

#Marketing Campaign Performance

##Introduction

The Marketing Campaign Performance Dataset provides valuable insights into the effectiveness of various marketing campaigns. The dataset contains information about campaign types, target audience, duration, channels used, conversion rates, acquisition costs, ROI, locations, languages, clicks, impressions, engagement scores, customers segments, and dates.

##Objective

The objective of this analysis is to uncover insights regarding **campaign performance, audience preferences, channel effectiveness, and ROI. By leveraging this datasets, marketers and data analyst can refine their marketing strategies, optimize campaigns, and drive targeted growth.**

##Dataset Dictionary:

Campaign_ID: Unique ID of the campaign

Company: Name of the company the campaign was made for.

Campaign_Type: category of the advert

Target_Audience: Potential people to be interested in the campaign

Duration:

Channel_Used: Social media channel used for the campaign

Conversion_Rate: Conversion Rate, it is the percentage of people who convert after clicking on your ads. Depending on your goals, a conversion may mean they make a purchase, complete a contact form, request a free trial, or take another desired action.

Acquisition_Cost: Cost is the actual money spent by the advertiser for related ad group.

ROI: Revenue is the total amount of income generated by advertisement.

Location: The geo-location

Language: The language used for the advertisement

Clicks: how many clicks the ad received

Impressions: metrics used in digital marketing to quantify the number of digital views or engagements of an advertisement. Impressions are referred to as an "ad view."

Engagement_Score:

Date: Date of the campaign.

##Tools

Python and PowerBI

##Business Question

Which campaign type have the highest ROI?

How does the conversion rate vary across different months?

Which campaign_ID has the most impressions and clicks?

How does the acquisition cost spent on advertising compare to the ROI?

Which campaign type had the highest count of the target audience?

##Data Transformation

Remove the dollar sign and commas from the acquisition cost column.

Convert the duration column to numeric by extracting the number of days.

Convert date column to datetime format

Check missing values

##Insights

Google Ads channel used for campaigns has outperformed, achieving the highest number of Clicks.

Campaign_ID 102978 has received the highest number of impressions.

##Recommendations

A thorough assessment of underperforming ad groups can be conducted to identify areas for enhancement. We can refine the content, target different audience segments, or adjust the bidding strategy to improve its effectiveness.

MARKETING CAMPAIGN PERFORMANCE ANALYSIS

1.06bn

Sum of Impressions

105.70M

Sum of Clicks

5.49

Average of Engagement_Score

R2.4bn

Sum of Acquisition_Cost

961.94K

Sum of ROI

Date

All

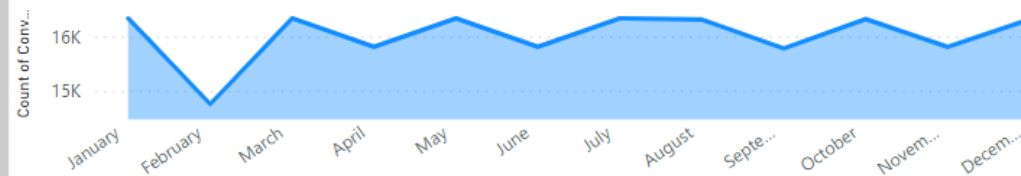
Location, Day

All

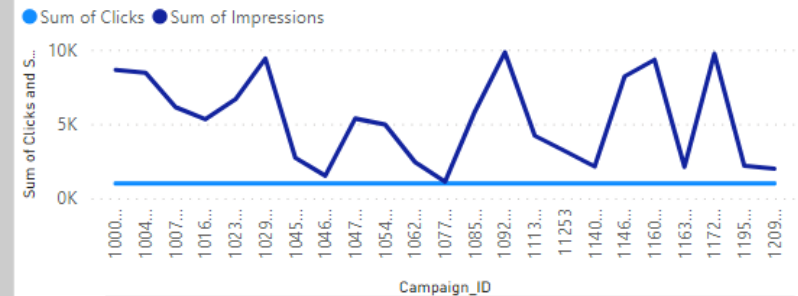
Company

All

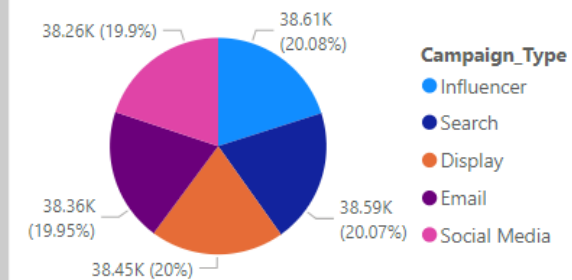
Count of Conversion_Rate by Month



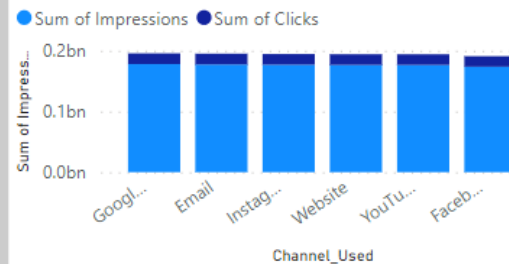
Sum of Clicks and Sum of Impressions by Campaign_ID



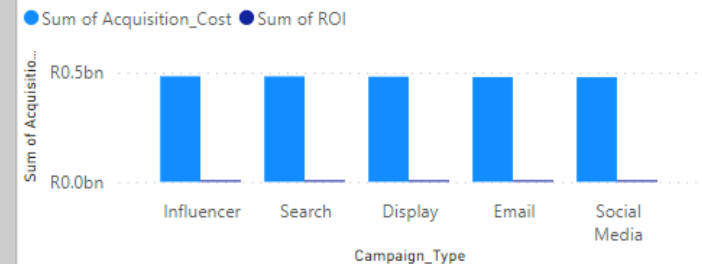
Count of Target_Audience by Campaign_Type



Sum of Impressions and Sum of Clicks by Channel_Used



Sum of Acquisition_Cost and Sum of ROI by Campaign_Type



- How do I decide on the KPI's?
- What can actually assist me to determine the KPI's to determine the performance of a campaign?
- What parts of my project portfolio do you think are really good for getting a data analyst job?
- What things could I make better in my project portfolio?
- Do my projects show that I'm good at data analysis?
- Does my portfolio show my skills and experience well?
- Should I add more types of analysis to make my portfolio stronger?
- How can I make my portfolio fit better with the kinds of jobs I want?
- What do employers usually like to see in a data analyst's portfolio, and is mine good enough?
- What skills should I work on improving, based on my portfolio projects?
- How should I talk about my portfolio in job interviews or when talking to employers? Is this the right way to share it?