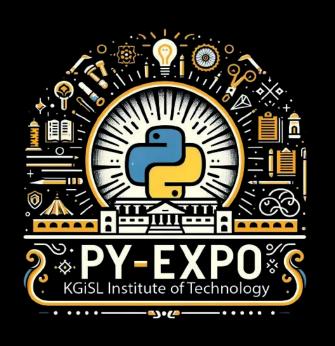
## PY-EXPO 2K24





# Team ID: T006 TeamName: CODE Crafters

Genius innovation leaves behind a legacy...

## PS Code: PY152

PROBLEM Statement:

Marketing Campaign

Planning Tool



To Develop a tool to monitor the effectivess of marketing campaigns and track key metrices



## Technology Stack

Technology Stack Used: Streamlit, Pandas, Seaborn, Matplotlib



### **6 Steps of Marketing**



#### 1. DEEP DISCOVERY

Study your business universe. What are your greatest strengths and weaknesses? Who are your competitors? Who are your customers?

#### 2. IDEATION

Create a brand profile. Who are your ideal customers? What's your unique selling proposition (USP)? What are your goals?

3. STRATEGY Determine the "big-picture" concept of how you'll deliver the right message to your target. What is your plan to achieve your goals?

#### 4. TACTICS

Implement actual tools to execute your strategy - website, SEO, social media, content marketing, print, advertising, and more.



#### **6. ADAPTATION**

Evaluate your efforts regularly and make improvements. Update your strategy as needed, and keep doing what works.

#### 5. ANALYSIS

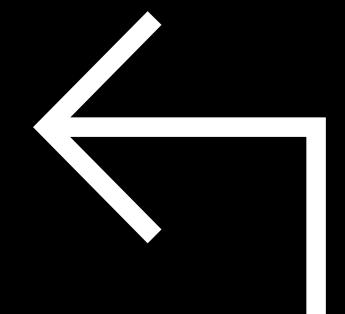
Track meaningful metrics, based on your objectives. Report on your results so you know what's working and what's not.



## Team Member Details:

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# ana You

Any Queries?