

MARKETING CAMPAIGN ANALYSIS USING POWER BI DESKTOP

This project uses Microsoft Power BI Desktop to Transform, load and visualize the data.

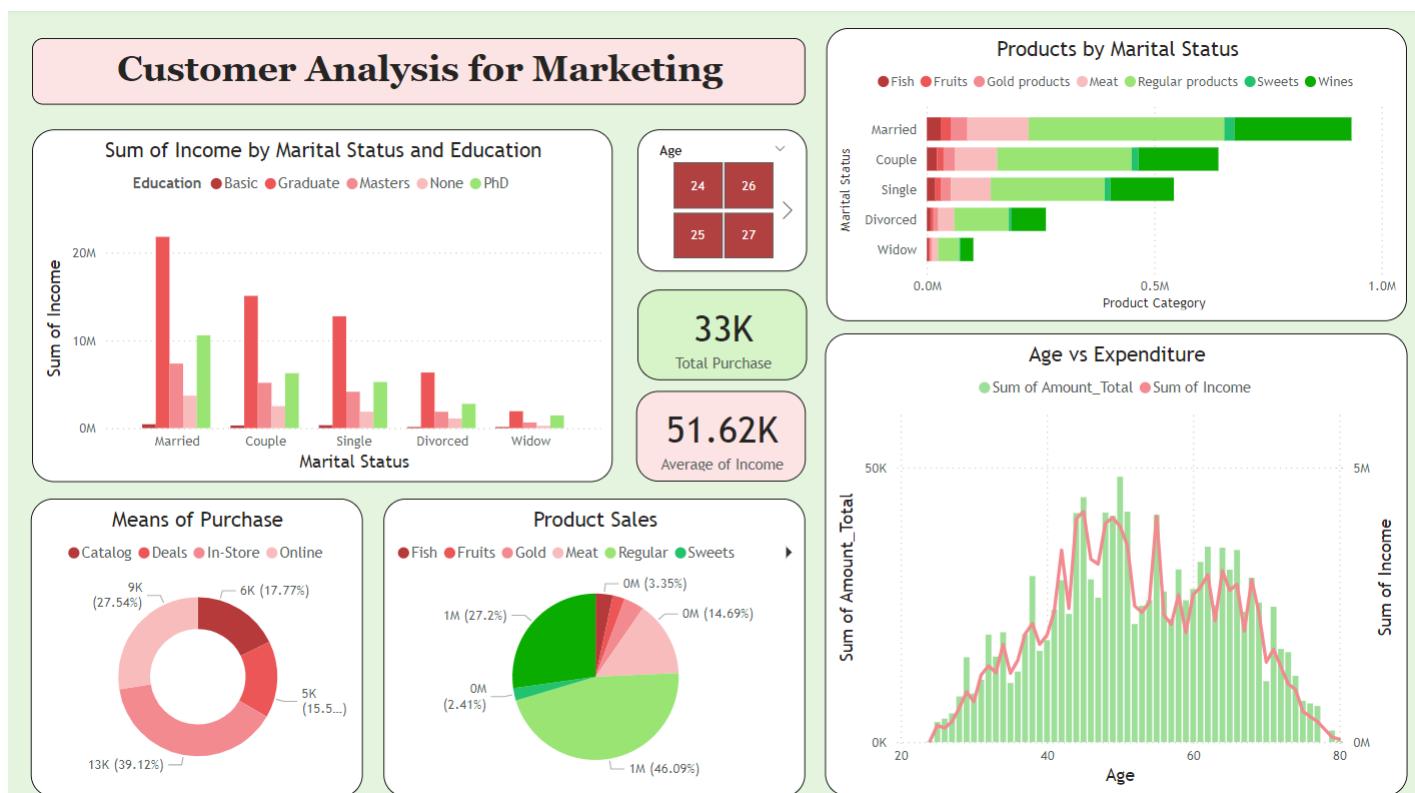
DAX FORMULAS NEED TO USE.

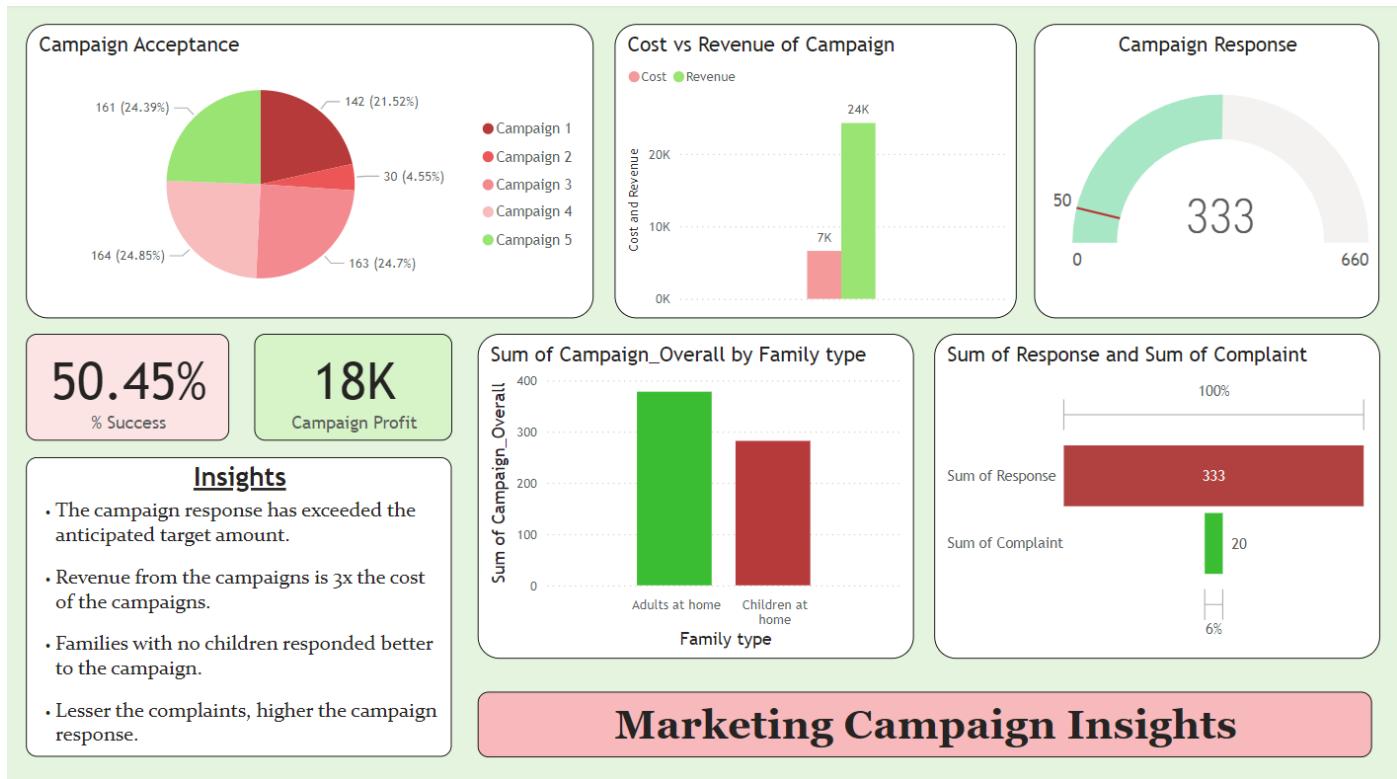
Total Purchase = $\text{SUM}(\text{ifood_df}[\text{No.CatalogPurchases}]) + \text{SUM}(\text{ifood_df}[\text{No.DealsPurchases}]) + \text{SUM}(\text{ifood_df}[\text{No.StorePurchases}]) + \text{SUM}(\text{ifood_df}[\text{No.WebPurchases}])$

Target Response = $0.15 * \text{SUM}(\text{ifood_df}[\text{Response}])$

Campaign Profit = $\text{SUM}(\text{ifood_df}[\text{Z_Revenue}]) - \text{SUM}(\text{ifood_df}[\text{Z_CostContact}])$

% Success = $(\text{SUM}(\text{ifood_df}[\text{Response}])) / (\text{SUM}(\text{ifood_df}[\text{Campaign_Overall}]))$





You need develop the Dash Board as Same as shown in the images.