Marketing Campaign Result

contents

Introduction

Problem & Background

This project evaluates marketing campaign success for Maven Marketing using data from 2,240 customers. Key tasks include identifying data issues, understanding web purchase drivers, and assessing campaign success rates. The goal is to identify top products and channels while highlighting areas for improvement. Maven Marketing's data covers customer demographics, product preferences, and campaign responses, enabling a thorough performance analysis.

Goals And KPI'S

Goals

Enhance marketing campaigns to drive online sales, increase website traffic, improve customer engagement, and maximize revenue.
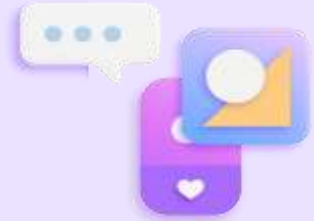
KPI'S

NumWebPurchase	NumWebVisitMonth	Revenue
9150	11909	₹13,56,988

| Sum of All Accepted Campaign	Response Rate	Total Cusomer
1001	45%	2,240

Recommended Analysis

Q.1 Are there any null values or outliers? How will you handle them?

Missing Values: We opted to impute the missing income values using the mean value of the entire income column. This approach assumes that the missing values are distributed randomly across the income spectrum.

Outliers: We addressed the outlier of 666666 by replacing it with the second-highest income value in the dataset.

Q.2 What factors are significantly related to the number of web purchases?

NumWebPurchase By Income

NumWebPurchase By Year of Birth
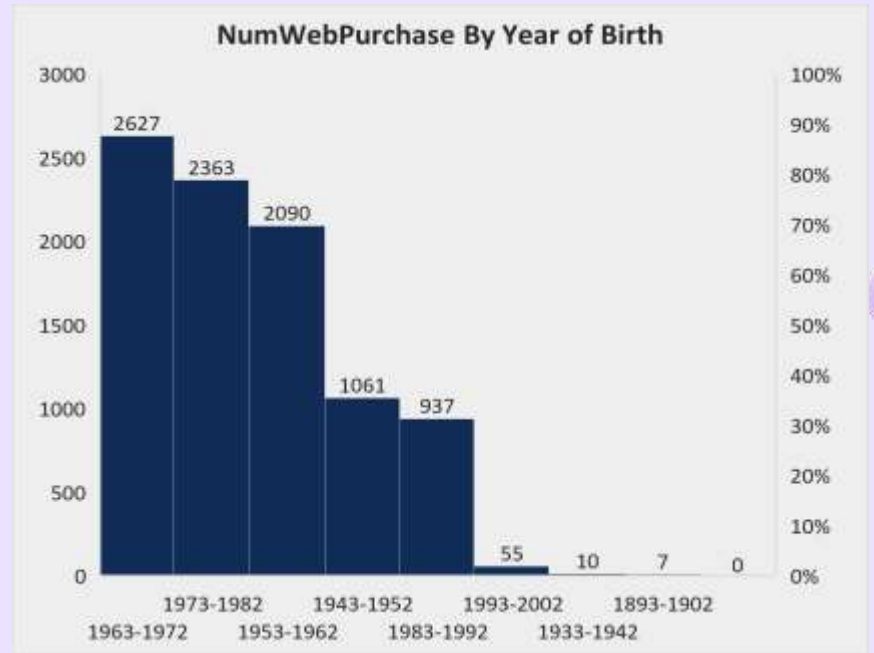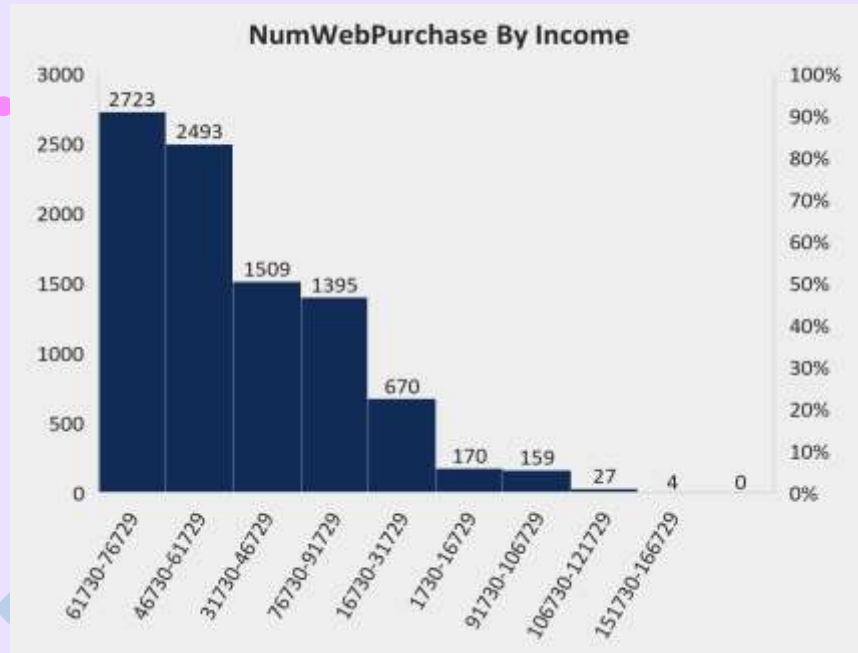
Q.2 What factors are significantly related to the number of web purchases?

Factors significantly related to the number of web purchases include year of birth, education background, marital status, and income.

NumWebPurchases By Marrital Status

Marrital Status	Value
Married	3532
Together	2367
Single	1859
Divorced	1000
Widow	356
Alone	
YOLO	
Absurd	

NumWebPurchase By Education

| Education	Value
Graduation	4649
PhD	2150
Master	1492
2n Cycle	757
Basic	0

Q.3 Which marketing campaign was the most successful?

Determined the most successful campaign based on customer acceptance of the offered discount, as indicated by the highest response rate, which corresponds to the last campaign known as the "Response" campaign.

Sum of Accepted Campaign

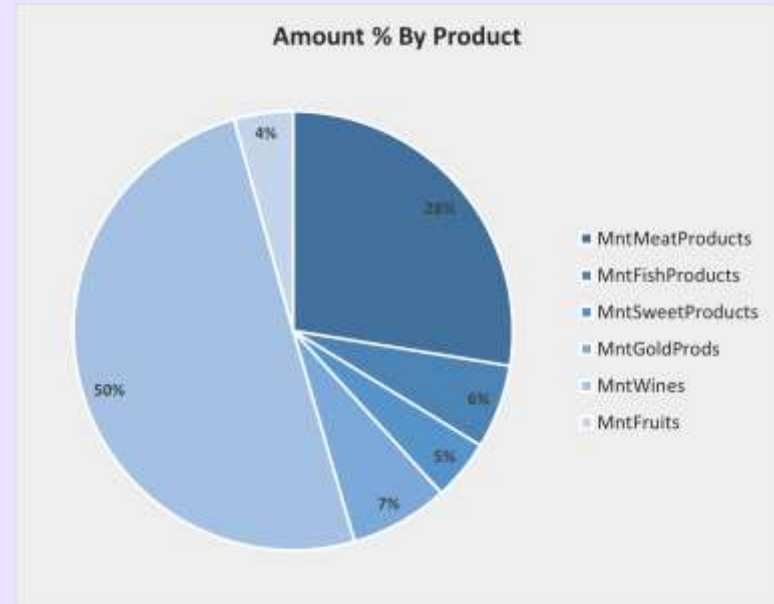| Campaign	Value
Response(Last Cmp)	334
AcceptedCmp4	167
AcceptedCmp3	163
AcceptedCmp5	163
AcceptedCmp1	144
AcceptedCmp2	

Q4. What does the average customer look like?

Defined the average customer as born between 1963 and 1982, married, with higher education, and an annual income ranging between $151,000 and $167,000.
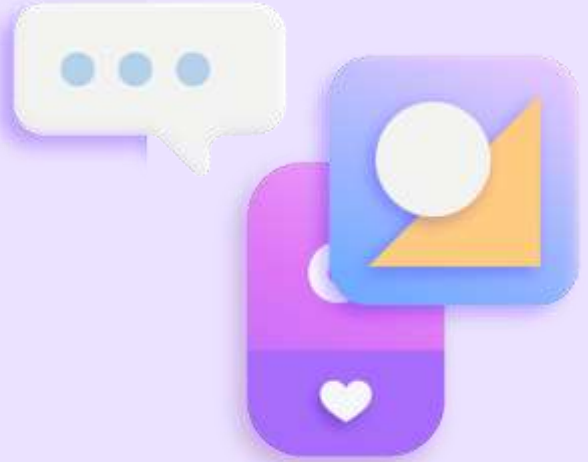
Q.5 Which products are performing best?

Identified wines as the best-performing product category based on total spending amounts in the last two years.

Amount % By Product

- MntMeatProducts
- MntFishProducts
- MntSweetProducts
- MntGoldProds
- MntWines
- MntFruits

4%
28%
50%
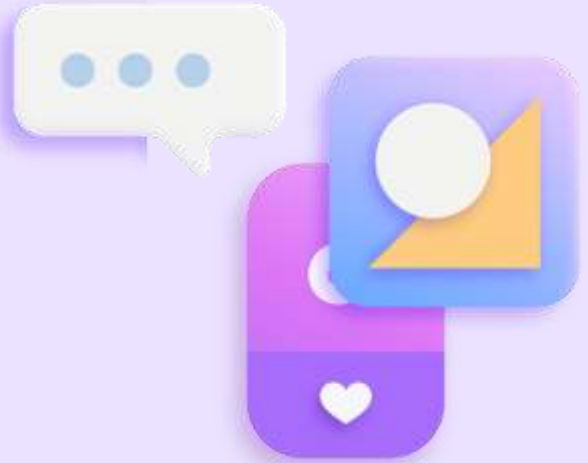6%
5%
7%

Q.6 Which channels are underperforming?

Identified underperforming marketing channels by examining the total number of discount purchases, highlighting channels with the lowest engagement rates.

Purchase % By Channel

- NumStorePurchases
- NumCatalogPurchases
- NumWebPurchases
- NumDealsPurchases

16%

27%

18%

39%
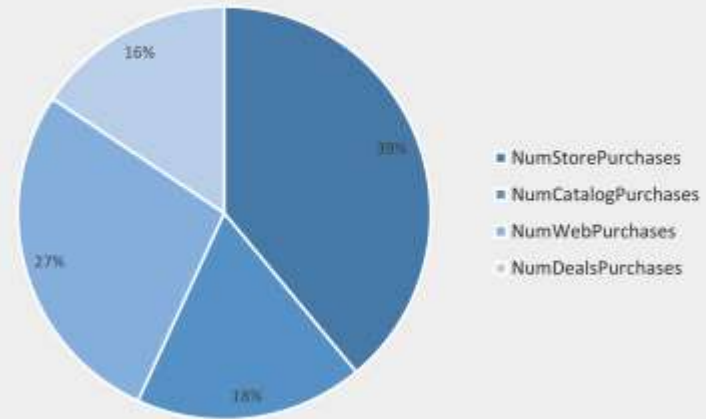
Conclusion

The Marketing Campaign Analysis project provided Maven Marketing with valuable insights into their customer base, product performance, and the effectiveness of their marketing campaigns. By addressing data quality issues, identifying key factors influencing customer behavior, and evaluating the success of marketing efforts, this analysis offers a data-driven foundation for optimizing future marketing strategies. The insights derived from this project will help Maven Marketing to better target their audience, improve customer engagement, and maximize overall business performance.

Thanks!