WEEK 5: EXCEL PORTFOLIO PROJECT

Marketing Campaign Results

The dataset contains marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance.

Recommended Analysis

What factors are significantly related to the number of web purchases?

Which marketing campaign was the most successful?

What does the average customer look like?

Which products are performing best?

Which channels are underperforming?

Provide recommendations.

Share visualizations (and any applicable pivot tables, code, etc) on Twitter or LinkedIn for review. Use the hashtag #LearnDataAnalyticswithTina.