**Report of Power BI project**

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**Visualizations and Insights**

1. **Campaign Acceptance and Purchases**
   * **Bar Chart**:
     + This chart shows the sum of campaign acceptances for different campaigns (AcceptedCmp1, AcceptedCmp2, AcceptedCmp3).
     + Insight: The number of acceptances for each campaign appears relatively consistent, suggesting similar customer engagement across these campaigns.
2. **Total Purchases by Number of Kids and Teens**
   * **Scatter Plot**:
     + This plot visualizes the relationship between the total number of kids/teens in a household (TotalKidsTeens) and the total purchases (TotalPurchases).
     + Insight: There is no clear pattern indicating that the number of kids or teens directly affects the total purchases, as the data points are scattered without a discernible trend.
3. **Sum of Different Purchase Types**
   * **Bar Chart**:
     + This chart shows the sum of various types of purchases: catalog purchases (NumCatalogPurchases), deal purchases (NumDealsPurchases), store purchases (NumStorePurchases), and web purchases (NumWebPurchases).
     + Insight: Store purchases appear to be the highest, followed by web and catalog purchases, indicating a preference for in-person shopping among customers.
4. **Web Visits and Web Purchases**
   * **Pie Chart**:
     + This chart shows the proportion of web visits (NumWebVisitsMonth) to web purchases (NumWebPurchases).
     + Insight: The majority of web interactions result in web purchases, indicating effective conversion from visits to purchases.
5. **Sum of Purchases by Product Categories**
   * **Bar Chart**:
     + This chart shows the sum of purchases for different product categories: fish products (MntFishProducts), fruits (MntFruits), gold products (MntGoldProds), meat products (MntMeatProducts).
     + Insight: Meat products have the highest purchase amount, followed by fish products, suggesting a higher customer preference for these categories.

**Summary**

The Marketing Campaign Dashboard provides valuable insights into customer behaviors and preferences across various dimensions. The key findings are:

* Campaign engagement is consistent across different campaigns.
* There is no significant correlation between the number of kids/teens in a household and total purchases.
* Store purchases are the most common, followed by web and catalog purchases.
* A high conversion rate from web visits to web purchases.
* Meat products are the most popular, followed by fish products.

