# Marketing Campaign Analysis

# Origin of dataset

- Dataset was obtained from Mavenanalytics.io
- The dataset has been published since February 2021
- ▶ The dataset contains 2240 records with 28 fields.

#### Marketing Campaign Results

Marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance.

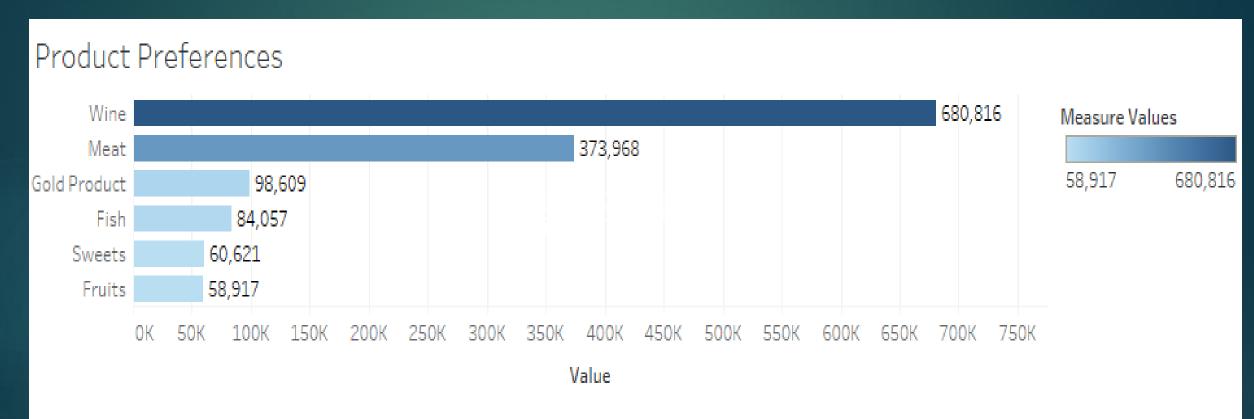
# Questions I will be looking to answer

- What factors are significantly related to the number of web purchases?
- Which marketing campaign was the most successful?
- What does the average customer look like?
- Which products are performing best?
- Which channels are underperforming?

#### Basic Information about the data

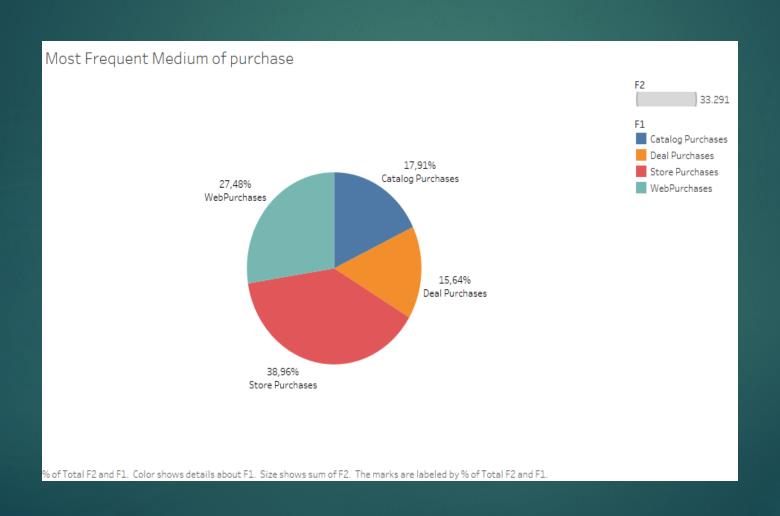
- ▶ Total Customers 2213
- ► Total Revenue -\$1.34million
- ▶ Purchases made-27,805

#### Product Preferences



Fish, Fruits, Gold Product, Meat, Sweets and Wine. Color shows Fish, Fruits, Gold Product, Meat, Sweets and Wine. The marks are labeled by Fish, Fruits, Gold Product, Meat, Sweets and Wine.

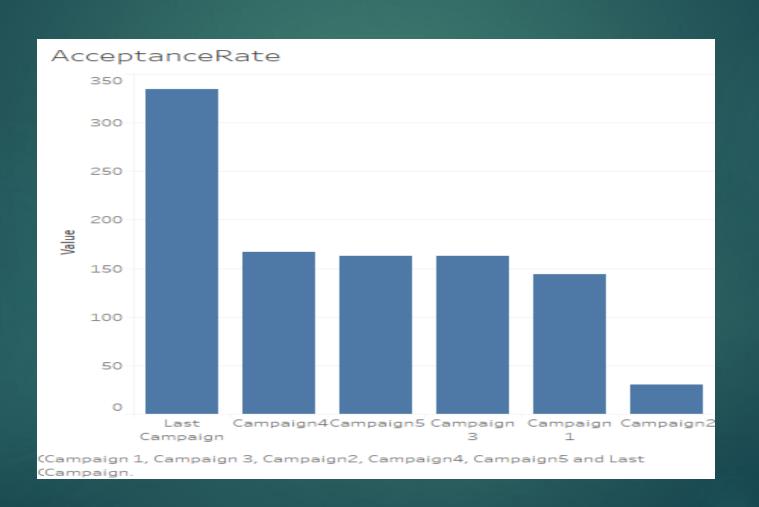
#### Most Frequent medium of purchase



### Total Purchases by Generation



# Acceptance Rate of Campaign



# Country's Performance



#### Recommendation

- Spain has the biggest market for all products sold. 84.9% of the total spending comes from married people, people living together and single people. Further marketing campaigns should begin from Spain, targeting people in these categories.
- The last marketing campaign was quite successful. Future campaigns should be designed in such a way that customer follow up can be done after executing the first phase of the campaign.
- ▶ Future campaigns could also focus on improving the sales for Fruits and Fish.
- ▶ Future marketing campaigns should be designed in such a way that they will improve sales from web and catalogue channels.
- The highest amount from sales is generated from people between the age of 36 to 45. However, average sales tell us that people within the age of 66 to 75 spend more at once. This information should be infused in future campaigns to appropriately target customers.