Background and Problem:

1. Maven Marketing conducted a marketing campaign to engage potential and inactive customers.
2. Data from 2,240 customers were analyzed to identify characteristics of the average customer and factors affecting web channel sales.
3. The goal is to collect and clean the data, analyze it using Excel's Pivot Table feature, and provide recommendations based on the findings.
4. The project scope includes data collection, cleaning, analysis, and recommendations for marketing strategies.

Methodology and Project Scope:

1. Data collection: Gather data from 2,240 customers who participated in the marketing campaign.
2. Data cleaning: Clean the data to remove duplicates, handle missing values, and ensure data consistency.
3. Analysis: Utilize Excel's Pivot Table feature to analyze customer profiles, campaign success, channel performance, and revenue improvement.
4. Recommendations: Based on the analysis, provide actionable recommendations for marketing strategies to improve campaign effectiveness and increase revenue.

Goals and Key Performance Indicators (KPIs):

1. Increase revenue: Measure the effectiveness of the marketing campaigns in generating revenue.
2. Improve marketing strategies: Identify areas for improvement and suggest strategies to target potential customers.
3. Key Performance Indicators (KPIs): Track conversion rate, customer acquisition cost (CAC), return on investment (ROI), click-through rate (CTR), and customer lifetime value (CLV) to evaluate campaign performance.

Concepts Used:

1. Pivot Tables: Analyze and summarize the data to gain insights into customer profiles, campaign success, and channel performance.
2. Data cleaning and pre-processing: Ensure data accuracy and consistency by removing duplicates and handling missing values.
3. Mathematical operations: Calculate metrics such as conversion rate, CAC, ROI, CTR, and CLV to evaluate campaign effectiveness.
4. Data visualization: Present findings using charts and graphs to aid in data interpretation.
5. Data dictionaries: Document data definitions and structures for easy reference and understanding.

Conclusion: By analyzing the marketing campaign data using Excel's Pivot Table feature, Maven Marketing can gain insights into customer profiles, campaign success, and channel performance. These insights can be used to improve marketing strategies, increase revenue, and target potential customers more effectively. Key performance indicators such as conversion rate, CAC, ROI, CTR, and CLV will help measure the success of the campaigns and guide future marketing efforts. The project's findings and recommendations will assist Maven Marketing in optimizing their marketing strategies and achieving better results.

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