

Data Analysis of Digital Marketing Campaign

AgeGroup
11-20
21-30
31-40
41-50
51-60
61-70

Gender	GenderCount
Female	865
Male	616

Average income	No of Conversion
84.66K	1299

CampaignChannel	Awareness	Consideration	Conversion	Retention	Total
Email	84	70	100	64	318
PPC	72	78	78	71	299
Referral	83	82	74	67	306
SEO	67	68	72	69	276
Social Media	70	72	64	76	282
Total	376	370	388	347	1481

