**Outline**

The data is about the marketing campaign conducted by a retail sector firm. The data analysis is conducted to verify the performance of the campaign

**Goal**

The main goal of the analysis is to find out the performance of the marketing campaign.

Whether the customers accepted the campaign?

Comparison of customers’ purchase with or without campaign.

How well each campaign performed?

What is the mode of purchase?

Which type of customers purchase more?

What are the main purchase categories?

**Result**

I have created two interactive dashboards on the result. The analysis can clearly find the performance of each campaign. It also helps the client to find out how can increase the performance even better. The analysis shows the highest spending customers, customers’ living status, spending on purchase category and mode of purchase.

**Tools used**

* PostgreSQL 14
* Tableau Public
* Adobe Illustrator