

Leveraging Data Analysis For Optimal Marketing

Data analytics with tableau

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PUDUKKOTAI-62250

Project Report Format

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GitHub & Project Demo Link.

1. INTRODUCTION

a. Project Overview

Leveraging Data Analysis for Optimal marketing Campaign success"

b. Purpose

The purpose of this project is to explore the application of data analysis in the context of marketing campaigns and demonstrate how it can be leveraged to achieve optimal success. By harnessing the power of data, marketers can go beyond traditional intuition-based strategies and adopt a data-driven approach to create more targeted and personalized campaigns. This project aims to provide insights into various data analysis techniques, tools, and methodologies that can be employed to uncover hidden patterns and trends in marketing data, enabling marketers to make informed decisions and optimize their campaigns for maximum impact

2. LITERATURE SURVEY

a. Existing problem

Data Collection and Integration: The system should be capable of collecting data from multiple sources, such as customer surveys, web analytics tools, social media platforms, and CRM systems. The collected data should be integrated and consolidated into a central database or data warehouse for analysis.

Data Analysis Techniques: The system should support various data analysis techniques, including exploratory data analysis, segmentation analysis, predictive modeling, and sentiment analysis. The data analysis techniques should be scalable and capable of handling large volumes of data efficiently.

Insights and Decision Making: The system should provide

actionable insights based on the analyzed data to guide marketing decision-making. The insights should help in identifying customer preferences, behavior patterns, and trends to inform campaign strategies.

Targeting and Personalization: The system should enable marketers to refine target audience segments based on data analysis findings. It should support the creation of personalized marketing messages and offers based on customer data and preferences.

b. References

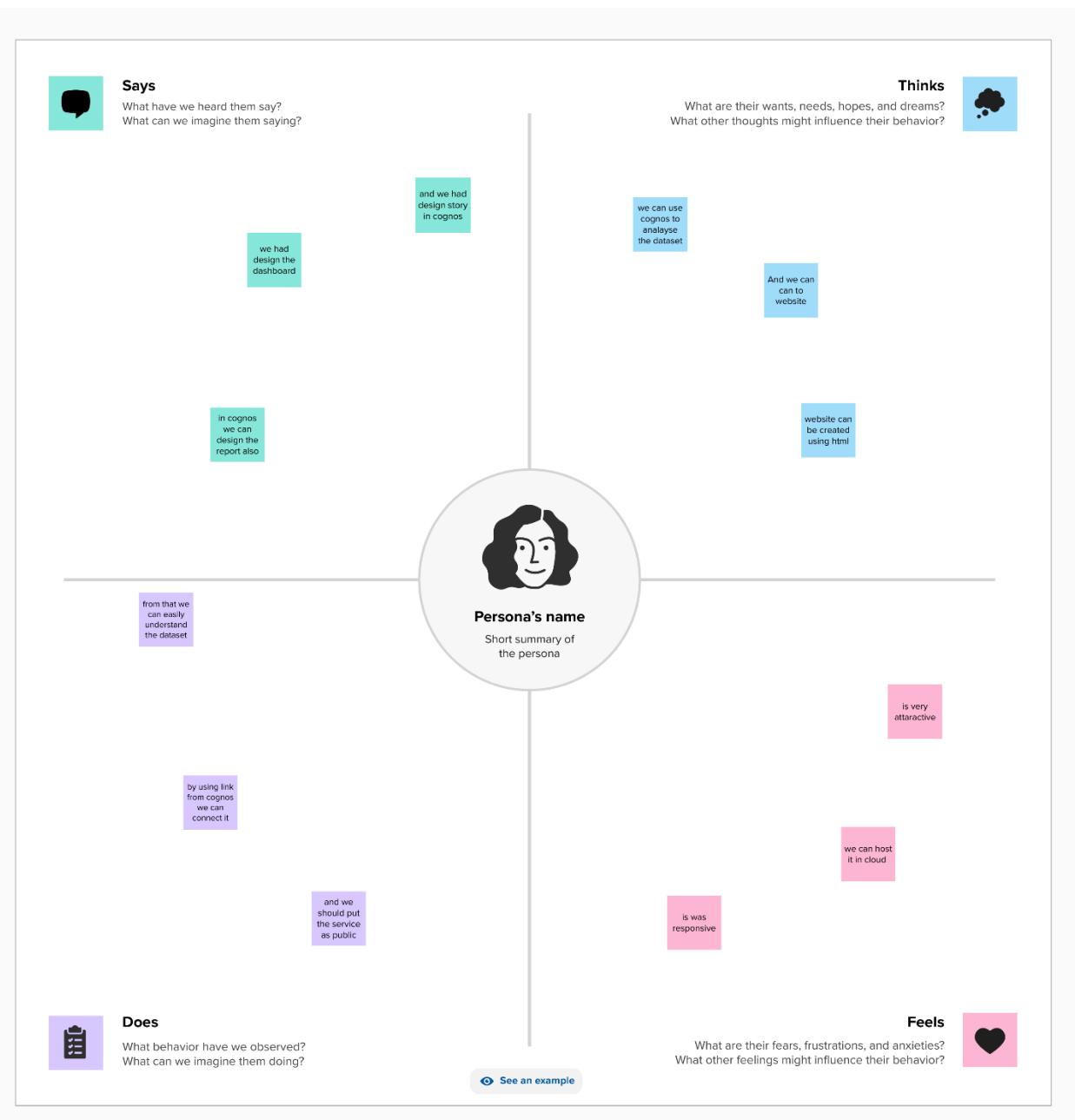
[- Student \(smartinternz.com\)](http://Student (smartinternz.com))

c. Problem Statement Definition

Leveraging Data Analysis for Optimal marketing Campaign success" The purpose of this project is to explore the application of data analysis in the context of marketing campaigns and demonstrate how it can be leveraged to achieve optimal success.

3. IDEATION & PROPOSED SOLUTION

a. Empathy Map Canvas



b. Ideation & Brainstorming

💡
Template

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare
🕒 1 hour to collaborate
👤 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

- 💡 **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- 💡 **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- 💡 **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article ➔](#)

1 Define your problem statement

"Leveraging Data Analysis for Optimal marketing Campaign success" The purpose of this project is to explore the application of data analysis in the context of marketing campaigns and demonstrate how it can be leveraged to achieve optimal success. By harnessing the power of data, marketers can go beyond traditional intuition-based strategies and adopt a data-driven approach to create more targeted and personalized campaigns. This project aims to provide insights into various data analysis techniques, tools, and methodologies that can be employed to uncover hidden patterns and trends in marketing data, enabling marketers to make informed decisions and optimize their campaigns for maximum impact.

Leveraging Data Analysis for Optimal marketing Campaign success

Key rules of brainstorming

To run an smooth and productive session

Stay in logic	Encourage wild ideas
Defer judgment	Listen to others
Go for volume	If possible, be visual

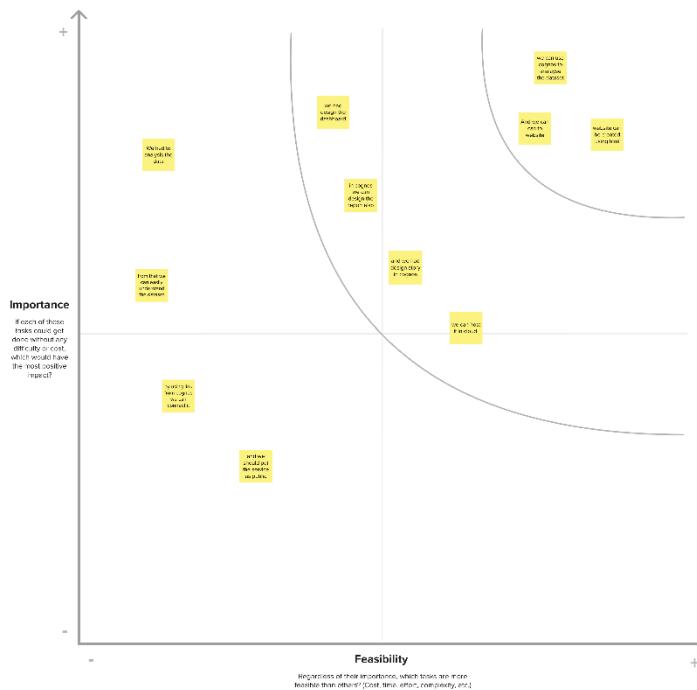
4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

TIP
Participants can use their
camera to point at their
sticky notes to go on
strength. The facilitator can
click the icon to do the same.
The user prints by pressing the
H key on the keyboard.

**After you collaborate**

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural

Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural

Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

 **Strategy blueprint**
Define the components of a new idea or strategy.

[Open the template →](#)

 **Customer experience journey map**
Understand customer needs, motivations, and obstacles for an experience.

[Open the template →](#)

 **Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open the template →](#)

[Share template feedback](#)

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

TIP
You can select a sticky note and tap the pencil switch to sketch icons to start drawing.

⌚ 10 minutes

Person 1

Person 2

Person 3

Person 4

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and break it up into smaller sub-groups.

TIP
Add commentable tags to sticky notes to add context, like a date, browser, origin, etc. Interact with others in the space via the sticky notes.

⌚ 20 minutes

4. REQUIREMENT ANALYSIS

a. Functional requirement

5. Designer Type	Functional Requirement (Epic)	Designer Story Number	Designer Story / Task	Acceptance criteria
(Designer)	Data collection	USN-1	As a designer, I can feet the data set	I can access data
		USN-2	And data are feeted to the DB2 database	I can access from anywhere
		USN-3	As a designer, I modify the data from anywhere	I can change the data in cloud
		USN-4	As a designer, I connect it with the cognos analytics	
	Data module	USN-5	As a designer, I create a data module in the cognos software	

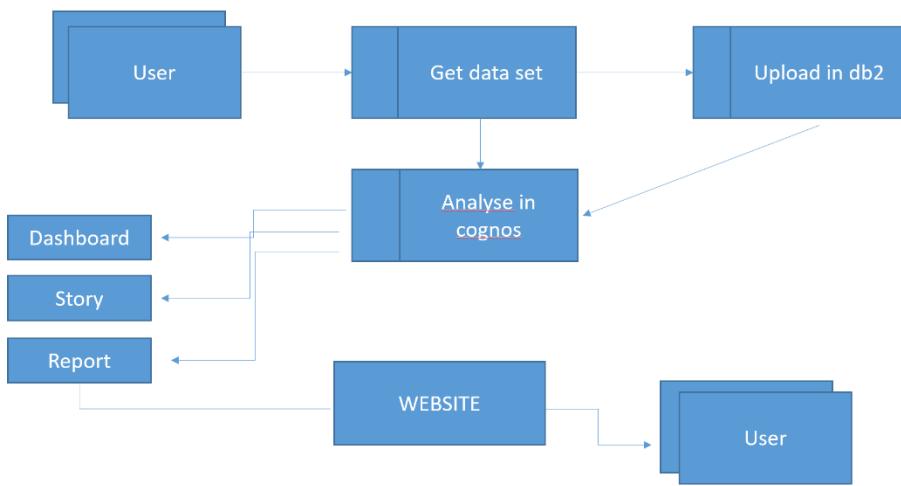
	Dashboard	USN-6	As a designer I can design the dashboard	
	Story	USN-7	As a designer I can design the Story	
	Report	USN-8	As a designer I can design the Report	
	WEB integration	USN-9	As a designer I can integrate with website	
End user	Can access the website			

a. Non-Functional requirements

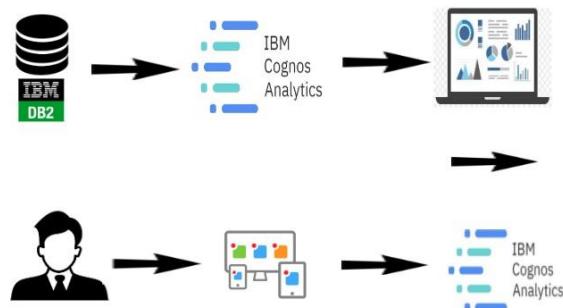
Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (a Planned End)
Sprint-1	20	6 Days	24 Oct 2023	31 Oct 2022	20
Sprint-2	20	6 Days	31 Oct 2023	05 Nov 2022	
Sprint-3	20	6 Days	16 Oct 2023	17 Oct 2022	
Sprint-4	20	6 Days	20 Oct 2023	24 Oct 2022	

6. PROJECT DESIGN

a. Data Flow Diagrams & User Stories



b. Solution Architecture



7. PROJECT PLANNING & SCHEDULING

a. Technical Architecture

Table-1 : Components & Technologies:

S.No	Component	Description	Technologies
1.	User Interface	How user interacts with application e.g. Web UI, Mobile App, Chatbot etc.	HTML, React
2.	Story	Logic for a process in the application	IBM C
3.	Dashboard	Logic for a process in the application	IBM C
4.	Report	Logic for a process in the application	IBM C

5.	Database	Data Type, Configurations etc.	MySQL
6.	Cloud Database	Database Service on Cloud	IBM DB
7.	File Storage	File storage requirements	IBM Bluemix Services
8.	External API-1	Purpose of External API used in the application	IBM Watson
9.	External API-2	Purpose of External API used in the application	Aadhar
10.	Infrastructure (Server / Cloud)	Application Deployment on Local System / Cloud Local Server Configuration: Cloud Server Configuration :	Local, Cloud

8. CODING & SOLUTIONING (Explain the features added in the project along with code)

a) HTML code:

```

2) <!DOCTYPE html>
3) <html lang="en">
4)
5) <head>
6)   <meta charset="utf-8">
7)   <meta content="width=device-width, initial-scale=1.0" name="viewport">
8)
9)   <title>Leveraging Data Analysis for Optimal Marketing Campaign
  Success</title>
10)  <link rel="icon" type="image/x-icon"
    href="https://opportunitymarketing.co.uk/wp-
    content/uploads/2020/12/Marketing_Campaign-graphic-scaled.jpg">
11)  <meta content="" name="description">
12)  <meta content="" name="keywords">
13)
14)  <!-- Favicons -->
15)  <!-- <link href="" rel="icon">
16)  <link href="" rel="apple-touch-icon"> -->
17)
18)  <!-- Google Fonts -->
19)  <link
    href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600
    ,600i,700,700i|Raleway:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:3
    00,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">
20)
21)  <!-- Vendor CSS Files -->
22)  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
23)  <link href="assets/vendor/bootstrap/css/bootstrap.min.css"
    rel="stylesheet">
```

```
24) <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css"
   rel="stylesheet">
25) <link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
26) <link href="assets/vendor/glightbox/css/glightbox.min.css"
   rel="stylesheet">
27) <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">
28)
29) <!-- Template Main CSS File -->
30) <link href="assets/css/style.css" rel="stylesheet">
31)
32) <!-- ===== -->
33) * Template Name: MyResume
34) * Updated: Sep 18 2023 with Bootstrap v5.3.2
35) * Template URL: https://bootstrapmade.com/free-html-bootstrap-template-my-
   resume/
36) * Author: BootstrapMade.com
37) * License: https://bootstrapmade.com/license/
38) ===== -->
39)</head>
40)
41)<body>
42)
43) <!-- ===== Mobile nav toggle button ===== -->
44) <!-- <button type="button" class="mobile-nav-toggle d-xl-none"><i class="bi bi-list mobile-nav-toggle"></i></button> -->
45) <i class="bi bi-list mobile-nav-toggle d-lg-none"></i>
46) <!-- ===== Header ===== -->
47) <header id="header" class="d-flex flex-column justify-content-center">
48)
49)   <nav id="navbar" class="navbar nav-menu">
50)     <ul>
51)       <li><a href="#hero" class="nav-link scrollto active"><i class="bx bx-home"></i> <span>Home</span></a></li>
52)       <li><a href="#services" class="nav-link scrollto"><i class="bx bx-server"></i> <span>Dashboard</span></a></li>
53)       <li><a href="#resume" class="nav-link scrollto"><i class="bx bx-file-blank"></i> <span>Story</span></a></li>
54)       <li><a href="#portfolio" class="nav-link scrollto"><i class="bx bx-book-content"></i> <span>Report</span></a></li>
55)     </ul>
56)   </nav><!-- .nav-menu -->
57)
58) </header><!-- End Header -->
59)
60) <!-- ===== Hero Section ===== -->
```

```

61) <section id="hero" class="d-flex flex-column justify-content-center">
62)   <div class="container" data-aos="zoom-in" data-aos-delay="100">
63)     <h1>Leveraging Data Analysis For Optimal Marketing Campaign Success</h1>
64)     <p>Contains--<span class="typed" data-typed-items="Dashboard, Report, Story, WEB"></span></p>
65)     <div class="social-links">
66)       <!-- <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
67)       <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
68)       <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
69)       <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
70)       <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a> -->
71)     </div>
72)   </div>
73) </section><!-- End Hero -->
74)
75) <main id="main">
76)
77)   <!-- ===== About Section ===== -->
78)   <section id="about" class="about">
79)     <div class="container" data-aos="fade-up">
80)
81)       <div class="section-title">
82)         <h2>About</h2>
83)         <p>Leveraging Data Analysis for Optimal marketing Campaign success" The purpose of this project is to explore the application of data analysis in the context of marketing campaigns and demonstrate how it can be leveraged to achieve optimal success. By harnessing the power of data, marketers can go beyond traditional intuition-based strategies and adopt a data-driven approach to create more targeted and personalized campaigns. This project aims to provide insights into various data analysis techniques, tools, and methodologies that can be employed to uncover hidden patterns and trends in marketing data, enabling marketers to make informed decisions and optimize their campaigns for maximum impact..</p>
84)       </div>
85)
86)
87)     </div>
88)   </section><!-- End About Section -->
89)
90)
91)
92)   <!-- ===== Dashboard Section ===== -->
93)   <section id="services" class="services">
94)     <div class="container" data-aos="fade-up">

```

```
95)
96)      <div class="section-title">
97)          <h2>Dashboard</h2>
98)          <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FMarketing%2Bdashboard&closeWindowOnLastView=true&ui_appbar=false&ui-navbar=false&shareMode=embedded&action=view&mode=dashboard" width="1250" height="800" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>
99)      </div>
100)
101)
102)
103)      </div>
104)  </section><!-- End Dashboard Section -->
105)
106)  <!-- ===== STORY Section ===== -->
107)  <section id="resume" class="resume">
108)      <div class="container" data-aos="fade-up">
109)
110)          <div class="section-title">
111)              <h2>Story</h2>
112)              <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FMarketing%2Bstory&closeWindowOnLastView=true&ui_appbar=false&ui-navbar=false&shareMode=embedded&action=view&sceneId=model_0000018b7b93ef78_00000000&sceneTime=0" width="1150" height="800"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
113)          </div>
114)
115)
116)
117)          </div>
118)  </section><!-- End story Section -->
119)
120)  <!-- ===== Report Section ===== -->
121)  <section id="portfolio" class="portfolio section-bg">
122)      <div class="container" data-aos="fade-up">
123)
124)          <div class="section-title">
125)              <h2>Report</h2>
126)              <iframe
src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FSolar%2BReport&closeWindowOnLastView=false&ui_appbar=false&ui-navbar=false&
```

```
;" width="1250" height="800" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen="true">></iframe>
127)      </div>
128)
129)
130)
131)      </div>
132)  </section><!-- End Report Section --&gt;
133)
134)
135)
136)
137)
138)  &lt;!-- ===== Contact Section ===== --&gt;
139)  &lt;section id="contact" class="contact"&gt;
140)    &lt;div class="container" data-aos="fade-up"&gt;
141)
142)      &lt;div class="section-title"&gt;
143)        &lt;h2&gt;Contact&lt;/h2&gt;
144)      &lt;/div&gt;
145)
146)      &lt;div class="row mt-1"&gt;
147)
148)        &lt;div class="col-lg-4"&gt;
149)          &lt;div class="info"&gt;
150)            &lt;div class="address"&gt;
151)              &lt;i class="bi bi-geo-alt"&gt;&lt;/i&gt;
152)              &lt;h4&gt;Student:&lt;/h4&gt;
153)              &lt;p&gt;NAVEENKUMAR&lt;/p&gt;
154)            &lt;/div&gt;
155)
156)            &lt;div class="email"&gt;
157)              &lt;i class="bi bi-envelope"&gt;&lt;/i&gt;
158)              &lt;h4&gt;Email:&lt;/h4&gt;
159)              &lt;p&gt;naveencrazy555@gmail.com&lt;/p&gt;
160)            &lt;/div&gt;
161)
162)            &lt;div class="phone"&gt;
163)              &lt;i class="bi bi-phone"&gt;&lt;/i&gt;
164)              &lt;h4&gt;Call:&lt;/h4&gt;
165)              &lt;p&gt;+91 7708043911&lt;/p&gt;
166)            &lt;/div&gt;
167)
168)          &lt;/div&gt;
169)</pre>
```

```
170)
171)
172)
173)
174)
175>      </div>
176)
177>    </div>
178>  </section><!-- End Contact Section --&gt;
179)
180> </main><!-- End #main --&gt;
181)
182> <!-- ===== Footer ===== -->
183> <footer id="footer">
184>   <div class="container">
185>     <h3>Leveraging Data Analysis for Optimal Marketing Campaign
Success</h3>
186>     <p>Thank you.</p>
187)
188>     <div class="copyright">
189>       &copy; Copyright <strong><span>Leveraging Data Analysis for
Optimal Marketing Campaign Success</span></strong>. All Rights Reserved
190>     </div>
191>     <div class="credits">
192>       <!-- All the Links in the footer should remain intact. -->
193>       <!-- You can delete the links only if you purchased the pro
version. -->
194>       <!-- Licensing information: [license-url] -->
195>       <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/free-html-bootstrap-template-my-resume/ -->
196>         Designed by <a href="">Warlord</a>
197>       </div>
198>     </div>
199>   </footer><!-- End Footer --&gt;
200)
201>   <div id="preloader"></div>
202>   <a href="#" class="back-to-top d-flex align-items-center justify-
content-center"><i class="bi bi-arrow-up-short"></i></a>
203)
204>   <!-- Vendor JS Files -->
205>   <script src="assets/vendor/purecounter/purecounter_vanilla.js"></script>
206>   <script src="assets/vendor/aos/aos.js"></script>
207>   <script
src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
208>   <script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
```

```
209)    <script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
210)    <script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
211)    <script src="assets/vendor/typed.js/typed.umd.js"></script>
212)    <script src="assets/vendor/waypoints/noframework.waypoints.js"></script>
213)    <script src="assets/vendor/php-email-form/validate.js"></script>
214)
215)    <!-- Template Main JS File -->
216)    <script src="assets/js/main.js"></script>
217)
218)  </body>
219)
220) </html>
```

9. RESULTS

a. Output Screenshots

My IBM * New data module Service Details - IBM Cloud IBM Db2 on Cloud

IBM Cognos Analytics

What's New: To read about what's new in Modeling, click More Info.

Data module

- New data module
- Navigation paths
- BigML_Dataset.csv

 - # Row Id
 - Day of Year
 - Year
 - Month
 - Day
 - First Hour of Period
 - Is Daylight
 - Distance ...lar Noon
 - Average T...re (Day)

Grid Day

	1	1	1	1	1	1	1	1	2
1	1	1	1	1	1	1	1	1	2

Relationships

Custom tables

Untitled - Notepad

```

File Edit Format View Help
IF (Average_Wind_Speed.Day >=0 and Average_Wind_Speed.Day <=1) THEN ("Calm")
ELSE IF (Average_Wind_Speed.Day >=2 and Average_Wind_Speed.Day <=3) THEN ("Light")
ELSE IF (Average_Wind_Speed.Day >=4 and Average_Wind_Speed.Day <=7) THEN ("Gentle")
ELSE IF (Average_Wind_Speed.Day >=8 and Average_Wind_Speed.Day <=12) THEN ("Moderate")
ELSE ("High")

IF ( Month >=1 and Month <=3 ) THEN ("Q1")
ELSE IF ( Month >=3 and Month <=6 ) THEN ("Q2")
ELSE IF ( Month >=6 and Month <=9 ) THEN ("Q3")
ELSE ("Q4")

```

DataModule

Top events Event brief Search

Content IBM Cloud IBM Cloud IBM Cloud IBM Db2 on Cloud

IBM Db2 on Cloud

Load Data Load History Tables Views Indexes Aliases MQTs Sequences Application objects

Source Target Define Finalize

You are loading the file **marketing_campaign.csv**

Select a load target

Schema

Find schemas

BFC12120

Table

Find tables in BFC12120

SOLARDATA

Create a new table

marketing

Create

Back Next Refresh

28°C Haze Search

IBM Db2 on Cloud

Load Data Load History Tables Views Indexes Aliases MQTs Sequences Application objects

Source Target Define Finalize

You are loading the file **marketing_campaign.csv**

File selection

Selected file

marketing_campaign.csv

Next

My Computer
A single delimited text file (CSV) without header row.

Amazon S3

Cloud Object Storage

28°C Haze Search IBM Cloud IBM Cloud IBM Db2 on Cloud 11:47 AM 29-10-2023

IBM Db2 on Cloud

Load Data Load History Tables Views Indexes Aliases MQTs Sequences Application objects

Source Target Define Finalize

You are loading the file **marketing_campaign.csv** into **BFC12120.MARKETING**

Select a load target

Schema

Find schemas

BFC12120

Table

New table +

Find tables in BFC12120

MARKETING

SOLARDATA

Table definition

MARKETING

No statistics available

Specify the table columns in the next step.

Back Next

28°C Haze Search IBM Cloud IBM Cloud IBM Db2 on Cloud 11:47 AM 29-10-2023

IBM Db2 on Cloud

Load Data Load History Tables Views Indexes Aliases MQTs Sequences Application objects

Source Target Define Finalize

You are loading the file **marketing_campaign.csv** into **BFC12120.MARKETING**

Code page (character encoding): 1208 (UTF-8) Separator: ; Header in first row: Time & date format: Detect data types:

ID	YEAR_BIRTH	EDUCATION	MARITAL_STATUS	INCOME	KIDHOME	TEENHOME
SMALLINT	SMALLINT	VARCHAR(10)	VARCHAR(8)	INTEGER	SMALLINT	SMALLINT
1	5524	1957	Graduation	Single	58138	0
2	2174	1954	Graduation	Single	46344	1
3	4141	1965	Graduation	Together	71613	0
4	6182	1984	Graduation	Together	26646	1
5	5324	1981	PhD	Married	58293	1
6	7446	1967	Master	Together	62513	0
-	-	-	-	-	-	-

Back Next

IBM Db2 on Cloud

Load Data Load History Tables Views Indexes Aliases MQTs Sequences Application objects

Source Target Define Finalize

You are loading the file **marketing_campaign.csv** into **BFC12120.MARKETING**

Review settings

Summary

Code page: 1208 (Default)
Separator: ;
Time format: HH:MM:SS (Default)
Date format: YYYY-MM-DD (Default)
Timestamp format: YYYY-MM-DD HH:MM:SS (Default)

Option

Maximum number of warnings: 1000

Back Begin Load

IBM Db2 on Cloud

Load Data Load History Tables Views Indexes Aliases MQTs Sequences Application objects

my computer target marketing_campaign.csv BFC12120.MARKETING

UPLOADING

Status Settings

Did you know?
From the web console dashboard, you can view the history of all of the database loads.

Uploading
67% completed.
Do not sign out of the console until the upload completes.

Auto-create table
Upload
Load data
Complete

Available after load is finished

Notifications

The data load job succeeded.

Clear all

2,240 2,240 0
Rows read Rows loaded Rows rejected

Start time: 10/29/2023 11:50:14 AM
End time: 10/29/2023 11:50:18 AM

No errors

The data load job succeeded.
You can now work with your data.

IBM Db2 on Cloud

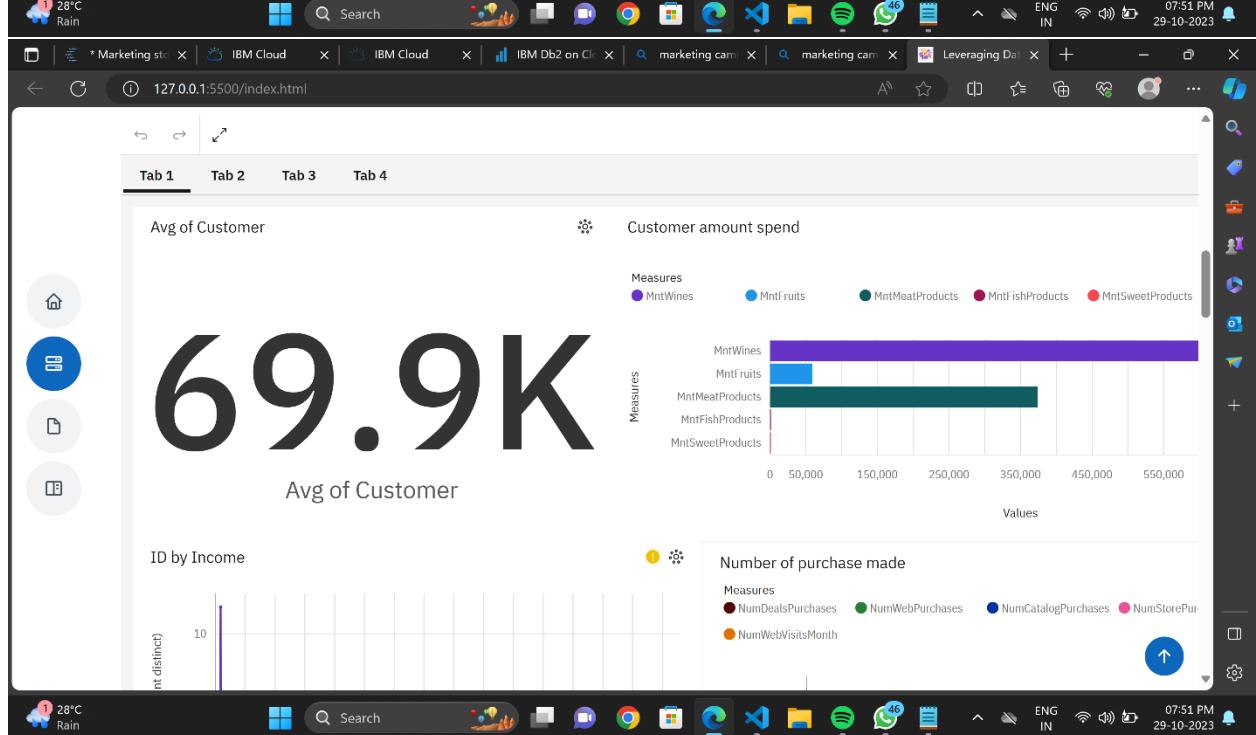
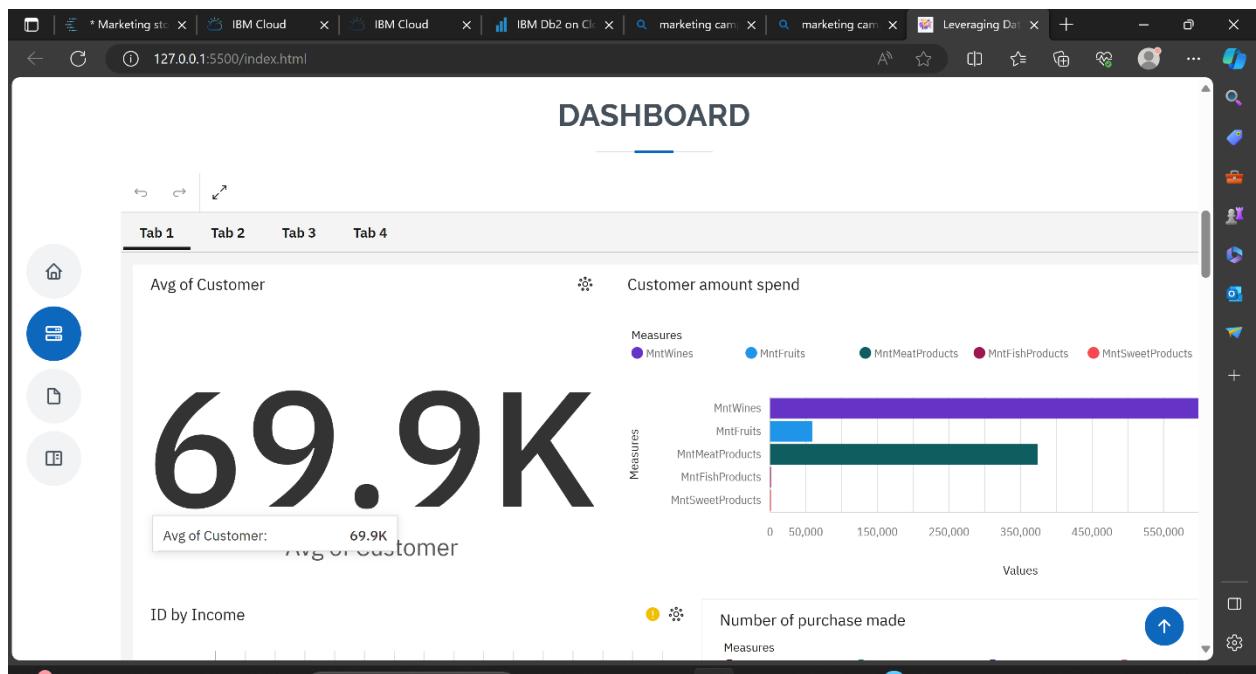
Load Data Load History Tables Views Indexes Aliases MQTs Sequences Application objects

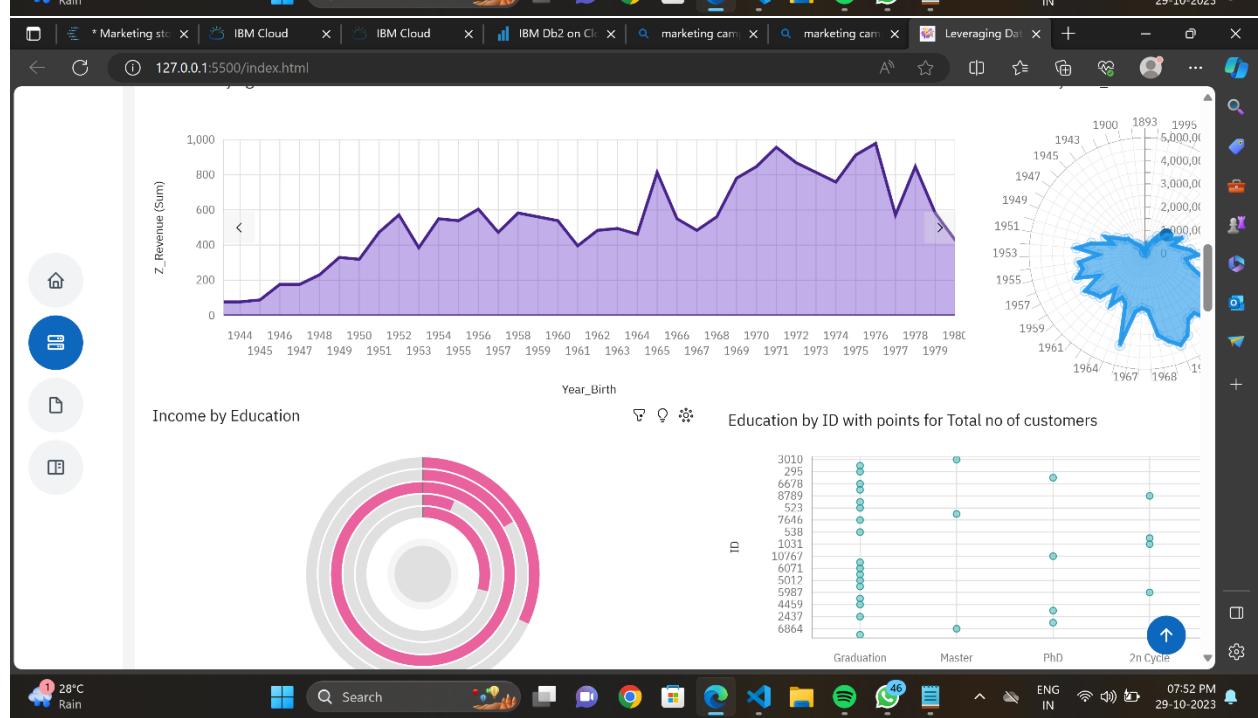
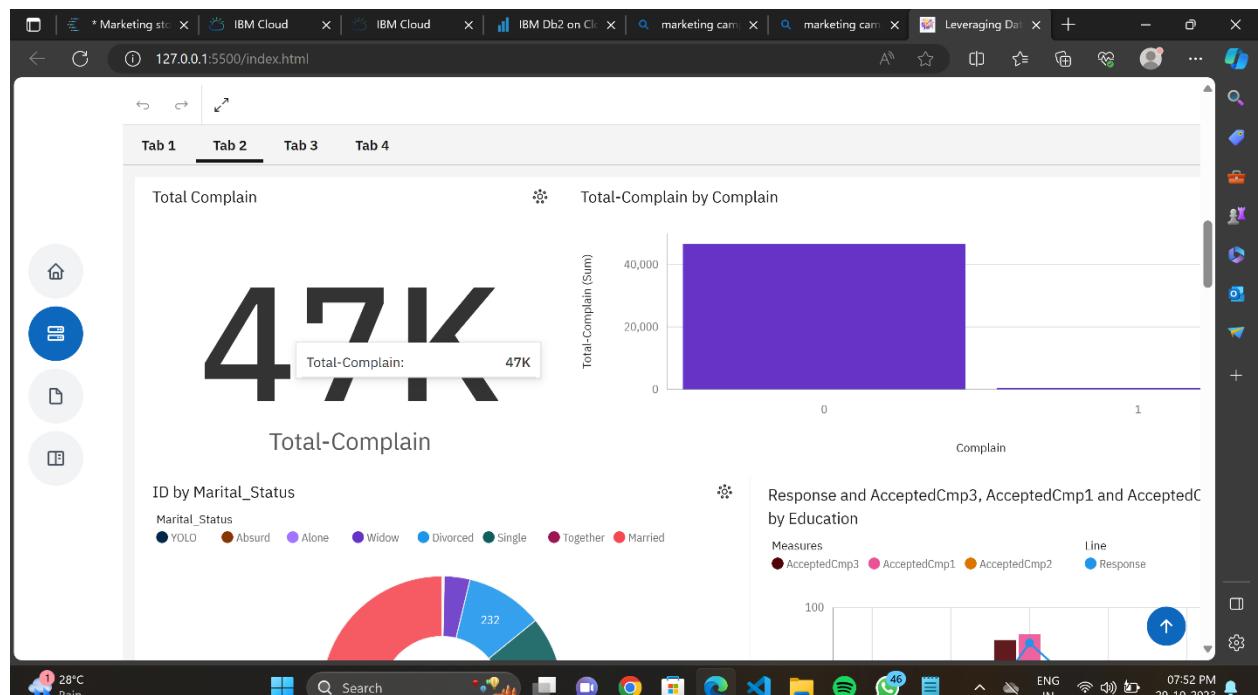
BFC12120.MARKETING

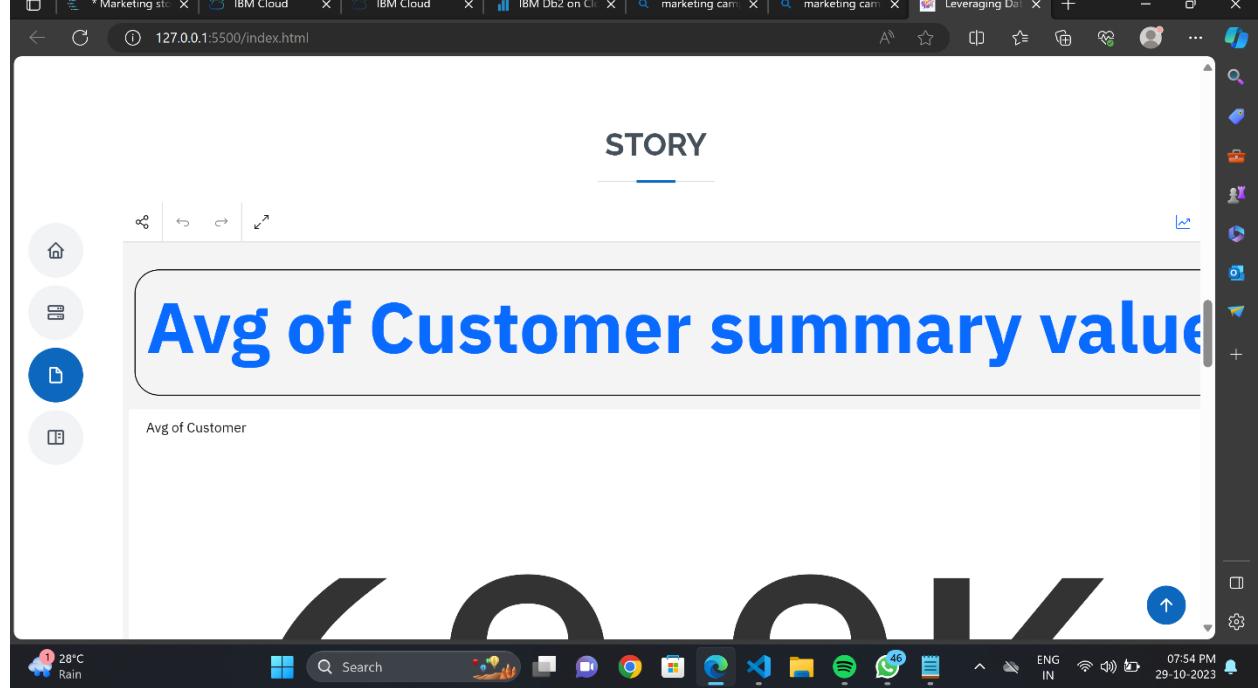
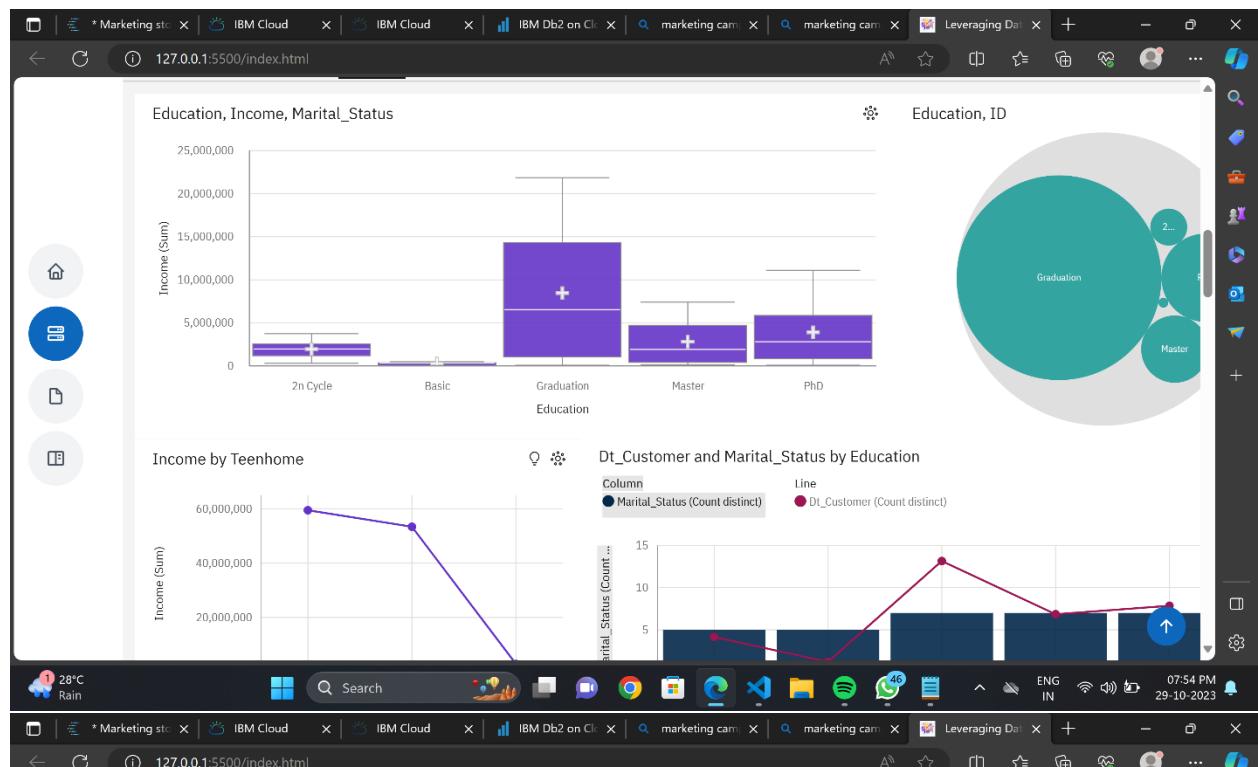
Export to CSV

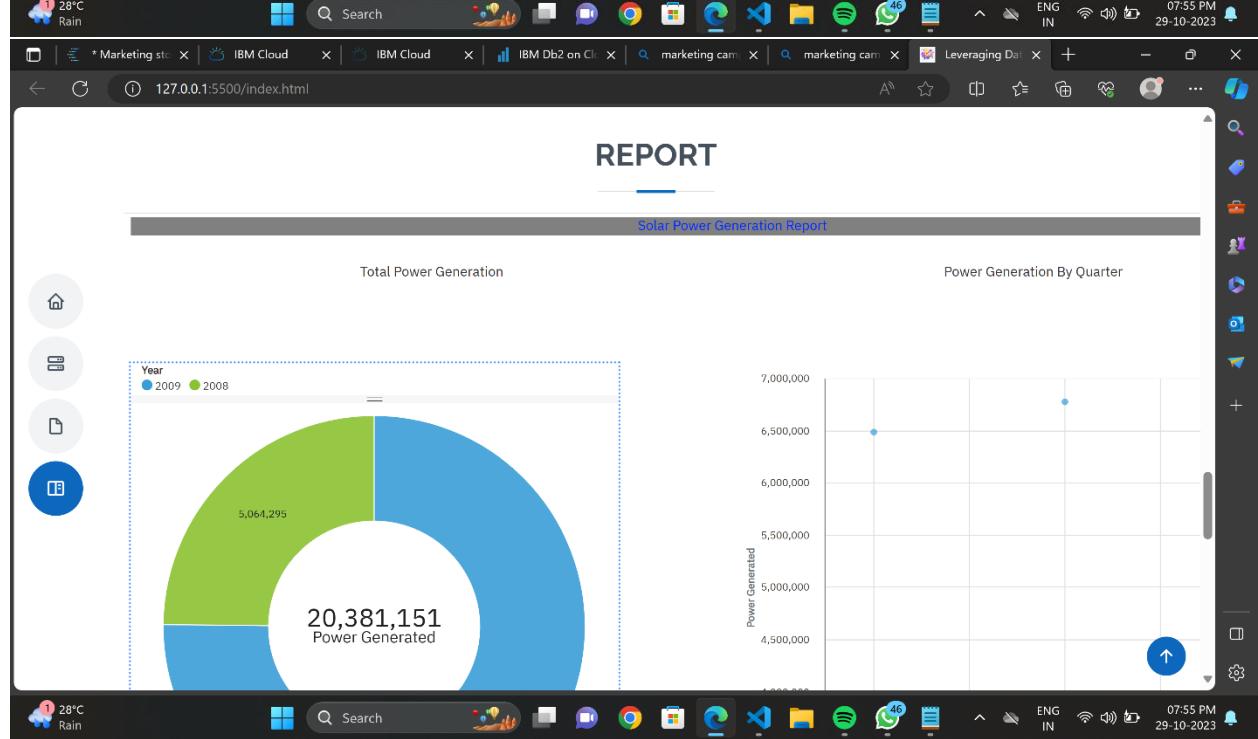
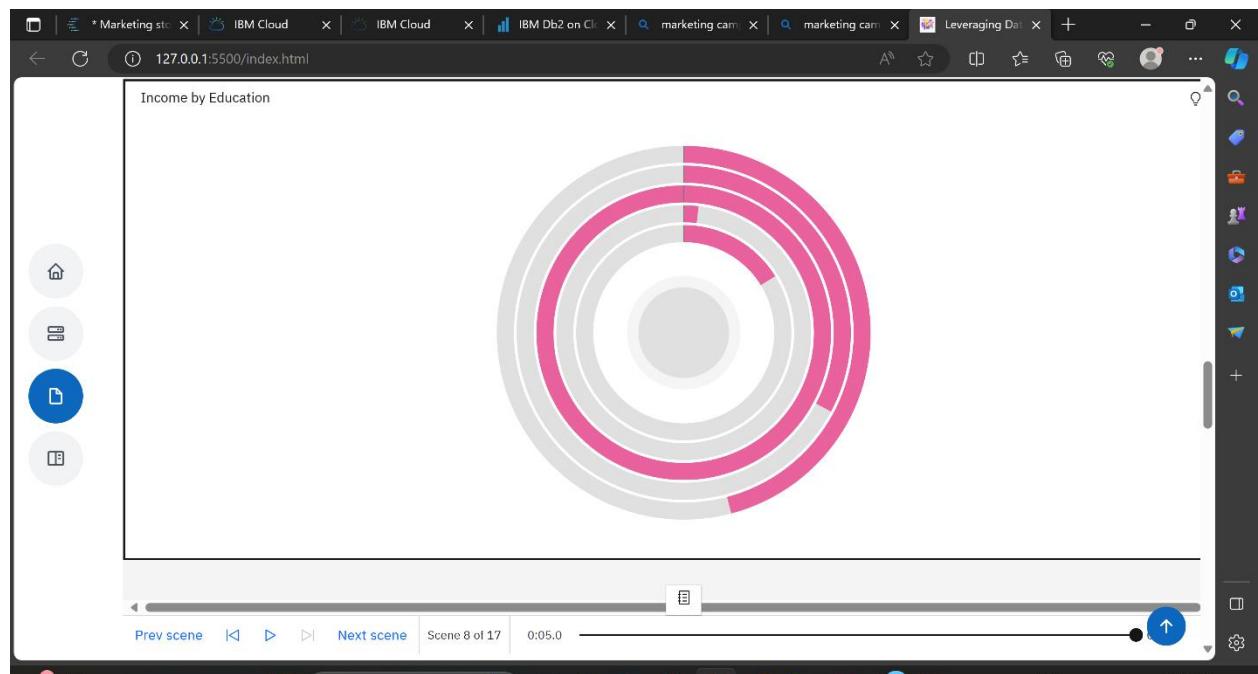
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2	1	1961	Graduation	Single	57091	0	0	2014-06-15
3	9	1975	Master	Single	46098	1	1	2012-08-18
4	13	1947	PhD	Widow	25358	0	1	2013-07-22
5	17	1971	PhD	Married	60491	0	1	2013-09-06
6	20	1965	2n Cycle	Married	46891	0	1	2013-09-01
7	22	1976	Graduation	Divorced	46310	1	0	2012-12-03
8	24	1960	Master	Together	17144	1	1	2014-02-15

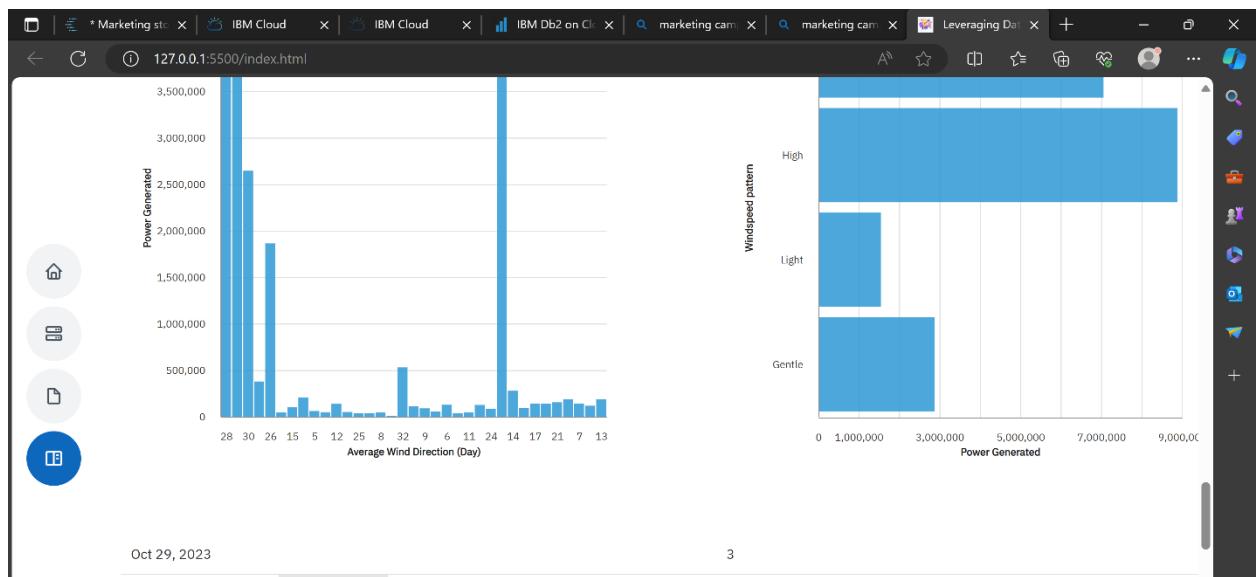








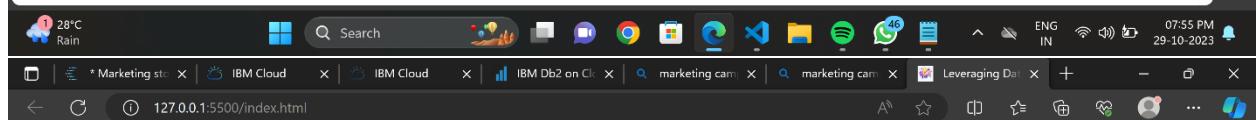




Oct 29, 2023

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Top Page up Page down Bottom



CONTACT

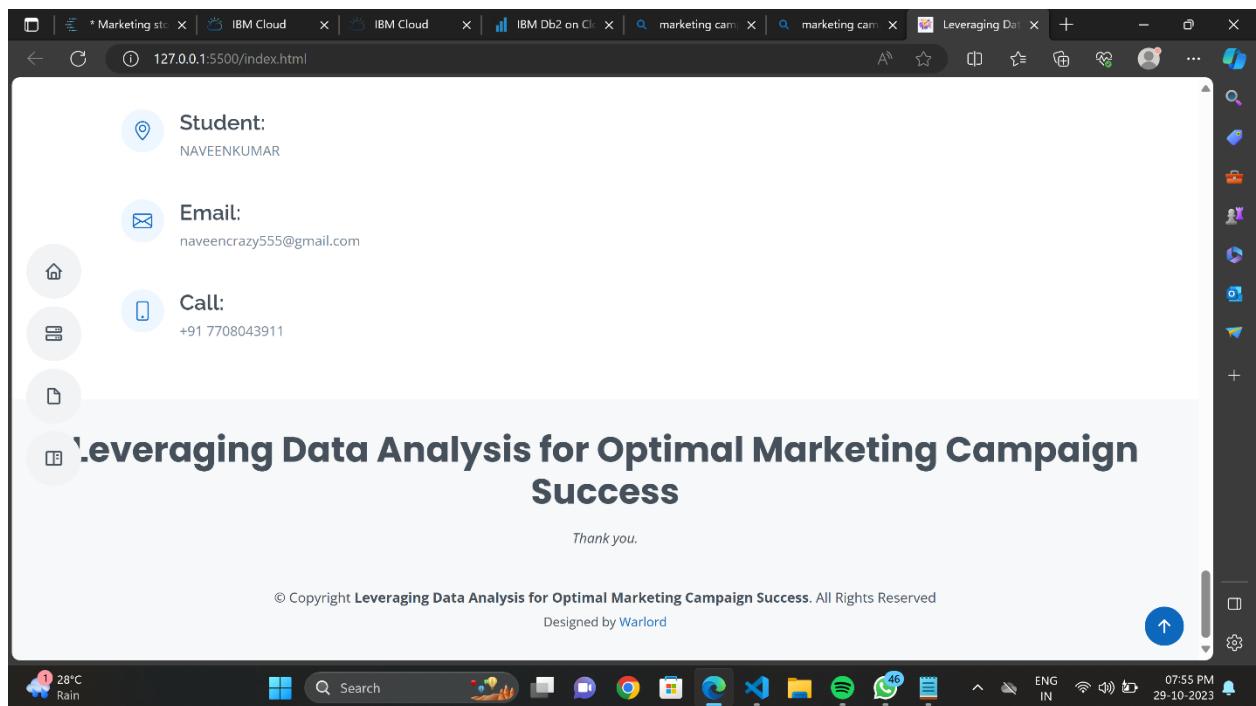
Student:
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Call:
+91 7708043911

Leveraging Data Analysis for Optimal Marketing Campaign Success





10. ADVANTAGES & DISADVANTAGES

Advantages:

- Insights Into Customer Behaviors and Preferences
- Audience Segmenting/Tailored Messaging
- Validation/Justification for Budget
- Sales Support

Disadvantages:

- Data Paralysis
- Data Indifference
- Data Requires Analysis and Understanding

11. CONCLUSION

Leveraging Data Analysis for Optimal marketing Campaign success was successfully designed and delivered as website.

12. GitHub & Project Demo Link.

GitHub link: [Crazynaveen555/Leveraging-Data-Analysis-For-Optimal-Marketing-Campaign-Success-Analytics \(github.com\)](https://github.com/Crazynaveen555/Leveraging-Data-Analysis-For-Optimal-Marketing-Campaign-Success-Analytics)

Project Demo Link: <https://drive.google.com/file/d/11GZ0BuyX77EpItcGdNA2-MMjvw53Pu5/view?usp=drivesdk>