

# CAPSTONE PROJECT

## Maven Marketing Campaign Analysis

### Project Scenario

**Congratulations on completing your data analytics bootcamp!**

Imagine you have just been hired as a **Junior Data Analyst** at **Maven Marketing**, a company that has recently completed multiple marketing campaigns to promote their products. The marketing team has collected comprehensive data on customer profiles, product preferences, campaign responses, and channel performance across 2,240 customers.

The leadership team needs your help to evaluate the effectiveness of their marketing efforts and understand their customer base better. They want to know which campaigns performed well, which channels are most effective, what their ideal customer looks like, and how they can optimize future marketing investments. This is your opportunity to showcase everything you have learned and provide actionable insights that will shape the company's marketing strategy!

### About the Data

The Maven Marketing dataset is a **single table** containing comprehensive marketing campaign data with the following information:

- **Customer Profiles:** Demographic data including age, education, marital status, and income
- **Product Preferences:** Purchase history across different product categories
- **Campaign Performance:** Response rates and outcomes for multiple marketing campaigns
- **Channel Data:** Customer engagement across web, catalog, and store purchases
- **Customer Behavior:** Recency, frequency, and monetary value metrics

**Dataset Size:** 2,240 customer records across 25 fields (single table)

**Data Coverage:** The dataset provides a complete view of customer characteristics, purchasing behavior, and campaign responses, enabling detailed customer segmentation and marketing performance analysis.

## Suggested Questions to Get You Started

Here are some questions to guide your thinking, but you should explore beyond these. Think critically about what insights would be most valuable for the business:

1. Are there any null values or outliers? How will you handle them?
2. What factors are significantly related to the number of web purchases?
3. Which marketing campaign is most successful?
4. What does the average customer look like for this company?
5. Which products are performing best?
6. Which channels are underperforming?

**Your challenge:** Based on your exploration of the data and understanding of marketing analytics, what other business problems can you identify and solve? What questions should the leadership team be asking that they have not thought of yet?

## Task Objective

Explore the data, identify patterns, and uncover insights about customer behavior, campaign performance, and channel effectiveness. Check for data quality issues and decide how to handle them. Think about what the data is telling you and what recommendations would help the business improve their marketing strategy.

**Your task?** Pitch your #1 recommendation to improve the impact of future marketing campaigns, and show the analysis to support it.

Prepare a **professional presentation (10 to 15 slides)** for the Maven Marketing leadership team. Your presentation should include an executive summary, your methodology, key insights with clear visualizations, your top recommendation with supporting analysis, and next steps. Remember: the best analysts do not just report numbers. They tell compelling stories that drive decisions and demonstrate business value.

Download the dataset and get started at:  
<https://mavenanalytics.io/data-playground/marketing-campaign-results>