ANALYZING A RAMADAN DIGITAL MARKETING CAMPAIGN IN EXCEL
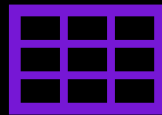
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By Rian Qadir

INTRODUCTION

Objective: Evaluate the performance of Ramadan digital marketing campaigns across TikTok, Meta, and Snapchat.

Goals:

Uncover key insights

Provide data-driven recommendations

Methods:

Data cleaning

Pivot Table creation

Macro implementation

DATA CLEANING & PREPARATION OVERVIEW

- Overview:
  - Steps: Data cleaning, preparation, and analysis
  - Tools Used: Excel functions, Pivot Tables, Macros

TIKTOK DATA CLEANING PROCESS

- Initial Issues:
  - Redundant columns
  - Inconsistent data formats

TIKTOK DATA CLEANING PROCESS

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- Cleaning Steps:
    1. Campaign Name Decomposition: Separated attributes into distinct columns
    2. Redundant Column Removal: Eliminated unnecessary columns
    3. Text Cleaning: Standardized text fields
    4. Metric Calculation: Calculated CTR and CPC
    5. Format Standardization: Unified date and numeric formats
    6. Validation: Ensured data accuracy

META DATA CLEANING PROCESS

Initial Issues:

- Inconsistent numeric and percentage formatting

Cleaning Steps:

- Text Normalization: Standardized text data
- Data Type Validation: Ensured correct data types
- Column Consistency Check: Validated data completeness
- Metric Calculation: Computed CTR and CPC

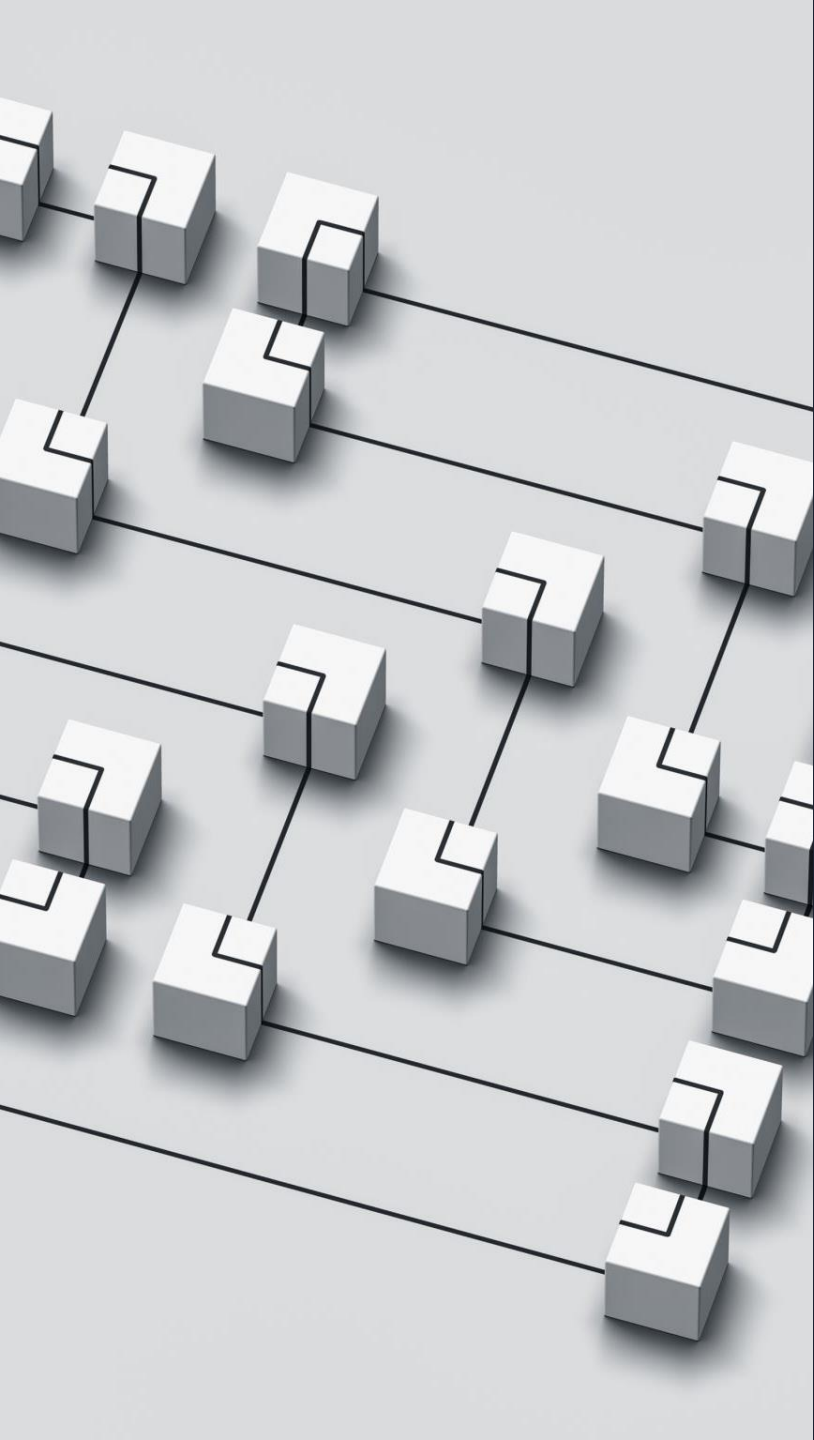# SNAPCHAT DATA CLEANING PROCESS

Initial Issues:

- Ambiguous column names
- Missing key metrics

Cleaning Steps:

- Column Renaming and Metric Calculation: Clarified column names and added metrics
- Data Formatting: Standardized numeric formats
- Anomaly Detection: Identified and addressed outliers
- Column Validation and Consistency: Ensured data consistency

PIVOT TABLES & KEY INSIGHTS

- Platform Analysis:
  - CPC Comparison:
    - Meta: $120.78
    - Snapchat: $25.03
    - TikTok: $35.23

PIVOT TABLES & KEY INSIGHTS

- Campaign-Level Performance

- Top Campaigns by Impressions:
    1. CN~MCDRamadan_CH~FBIG_MK~RIY_TG
    2. CN~MCDRamadan_CH~Tiktok_MK~JED_TG

- Top Campaign by CTR:
    1. CN~MCDRamadan_CH~Tiktok_MK~AE_TG

PIVOT TABLES & KEY INSIGHTS

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- Comprehensive Performance by Platform

- Metrics Summary:

  - Meta: Highest clicks and spending

  - Snapchat: Lowest CPC, indicating cost-efficiency

  - TikTok: Significant CPC and spending, noteworthy engagement

PIVOT TABLES & KEY INSIGHTS

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- Engagement, CPC, CTR, and VTR Overview
- Metrics Comparison:
  - Meta: High Engagement Rate and VTR, but high CPC
  - Snapchat: Low CPC, but lower Engagement and VTR
  - TikTok: Notable engagement and conversion rates

PIVOT TABLES & KEY INSIGHTS

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- Audience Segmentation Analysis
- Demographic Insights:
  - Boomers vs. Millennials:
    - Millennials exhibit a higher conversion rate
    - Higher clicks and impressions among Millennials

PIVOT TABLES & KEY INSIGHTS

- Video Completion Rate (VTR) by Market & Platform

- Meta: High VTR in AE and JED

- Snapchat: Notable VTR in BH and RIY

- TikTok: Noticeable VTR in AE and KWT

VISUALIZATIONS

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- Dashboard Overview:
  - Key visualizations used in analysis
  - Purpose: Enhance understanding and insights

MACROS IMPLEMENTATION

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- Macros Summary:
  - Data Refresh Macro: Updates all Pivot Tables
  - Performance Filter Macro: Highlights top-performing campaigns
  - Conditional Formatting Macro: Emphasizes exceptional metrics
  - Formatting Summary Sheet Macro: Ensures consistent formatting

CONCLUSION

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- Key Findings:
    - Platform Performance:
    - TikTok excels in engagement
    - Meta offers cost efficiency
    - Snapchat provides supplementary insights
- Market Insights: Focus on AE, JED, KW
- Demographic Trends: Target Millennials for higher conversion rates

RECOMMENDATIONS

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- High-Performing Markets: Prioritize AE and JED

- Engaged Demographics: Focus on Millennials

- Platform Utilization: Leverage strengths of each platform for optimized results

QUESTION ?

THANKYOU