

Data Analysis Report: PopCrt Campaign Effectiveness

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Executive Summary:

This data analysis report aims to provide insights into the effectiveness of the digital marketing campaigns on increasing the popularity and revenue of PopCrt. The analysis includes the overview of key sales metrics, sales trends, and identification of potential areas of improvement.

1. Introduction:

The objective of this report is to present an in-depth analysis of digital marketing campaigns to gain valuable insights based on product category, based on gender, and based on region. The data used here was provided by the client PopCrt.

2. Data Sources:

The data for this analysis was provided by the client PopCrt and includes the information on Campaign Name, Product Category, Gender, Region, Age level, and Revenue.

3. Key Findings:

3.1 Overall Click-Through Rate (CTR)

- All throughout the campaigning, PopCrt recorded an overall CTR of **38.71%**. We will use this as a comparison to our per product category

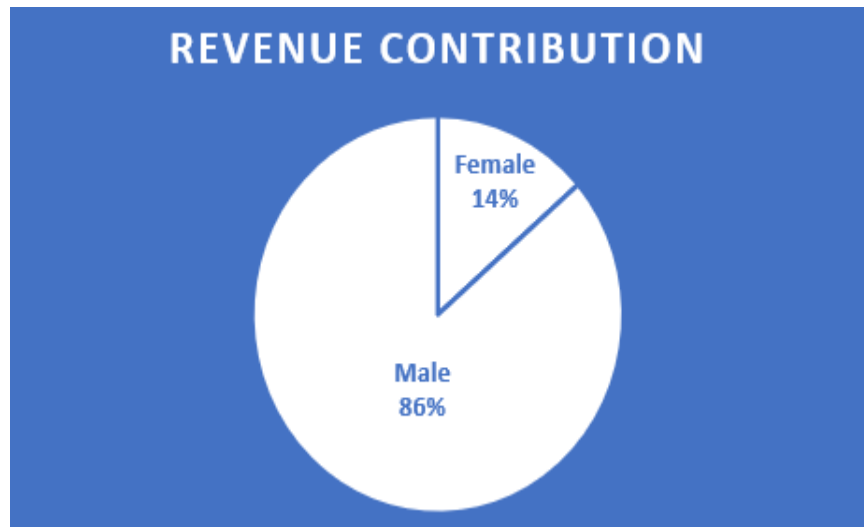
3.2 CTR per Product Category

- We have 5 listed product categories.
- Electronics and Gadgets recorded as the highest CTR with 47.67%
- Health and Beauty, and Home and Garden Categories both have above the overall CTR
- Sports and outdoors, and Apparel and Accessories fell short in terms of CTR with 35.71 and 30.93 respectively



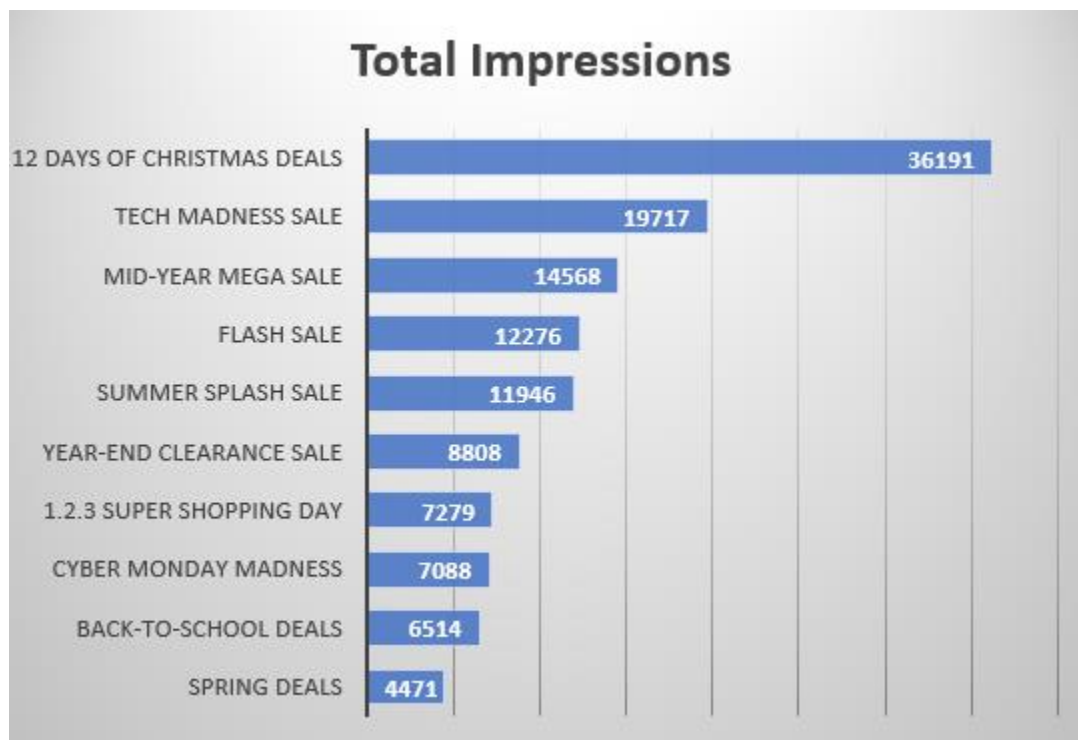
3.3 Total Revenue Contribution Based on Gender

- Female customer consists only of 14% on the total revenue contribution
- Male customer dominated the sales by 86% of the total revenue



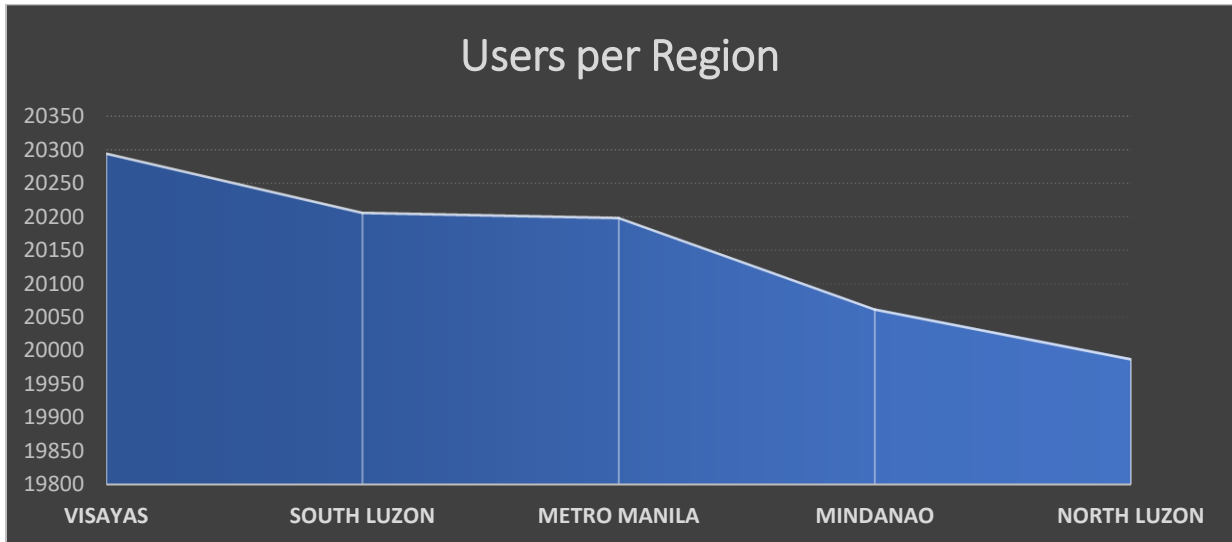
3.4 Campaign with Most Impressions

- 12 Days of Christmas Deals got the most impressions for customer
- Spring Deals got the least impressions



3.5 Unique Users per Location

- Data shows that the company have a wide reach user in Visayas
- North Luzon have the lowest number of users



4. Recommendations:

- Analyze on the things that need to improve for Sports and Outdoors, and Apparel and Accessories to catch up on the rest of our product category and to go beyond our average overall CTR.
- Focus on promoting products to Male customer to increase the revenue further
- Analyze further the reasons for low turn out revenue in Female customer
- Promoting female based campaign to attract more attentions
- Invest additional campaign during Christmas Season
- Optimize campaigning to increase new users in Luzon and Mindanao Region

End of Report.