

IBM - Skillsbuild / Datahack

POWER BI Convocatoria ENERO 2024

Campaign *Insight Analysis*



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Campaign *Insight Analysis*

1. Overview:

Explore Marketing Insights Dashboard on Power BI for a quick look at how campaigns are doing. This user-friendly report helps us understand our customers better, find out what they like, and see which campaigns work best.

2. Customer Details:

1. **Age, Income, and More:** See who our customers are—what ages they are, how much they earn, and other important details.
2. **Marriage and Education:** Check if being married or having a certain level of education affects how customers respond to our campaigns.

3. Spending By:

1. **Top Products:** Find out which products are the favorites, helping us focus on what customers love.
2. **Best Marketing Channels:** Learn which marketing channels (like online ads or social media) are most effective in reaching our customers.
3. **Age, Income, and More:** See who our customers are—what ages they are, how much they earn, and other important details.

4. Campaign Results:



1. **Success or Not:** Quickly see which campaigns did well and which ones we might need to tweak.

DATASET

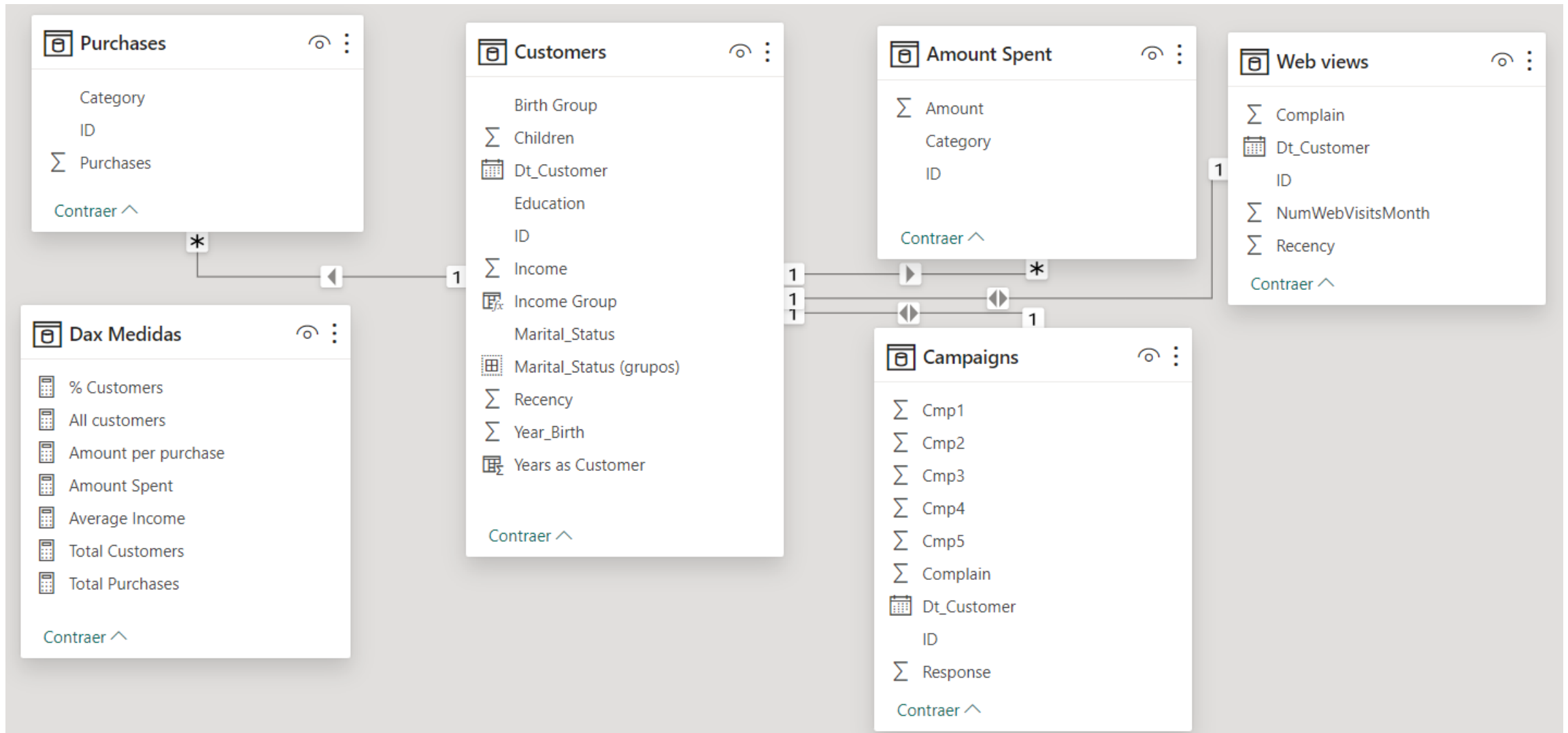
Context

A response model can provide a significant boost to the efficiency of a marketing campaign by increasing responses or reducing expenses. The objective is to predict who will respond to an offer for a product or service

Content

- AcceptedCmp1 - 1 if customer accepted the offer in the 1st campaign, 0 otherwise
- AcceptedCmp2 - 1 if customer accepted the offer in the 2nd campaign, 0 otherwise
- AcceptedCmp3 - 1 if customer accepted the offer in the 3rd campaign, 0 otherwise
- AcceptedCmp4 - 1 if customer accepted the offer in the 4th campaign, 0 otherwise
- AcceptedCmp5 - 1 if customer accepted the offer in the 5th campaign, 0 otherwise
- Response (target) - 1 if customer accepted the offer in the last campaign, 0 otherwise
- Complain - 1 if customer complained in the last 2 years
- DtCustomer - date of customer's enrolment with the company
- Education - customer's level of education
- Marital - customer's marital status
- Kidhome - number of small children in customer's household
- Teenhome - number of teenagers in customer's household
- Income - customer's yearly household income
- MntFishProducts - amount spent on fish products in the last 2 years
- MntMeatProducts - amount spent on meat products in the last 2 years
- MntFruits - amount spent on fruits products in the last 2 years
- MntSweetProducts - amount spent on sweet products in the last 2 years
- MntWines - amount spent on wine products in the last 2 years
- MntGoldProds - amount spent on gold products in the last 2 years
- NumDealsPurchases - number of purchases made with discount
- NumCatalogPurchases - number of purchases made using catalogue
- NumStorePurchases - number of purchases made directly in stores
- NumWebPurchases - number of purchases made through company's web site
- NumWebVisitsMonth - number of visits to company's web site in the last month
- Recency - number of days since the last purchase

Data Model *Marketing Campaign Insights*



Dashboard Power BI *Marketing Campaign Insights*



MARKETING CONSULTANTS

Campaign *Insight Analysis*



Marketing Campaign *Insight Analysis*

Overview

2.240

Total Customers

\$52.247

Average Income

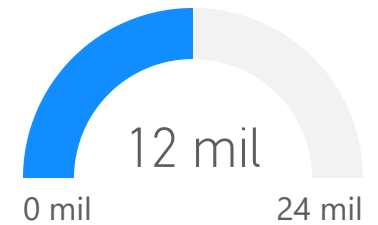
\$1,36 mill.

Amount Spent

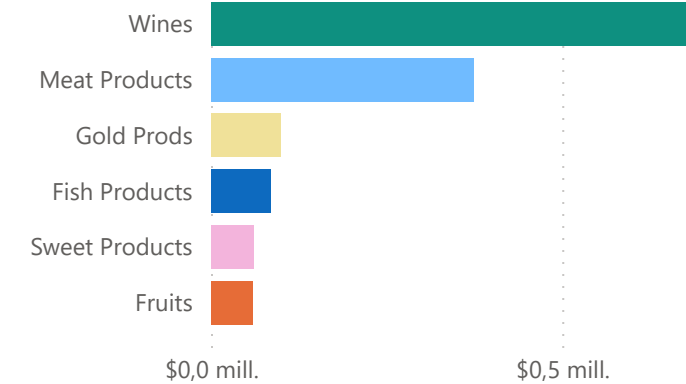
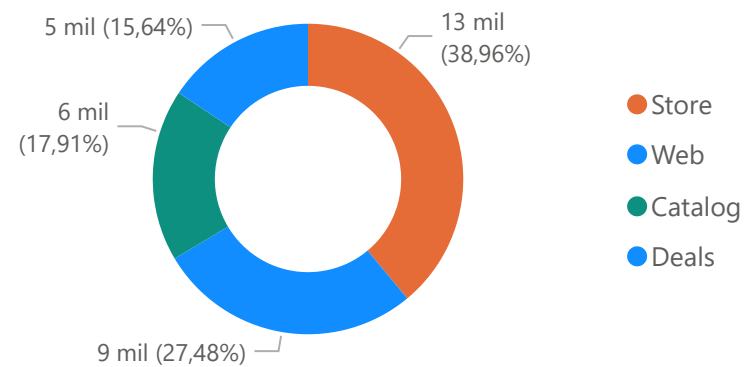
\$40,76

Amount per purchase

WebVisitsMonth



Popular Platform and products

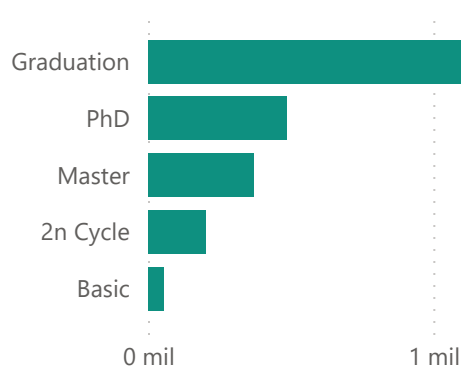


Marketing Campaign *Insight Analysis*

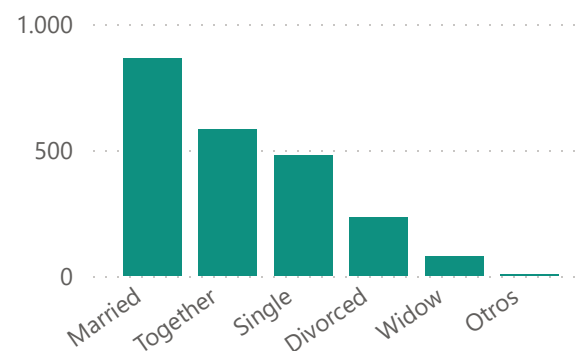
Customer Details



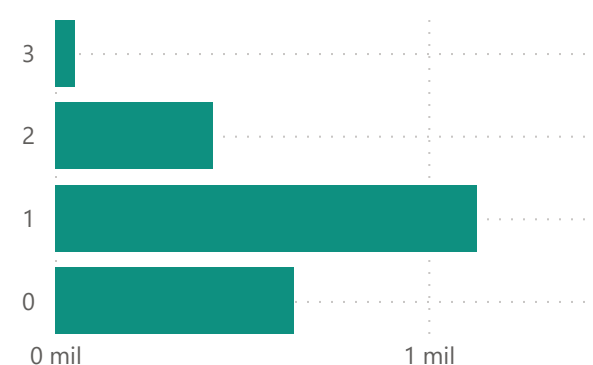
Customers by Education



Marital Status

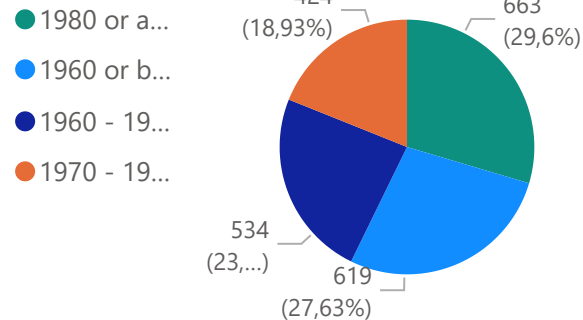


Children

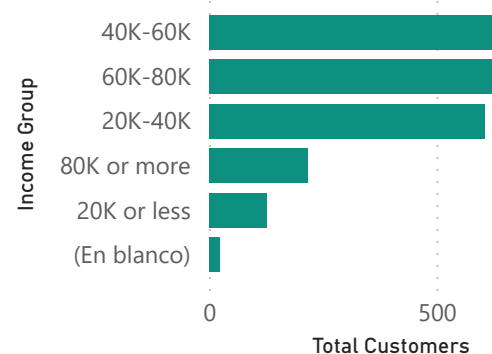


Customers by Age

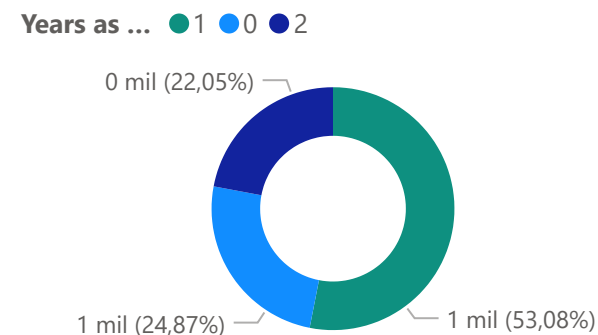
Birth Group



Income Group



Years as Customer



2.240

Total Customers

\$52.247

Average Income

\$1,36 mill.

Amount Spent

\$40,76

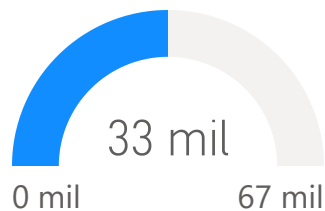
Amount per purchase

Marketing Campaign *Insight Analysis* by Platform

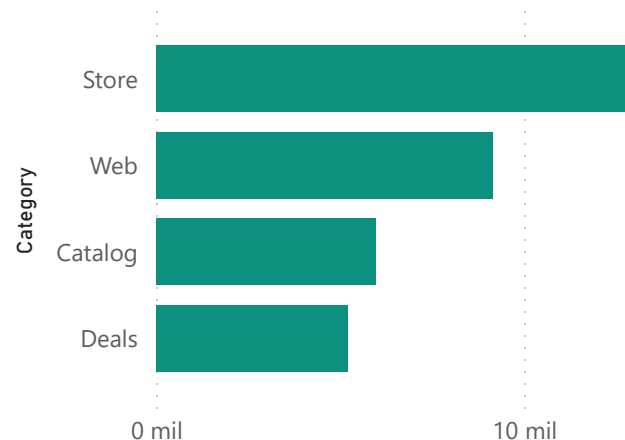
\$40,76

Amount per purchase

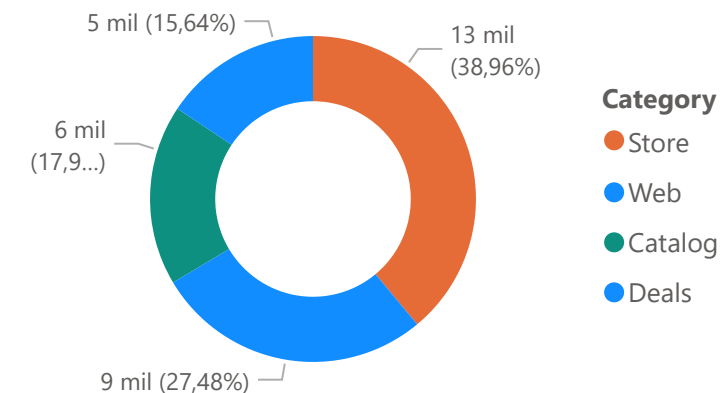
Total Purchases



Total Purchases by Category

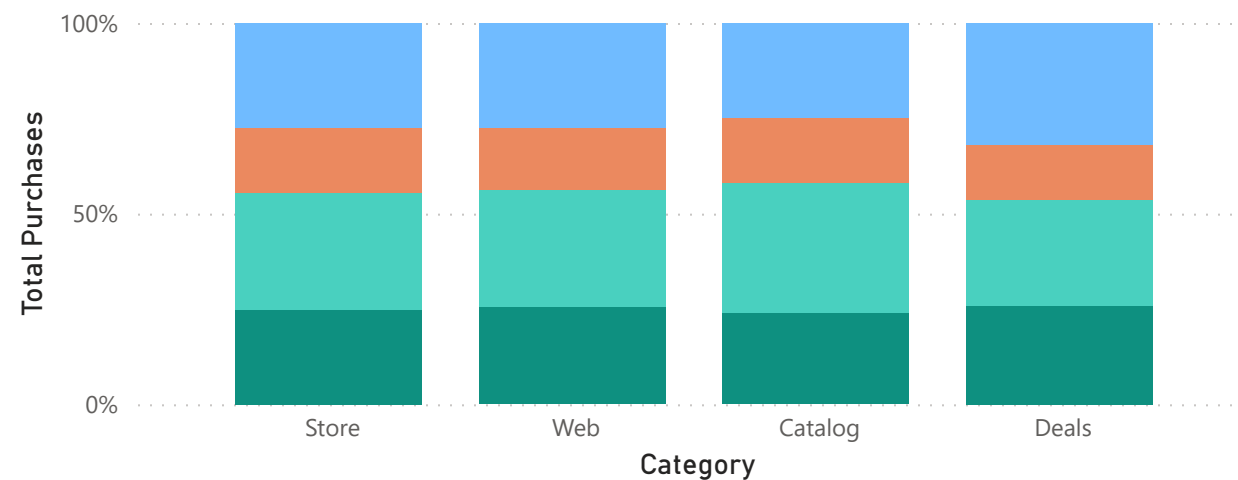


Purchases



Total Purchases por Category y Birth Group

Birth Group ● 1960 - 1970 ● 1960 or before ● 1970 - 1980 ● 1980 or after



Birth Group	Catalog	Deals	Store	Web	Total
1970 - 1980	1.011	760	2.238	1.481	5.490
1960 - 1970	1.435	1.341	3.207	2.347	8.330
1980 or after	1.483	1.660	3.556	2.519	9.218
1960 or before	2.034	1.447	3.969	2.803	10.253
Total	5.963	5.208	12.970	9.150	33.291

Marketing Campaign *Insight Analysis*

Spending by

\$1,36 mill.

Amount Spent

Fish Products

\$84.057

Fruits

\$58.917

Gold Prods

\$98.609

Meat Products

\$373.968

Sweet Products

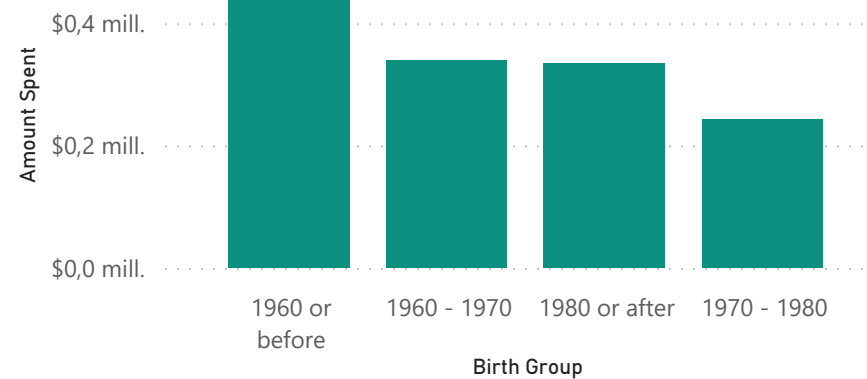
\$60.621

Wines

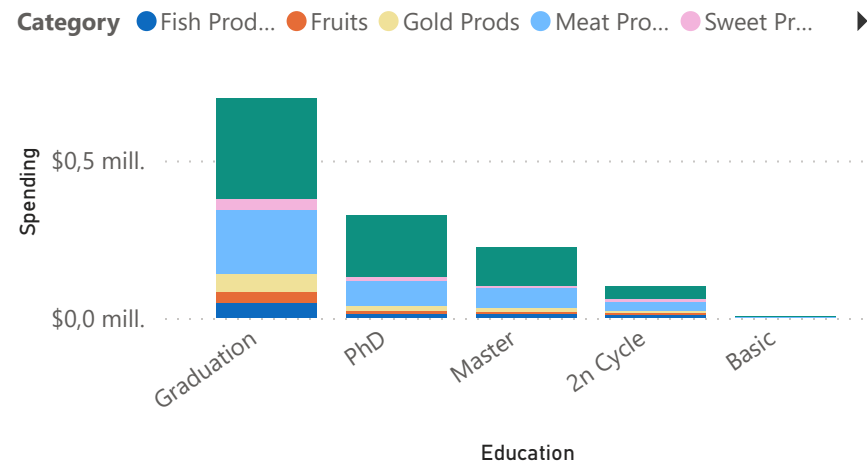
\$680.816



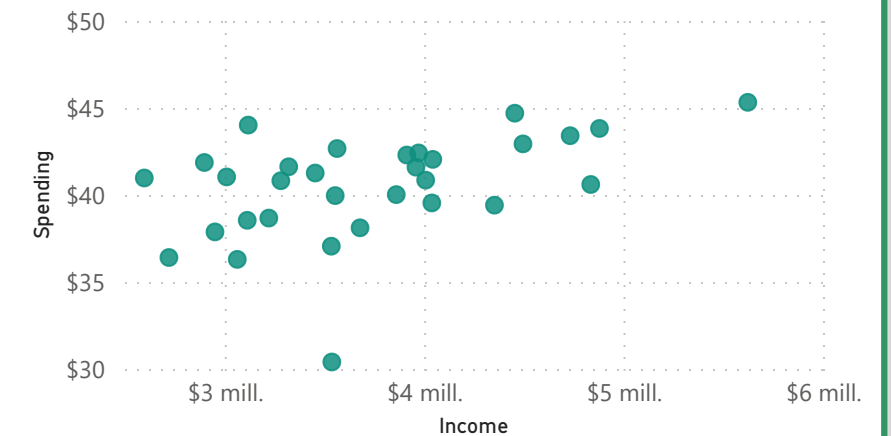
Spending by Age Group



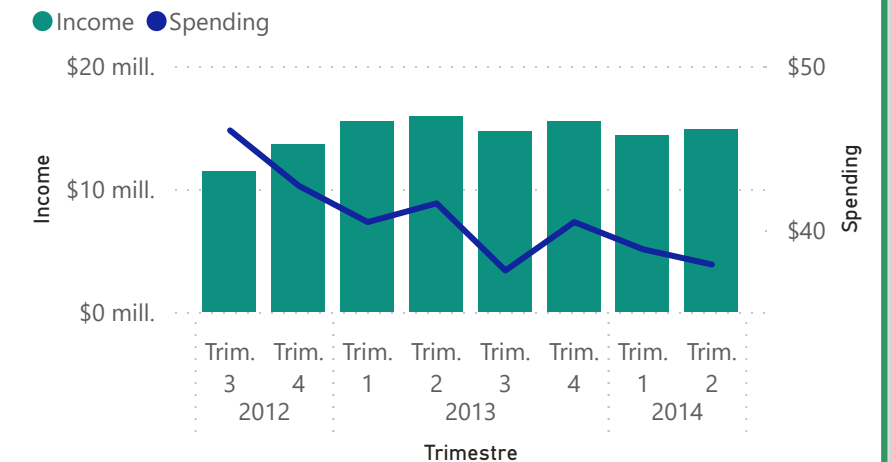
Spending by Education



Income y Spending by Day



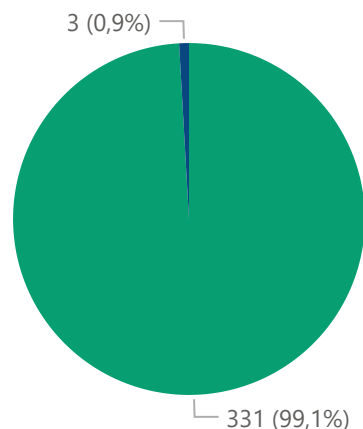
Income and Spending by Year and Quarter



Marketing Campaign *Insight Analysis*

by Campaign

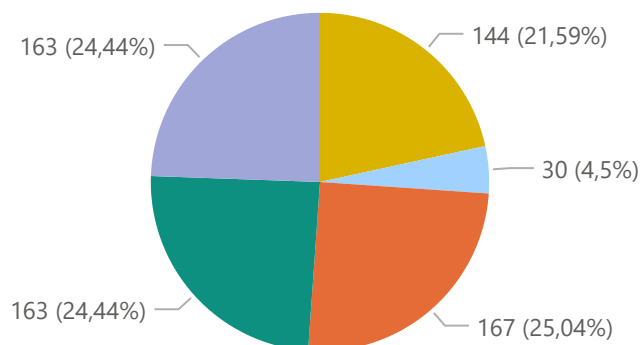
Response



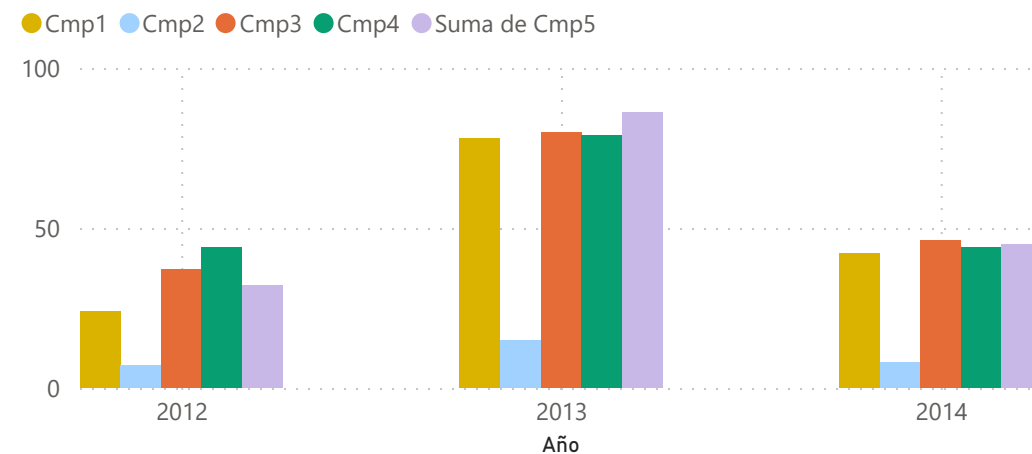
Complain



Accepted Campaign



Accepted Campaigns by Year



Complains by Year

