

# MARKETING ANALYSIS

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## Overview :

- With the growing need for personalized marketing insights, this Power BI dashboard provides an in-depth analysis of customer demographics, purchasing behavior, and campaign engagement. By leveraging data-driven analytics, the dashboard identifies key performance indicators (KPIs) such as total income, accepted campaigns, customer complaints, and spending trends over the past two years.
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## Key Performance Indicators (KPIs) :

1. **Total Income:** The dashboard displays a total income of 115.78 M, giving an overview of revenue generated.
  2. **Number of Accepted Campaigns:** A total of 661 campaigns have been accepted, contributing to the overall income.
  3. **Amount Spent in the Last Two Years:** The expenditure over the past two years is 1M, helping assess budget allocation and return on investment.
  4. **Monthly Web Visits:** The number of visits per month is 12K, which reflects customer engagement with online platforms.
  5. **Average Income:** The average income per customer is 52.25K, useful for evaluating customer segmentation and purchasing power.
  6. **Complaint Count:** The dashboard highlights the count of customer complaints, indicating areas for service improvement
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## Visualizations and Filters :

- **Income KPI Gauge:** A gauge chart represents income progression towards a target.
  - **Education Level Distribution:** A bar chart shows the distribution of education levels among customers (Graduation, PhD, Master, etc.).
  - **Age Group Analysis:** A line chart segments customers into different age groups (Above 45, 36-45, 27-35) to understand demographics.
  - **Marital Status Breakdown:** A pie chart illustrates the proportion of married and single customers.
  - **Income by Country:** A bar chart compares income across various countries, highlighting Spain as the highest contributor.
  - **Total Purchases by Category:** A table details purchases made across different categories such as Catalog, Deal, Store, and Others.
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**Filters Applied :** (These filters enhance user experience by allowing data exploration based on specific parameters.)

The dashboard includes interactive filters for:

- **Country**
  - **Customer Type (Dt\_Customer)**
  - **Age Group**
  - **Education Level**
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## Conclusion 👍

This Power BI Dashboard serves as a **comprehensive tool** for analyzing **marketing KPIs**, enabling organizations to track income trends, customer behavior, and campaign effectiveness.

The visual elements provide an intuitive understanding of business performance, making it a valuable asset for decision-makers.

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## Recommendations

**Personalize marketing strategies :** based on customer segmentation, including income levels (high, medium, and low), with a particular focus on high-income customers to maximize revenue. Additionally, we can analyze the impact of education level, country, and marital status on purchasing behavior, allowing us to tailor marketing offers more effectively and achieve higher engagement and customer loyalty

**Optimize digital marketing efforts :** by targeting high-engagement customers, improving monthly web visits and conversion rates

**Analyze customer complaints & Conduct regular data updates :** to ensure the marketing performance analysis, leading to better decision-making

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