Get Started

TrendMart, an online shopping website, seeks a detailed analysis of their advertisements aimed at boosting sales. They have provided the target and actual leads generated over four weeks of the month to evaluate the performance of these ads.

Objective

Ad Performance: Assess whether each ad met its weekly and cumulative lead generation targets.

Overall Marketing Performance: Evaluate the total lead generation over the four weeks and identify any trends.

Data

Target Leads Data: This dataset outlines the weekly lead generation targets for each ad over the four weeks of the month.

Actual Leads Data: This dataset details the actual leads generated by each ad over the four weeks of the month.

Target Leads				
Ads	**Week 1**	**Week 2**	**Week 3**	**Week 4**
UnityUtsav	1000	1600	1900	2000
SaalKaSabseBadaSale	1500	2000	1300	1800
DeshKiBachat	1700	1400	1900	2100
BigBharatSale	1800	1700	1900	2600
MahaOfferMela	1500	1500	1400	1600
SwadeshiShopping	1700	1600	1800	1900

Actual Leads				
Ads	**Week 1**	**Week 2**	**Week 3**	**Week 4**
UnityUtsav	500	900	1700	2000
SaalKaSabseBadaSale	1200	1500	2100	1900
DeshKiBachat	1500	1300	2300	2000
BigBharatSale	1700	2200	2500	2800
MahaOfferMela	1000	1600	2000	1800
SwadeshiShopping	1300	1600	2200	2000

Lead performance overview	
Total actual leads	41600
Numebr of weeks	4
Number of Ads	6
Average leads per week	10400
Average leads per Ads	6933.333333

Week-wise Lead analysis	
Week	**Lead**
Week 1	7200
Week 2	9100
Week 3	12800
Week 4	12500

Maximum Lead	12800
Minimum Lead	7200

Ad-wise Lead analysis	
Ads	**Total Leads**
UnityUtsav	5100
SaalKaSabseBadaSale	6700
DeshKiBachat	7100
BigBharatSale	9200
MahaOfferMela	6400
SwadeshiShopping	7100

Minimum Lead	5100
Maximum Lead	9200

Ad performance analysis

	Target Leads				Actual Leads				Target vs Actual			
Ads	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
UnityUtsav	1000	1600	1900	2000	500	900	1700	2000	Target Missed	Target Missed	Target Missed	Target Achieved
SaalKaSabseBadaSale	1500	2000	1300	1800	1200	1500	2100	1900	Target Missed	Target Missed	Target Achieved	Target Achieved
DeshKiBachat	1700	1400	1900	2100	1500	1300	2300	2000	Target Missed	Target Missed	Target Achieved	Target Missed
BigBharatSale	1800	1700	1900	2600	1700	2200	2500	2800	Target Missed	Target Achieved	Target Achieved	Target Achieved
MahaOfferMela	1500	1500	1400	1600	1000	1600	2000	1800	Target Missed	Target Achieved	Target Achieved	Target Achieved
SwadeshiShopping	1700	1600	1800	1900	1300	1600	2200	2000	Target Missed	Target Achieved	Target Achieved	Target Achieved

Ad Overall Performance Analysis			
Ads	**Target Leads**	**Actual Leads**	**Target vs Actual**
UnityUtsav	6500	5100	Target Missed
SaalKaSabseBadaSale	6600	6700	Target Achieved
DeshKiBachat	7100	7100	Target Achieved
BigBharatSale	8000	9200	Target Achieved
MahaOfferMela	6000	6400	Target Achieved
SwadeshiShopping	7000	7100	Target Achieved

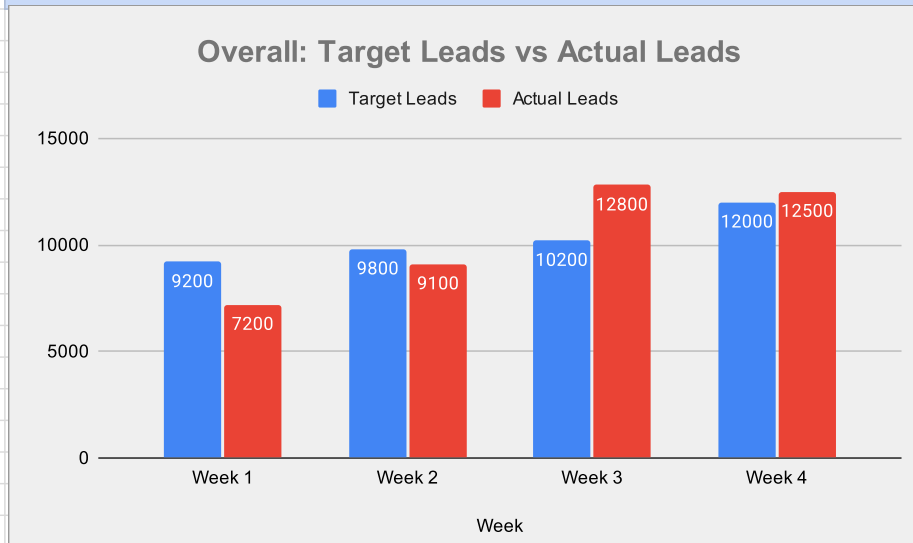
Overall Performance Analysis			
Week	**Target Leads**	**Actual Leads**	**Target vs Actual**
Week 1	9200	7200	Target Missed
Week 2	9800	9100	Target Missed
Week 3	10200	12800	Target Achieved
Week 4	12000	12500	Target Achieved

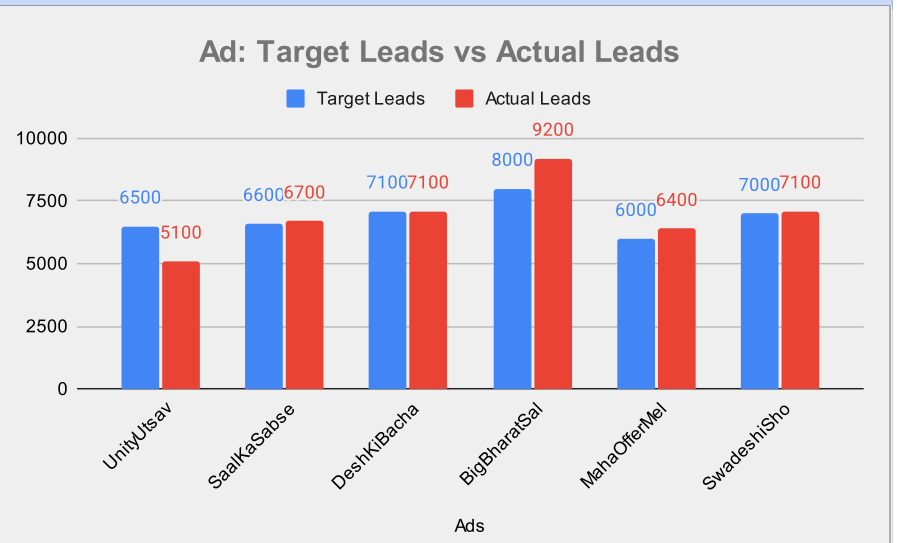
Growth Trends-Ad

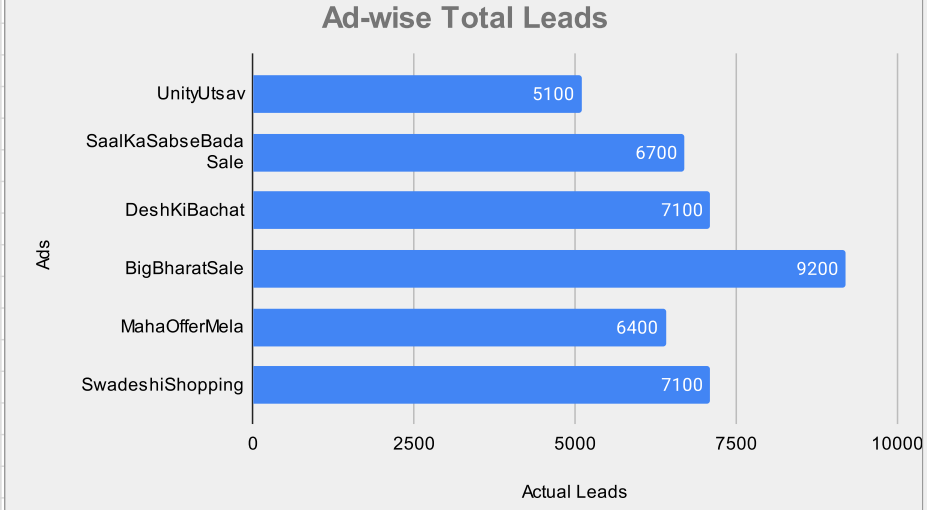
	Weekly Actual Leads				Week-wise Leads Growth (%)		
Ad	Week 1	Week 2	Week 3	Week 4	Week 2	Week 3	Week 4
UnityUtsav	500	900	1700	2000	80%	89%	18%
SaalKaSabseBadaSale	1200	1500	2100	1900	25%	40%	-10%
DeshKiBachat	1500	1300	2300	2000	-13%	77%	-13%
BigBharatSale	1700	2200	2500	2800	29%	14%	12%
MahaOfferMela	1000	1600	2000	1800	60%	25%	-10%
SwadeshiShopping	1300	1600	2200	2000	23%	38%	-9%

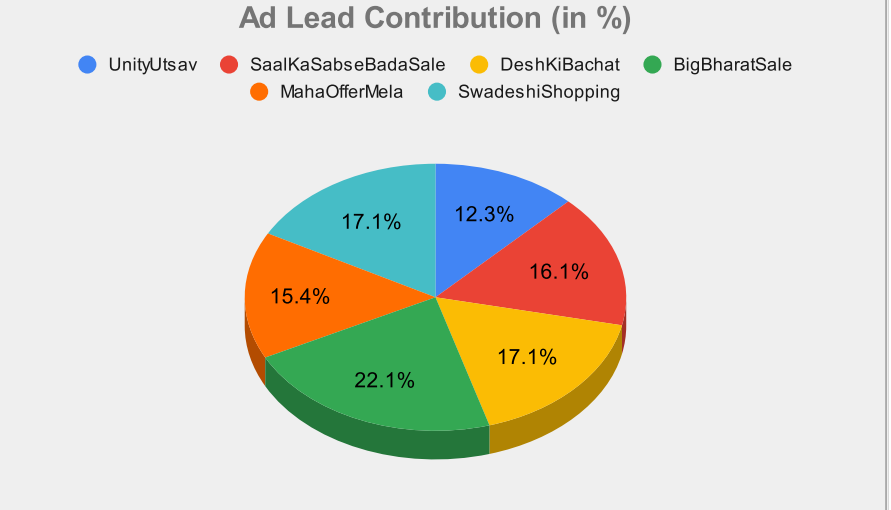
Overall Growth Trend		
Week	**Actual Lead**	**Growth Rate**
Week 1	7200	
Week 2	9100	26.39%
Week 3	12800	40.66%
Week 4	12500	-2.34%

Lead Performance Overview









Insights from analysis

Overall Performance		
Details	Week	Lead Generation
Week with the highest Leads	Week 3	12800
Week with the Lowest Leads	Week 1	7200

Sales Performance		
Details	Ad	Lead Generation
Effective Ad	BigBharatSale	9200
Ineffective Ad	UnityUtsav	5100

Report for management

1	Week 3 has been the most successful week in generating leads, total of 12800 leads highest of any week.
2	Week 1 showed the lowest lead generation performance with only 7200 leads.
3	The BihBharatSale proved to be the most effective, generating 9200 leads.
4	The UnityUtsav ad underperformed, producing only 5100 leads, indicating it was less effective ad.