

## Marketing Campaign Performance Report

**Project:** Marketing Campaign Analysis Dashboard

**Tool Used:** Microsoft Power BI

**Duration:** 2012 – 2014

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### Project Objective

To analyze marketing campaign performance across customer segments and years, evaluate top-performing campaigns, and provide data-driven recommendations to improve ROI and engagement.

### Dataset Overview

The dataset includes customer demographics, campaign responses, and product category spending with:

- Customer Data: Age, Marital Status, Income
- Campaign Data: Campaign 1 – 5 performance metrics
- Purchase Data: Spending across Wine, Meat, Gold, Fruit, and Fish categories
- Timeline: 2012 to 2014

### Dashboard Insights

#### 1. Overview of Campaign KPIs

- Average Income: \$52.25K
- Total Customers: 2,240
- Average Spending per Customer: \$0.61K
- Overall Campaign Response Rate: 27.19%
- Peak Customer Growth in 2013, followed by decline in 2014

#### 2. Top-Performing Campaigns

- Campaign 4 leads with 25.04% of total conversions, followed by Campaign 5 (24.44%)
- Campaign 2 records lowest response (4.5%) → needs optimization
- Married customers show highest engagement, especially in Campaign 4

#### 3. ROI Summary

- High-income customers yield 25% higher ROI than other groups

- Middle-income customers → second largest contributors
- Low & Very High-income groups → least engaged
- Category wise spending:
  - Wines (50.17%) • Meat Products (27.56%) • Gold & Fruits (<8%)

#### **4. Interactive Filter Insights (Yearly View)**

- 2013 → highest acquisition year
- 2012 & 2014 → lower performance periods
- Filters by Age, Region & Device can reveal target audience patterns

#### **5. Actionable Recommendations**

1. Replicate Campaign 4 strategy in future marketing efforts.
2. Retarget middle-income customers to improve conversion.
3. Optimize Campaign 2 with A/B testing and creative adjustments.
4. Focus on Wine segment through bundled offers or loyalty programs.
5. Add yearly and seasonal filters to track engagement patterns.
6. Continue personalized offers for married customers aged 30–45.

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#### **□ Conclusion**

The Power BI dashboard provides clear insight into marketing effectiveness across demographics and campaigns. Focusing on successful strategies from Campaign 4 and improving low-performing areas will help maximize ROI and customer retention.