



Campaign Analysis

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Case Study for Junior Business Intelligence Analyst



Topics

- Introduction-Assumptions
- KPI demonstration
- Campaign Evaluation
- Summary-Comments

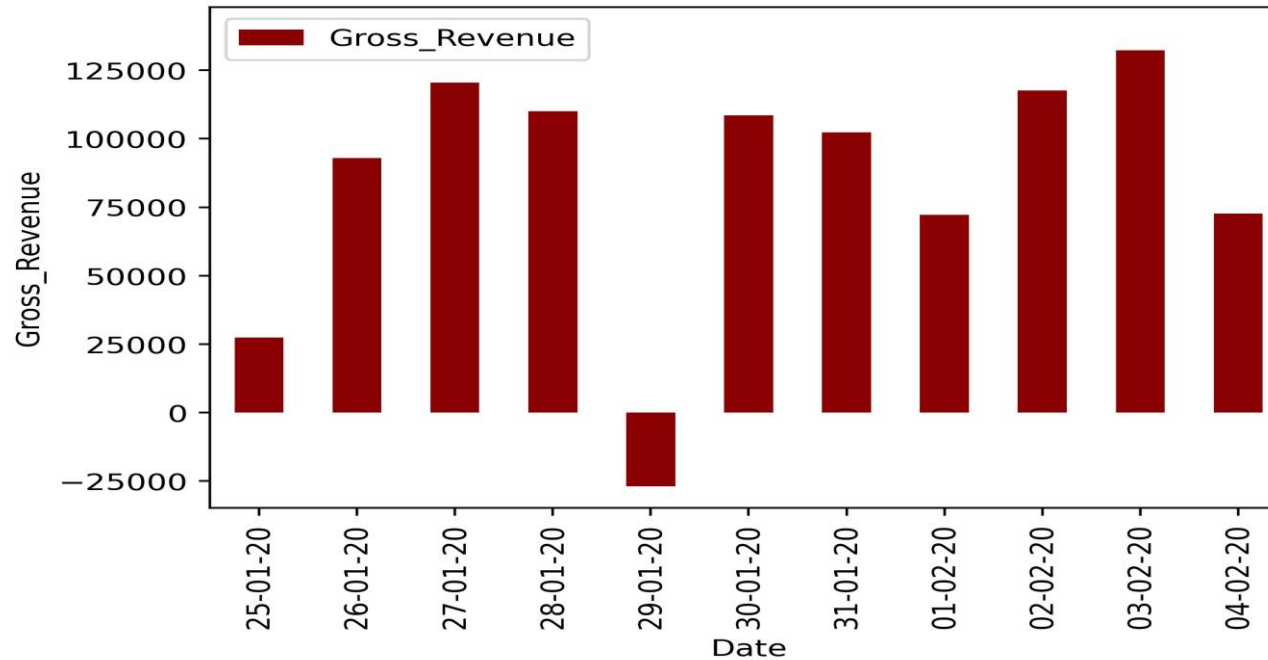
Introduction-Assumptions

The campaign is focused on ages between 25-40 and customers that are in Segment B. The campaign ran for 11 days. From 25-01-2020 until 04-02-2020.



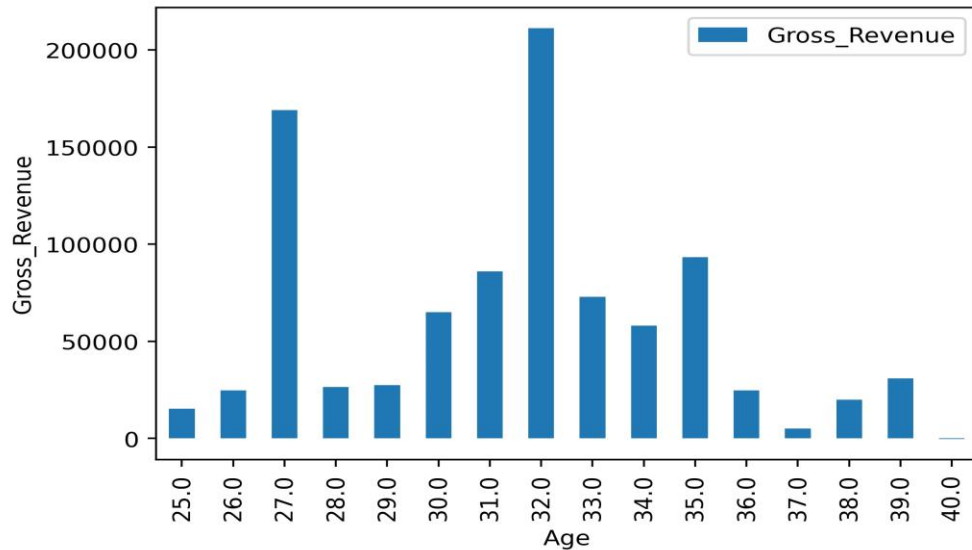
KPI demonstration

Casino Gross Revenue



The gross revenue after the first day of the campaign has increased and remained at this same value with small fluctuations. The loss on 29-01 may be due to inadequate data.

Casino Gross Revenue and Age

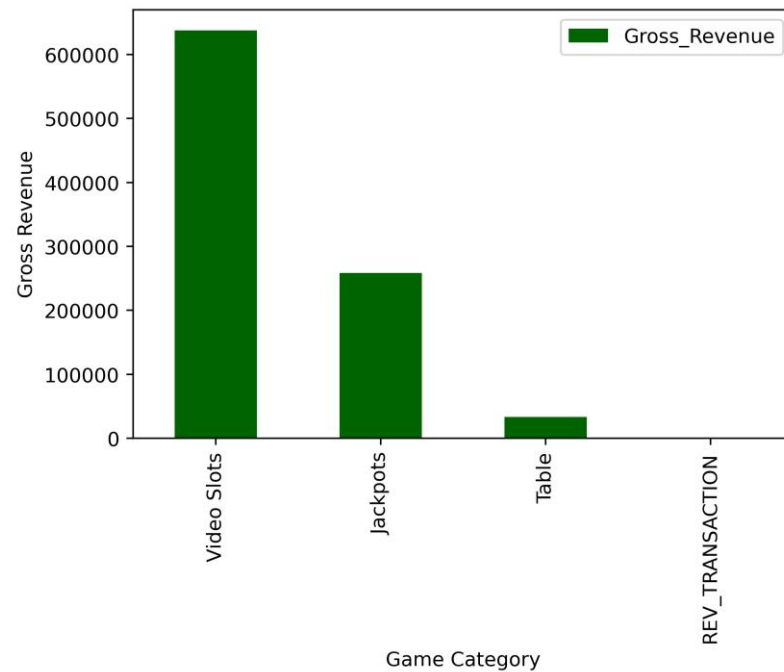


Although we see that the customers of 32 years old produced the highest gross revenue, it is not clear that there are specific age groups that produce particular gross.

There isn't any linear relation between age and gross revenue.

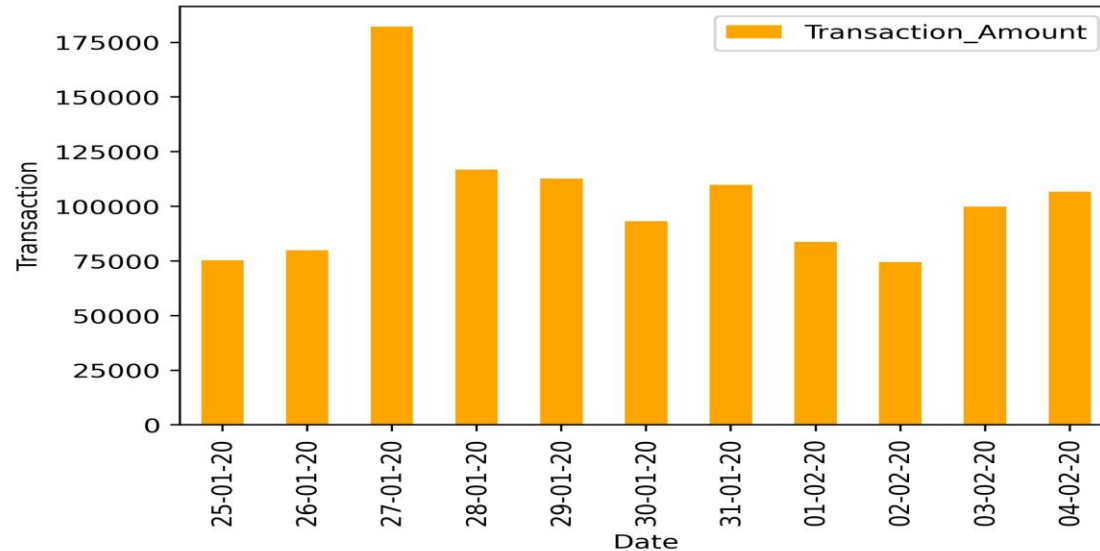
The diagrams could approximate a normal distribution with 32 years old as mean but much more data is required Due to the spike in Age=27

Gross revenue and Games



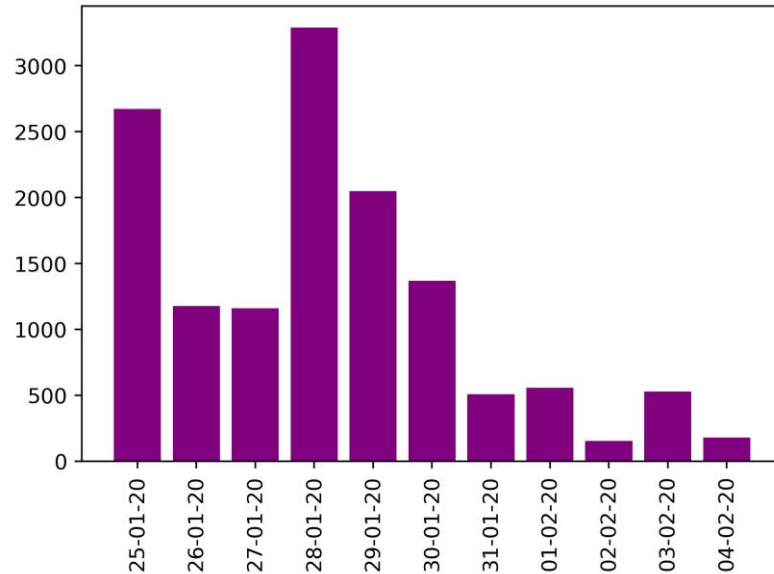
Video Slots are by far the type of games that produce the highest Gross revenue. Reversal transaction produced no Gross Revenue.

Transactions during Campaign



The amount of transaction had small fluctuations and remained above 50000 during the campaign with a significant spike on 27-01-20 (Monday).

New Customers during Campaign

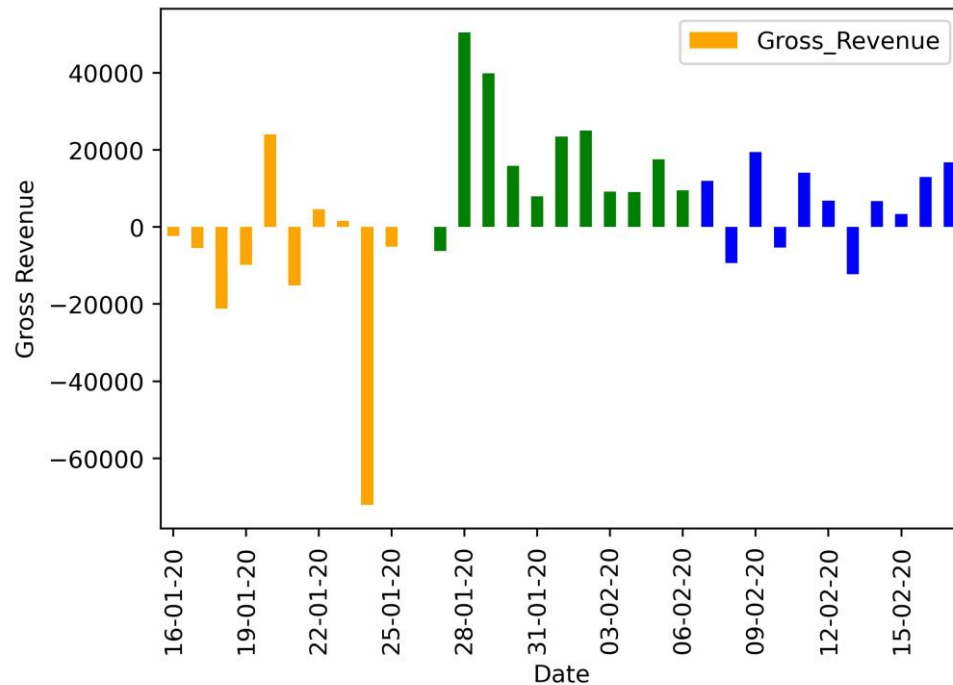


The first day of the campaign there has been a significant number of new customers with the highest peak after 4 days. From that day on, we observe a decrease with the lowest point on 02-02-20.

Campaign Evaluation

To get a better insight of the effects of the campaign we will present various KPIs and how they evolved **before**, **during** and **after** the campaign.

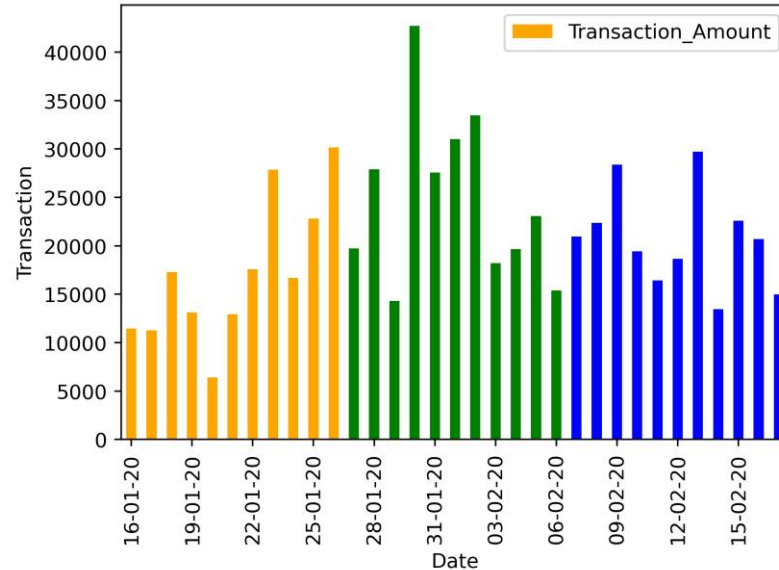
Gross Revenue



We see that **during** the campaign, the gross revenue was higher than the periods **before** and **after** the campaign.

Campaign Evaluation

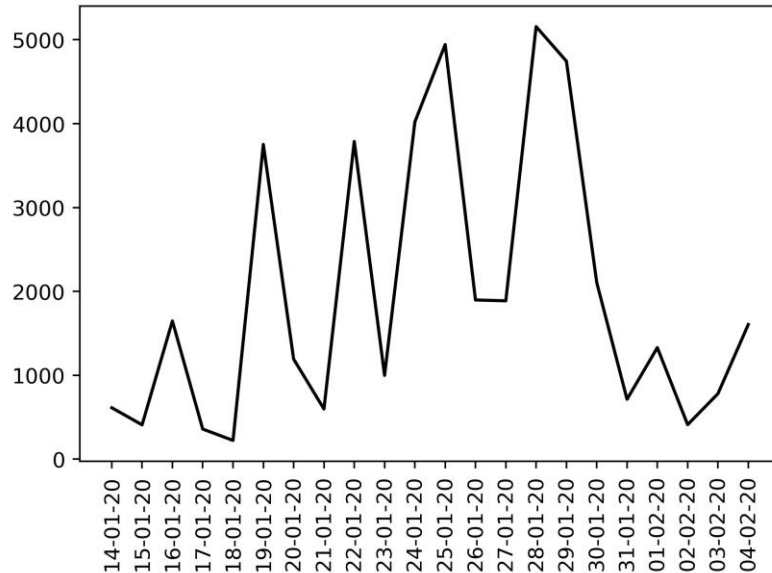
Transactions



Although the peak of the transactions was during the campaign, in general there isn't a clear trend regarding the amount of the transactions and the period they were made.

Campaign Evaluation

New Customers



There is a high peak the day before the campaign started (24-01). Maybe it is due to advertisement of the campaign or a relative reason. Moreover the two highest peaks can be found during the campaign. One on the first day and one near the last days.

Summary-Comments

- In general, there are some clear trends that seem to happen due to the campaign as we have pointed out. Mainly regarding the Gross Revenue and the new customers.
- Nationality and gender could be two parameters that will shed more light to the analysis. Moreover, it would be useful if we could analyze if the new customers due to the campaign, remained active in the casino the following months.





Thank you!

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