

F M C G MARKETING CAMPAIGN



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Summary



This report outlines the key marketing KPIs to be tracked using a Power BI dashboard for an FMCG company. The dashboard will provide actionable insights into sales performance, marketing effectiveness, and customer demographics. By leveraging this data, the company can optimize marketing strategies, enhance customer engagement, and drive revenue growth.

The FMCG industry is highly competitive, and businesses must rely on data-driven insights to remain agile. This dashboard will serve as a centralized analytics tool that enables stakeholders to make informed decisions, refine campaign strategies, and improve customer retention. By tracking both leading and lagging indicators, the company can proactively adjust marketing efforts, ensuring maximum return on investment (ROI).

Objective

The objective of the Power BI dashboard is to provide real-time insights into marketing performance for the FMCG company. By tracking marketing KPIs, decision-makers can optimize marketing strategies, improve customer engagement, and increase sales.

The objective of this dashboard is to provide a comprehensive overview of marketing and sales performance. It will help stakeholders:

- Monitor key marketing metrics in real time to drive strategic decisions.
- Assess the effectiveness of marketing campaigns and optimize ad spending.
- Understand customer purchasing behavior and segment audiences for targeted marketing.
- Identify trends in sales performance and adjust strategies accordingly.
- Optimize marketing budget allocation to maximize return on investment.
- Enhance customer retention through personalized engagement strategies.
- Track digital engagement metrics to refine online and offline marketing efforts.

Data Tracked in the Dashboard

The dashboard will incorporate the following data:

1. Sales Performance Metrics (Lagging Indicators)

Total Sales Revenue – Measures overall financial performance.

Product Category Sales – Tracks sales distribution across different product categories (Wines, Meat, Fruits, Sweets, Gold, etc.).

Customer Spending Behavior – Identifies high-value customers.

Repeat Purchase Rate – Measures customer retention and loyalty.

2. Marketing Effectiveness Metrics (Leading Indicators)

Campaign Reach – Number of customers exposed to marketing efforts.

Customer Engagement – Click-through rate, impressions, and interactions.

Campaign Response Rate – Measures how many customers responded to promotions.

Conversion Rate – Percentage of engaged customers who made a purchase.

3. Customer Demographics & Behavior

Marital Status & Household Size – Helps segment customers.

Income Level – Determines purchasing power and spending patterns.

Number of Children (Kidhome, Teenhome) – Essential for targeted family-based marketing.

Web Visit Frequency – Analyzes online engagement and interest.

Task 1: Study of the FMCG Marketing Dataset

Understanding the Dataset

The dataset consists of two sheets:

1. FMCG Customer and Sales Data – Contains customer demographics, sales data, and marketing campaign responses.
2. Social Marketing Efforts – Tracks marketing campaigns, engagement metrics, and platform-specific performance.

Fields Identified:

1. FMCG Customer and Sales Data

- Customer Demographics: Year of birth, education, marital status, income, number of children (Kidhome, Teenhome).
- Sales Data: Total spending across product categories like Wines, Fruits, Meat, Fish, Sweets, and Gold.
- Customer Engagement: Web visits per month, acceptance of past marketing campaigns, customer complaints.

- Marketing Campaign Responses: Data on whether a customer responded to various campaigns.

2. Social Marketing Efforts

- Campaign Details: Date, platform (Facebook, Instagram), type of campaign (Featured Products, Deals, Customer Stories).
- Engagement Metrics: Likes, impressions, engaged users.

The dataset spans multiple years, allowing trend analysis on customer purchases and marketing campaign effectiveness.

Task 2: Identifying FMCG Marketing Indicators

Marketing Indicators to Track

Marketing Key Performance Indicators (KPIs) are categorized into leading and lagging indicators:

Leading Indicators (Predict Future Performance)

1. Customer Reach: Number of customers exposed to marketing campaigns.
2. Engagement Rate: Click-through rates, likes, impressions, and engaged users.
3. Customer Demographics: Insights into age, marital status, number of children.
4. Campaign Effectiveness: Conversion rate from marketing efforts to actual purchases.

Lagging Indicators (Measure Past Performance)

1. Sales Performance: Revenue, sales volume, and profit margins.
2. Market Share: Contribution of each product category to total sales.
3. Customer Retention: Repeat purchases, customer lifetime value.

4. Return on Marketing Investment (ROMI): Revenue generated per marketing spend.

The dashboard should visualize these indicators to help make data-driven marketing decisions.

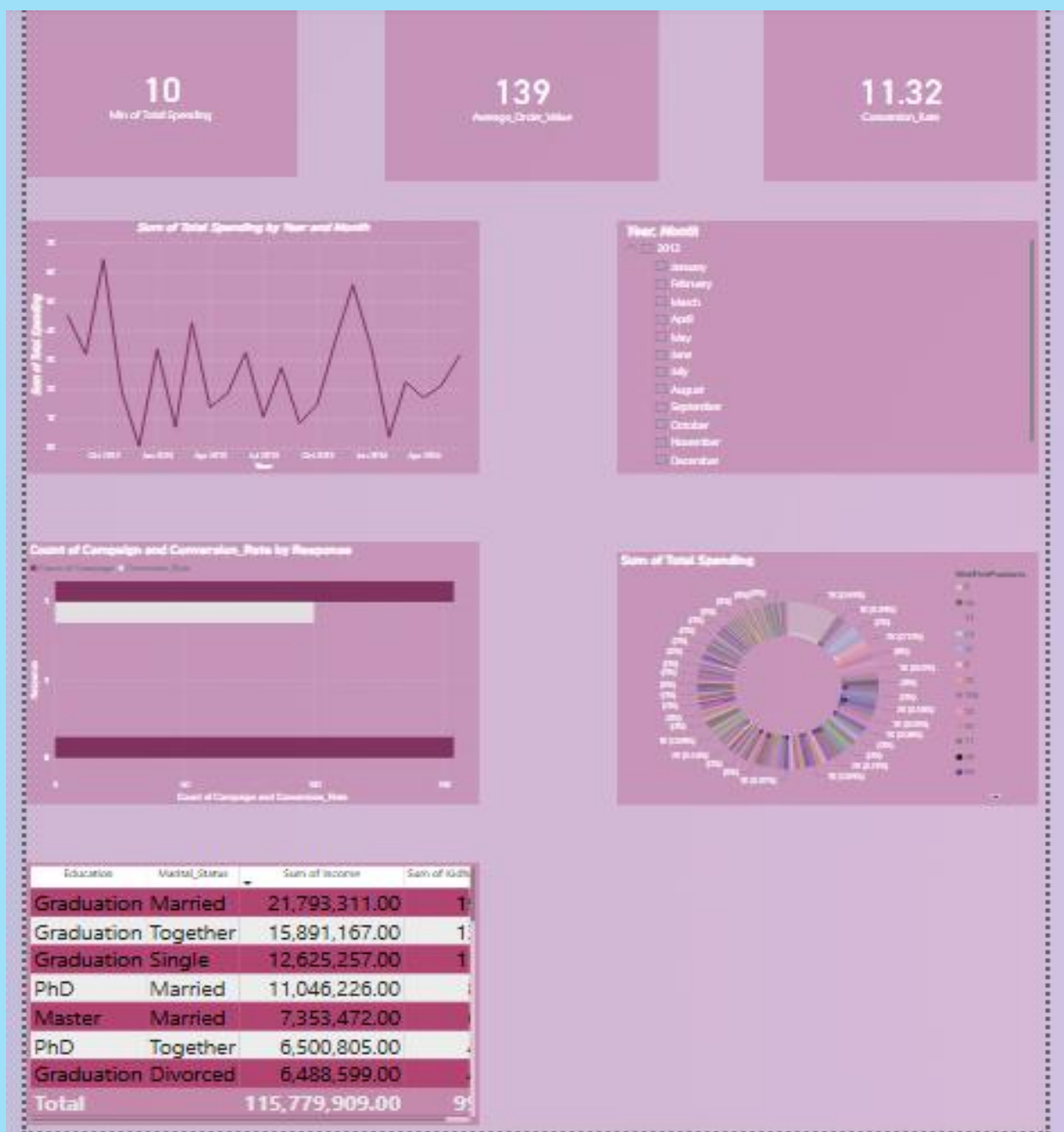
Task 3: Objective of the Power BI Dashboard

Tracked Data and Business Impact

- Sales Data: Helps assess overall business performance and identify high-performing products.
- Marketing Campaign Effectiveness: Understanding which channels drive the most conversions allows better budget allocation.
- Customer Demographics: Identifies target audience segments for personalized marketing strategies.
- Engagement Metrics: Measures the impact of social media and other marketing channels.

Impact on Business's Bottom Line

1. Better Budget Allocation: Identifying high-performing marketing campaigns ensures optimized spending.
2. Improved Targeting: Customer segmentation enables more effective marketing strategies.
3. Sales Growth: Analyzing trends improves inventory management and promotional strategies.
4. Customer Retention: Tracking repeat purchases helps in designing loyalty programs and increasing customer lifetime value.



Conclusion

This Power BI dashboard will empower the FMCG company with real-time insights into sales trends, marketing performance, and customer behavior.

By leveraging these KPIs, the company can make data-driven decisions, optimize marketing efforts, and drive business growth.