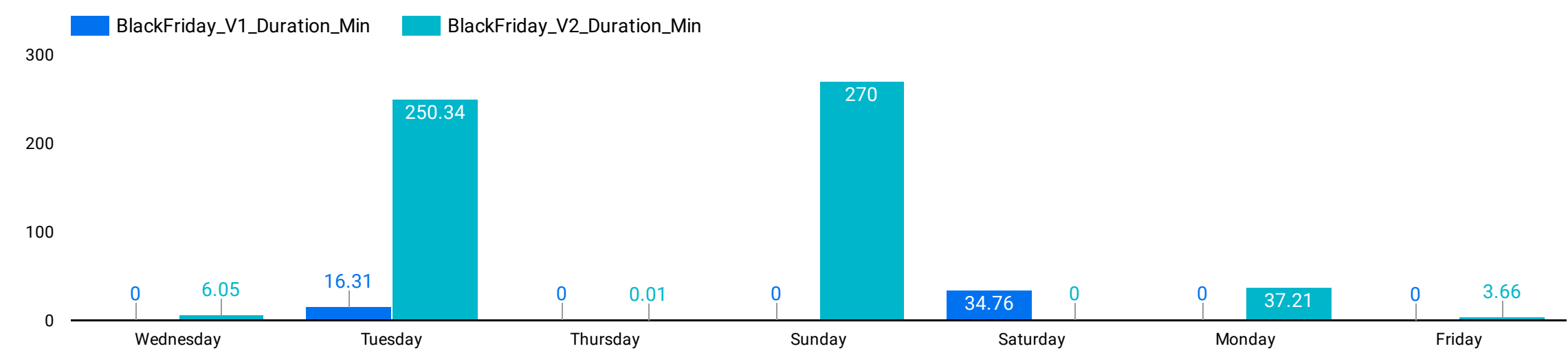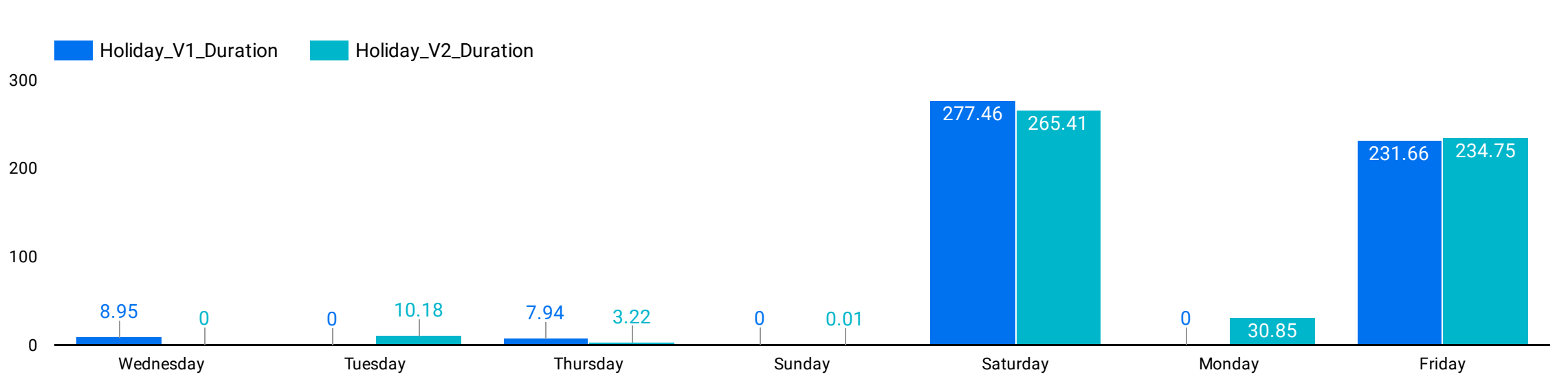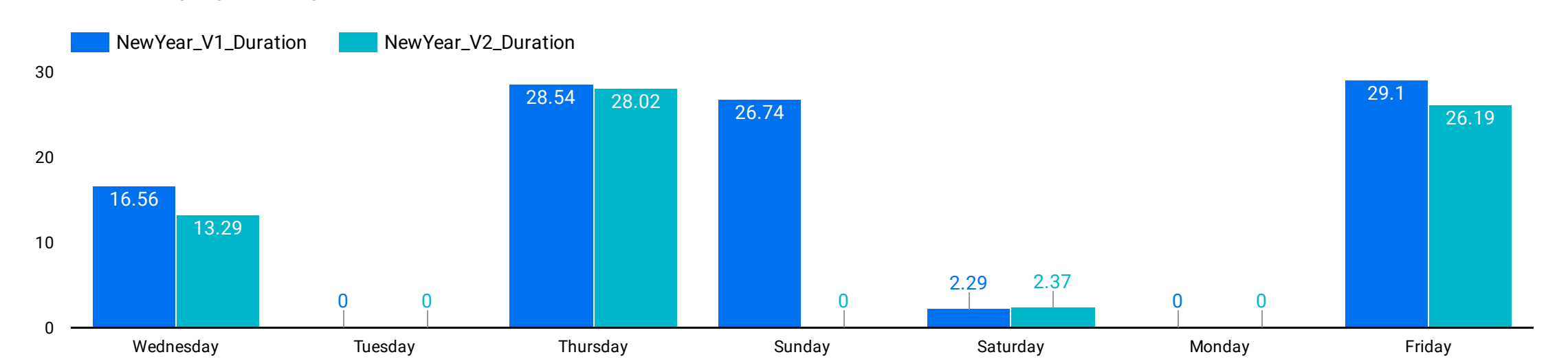# Marketing Analysis

BlackFriday campaign average session duration

Holiday campaign average session duration

NewYear campaign average session duration

weekday_name ▾	NewYear_V1_Duration	NewYear_V2_Duration	Holiday_V1_Duration	Holiday_V2_Duration	BlackFriday_V1_Durat...	BlackFriday_V2_Durat...
Wednesday	16.6	13.3	9	0	0	6.1
Tuesday	0	0	0	10.2	16.3	250.3
Thursday	28.5	28	7.9	3.2	0	0
Sunday	26.7	0	0	0	0	270
Saturday	2.3	2.4	277.5	265.4	34.8	0
Monday	0	0	0	30.9	0	37.2
Friday	29.1	26.2	231.7	234.8	0	3.7

	campaign ▾	Start_Date	End_Date	Total_days
1.	NewYear_V2	Jan 27, 2021	Jan 30, 2021	3
2.	NewYear_V1	Jan 27, 2021	Jan 31, 2021	4
3.	Holiday_V2	Dec 10, 2020	Dec 19, 2020	9
4.	Holiday_V1	Dec 10, 2020	Dec 19, 2020	9
5.	BlackFriday_V2	Nov 27, 2020	Dec 10, 2020	13
6.	BlackFriday_V1	Nov 27, 2020	Dec 1, 2020	4
7.	(referral)	Jan 1, 2021	Jan 31, 2021	30
8.	(referral)	Nov 1, 2020	Dec 31, 2020	60

	campaign	Bounce rate % ❶ ...	total_sessions
1.	NewYear_V2	35.9	39
2.	NewYear_V1	28.36	67
3.	Holiday_V2	21.62	37
4.	Holiday_V1	21.05	19
5.	BlackFriday_V2	16	25
6.	BlackFriday_V1	11.11	9

1 - 12 / 12 ‹ ›

1 - 6 / 6 ‹ ›