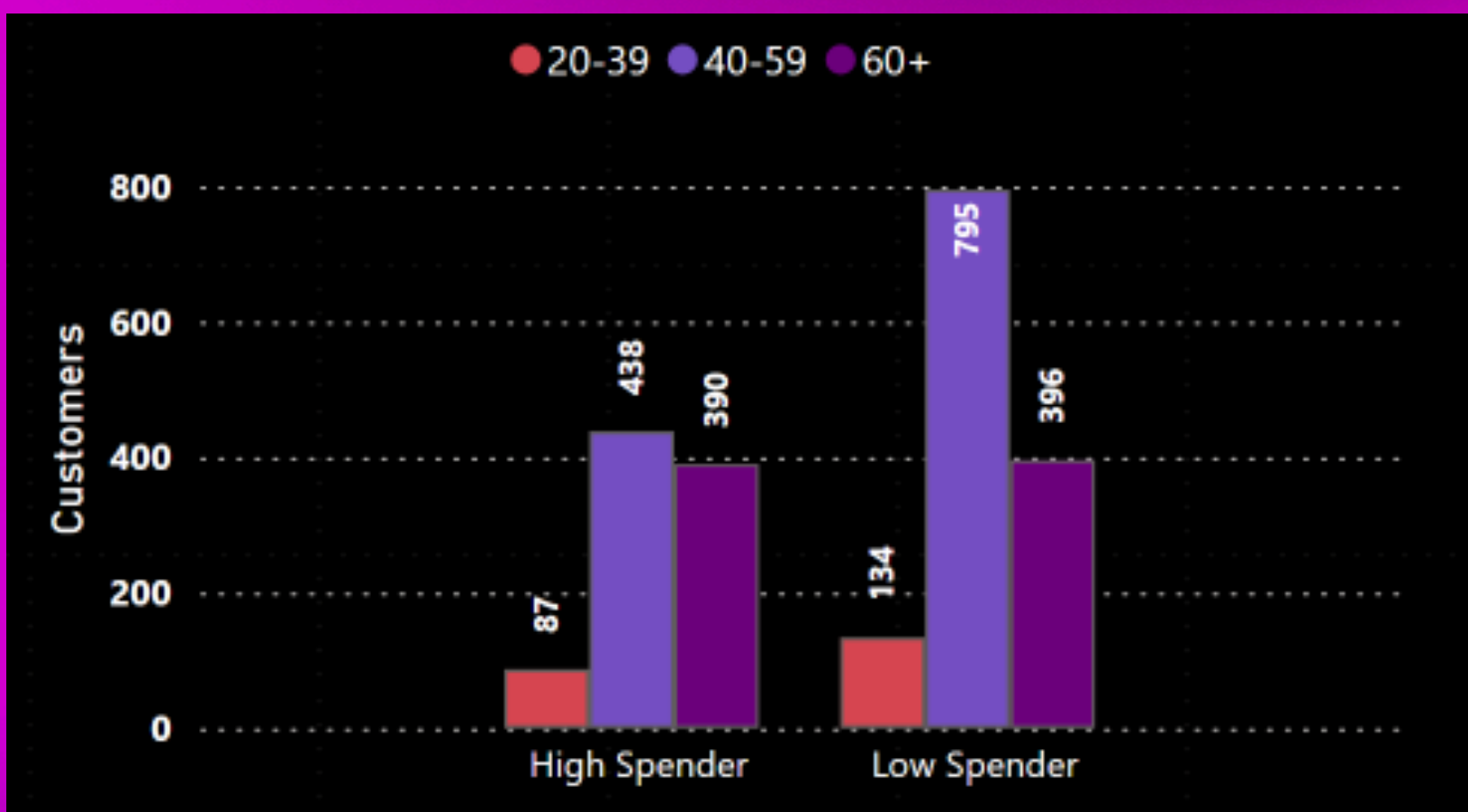
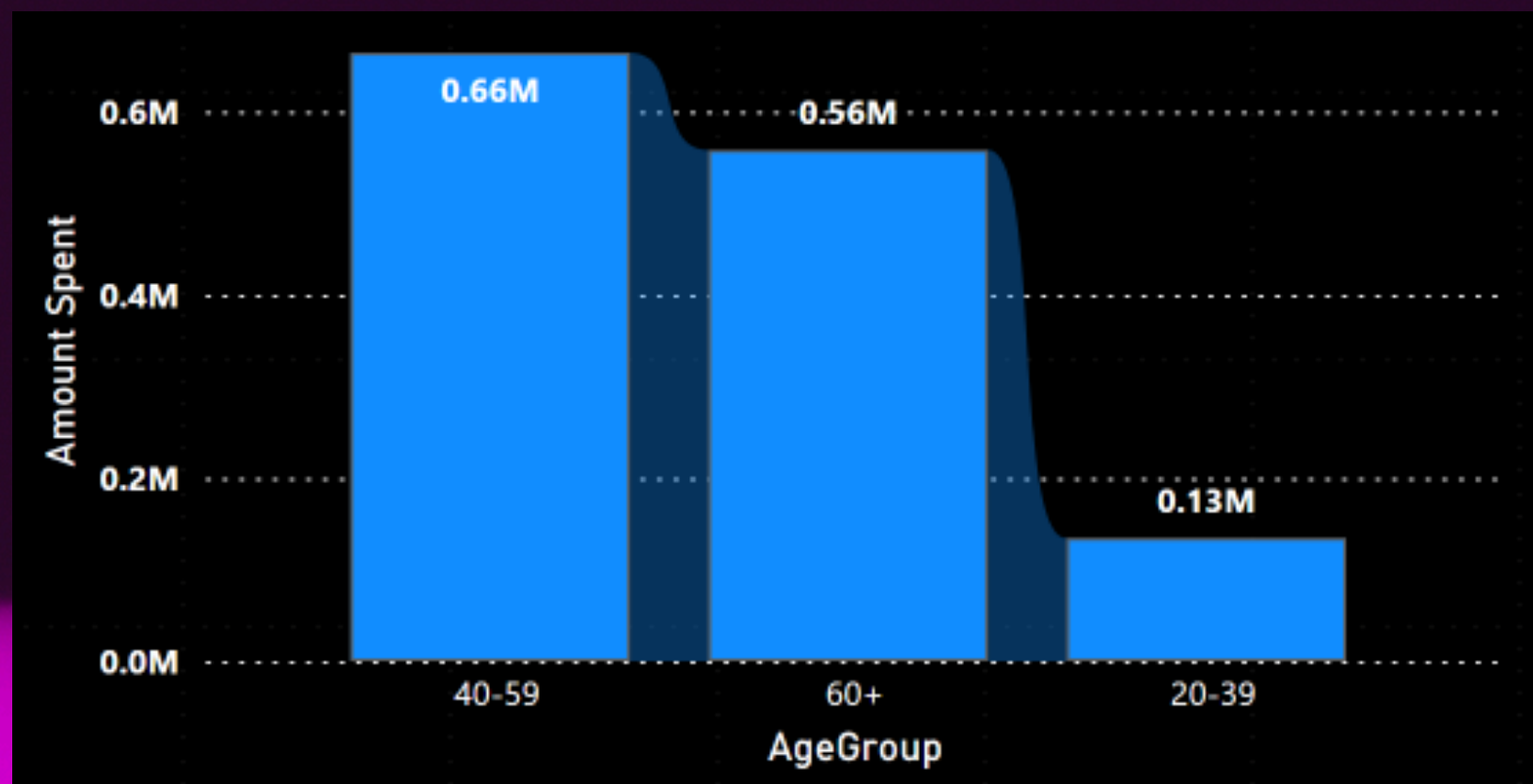


# Age Groups and Campaigns

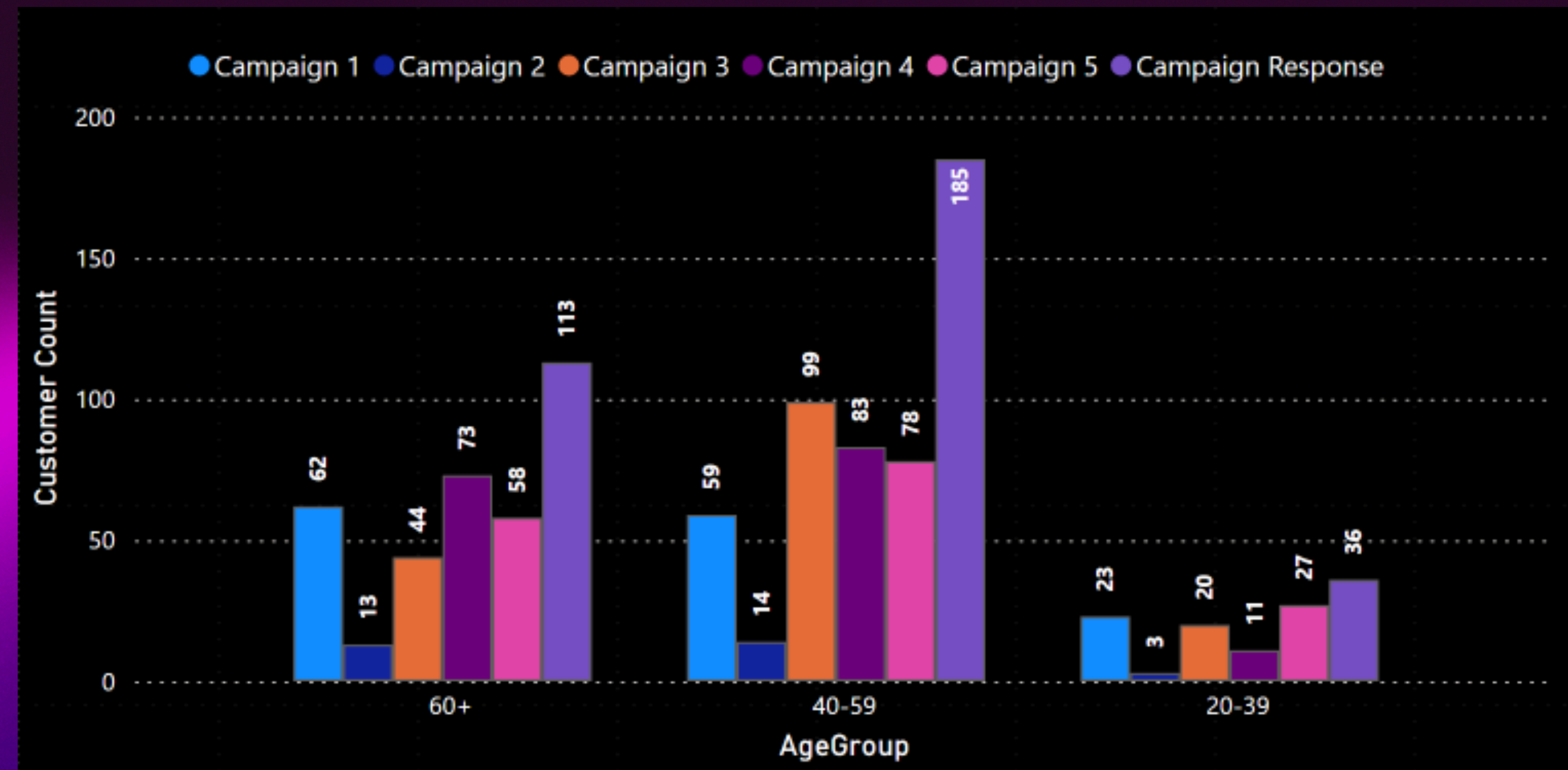


# Overview

- GenX and Boomers were the most valuable customers



- 44.68% was the overall effectiveness across all campaigns with Campaign response, reaching nearly 15% of the total customer base.



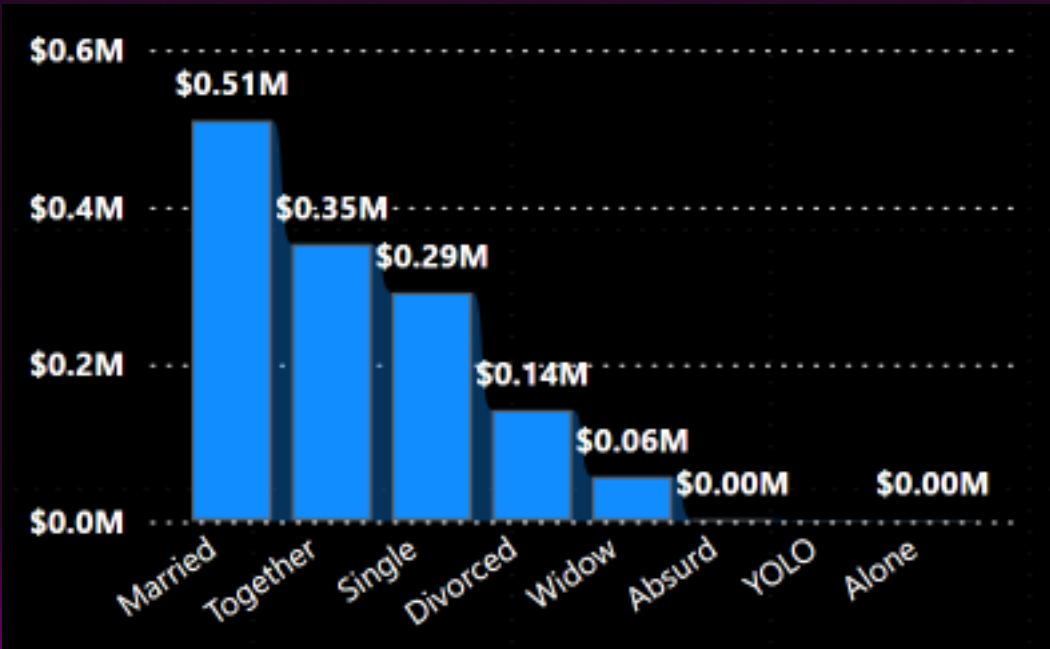
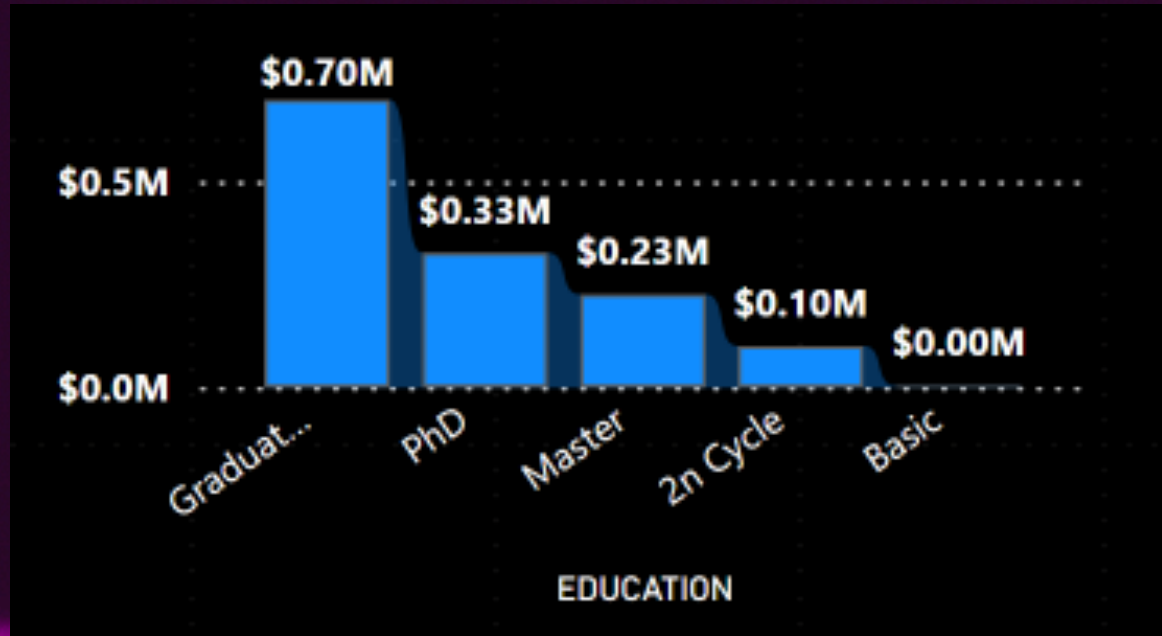




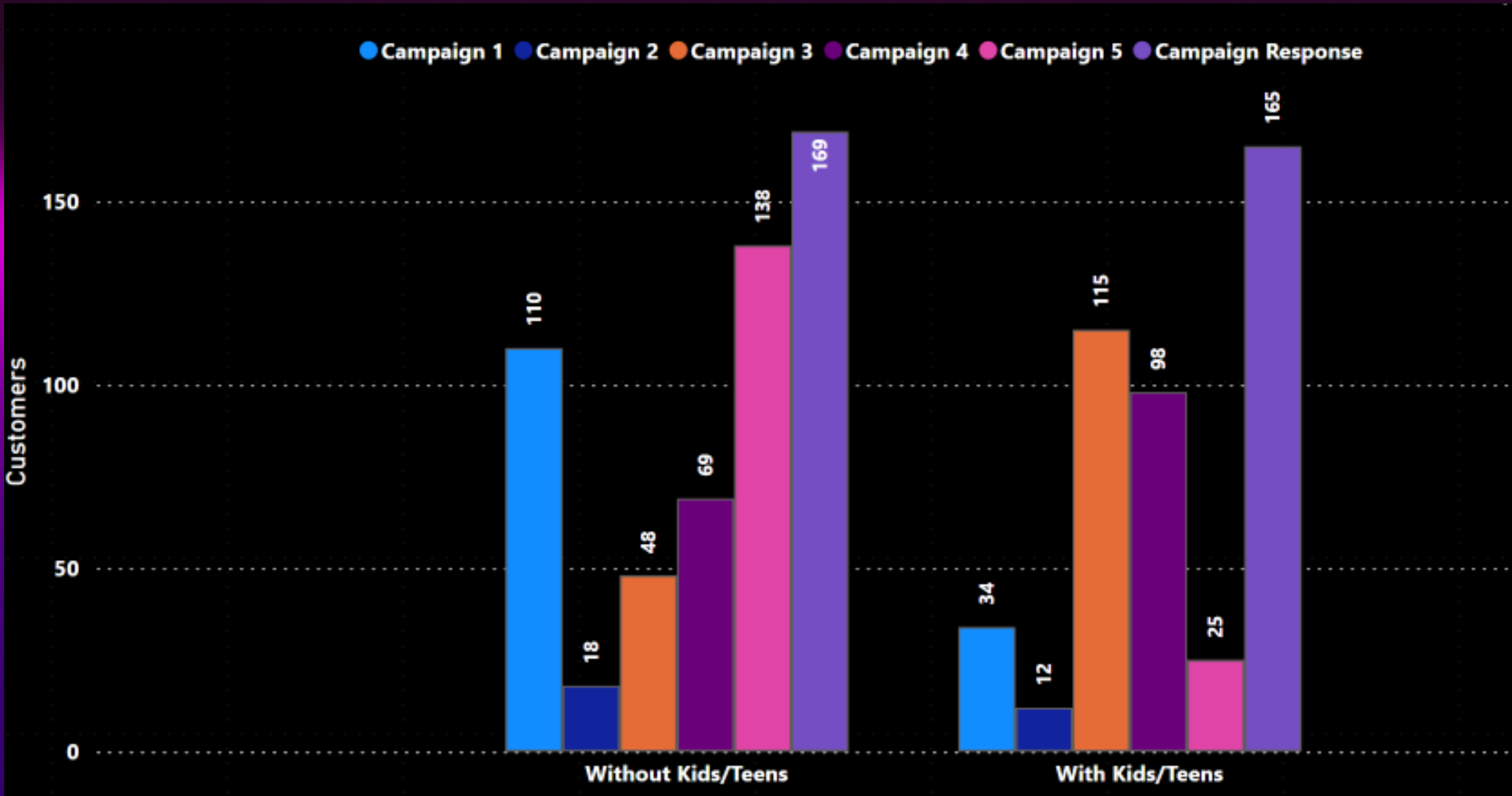
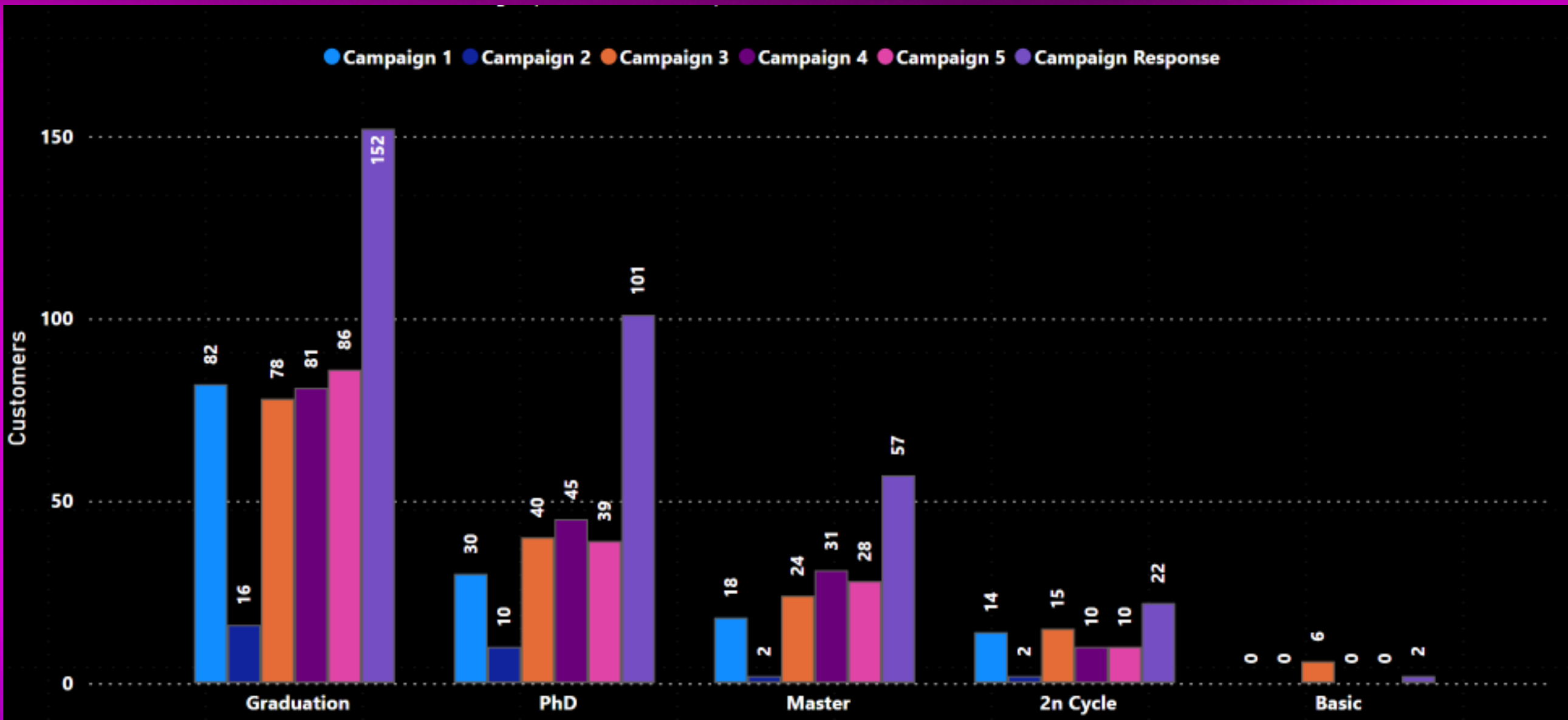
# Overview

## Education, Family Type, and Marital Status

- Graduates, representing 42.5% of all customers, drive the highest engagement and sales across campaigns, especially in Spain, making them the most valuable to target



- Couples (Married and Together) contribute 63.62% of total revenue, and highest response across all campaigns
- Families without kids/teens contribute 52.21% of total revenue and have a higher campaign engagement with 55.14% of customer responses, making them the more responsive segment





# Future Campaign Recommendation



- Product: Focus on **Wines** and **Meat** as they drive the highest customer expenditure
- Place: Prioritize **Spain**, contributing nearly 50% of total sales
- People:
  - Target **Boomers** and **GenX Graduates** who spend the most and engage the highest
  - Focus on **Couples (Married and Together)**, contributing 63.62% of revenue
  - Engage **Families without kids/teens** who are more responsive, with 55.14% of campaign responses
- Process/Campaign: Replicate elements of the **Campaign Response**, the most effective across all key segments