Leveraging data analysis for optimal marketing campaign success

Video Links:

Visualizations:

https://drive.google.com/file/d/1IOQEiMZOSaoBytxUpHuLpTvXhejBdbiH/view?usp=drive_link

Dashboard and Story:

https://drive.google.com/file/d/1jZW6QXt9owxkduAVyClpywquvrv2fyty/view?usp=sharing

Web Integration:

https://drive.google.com/file/d/1Vfq8Y_CrUnu3Ulblmuc4fh88rI7kv7uN/view?usp=sharing