

Case Study: Analyzing a Ramadan Digital Marketing Campaign

Background: A leading company ran a digital marketing campaign during Ramadan across three major platforms: TikTok, Meta (Facebook & Instagram), and Snapchat. The goal of the campaign was to increase brand awareness, engagement, and conversions. The marketing team used various ads and strategies targeting different demographics. The raw data from these platforms was collected and needs to be analyzed to assess the campaign's performance.

Objective: The task is to analyze the performance data using Excel to identify trends, insights, and areas for improvement. The analysis will involve cleaning and preparing the data, applying formulas to categorize and evaluate the campaign performance, summarizing the data using Pivot Tables, and automating tasks with basic Macros.

Deliverables:

1. **Cleaned Data:** Data from the three platforms split into necessary columns using the Text-to-Column feature.
2. **Performance Evaluation:** New columns added to each dataset using IF statements and NOT functions to categorize campaign performance.
3. **Pivot Tables:** Summarized data from each platform to analyze key performance metrics like impressions, clicks, CTR, CPC, etc.
4. **Macro-Enhanced Report:** A final summary sheet that uses Macros to refresh data and apply consistent formatting across the analysis.
5. **Visual Representation:** Charts and graphs summarizing key insights from the campaign.

Questions for Analysis:

1. **Data Cleaning and Preparation:**
 - **Q1:** Using the TikTok data, identify which columns needed to be split using Text-to-Column. What steps did you take to ensure that the data was clean and ready for analysis?
 - **Q2:** After cleaning the Meta data, what patterns or errors did you notice that needed correction before further analysis?
2. **Performance Evaluation:**
 - **Q3:** Using the Meta data, apply an IF statement to evaluate the CTR of each campaign. What percentage of campaigns had a "Good" CTR (e.g., above 2%)?
 - **Q4:** Implement the NOT function to identify campaigns on Snapchat that had low engagement (e.g., less than 1000 clicks). How many campaigns were flagged for low engagement, and what might this indicate about the campaign strategy?
3. **Pivot Tables:**

- **Q5:** Create a Pivot Table from the TikTok data to sum impressions and clicks by campaign name. Which campaign had the highest CTR, and what might be the reason for its success?
 - **Q6:** From the Meta data, create a Pivot Table to analyze the performance of ads targeted at different age groups. Which age group had the highest conversion rate, and how could this insight affect future campaigns?
- 4. Macro Implementation:**
- **Q7:** How could you use Excel's Conditional Formatting to highlight campaigns with exceptional performance in your summary sheet? Provide an example of how you would set this up.
 - **Visual Representation and Summary:**
 - **Q8:** Create a chart that visualizes the cost per click (CPC) across different platforms. Based on this chart, which platform provided the best value for money in terms of CPC, and why?
 - **Q9:** Summarize the overall performance of the Ramadan campaign using the insights gained from your analysis. What recommendations would you make to improve future campaigns based on the data?

Final Report:

Compile your answers to the questions above into a comprehensive report. The report should include:

- A brief introduction to the case study and the objective of the analysis.
- The steps taken in data cleaning, preparation, and analysis.
- The results of the Pivot Tables and any key insights gained.
- Screenshots or descriptions of the Macros created.
- Visual representations of key metrics.
- A conclusion summarizing the findings and providing recommendations for future campaigns.

Additional Task:

- **Bonus Question:**
- **Q1:** Record a Macro that refreshes all Pivot Tables and applies a filter to show only campaigns with a "Good" performance status. What challenges did you face when creating the Macro, and how did you resolve them?
- **Q2:** Create a Macro that formats the summary sheet by setting header styles and column widths. How does this automation help in maintaining consistency in reporting?

This case study is designed to test your ability to handle data analysis tasks using Excel's advanced features. The questions guide you through the process of cleaning data, analyzing it using formulas, summarizing it with Pivot Tables, and automating tasks with Macros. Your final

report should demonstrate not only your technical skills but also your ability to interpret data and provide actionable insights.