Power BI Project: Email Campaign Analysis

Project Overview

Develop a Power BI project focused on analyzing email campaign data for a company facing challenges in comprehending their email marketing performance to extract valuable insights. Construct a comprehensive dashboard that includes the following components.

Summary Page

Present a page of key email campaign metrics.

Total Rate Analysis

- Showcase the overall Click-Through Rate (CTR), Bounce Rate, Open Rate, and Delivery Rate across all campaigns.
- Analyze the email send status, categorizing emails as 'Sent','Rejected' & 'Bounce'.

Monthly Email Sent

Display the volume of emails sent on a month-by-month basis to identify trends and patterns over time.

Campaign KPI

Evaluate and present key performance indicators (KPIs) for each email campaign to understand their effectiveness and areas for improvement.

Member Campaign Analysis

Identify and analyze members who engaged with the emails by opening or clicking on them.

Slicers for Enhanced Analysis

Implement multiple slicers enabling dynamic filtering by: Campaign Code, Year of Email Sent, Month of Email Sent, Day of Email Sent.