**MARKETING CAMPAIGN ANALYSIS**

**Problem Statement:** Analyze the effectiveness of various marketing campaigns conducted by the company over the past two years, with a focus on understanding their impact on customer behaviour, sales, and overall return on investment (ROI).

**Outcomes:**

**Major Customer Segment Education –** Graduated (Total – 1116)

**Campaigns with least Successful –** Campaign-2 (response rate - 1.35)

**Most Successful Campaigns** - Campaign-3,4,5 (response rate - 7.36, 7.40,7.31 respectively)

**Underperforming Channels** – Deals purchases (Discount)

**Best Performing Products** – Wines (Sales Worth $6,76,083.00)

**Total Investment by organization** – $6,648.00

**Total Revenue Generated** – $24,376.00

**Total Profit** – $17,728.00

**Return on Investment** - 266.67

**Observation and Analysis:**

79.28% of customers did not accepted offer in any campaign either due to lack of interest or campaign offers could not reach them, there could be any other reason as well such as campaign was not that much influenceable.

Need to come up with engaging discount offers to increase sales during offer period.

Majority of the customer segment are well educated.

Best Customer Satisfaction with satisfaction percentage of 99.05%.

Marketing Strategies needs modification to increase the conversion rate for customers with higher education.

Overall Campaigns performance was Good enough.