Key Findings

1.

campaign_name	Unsubscribe_rate
Campaign 2	5.87
Campaign 1	5.8
Campaign 14	5.73
Campaign 8	5.73
Campaign 18	5.47
Campaign 15	5.4

17	Campaign 5	4.73
18	Campaign 12	4.27
19	Campaign 11	4.13
20	Campaign 13	3.4

Campaign 2 has the highest unsubscribe rate at 5.87% in comparison to Campaign 13 which has the lowest rate at 3.4%. Another interesting observation is that Campaign 13 is a newsletter while Campaign 2 is a re-engagement. Based on the other results, it might not be a big factor in reducing the unsubscribe rate but it is worth mentioning that in the next section, the category with the lowest rate is the newsletter.

	category	Unsubscribe_rate
1	promotion	5.36
2	announcement	5.27
3	re-engagement	4.87
4	newsletter	4.82

1.

Promotions have the highest unsubscribe rate at 5.36% and newsletters are the lowest with 4.82%. This indicates that while the previous observation of re-engagements as a category do not correlate with higher rates of unsubscribing, it does give us a better picture of the possibility of what is written in each category that might affect a user's choice of unsubscribing or not.

Unsubscribe_rate
5.05

2.

The overall unsubscribe rate is at 5.05%. The average rate across all industries is under 2%. Indicating that the campaign for this company is over the average rate.

4.

category	reason	reason_count
newsletter	Privacy concerns	116
newsletter	Found better brand	104
newsletter	Too many emails	102
newsletter	Not relevant	101
promotion	Not relevant	93
promotion	Other	87
newsletter	Other	83

16	re-engagement	Too many emails	64
17	re-engagement	Found better brand	58
18	re-engagement	Not relevant	56
19	announcement	Not relevant	55
20	re-engagement	Other	43

For newsletters, the reason why a lot of users unsubscribe is due to privacy concerns at 116 users while the re-engagement category is at 43 users. The top 3 categories are also in the newsletter section but for differing reasons such as finding better brands or too many emails. This gives us more information on what the company may be struggling in terms of what users want from the company.

5.

device_type	region	total_unsubscribes
mobile	Asia	8860
tablet	Asia	8840
mobile	Europe	8640
tablet	Europe	8640
desktop	Asia	8400
desktop	North America	8400
mobile	North America	8360
12 desktop	Europe	7620

Mobile and tablets are at the top when it comes to the number of total unsubscribes. Regions in Asia and Europe, 8860 and 8840 users respectively, are most likely to unsubscribe compared to their other regional counterparts. From this observation, there could be an implication that since users tend to spend more time on their tablets and mobile phones, they might be more likely to unsubscribe compared to using a desktop.

Recommendations

Overall, these findings suggest that the email campaign has a higher rate compared to the average when it comes to user unsubscription rates. Here are some recommendations to combat these obstacles:

- **Improve Content Relevance and Quality**

  Tailor content based on user behavior and preferences. Use segmentation to target users with specific interests. Reduce the frequency of emails, especially for re-engagements and promotions. Too many emails can lead users to unsubscribe. Continue monitoring surveys and see if the reasons end up changing or not.

- **Address Privacy Concerns**

  Ensure that privacy policies are transparent and easy to understand. Highlight how user data is protected and used, alleviating user concerns. Offer options for users to manage their preferences regarding data sharing and marketing communications.

- **Improve Mobile Experience**

Ensure that emails are optimized for mobile devices, given the high unsubscribe rates from mobile users. A clean, responsive design can help user experience. Regularly test different designs and layouts to determine which formats yield better engagement rates on mobile and tablets.

- **Engagement Strategies**

Consider implementing loyalty rewards or incentives for continued engagement. Recognizing loyal subscribers can reduce churn. Develop targeted campaigns specifically aimed at users who have shown signs of disengagement. Personalized re-engagement emails can rekindle interest.

- **Regional Tailoring**

Be mindful of regional preferences. Customize content to align with cultural norms and expectations. Schedule email sends based on recipients' time zones to optimize open rates and reduce the likelihood of emails being ignored.