

MARKETING CAMPAIGN ANALYSIS OF A STORE

-Hafsha Wahab

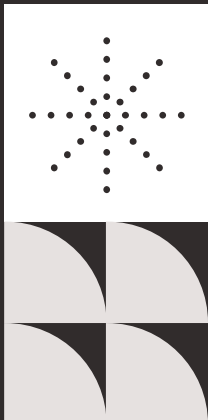
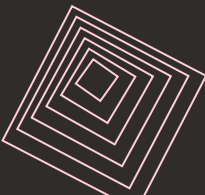


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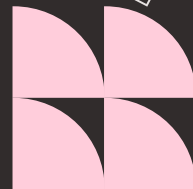
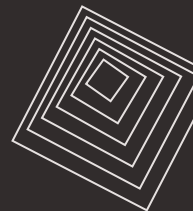
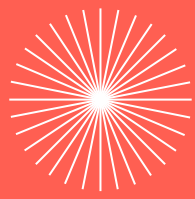
Recommendations to
Client

01

Background

As a data analyst for Maven Marketing, I have analyzed marketing campaign data from 2,240 customers. This dataset includes detailed customer profiles, product preferences, campaign outcomes, and channel performance metrics. My analysis aims to uncover actionable insights that can inform future marketing strategies and optimize campaign effectiveness.

Data Source: [kaggle.com/datasets/deepaksaw/marketing-dataset](https://kaggle.com/deepaksaw/marketing-dataset)



02

Understanding the KPIs



Customer
base



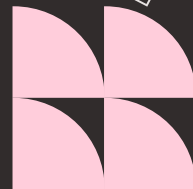
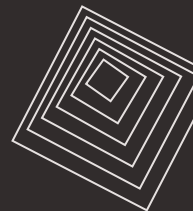
Campaigns



Best Selling
Products



Marketing
Channels



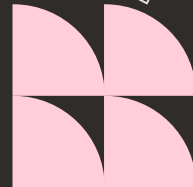
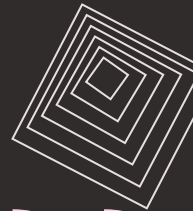
03

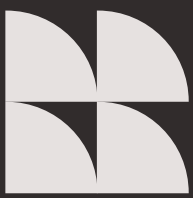
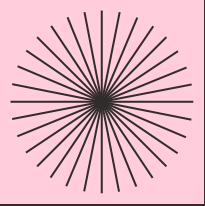
Recommended Analysis

1. Are there any null values or outliers? How will you handle them?
2. What factors are significantly related to the number of web purchases?
3. Which marketing campaign was the most successful?
4. What does the average customer look like?
5. Which products are performing best?
6. Which channels are underperforming?

04

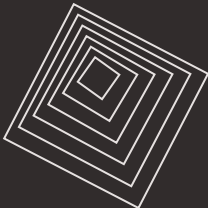
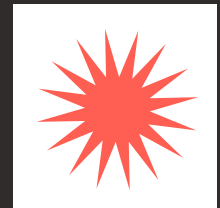
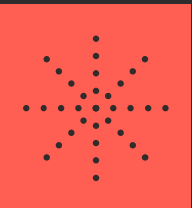
Data Analysis





13,56,988

Total Sales from 2012 -2014






1) Are there any null values or outliers? How will you handle them?

We found 24 null values in the income section. These null values can be treated in various ways:

- 1) We can drop the null value records if the number of null values is insignificantly less and would not affect our data analysis.
- 2) Otherwise, we can also find the mean, median, mode or regression values of income under different categories and fill up those null values.

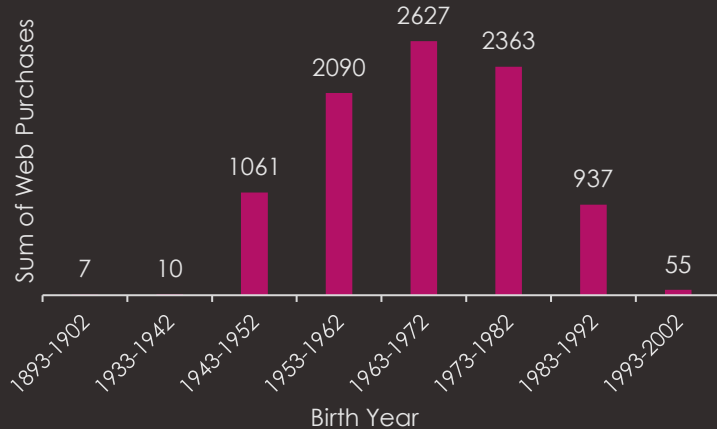
Here, I treated the null values by taking the mean of the income of different groups of people based on their marital status and educational qualification.



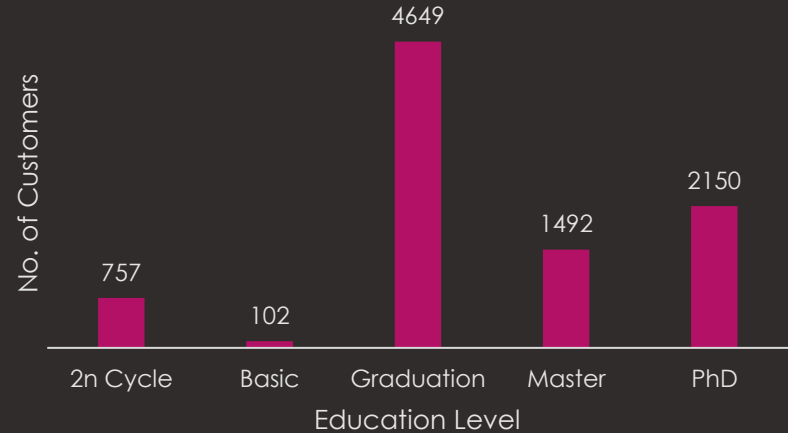
2) What factors are significantly related to the number of web purchases?

Some of the important factors that we can consider in the web purchases includes customers' demographics- Age, Education, Marital Status, Country.

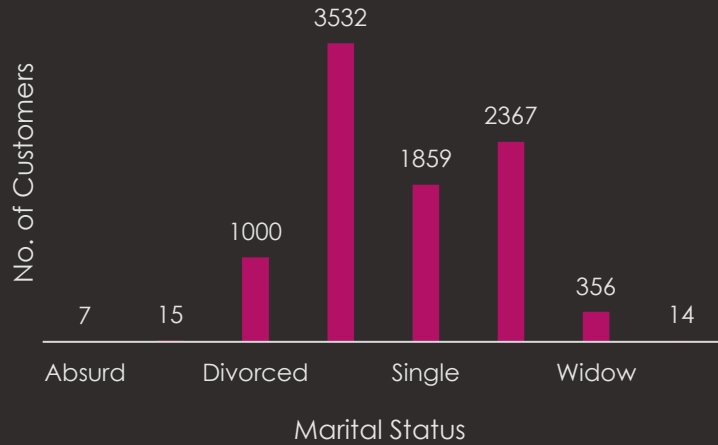
Web Purchases as per Birth Year



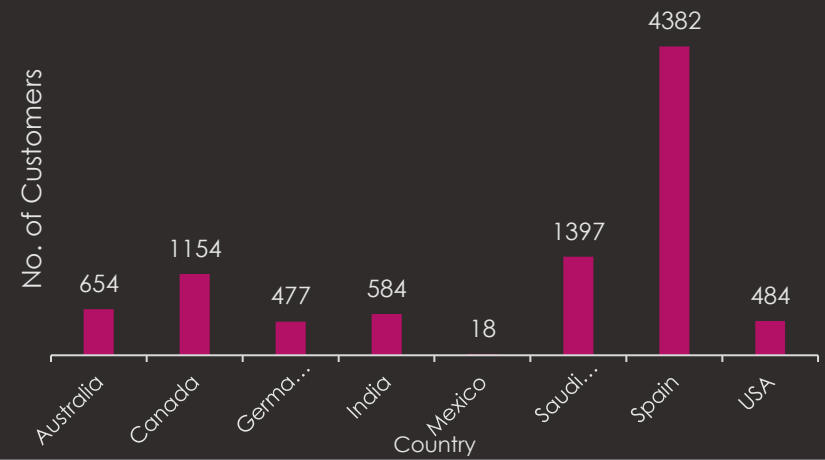
Web Purchases as per Education



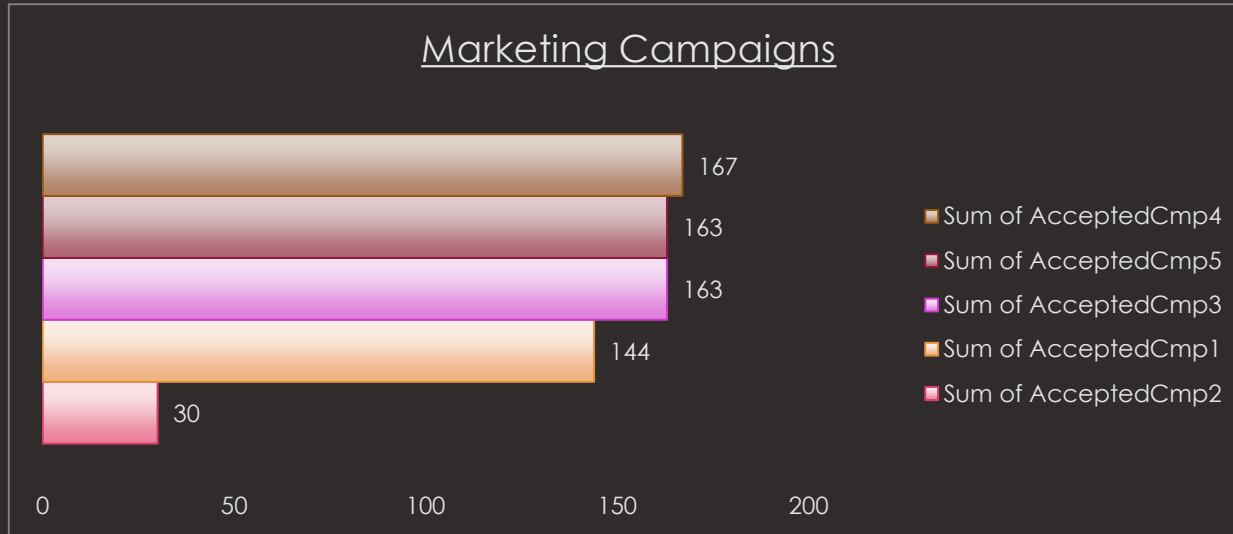
Web Purchases as per Marital Status



Web Purchases as per Country



3) Which marketing campaign was the most successful?

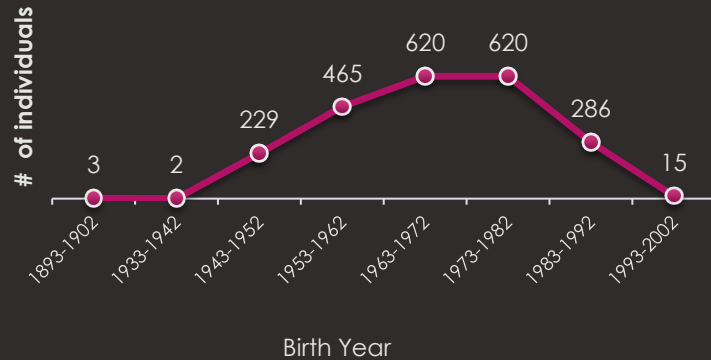


4th Campaign was the most successful campaign.

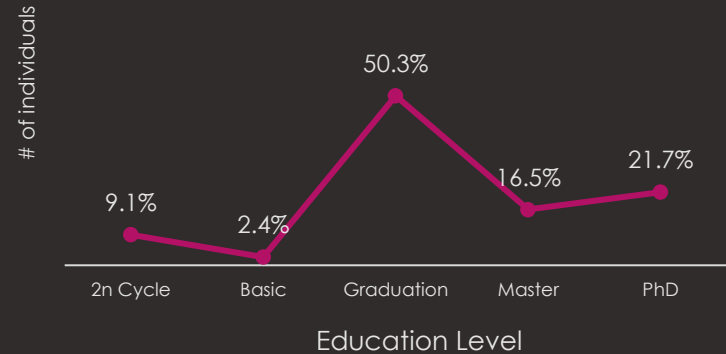
4) What does the average customer look like?

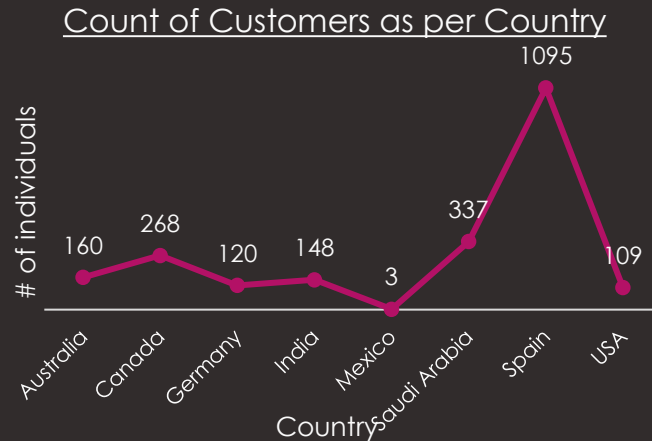
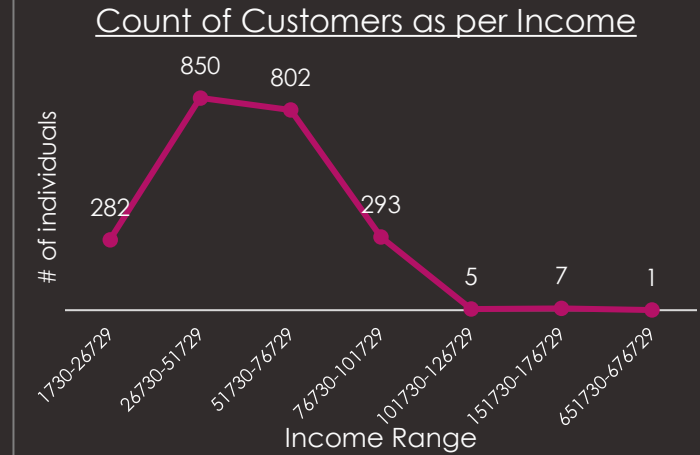
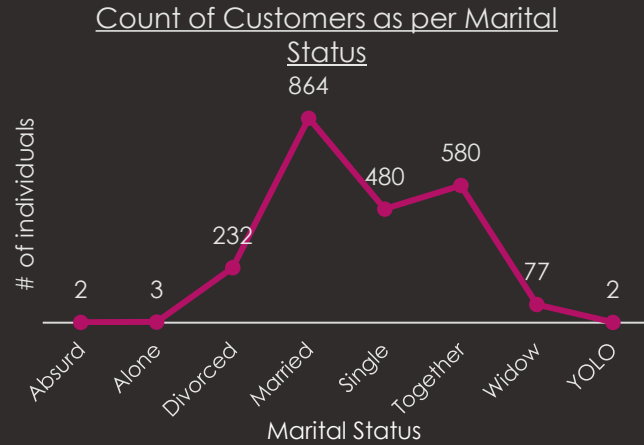
To understand the demography of the target customer we need to analyse their age group, education, marital status, income, country.

Count Of Customers as per Birth Year



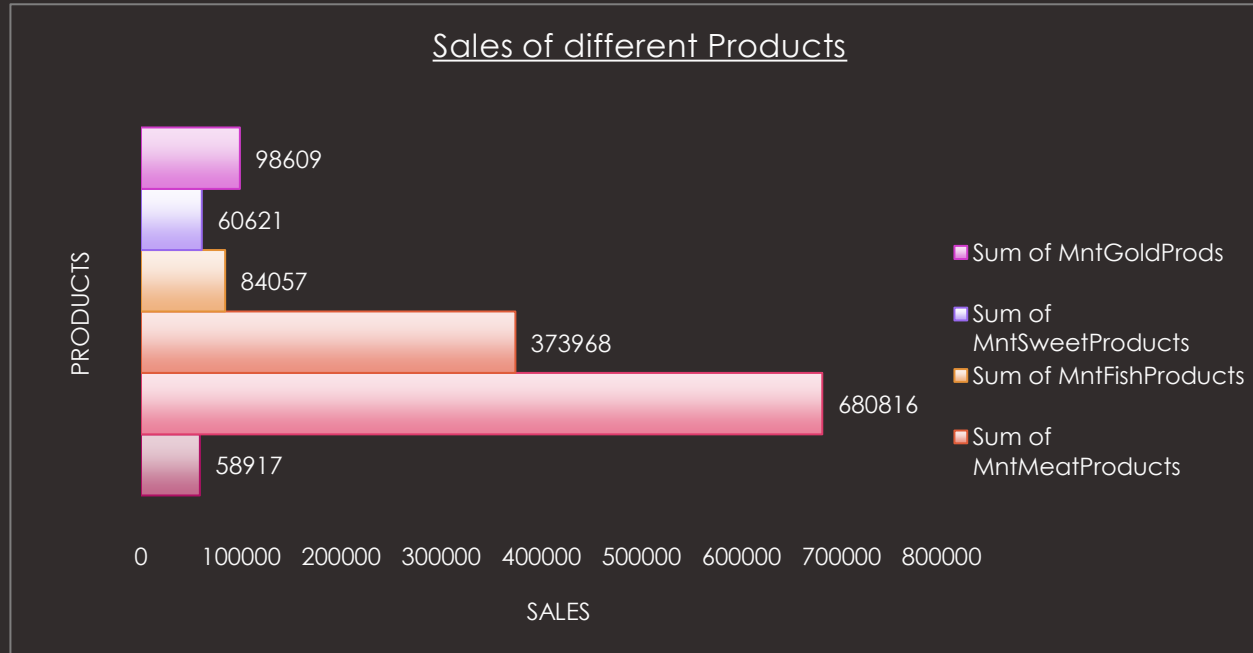
Count of Customers as per Education





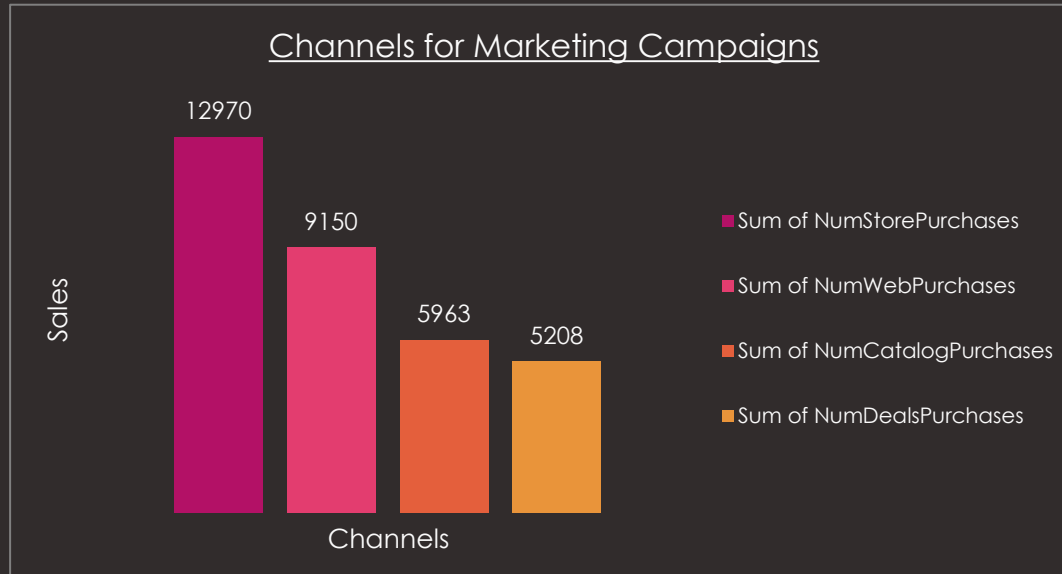
As per our analysis, we can see that maximum of our Customers are **Spanish married couples**, born between **1963-1982**, with **Graduation** degree and their income ranges between **26,730 - 76,729**.

5) Which products are performing best?



Wine is the best selling product followed by Meat products.

6) Which channels are underperforming?



Deals purchases is the most underperforming channel.

INSIGHTS



Total Customers

2240



Best Product

Wine



Best Campaign

**4th
Campaign**

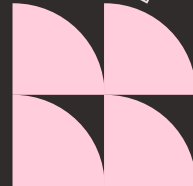
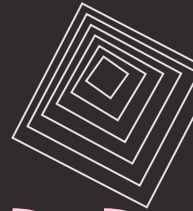


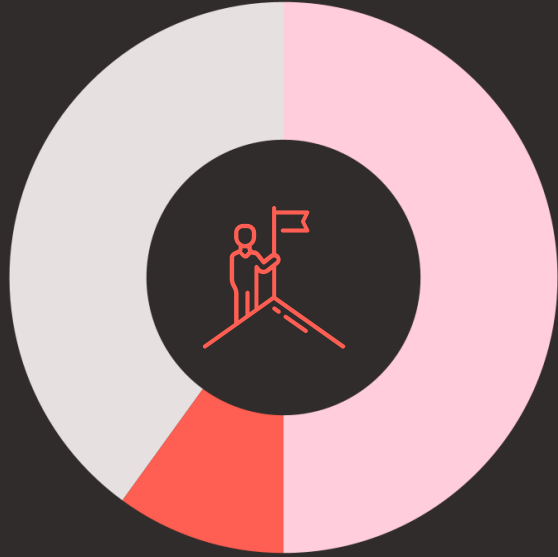
Best Channel

Stores

05

Recommendations to Client

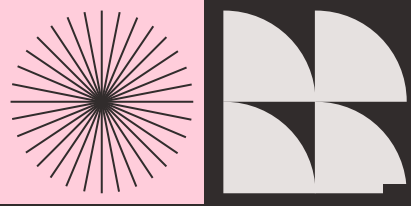




The 4th campaign is the most successful. The client should further investigate its strategies and replicate them in the starting campaigns itself.

The main customer base are married couples from Spain followed by in Saudi Arabia. Majority of their customers are graduates. Hence, the client should target customers from these countries and should offer more lucrative offers.

Apart from the stores, the client may also focus more on the web purchases as it has the potential to expand online marketing and building a strong customer base.



THANKS!

DO YOU HAVE ANY QUESTIONS?



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