

# Marketing Campaign Insights Analysis

...

June 2025

# Overview

Analyzing marketing campaigns is critical to understanding their effectiveness and optimizing future efforts to develop personalized content and advertising for customers. The idea behind the project is to demonstrate the effectiveness of various marketing campaigns and the performance of product groups and platforms using any marketing analytics data set.

**Dataset:** [Marketing Analytics dataset](#) from kaggle.com

# Project objective:

## **Answers for key business questions**

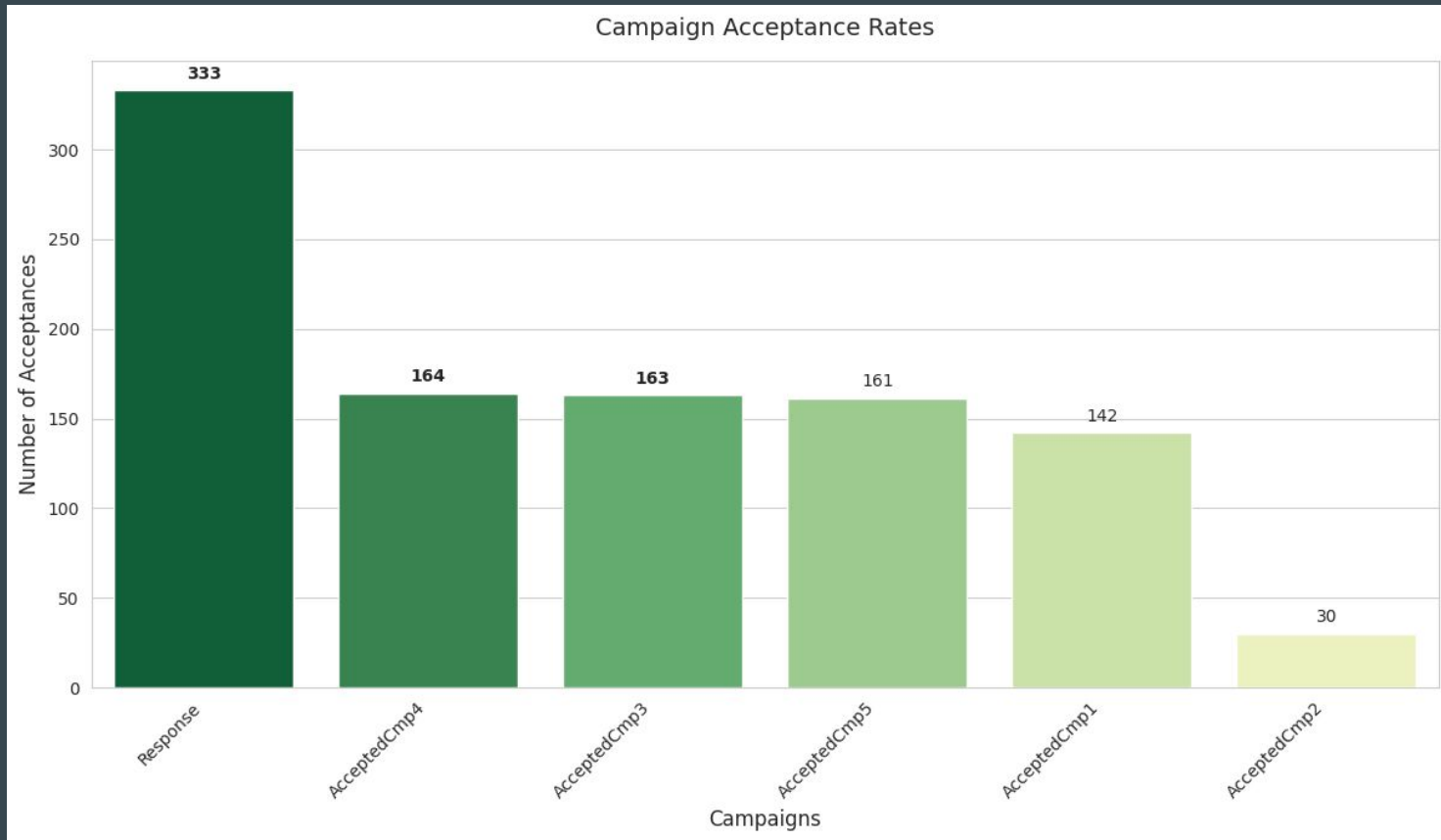
Which marketing campaigns yielded the highest result?

How does spending vary across product categories?

Who are the most valuable customers, and how do they respond to campaigns?

Which platforms drive the most engagement and conversions?

# Campaign success rates & top performers

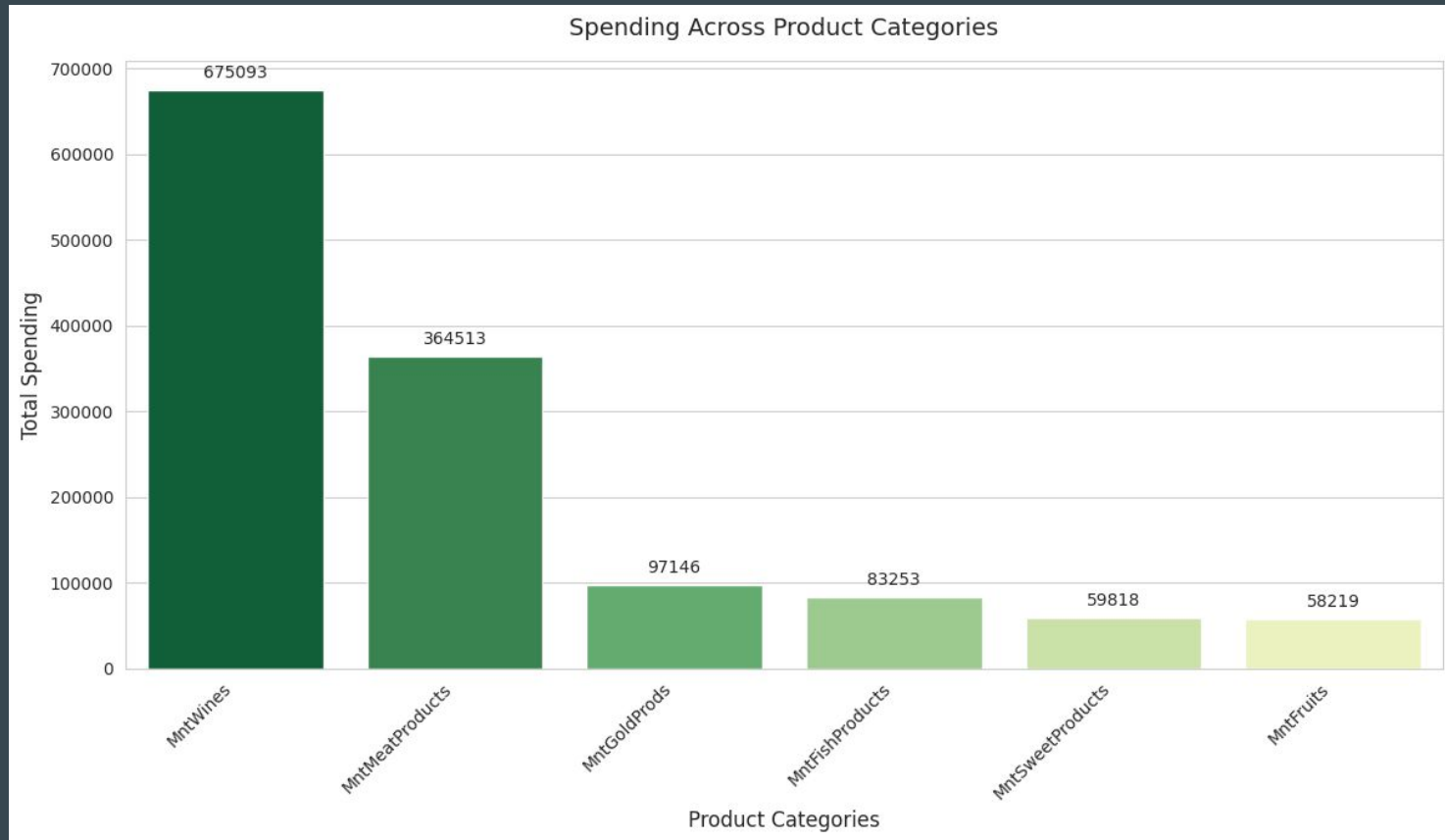


# Conclusions

- The target campaign (Response) was most effective.
- The other three (Campaigns 3,4,5) go by small margins.
- The worst was Campaign 2.

---

# Spending across product categories

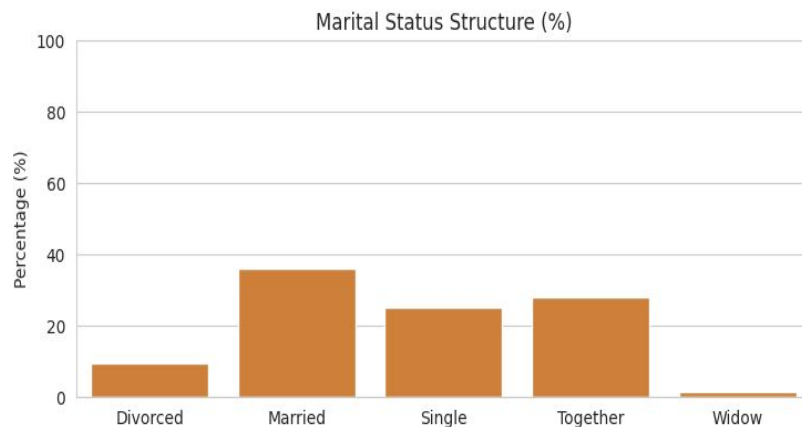
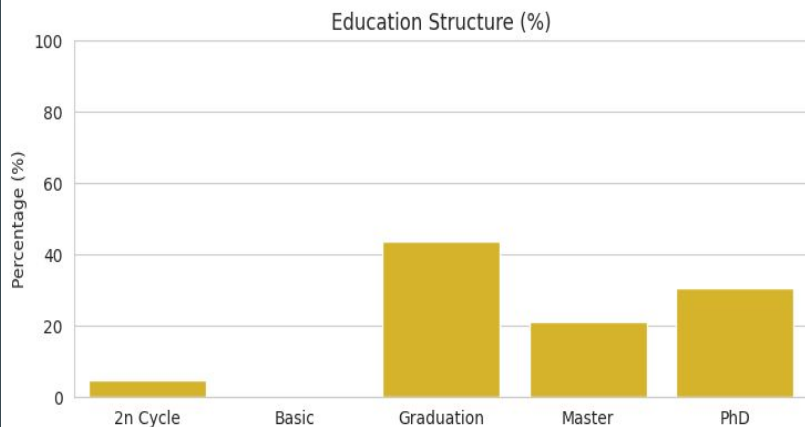
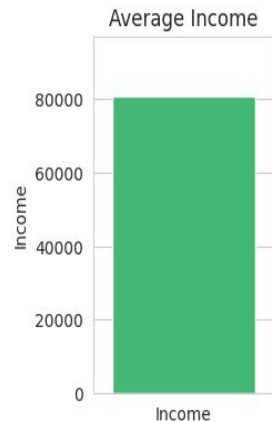
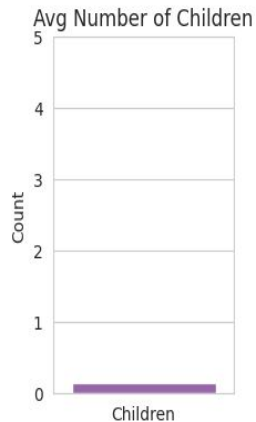
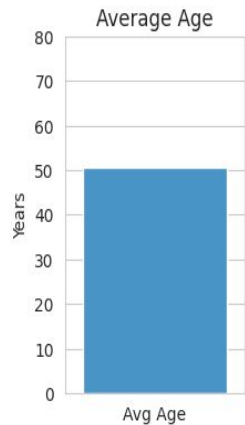


# Conclusions

- Wine is the most popular product category among customers.
- Meat products are also a popular product category among customers.
- Fruits, fish products, and sweets are less popular among customers.

---

# Most valuable customers - who are they?





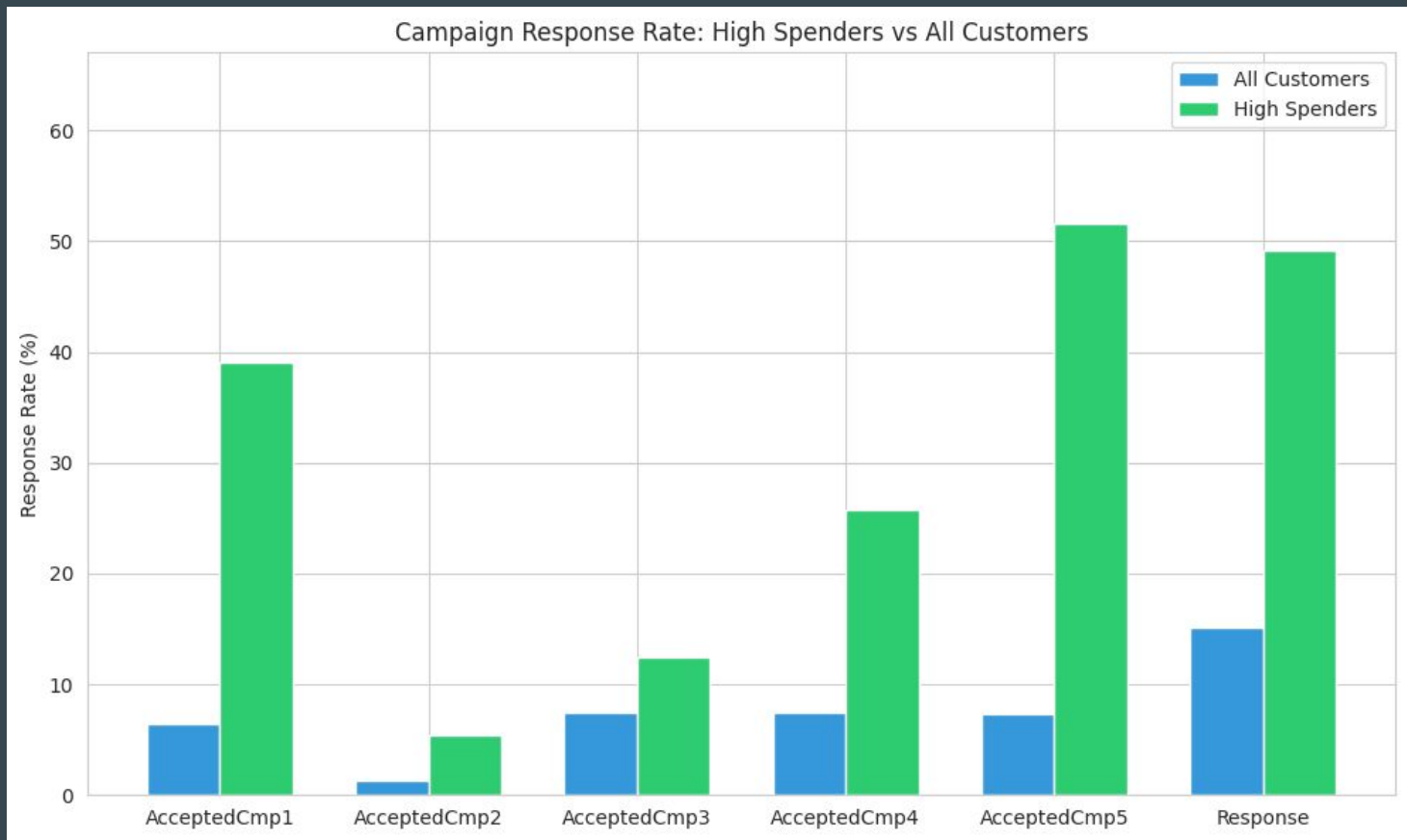
# Conclusions

## Valued customer profile

- Age: 50
- Children at home: 0
- Income: 80 000\$
- Education: Graduation or higher
- Marital status: married or together and a little less single

---

# Valuable customers and their responds to campaigns



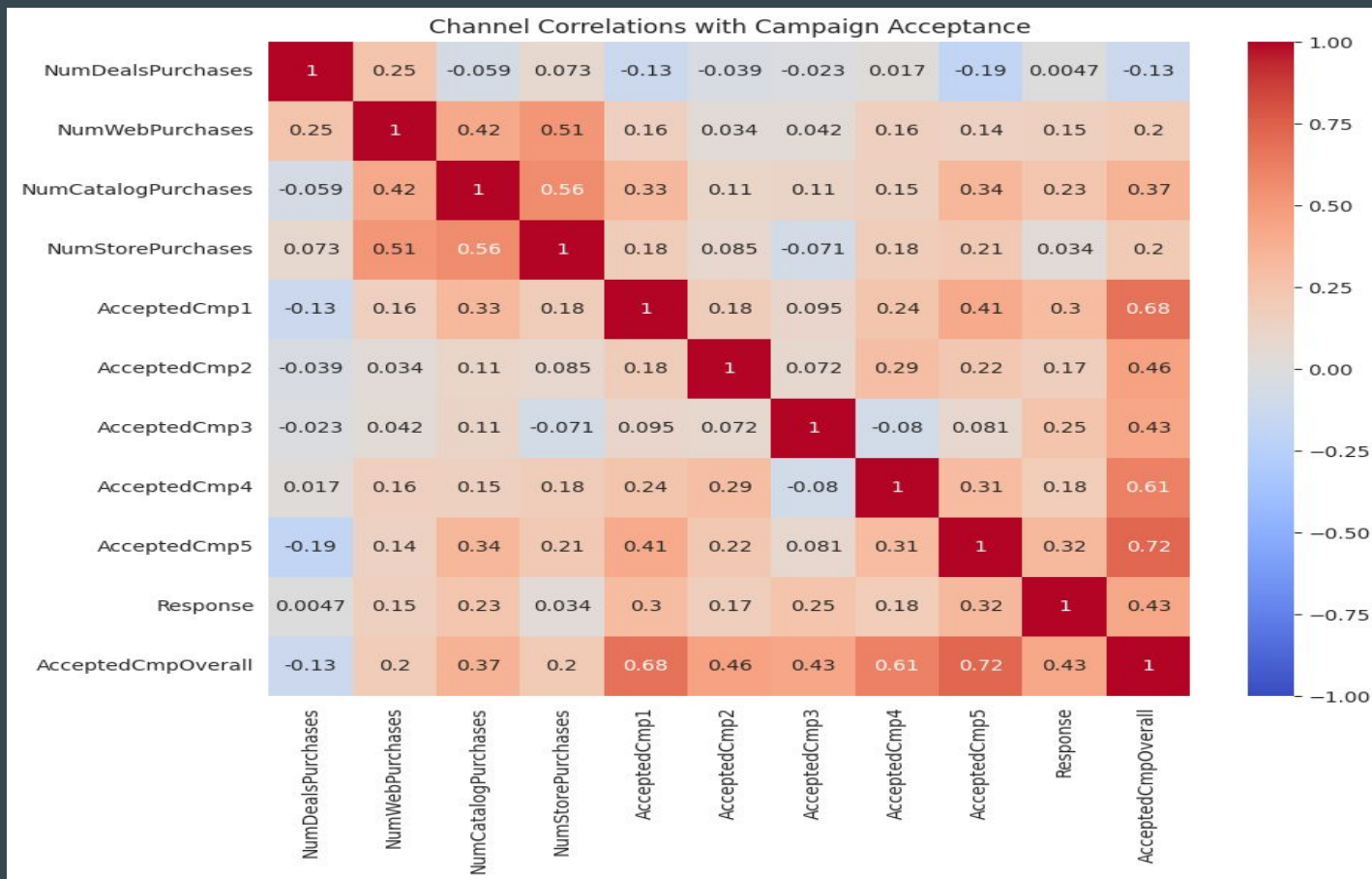
# Conclusions

The most valuable customers respond well to all campaigns.

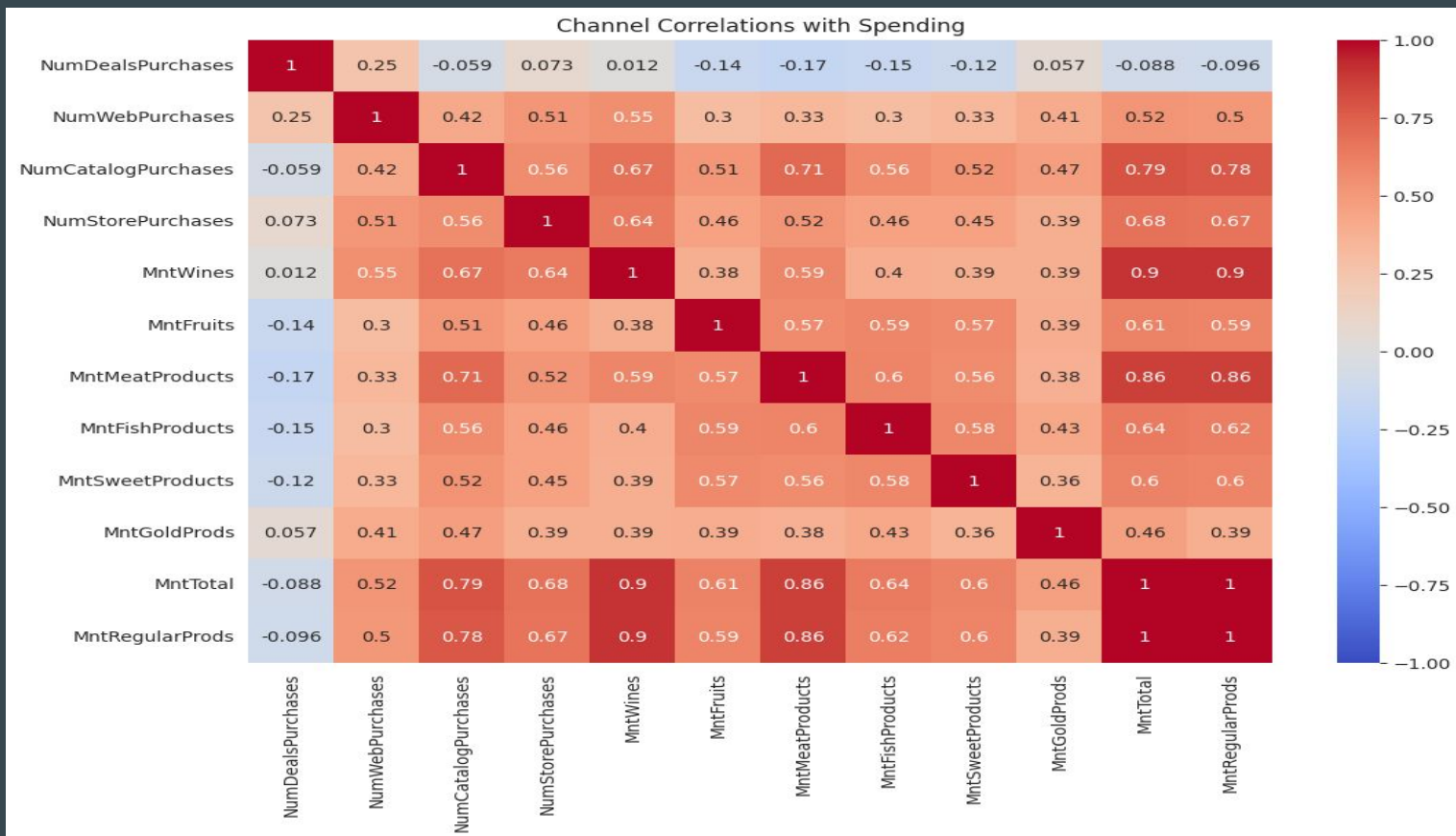
The fifth campaign and the target campaign are particularly successful.

---

# Channel correlations with campaign acceptance



# Channel correlations with spending



# Conclusions

**Offline channels** are most valuable: store purchases and catalog purchases show the strongest positive correlation with both high overall spending and marketing campaign acceptance.

This suggests that customers utilizing these channels are a prime audience for revenue growth and marketing effectiveness.

---

# Brief explanation

1

These customers spend more money  
and are more responsive to our  
marketing efforts.



# Conclusions

**"Deal"** shoppers are a lower-value segment: (purchases made through deals/discounts) have a negative correlation with both overall spending and campaign acceptance.

---



# Brief explanation

2

Discount-seeking customers spend less and are less receptive to general marketing campaigns, requiring a distinct strategy.



# Conclusions

Interrelation in category spending: there is a strong positive correlation among spending on wines, meat, fish, and sweet products.

---

# Brief explanation

3

Customers purchasing one of these categories often buy others, presenting cross-selling opportunities.



# Report prepared by



Dmytro Sokhin

---

Data Analyst