

## 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 =  $\text{SUM}(\text{ifood\_df}[\text{No.CatalogPurchases}]) + \text{SUM}(\text{ifood\_df}[\text{No.DealsPurchases}]) + \text{SUM}(\text{ifood\_df}[\text{No.StorePurchases}]) + \text{SUM}(\text{ifood\_df}[\text{No.WebPurchases}])$

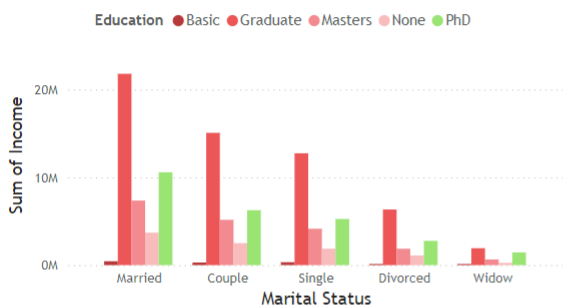
Target Response =  $0.15 * \text{SUM}(\text{ifood\_df}[\text{Response}])$

Campaign Profit =  $\text{SUM}(\text{ifood\_df}[\text{Z\_Revenue}]) - \text{SUM}(\text{ifood\_df}[\text{Z\_CostContact}])$

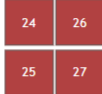
% Success =  $(\text{SUM}(\text{ifood\_df}[\text{Response}])) / (\text{SUM}(\text{ifood\_df}[\text{Campaign\_Overall}]))$

### Customer Analysis for Marketing

Sum of Income by Marital Status and Education



Age



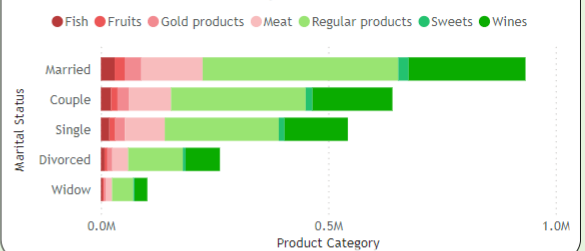
33K

Total Purchase

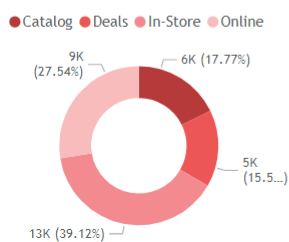
51.62K

Average of Income

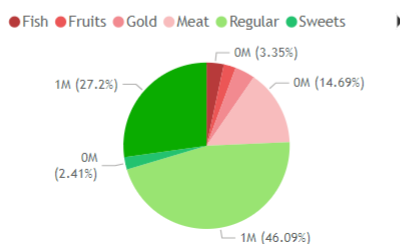
Products by Marital Status



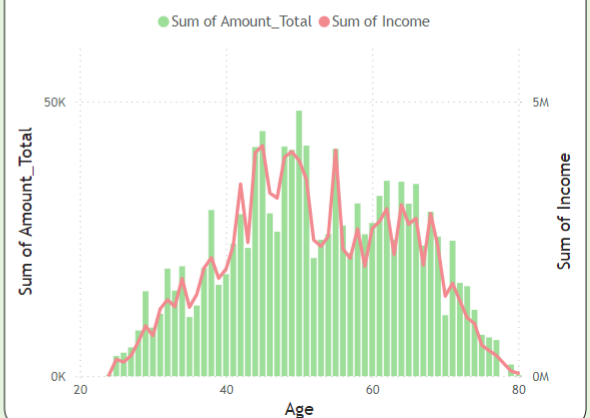
Means of Purchase

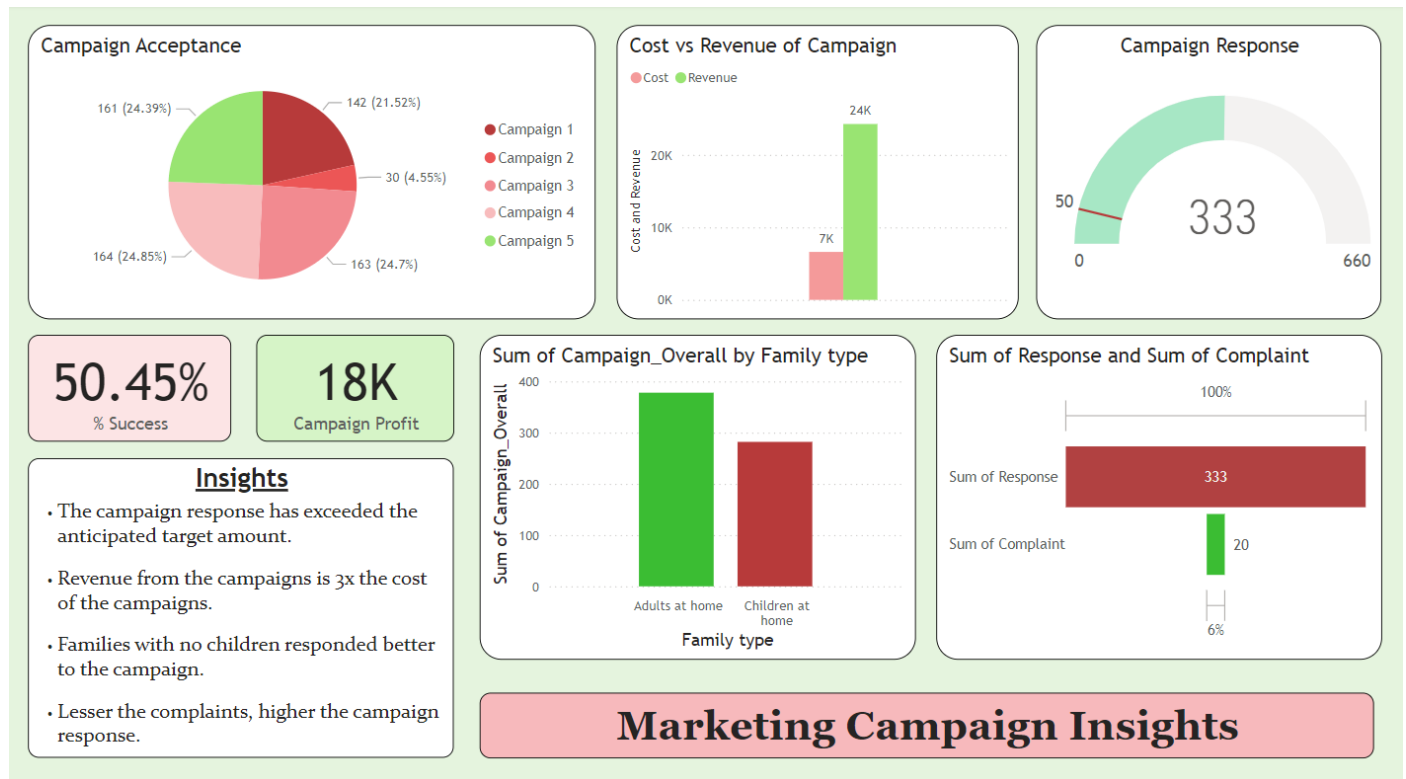


Product Sales



Age vs Expenditure





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