Impact of Marketing Strategies on Sales

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Abstract

* Objective: The study aims to analyze how marketing campaigns impact sales by leveraging historical sales data.

* Goal: To provide insights into the influence of marketing strategies on sales performance, improving future business decisions.

Problem Statement

* Challenges: In today's competitive business environment, companies struggle to quantify the effectiveness of marketing strategies.

* Impact: Lack of clarity can lead to resource misallocation, missed sales opportunities, and hinder overall business growth.

Proposed Solution

*Data-Driven Approach: Use Python to analyze sales data before and after marketing campaigns.

*Benefits:

- Data Processing – Clean and analyze historical sales data.
- Visualization – Create visual representations to highlight the impact of marketing efforts.
- Informed Decisions – Help business refine marketing strategies for better sales outcomes.

# Short Video

https://shorturl.at/UX5pP

Implementation

*GitHub Link: I provided the GitHub repository link containing the Python code and any other necessary files for the project.

*Description: I also briefly explain the structure of the code and how it processes and visualizes sales data.

Output Screenshots

Marketing Campaign Data with Percentage Increase:
```
   Month  Sales_Before  Sales_After  Increase (%)
0   Jan            200          250     25.000000
1   Feb            220          270     22.727273
2   Mar            210          260     23.809524
3   Apr            230          300     30.434783
4   May            240          320     33.333333
```


Sales Comparison Before and After Marketing Campaign
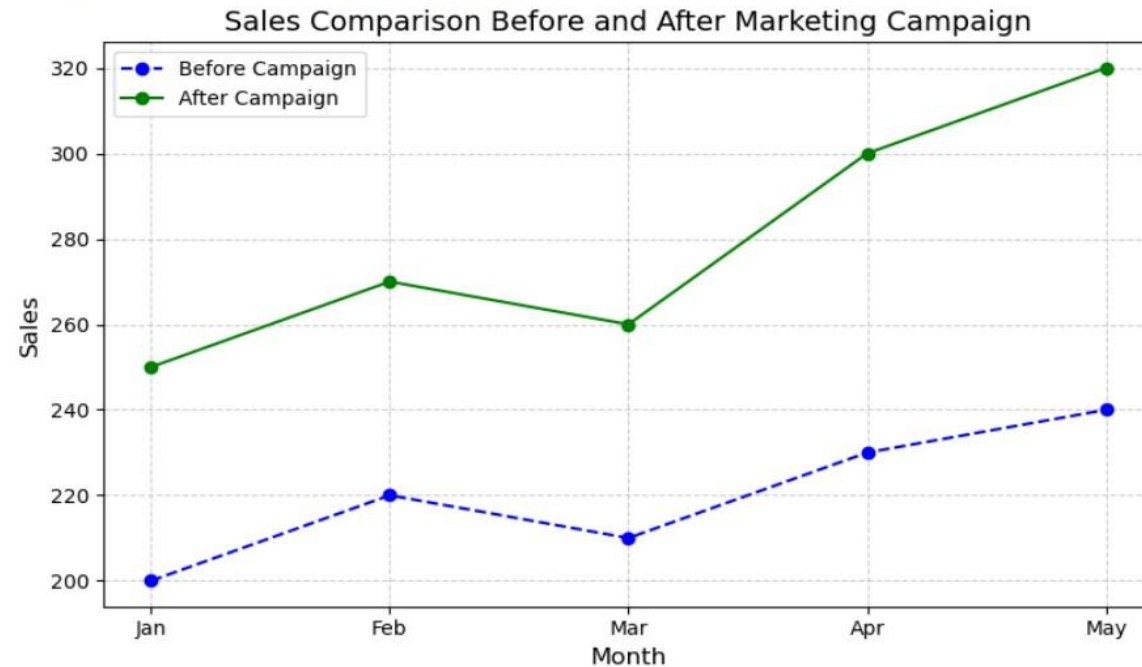
References

*Books – "Python for Data Analysis" by Wes McKinney.

*Websites – Kaggle, HubSpot Blog.

*Tools – Python 3, Anaconda, Windows.

THANK YOU

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