

# Maven Marketing Challenge

by Selmir Kalender

## Campaign Success Rate

Campaign 1	Campaign 2	Campaign 3	Campaign 4	Campaign 5	Last Campaign
6,40%	1,30%	7,30%	7,50%	7,20%	14,90%

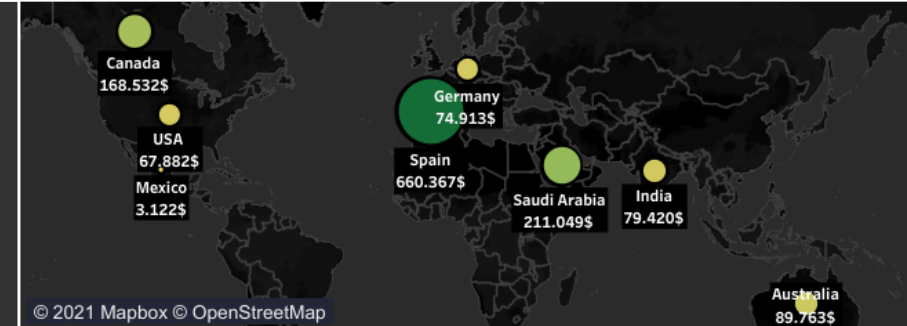
## Web Purchase Correlation



## Purchase Recency by Age Group

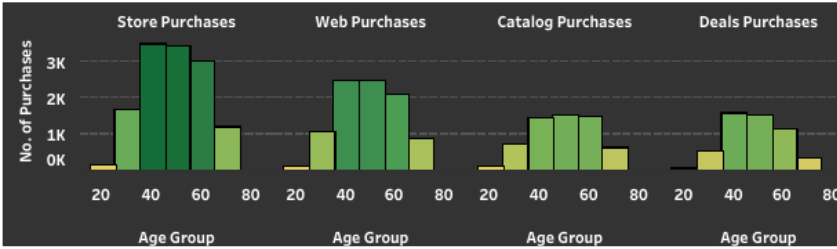


## Total Purchases by Country

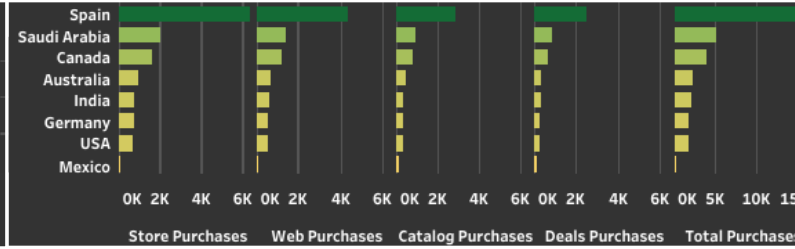


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## Channel Performance by Age Group



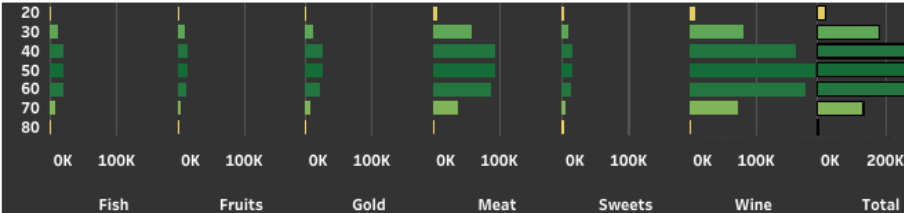
## Channel Performance by Country



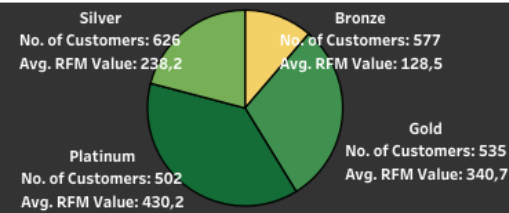
## Most Common Customer Types

Age Group: 40 Marital Status: Married Education: Graduation Country: Spain Teen home: 0 Kid home: 1 Total Amount spent: 4.223 \$ Number of Customers: 24	Age Group: 40 Marital Status: Married Education: Graduation Country: Spain Teen home: 1 Kid home: 0 Total Amount spent: 17.933 \$ Number of Customers: 27	Age Group: 30 Marital Status: Married Education: Graduation Country: Spain Teen home: 0 Kid home: 1 Total Amount spent: 5.133 \$ Number of Customers: 18	Age Group: 30 Marital Status: Married Education: Graduation Country: Spain Teen home: 0 Kid home: 0 Total Amount spent: 13.565 \$ Number of Customers: 17	Age Group: 50 Marital Status: Married Education: Graduation Country: Spain Teen home: 1 Kid home: 0 Total Amount spent: 17.009 \$ Number of Customers: 20	Age Group: 50 Marital Status: Married Education: Graduation Country: Spain Teen home: 1 Kid home: 1 Total Amount spent: 2.433 \$ Number of Customers: 1
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## Purchases by Age Group and Products



## Average RFM(Recency, Frequency, Monetary) Value



## Data Quality Issues

- Accuracy issues** - 'Year\_Birth' is inaccurate (customer age is 121, 122, and 128), missing columns 'Age' and 'Age\_Groups' for better readability, the column 'Income' has 2 placeholders, it's changed to 'Income', misspelled Value in the column 'Education'
- Completeness** - The column 'Income' is missing data in 24 cells which were replaced with the average income based on education.
- Consistency** - The column 'Marital\_Status' has inconsistent specifications (Widow – changed to Widowed, Absurd - changed to Unknown, Together - changed to Partnered, Alone – changed to Single, YOLO – changed to Unknown)
- Orderliness** - Incorrect formats in several columns (Instead of currency, the column 'Income' has the text format etc.)
- Uniqueness** - The Customer IDs 492 and 11133 represent the same person

## Recommendations

- Since Mexico is showing a significant underperformance in all categories, it is recommended to either drop this location and focus on the other countries, or advertise more through the available channels and offer discount points/rewards etc. to attract more customers
- In order to increase the conversion rates, you should create a point reward system for the Platinum Customers, who bring the highest value to your business, as well as focus more on visually appealing product placements on the provided channels.
- Make use of social media platforms, to reach more customers who belong to the age groups 20 and 30