**Project: Email Campaign Dashboard**

**Objective:**  
To develop an email campaign dashboard highlighting critical metrics like Open Rate, Click-through Rate (CTR), Conversion Rate, and others. This dashboard enables the team to make data-driven decisions to enhance campaign success and increase audience engagement.

**Data Columns:**

1. **Campaign ID**
2. **Campaign Category**
3. **Campaign Name**
4. **Email Subject**
5. **Email Sent Date & Time**
6. **Recipient Email**
7. **Open Rate (%)**
8. **Click-through Rate (CTR) (%)**
9. **Bounce Rate (%)**
10. **Unsubscribe Rate (%)**
11. **Total Emails Sent**
12. **Total Emails Delivered**
13. **Unique Opens**
14. **Unique Clicks**
15. **Conversion Rate (%)**
16. **Revenue Generated ($)**
17. **Device Type**
18. **Time of Day**

**Data Transformations:**

* Created a **Date & Time Hierarchy** (Year, Quarter, Month, Day) from the Email Sent Date & Time.
* Calculated **Average Open Rate**, **Average CTR**, and **Average Conversion Rate** measures.
* Formulas used in Excel for key metrics:
  + **Open Rate** = (Unique Opens / Total Emails Delivered) \* 100
  + **Click-through Rate (CTR)** = (Unique Clicks / Total Emails Delivered) \* 100

**Visualizations:**

1. **KPI Cards**
   * Highlights metrics like Total Campaigns, Total Emails Sent, Total Emails Delivered, Average Open Rate, Average CTR, Average Conversion Rate, and Total Revenue.
2. **Line Chart**
   * Displays timeline trends for Average Open Rate, CTR, and Conversion Rate.
3. **Funnel Chart**
   * Shows the campaign journey: Total Emails Sent → Delivered → Unique Opens → Unique Clicks → Total Revenue.
4. **Clustered Column Chart**
   * Compares Average Open Rate and CTR by Campaign Sent Time.
5. **Table**
   * Ranks the Top 10 Campaigns by Open Rate in descending order.
6. **Pie Chart**
   * Illustrates Average Open Rate and CTR, segmented by time of day (Morning, Noon, Evening, Night).
7. **Donut Chart**
   * Analyzes device usage (Desktop, Mobile, Tablet) by campaign count.
8. **Slicers**
   * **Time Hierarchy Slicer:** Filters data by Year, Quarter, Month.
   * **Campaign Category Slicer:** Filters data by Campaign Category.

**Key Insights:**

* **Average Open Rate:** 50.33%
* **Average CTR:** 25.01%
* **Average Conversion Rate:** 5.20%
* **Total Revenue Generated:** $3,902,873
* **Trends:**
  + **Lowest Open Rates:** Observed in July and October.
  + **Highest Engagement:** Retail.com domains had the highest average Open Rate and CTR.
  + **Optimal Sending Time:** Campaigns sent at night had the best Open Rate and CTR.
* **Device Insights:**
* **Desktop Usage:** Most campaigns were viewed on desktop devices.
* **Top-Performing Campaign:**
  + **Discounted Bundle Price** (ID: PUB-2758) had the highest Open Rate of 99.78%.

This concise summary captures the most significant results from the email campaign data and provides actionable insights for enhancing future campaign strategies.