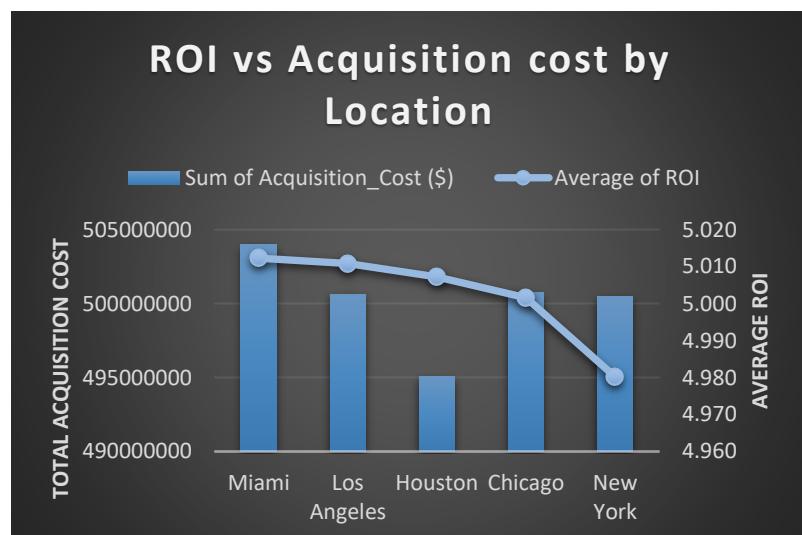


# **Marketing Campaign Performance Analysis**

## **Using Excel**

~ By Sayantani Dalui



## ◆ **1. Introduction**

In today's digital era, marketing campaigns play a crucial role in brand visibility and customer engagement. This project analyzes over 200,000 marketing campaign records using Microsoft Excel to extract performance insights, optimize targeting strategies, and improve return on investment (ROI).

The project was developed using Excel tools such as pivot tables, charts, slicers, and KPI cards to create an interactive and visually appealing dashboard. The focus was on measuring ROI, conversion rates, impressions, clicks, engagement score, and acquisition cost.

## ◆ **2. Objective**

- To evaluate the performance of various campaign types, channels, and target audiences.
- To identify which combinations result in high ROI and conversion.
- To recommend actionable insights for optimizing future campaigns.

### **◆ 3. Tools Used**

- Microsoft Excel
- Pivot Tables
- Pivot Charts
- Slicers
- KPI Cards
- Conditional Formatting
- Dashboard Layout

### **◆ 4. Data Overview**

The dataset included the following fields:

- Campaign Type (Influencer, Search, Display, etc.)
- Channel (Instagram, Facebook, Google Ads, etc.)
- Customer Segment & Target Audience
- Campaign Duration (in days)
- Impressions, Clicks, Conversion Rate, Engagement Score
- Acquisition Cost
- ROI

## ◆ 5. Key Pivot Charts and Insights

### 1. Average ROI by Campaign Type

- Influencer and Search campaigns had the highest ROI (~5.01).

### 2. Average Conversion Rate by Channel

- Email and Google Ads channels showed the best conversion rates (~8%).

### 3. Engagement Score by Target Audience

- Male audiences aged 18–24 had the highest engagement (5.515).

### 4. ROI vs Acquisition Cost by Location

- Miami had the best ROI-cost balance, while New York underperformed.

### 5. ROI Trend Over Time

- ROI peaked in September, highlighting seasonal marketing performance.

### 6. Impressions by Customer Segment

- ‘Foodies’ and ‘Tech Enthusiasts’ generated the highest impressions.

### 7. Total Clicks by Campaign Duration

- 30-day campaigns drove the most engagement via clicks.

## ◆ 6. KPI Summary

- Average ROI => 500.24%
- Average Conversion Rate => 8.0%
- Total Acquisition Cost => \$2.50 Billion
- Total Campaigns Analyzed => 2,00,000

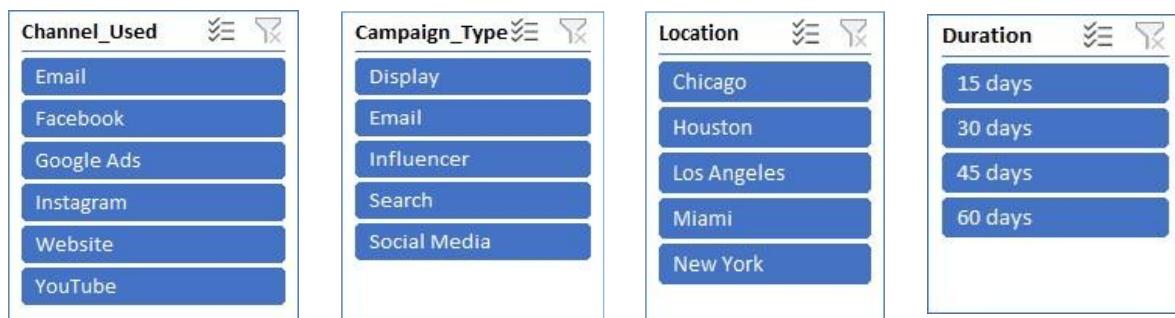


## ◆ 7. Slicers for Interactivity

The dashboard includes slicers for:

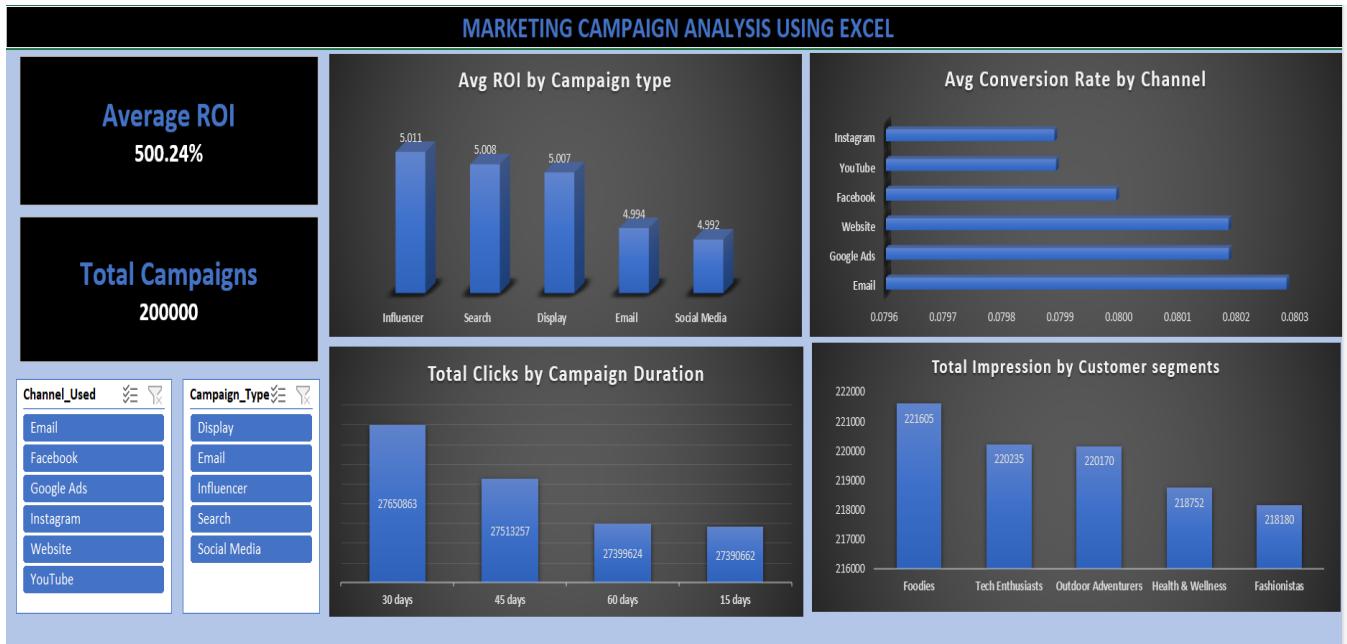
- Campaign Type
- Channel Used
- Location
- Campaign Duration

These slicers enable dynamic filtering and improve user interaction.

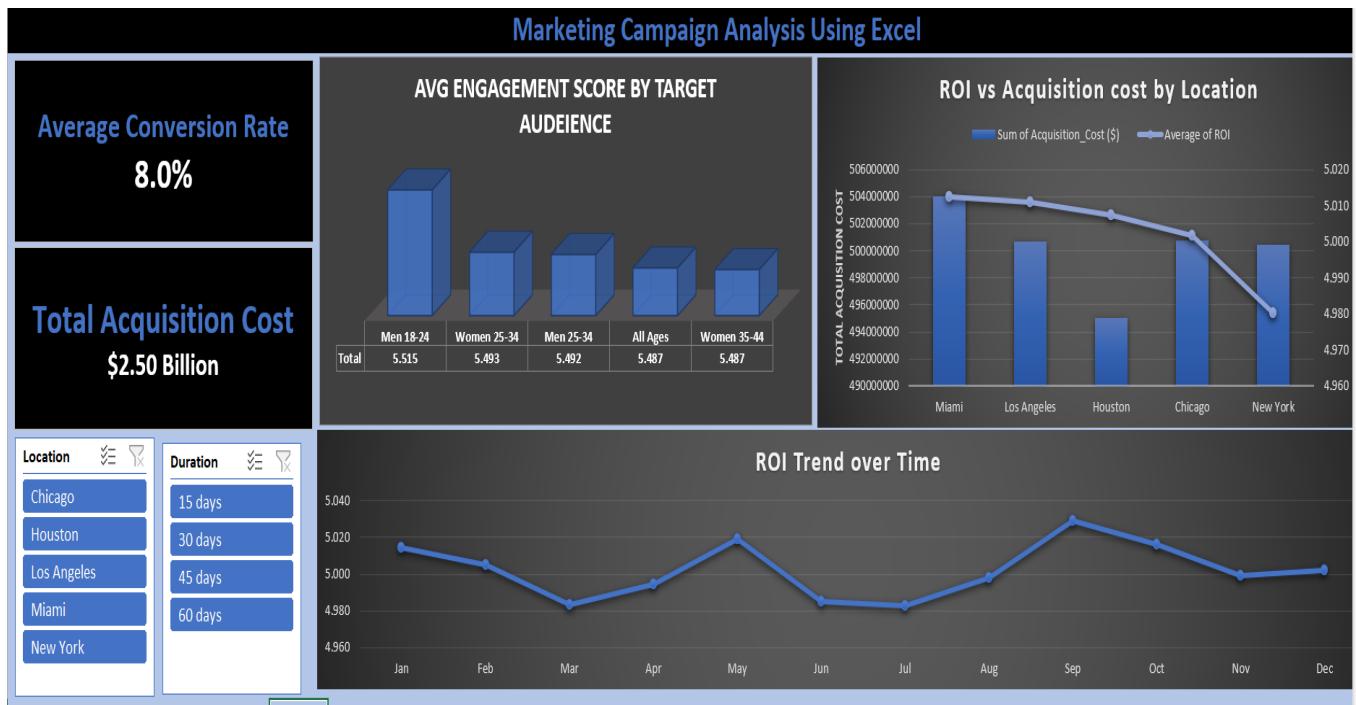


## ◆ 8. Dashboard Snapshots

**Page 1:**



**Page 2:**



## ◆ 9. Recommendations

- Allocate more budget to Influencer and Search campaigns.
- Target young male audiences (18–24) for better engagement.
- Invest in Email and Google Ads to improve conversions.
- Optimize underperforming regions like New York.
- Maintain campaign duration between 30–45 days.

Row Labels	Average of ROI
Influencer	5.011
Search	5.008
Display	5.007
Email	4.994
Social Media	4.992
Grand Total	5.002

Row Labels	Average of Conversion_Rate
Email	0.0803
Google Ads	0.0802
Website	0.0802
Facebook	0.0800
YouTube	0.0799
Instagram	0.0799
Grand Total	0.0801

Row Labels	Sum of Clicks
30 days	27650863
45 days	27513257
60 days	27399624
15 days	27390662
Grand Total	109954406

Row Labels	Average of Engagement_Score
Men 18-24	5.515
Women 25-34	5.493
Men 25-34	5.492
All Ages	5.487
Women 35-44	5.487
Grand Total	5.495

Row Labels	Average of ROI
Jan	5.015
Feb	5.005
Mar	4.983
Apr	4.994
May	5.019
Jun	4.985
Jul	4.983
Aug	4.998
Sep	5.029
Oct	5.016
Nov	4.999
Dec	5.002
Grand Total	5.002

## ◆ **10. Conclusion**

This Excel dashboard provides a practical solution for marketing analytics. It showcases the power of Excel in transforming raw data into actionable business insights. With clear ROI patterns, conversion metrics, and audience engagement, the dashboard helps decision-makers plan more effective and profitable marketing campaigns.

## ◆ **11. Final Takeaway**

This project demonstrates how excel can be transformed into a powerful analytics tool to uncover meaningful insights from large scale marketing data. By analyzing campaign types, channels, audience segments, and durations, the dashboard highlights what truly drives ROI and engagement. The insights gained help businesses make smarter, data-driven decisions to maximize marketing efficiency and impact.