

MARKETING CAMPAIGN RESULT

MAVEN MARKETING

Problem:

Maven Marketing possesses a dataset comprising the profiles, product preferences, and historical responses of 2,240 customers involved in various marketing campaigns. The challenge is to extract meaningful insights from this wealth of information to refine and optimize current marketing strategies.

Objectives:

- **Customer Segmentation:** Identify distinct customer segments based on profiles, preferences, and historical responses to tailor campaigns more effectively.
- **Product Affinity Analysis:** Analyze product preferences to understand which products resonate most with different customer segments, enabling targeted promotions.
- **Campaign Effectiveness:** Evaluate the success and failure patterns of past campaigns to uncover key factors contributing to customer engagement or disengagement.
- **Channel Performance Assessment:** Assess the performance of different marketing channels to allocate resources strategically and optimize channel-specific campaigns.
- **Predictive Modeling:** Develop predictive models to forecast customer responses, enabling proactive adjustments to campaigns for improved success rates.
- **Recommendation Engine:** Implement a recommendation engine to suggest personalized product offerings, enhancing the overall customer experience and increasing conversion rates.
- **Feedback Loop Integration:** Establish a feedback loop mechanism to continuously refine marketing strategies based on real-time customer responses and market dynamics.

Methodology:

- **Data Sources:** Local data sources.
- **Data Wrangling:** Collection and meticulous cleaning to ensure accuracy.
- **Data Analysis Parameters:**
 - ✓ Customer Acquisition: Number of customers buying preference .
 - ✓ Demographic Analysis: Gender , education level , income and age group distribution among customers.
 - ✓ Geographical Insights: country wise marketing outcomes
 - ✓ Channel Preferences: Analysis the channel performance and campaign output.
 - ✓ Key Drivers : Factors influencing the most and product is performing well.
 - ✓ product Preferences: Examination of preferred products among customers.
- **Data Visualization:** Charts and graphs for education level distribution, age groups, product , channel preferences, countries and more.

Goal and KPIs:

The goal is to transform Maven Marketing's marketing approach into a data-driven, adaptive strategy that resonates with diverse customer segments, maximizes campaign success, and ensures a positive return on marketing investments.

- Comparing the campaigns success- out of 5 , 4 campaign are working fine
- Products revenue compare -wine & meat products are having high revenue
- Product performing best- wine & meat product
- Average customer look like- education level, income, marital status etc
- Factors related to web purchase
- Customer best preference – store purchases >web visits >web purchases

Technical Processes:

COUNT, SUM, PIVOT TABLE AND CHARTS, SORT, FILTER, GRAPHS, AVERAGE, MAX, MIN , TEXT, AVAREGE, etc

Business Concepts Used:

The dataset contain historical data of the marketing campaign result ,which mostly contain the customer buying patterns.to understand this data following concepts are used ,which are mostly based on 5 marketing domains- Product, Price, Promotion, Place, and people

- Market Understanding - understanding demographic and markets insights
- Customer Demographic- profile, education level, age group , marital status ,number of kids/teens etc.
- Customer Behaviour- various salary group for understand buying pattern and relating above factors also.
- Customer options/channels
- Products sells with respective to location , age group etc.

Recommended Analysis:

1. Are there any null values or outliers? How will you handle them?
2. What factors are significantly related to the number of web purchases?
3. Which marketing campaign was the most successful?
4. What does the average customer look like?
5. Which products are performing best?
6. Which channels are underperforming