

ANALYZING A RAMADAN DIGITAL MARKETING CAMPAIGN IN EXCEL



Final Report

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INTRODUCTION

Objective: Evaluate the performance of Ramadan digital marketing campaigns across TikTok, Meta, and Snapchat.

Goals:

- Uncover key insights
- Provide data-driven recommendations

Methods:

- Data cleaning
- Pivot Table creation
- Macro implementation



DATA CLEANING & PREPARATION OVERVIEW

Overview:

- Steps: Data cleaning, preparation, and analysis
- Tools Used: Excel functions, Pivot Tables, Macros



TIKTOK DATA CLEANING PROCESS

Initial Issues:

- Redundant columns
- Inconsistent data formats



TIKTOK DATA CLEANING PROCESS

Cleaning Steps:

1. Campaign Name Decomposition: Separated attributes into distinct columns
2. Redundant Column Removal: Eliminated unnecessary columns
3. Text Cleaning: Standardized text fields
4. Metric Calculation: Calculated CTR and CPC
5. Format Standardization: Unified date and numeric formats
6. Validation: Ensured data accuracy



META DATA CLEANING PROCESS

Initial Issues:

- Inconsistent numeric and percentage formatting

Cleaning Steps:

1. Text Normalization: Standardized text data
2. Data Type Validation: Ensured correct data types
3. Column Consistency Check: Validated data completeness
4. Metric Calculation: Computed CTR and CPC



SNAPCHAT DATA CLEANING PROCESS

Initial Issues:

- Ambiguous column names
- Missing key metrics

Cleaning Steps:

1. Column Renaming and Metric Calculation: Clarified column names and added metrics
2. Data Formatting: Standardized numeric formats
3. Anomaly Detection: Identified and addressed outliers
4. Column Validation and Consistency: Ensured data consistency



PIVOT TABLES & KEY INSIGHTS

Platform Analysis:

- **CPC Comparison:**

- **Meta:** \$120.78
- **Snapchat:** \$25.03
- **TikTok:** \$35.23



PIVOT TABLES & KEY INSIGHTS

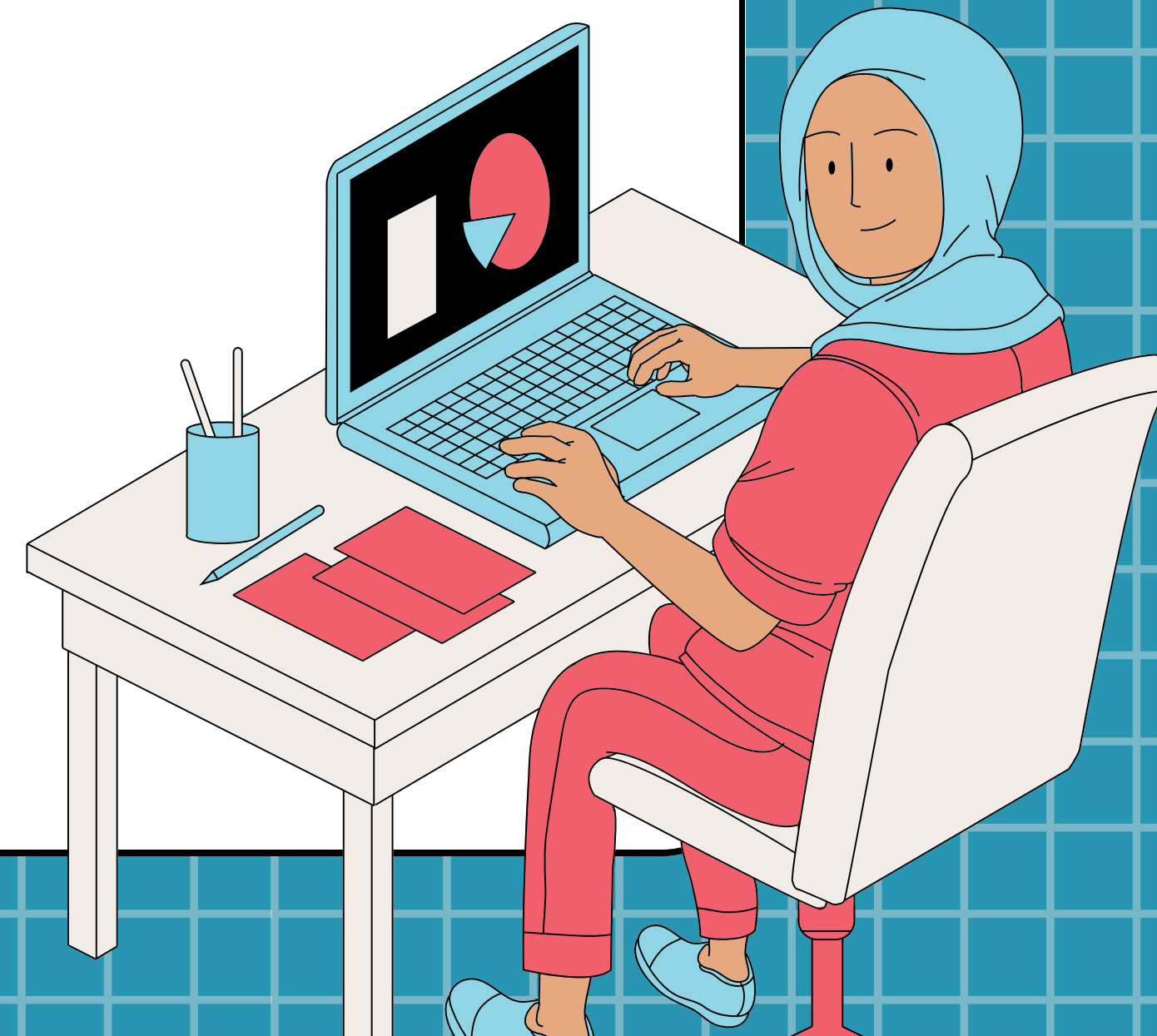
Campaign-Level Performance

Top Campaigns by Impressions:

1. CN~MCDRamadan_CH~FBIG_MK~RIY_TG
2. CN~MCDRamadan_CH~Tiktok_MK~JED_TG

Top Campaign by CTR:

- CN~MCDRamadan_CH~Tiktok_MK~AE_TG



PIVOT TABLES & KEY INSIGHTS

Comprehensive Performance by Platform Metrics Summary:

- **Meta:** Highest clicks and spending
- **Snapchat:** Lowest CPC, indicating cost-efficiency
- **TikTok:** Significant CPC and spending, noteworthy engagement

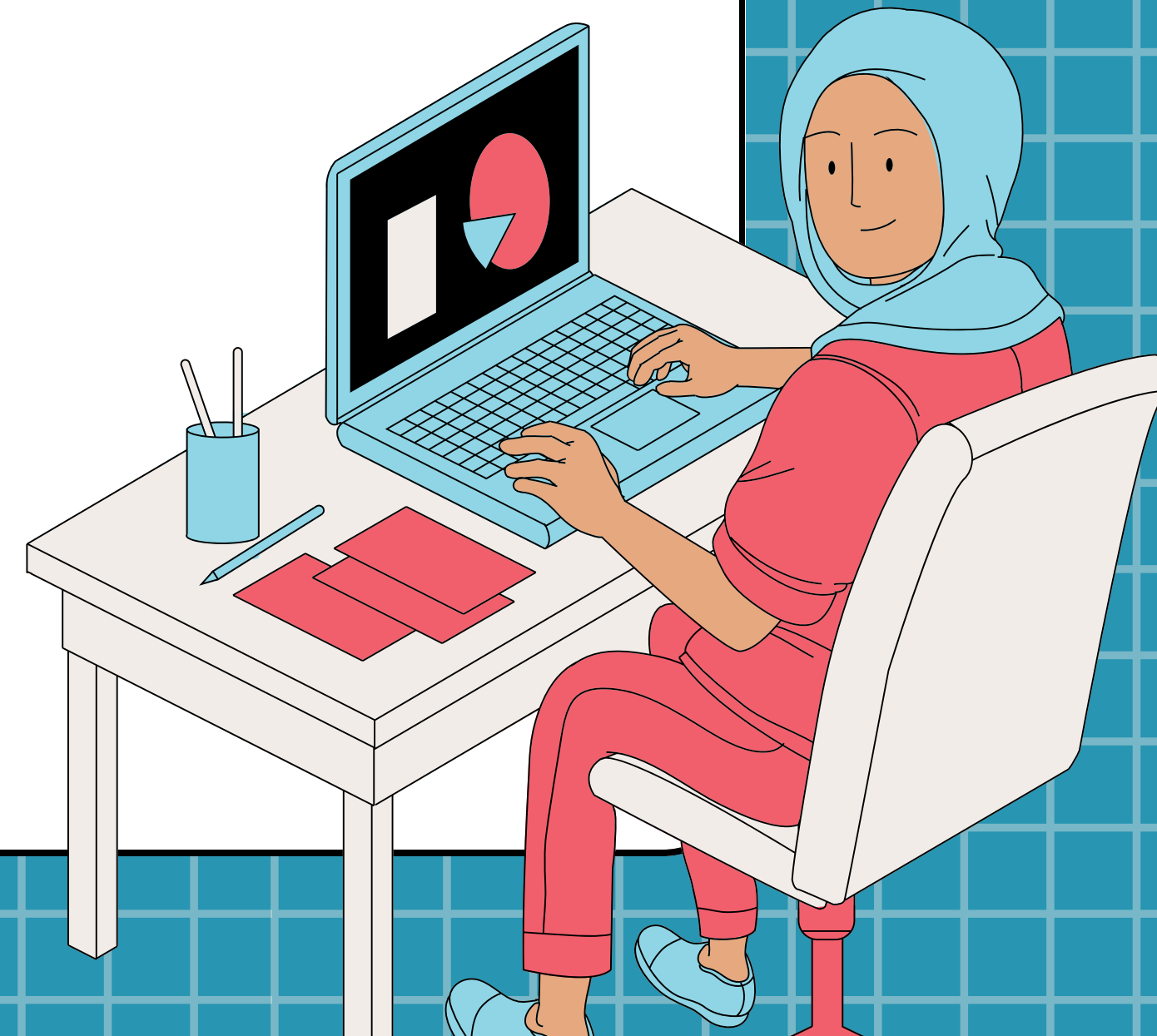


PIVOT TABLES & KEY INSIGHTS

Engagement, CPC, CTR, and VTR Overview

Metrics Comparison:

- **Meta:** High Engagement Rate and VTR, but high CPC
- **Snapchat:** Low CPC, but lower Engagement and VTR
- **TikTok:** Notable engagement and conversion rates



PIVOT TABLES & KEY INSIGHTS

Audience Segmentation Analysis

Demographic Insights:

- **Boomers vs. Millennials:**

- Millennials exhibit a higher conversion rate
- Higher clicks and impressions among Millennials



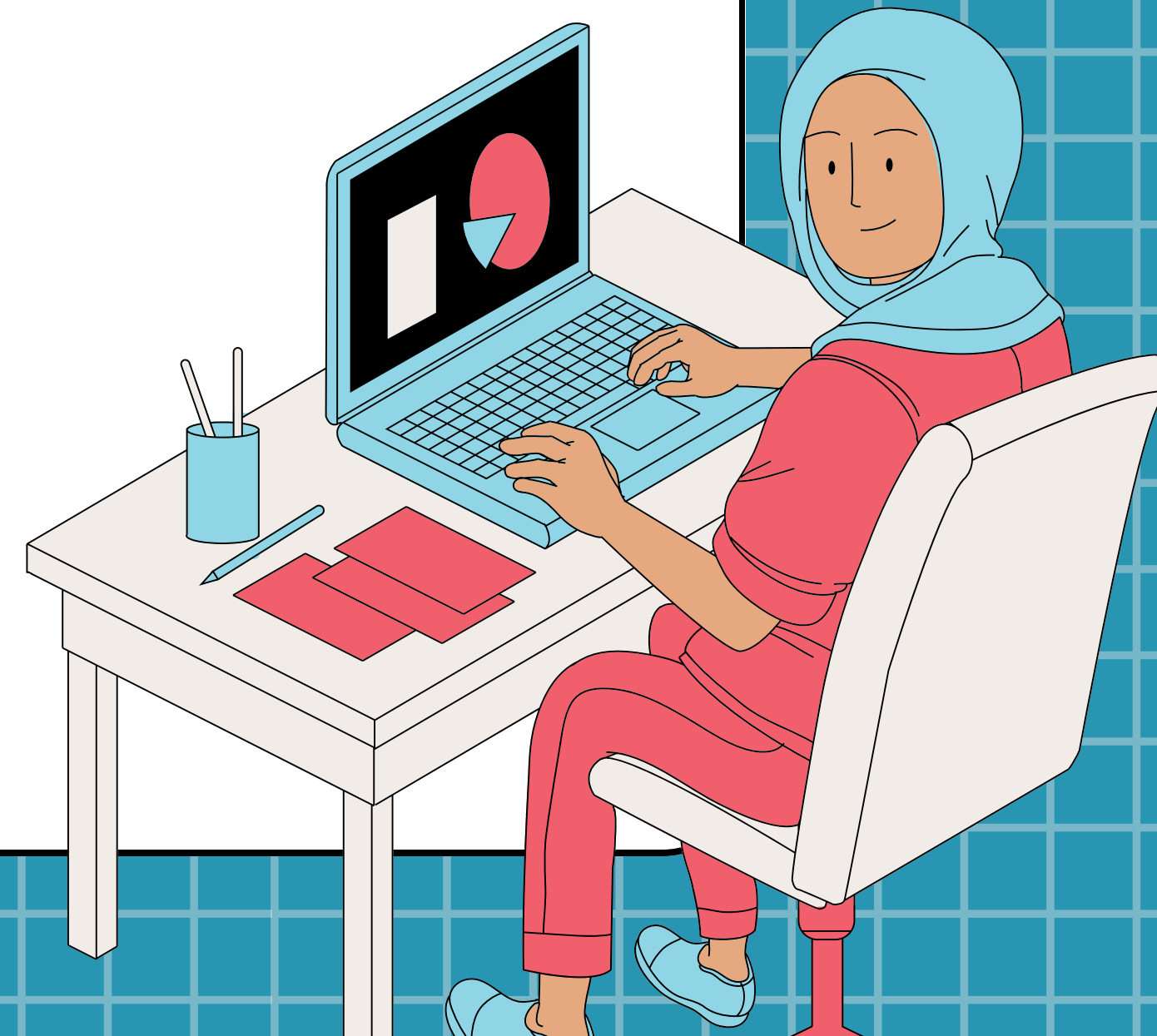
PIVOT TABLES & KEY INSIGHTS

Video Completion Rate (VTR) by Market & Platform

Meta: High VTR in AE and JED

Snapchat: Notable VTR in BH and RIY

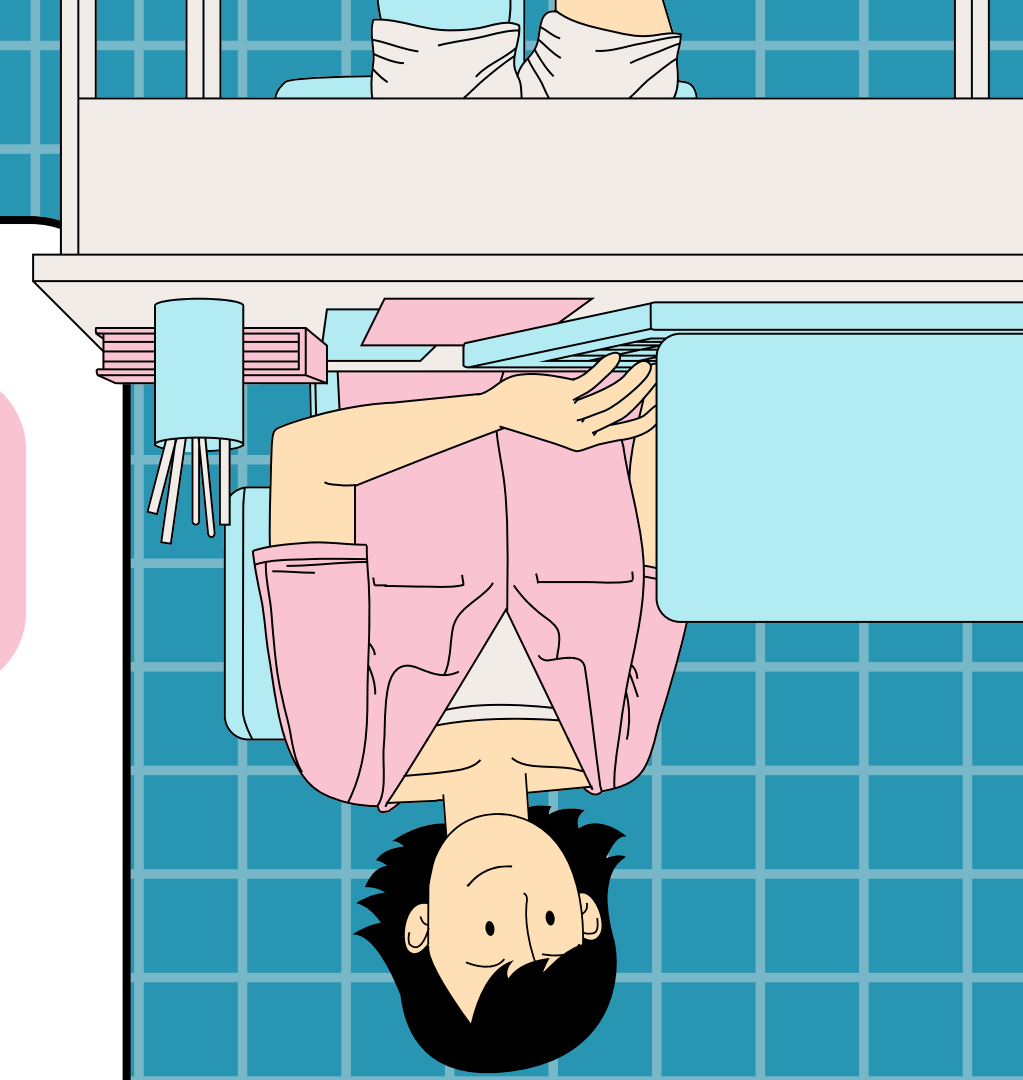
TikTok: Noticeable VTR in AE and KWT



VISUALIZATIONS

Dashboard Overview:

- Key visualizations used in analysis
- **Purpose:** Enhance understanding and insights



MACROS IMPLEMENTATION

Macros Summary:

- **Data Refresh Macro:** Updates all Pivot Tables
- **Performance Filter Macro:** Highlights top-performing campaigns
- **Conditional Formatting Macro:** Emphasizes exceptional metrics
- **Formatting Summary Sheet Macro:** Ensures consistent formatting



CONCLUSION

Key Findings:

- **Platform Performance:**
 - TikTok excels in engagement
 - Meta offers cost efficiency
 - Snapchat provides supplementary insights
- **Market Insights:** Focus on AE, JED, KW
- **Demographic Trends:** Target Millennials for higher conversion rates



RECOMMENDATIONS

- **High-Performing Markets:** Prioritize AE and JED
- **Engaged Demographics:** Focus on Millennials
- **Platform Utilization:** Leverage strengths of each platform for optimized results

**ARE THERE ANY
QUESTIONS?**



THANKYOU!

