

A low-angle photograph of a modern glass skyscraper with the 'TOTAL' logo at the top, set against a cloudy sky. The image is overlaid with a semi-transparent purple geometric pattern.

FMCG Marketing Campaign Insights

Power BI Dashboard Analysis

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Agenda

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Objective

- To analyze FMCG marketing campaigns to understand customer preferences, sales channels, and campaign performance.

- Sales by product, channel, and customer demographic.
- Customer engagement on social media (Likes).

- Campaign effectiveness across different time periods.

ects total revenue generated
through all channels.

116M

Total_Sales

6835

Total_Likes

Indicates overall customer
engagement with campaigns.

Total customers who made pu
interacted.

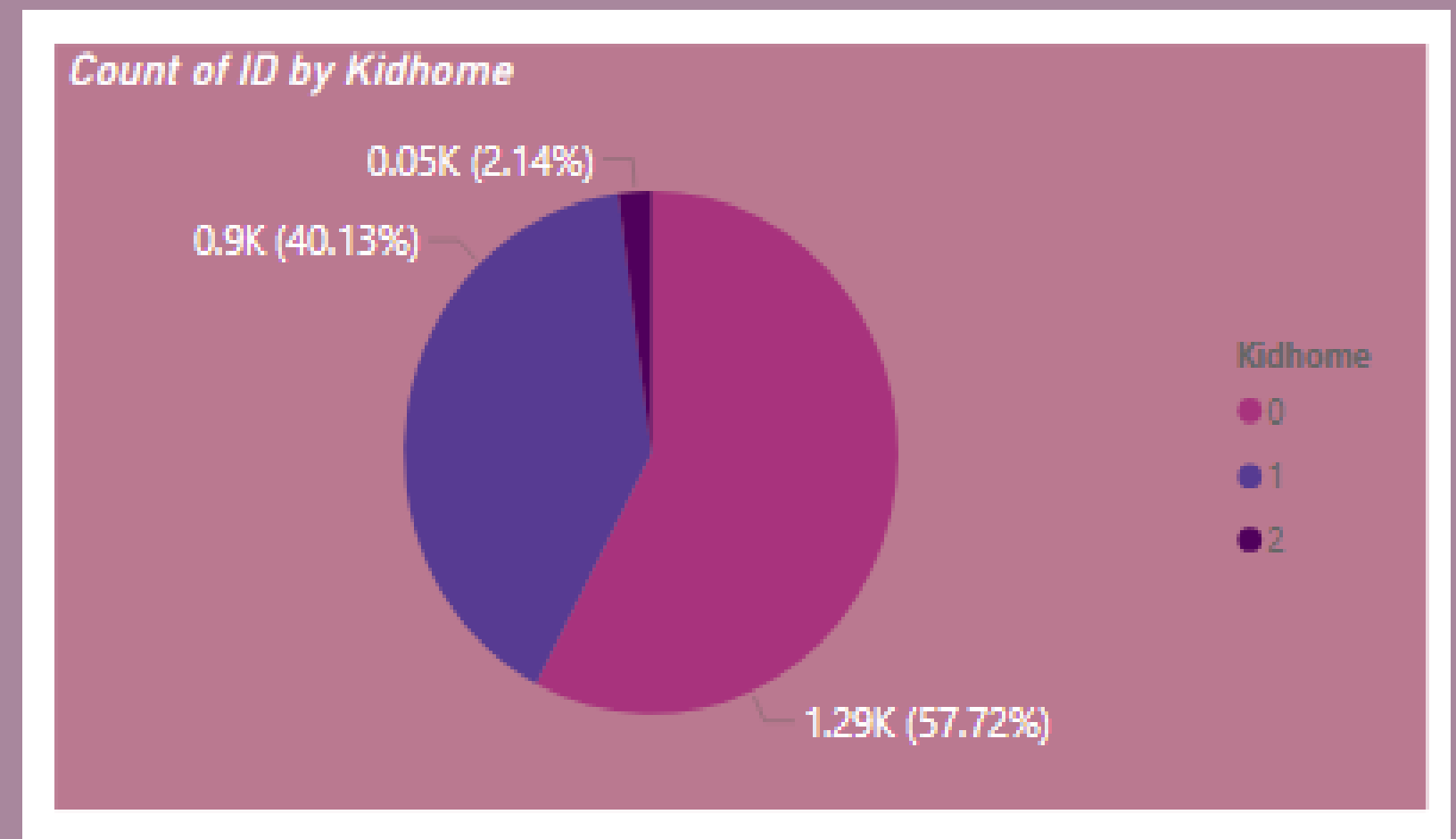
2240

Number_of_Customers

KPI Overview

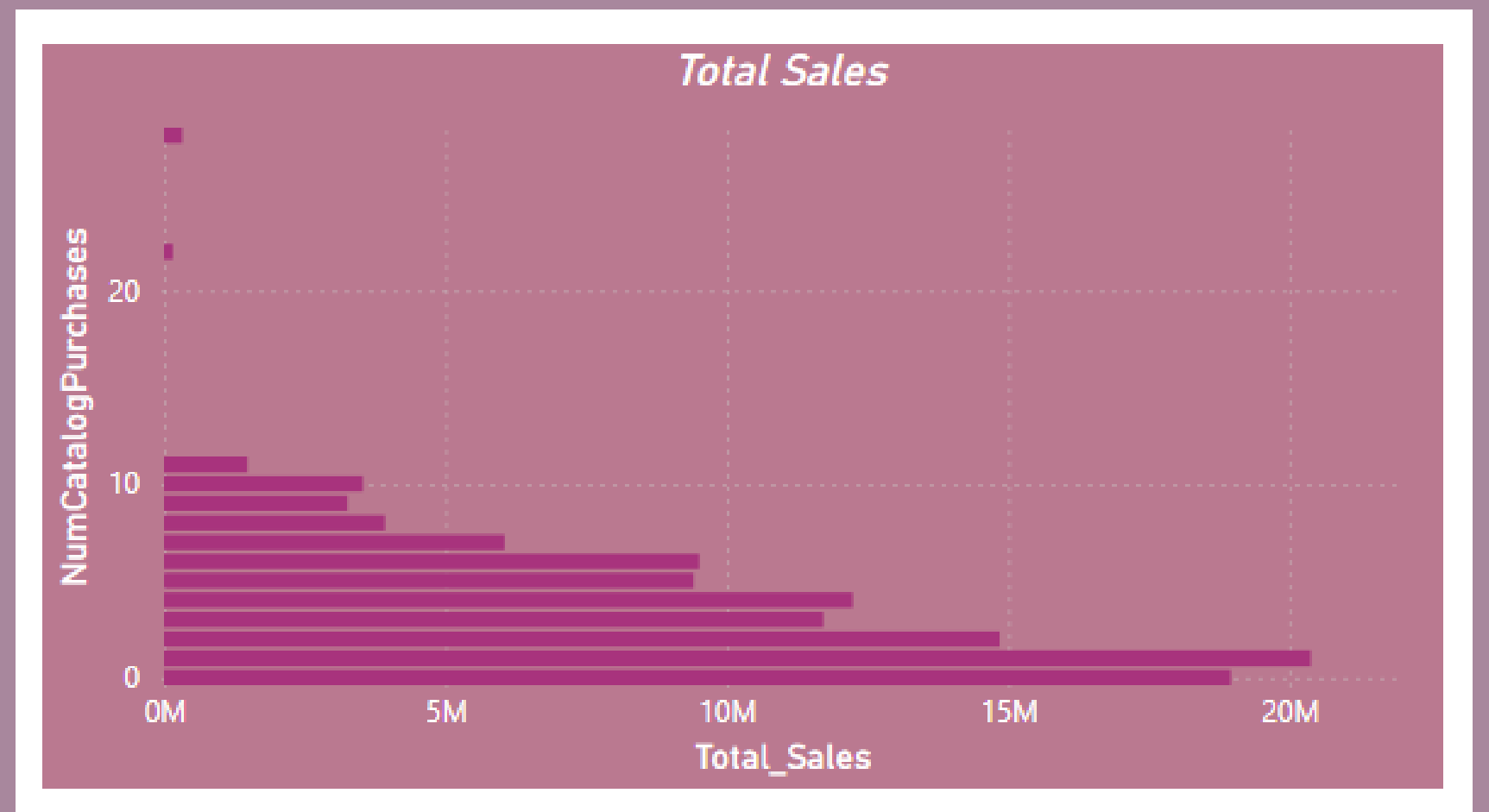
Insight: Products preferred by customers with children

- Customers with children prefer Campaign 3 and Campaign 4.
- Catalog and Web channels are more popular among family-focused customers.



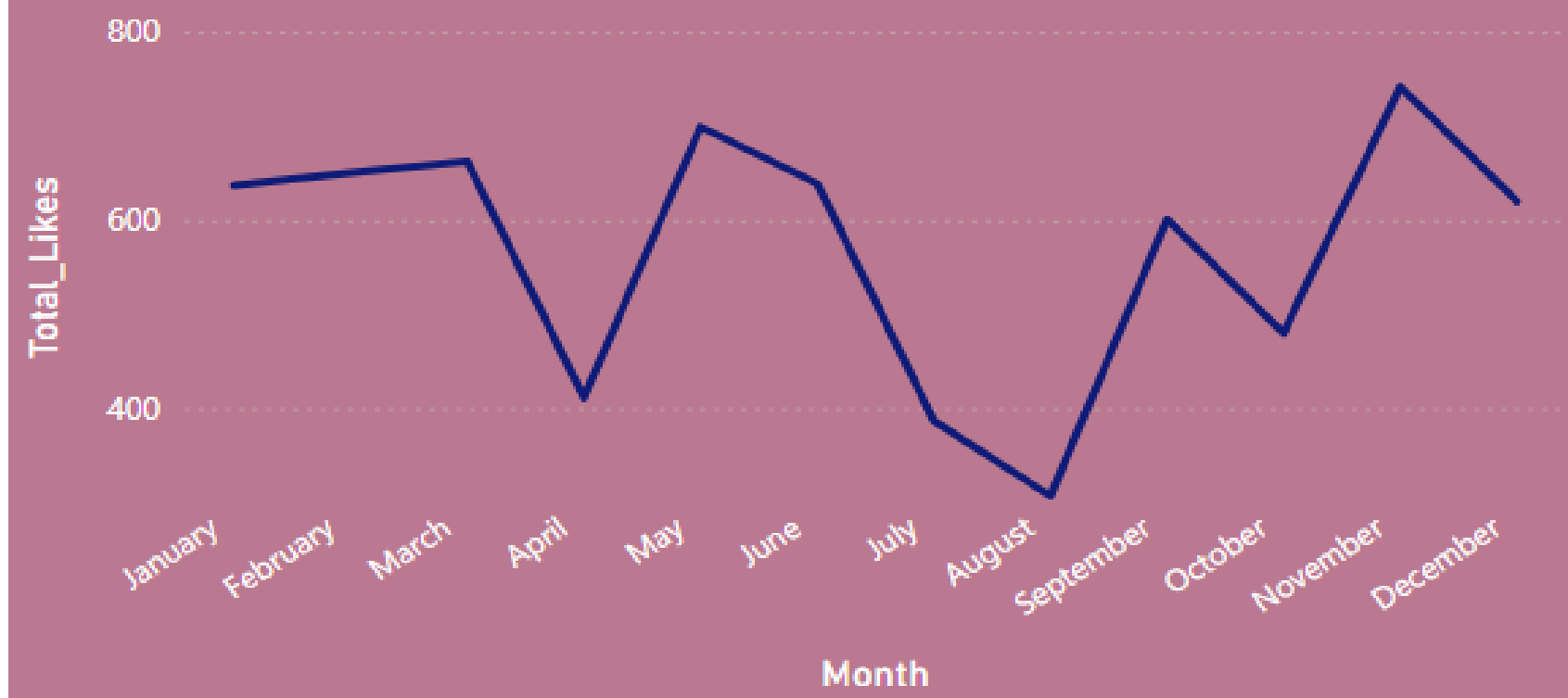
Insight: Purchase Channels by Customer Segment

- Focus on enhancing online/web channel marketing for growth
- Store and Catalog purchases are key contributors.



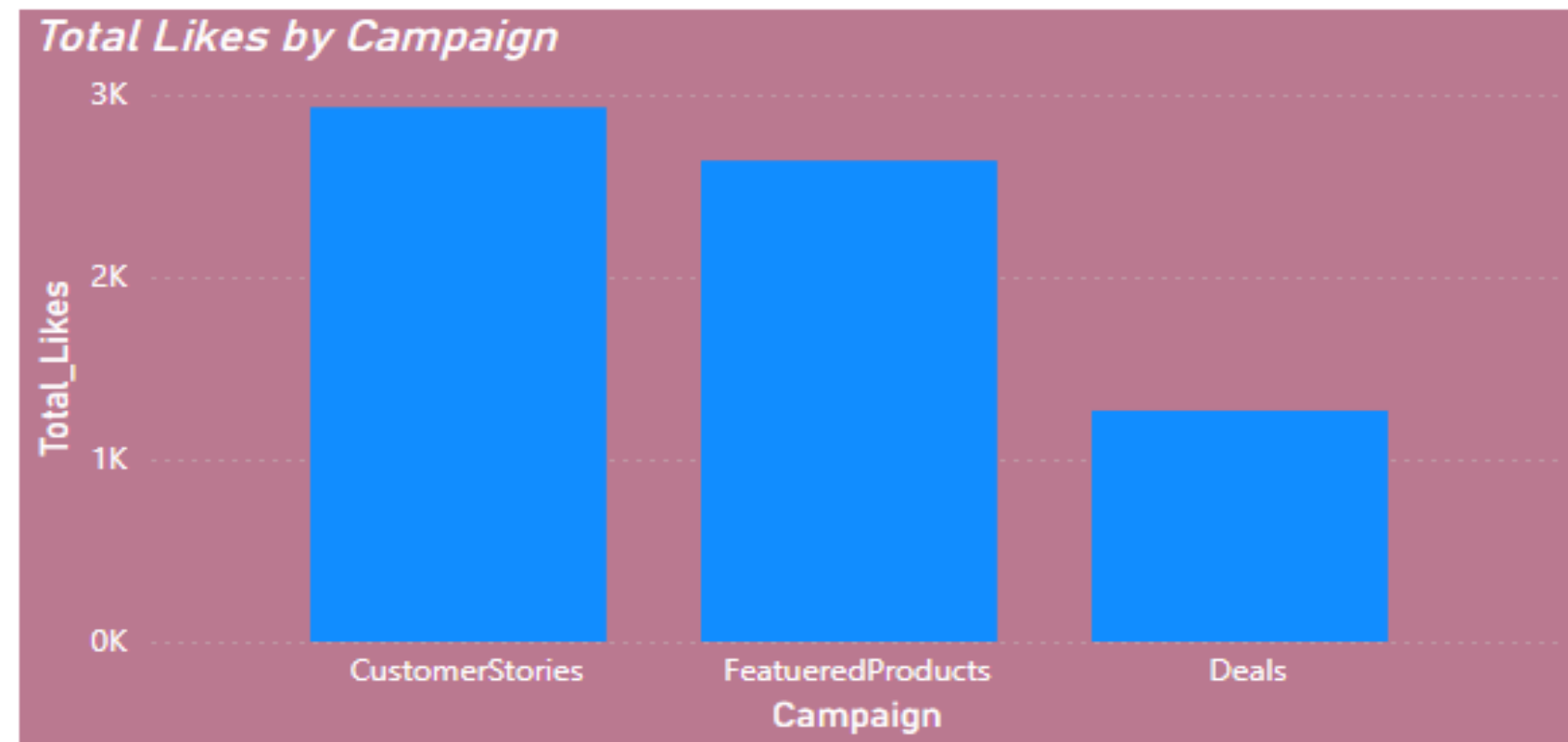
Insights : Monthly Social Media Engagement Trends

Total Likes by Month





Insights : Campaigns with Highest Likes



Filters Used

Education, Marital_Status, AcceptedCmp1, AcceptedCmp2, Accepte...

- ^ ☐ 2n Cycle
- ✓ ☐ Divorced
- ✓ ☐ Married
- ✓ ☐ Single
- ✓ ☐ Together
- ✓ ☐ Widow
- ✓ ☐ Basic
- ✓ ☐ Graduation

Education

Marital_Status

AcceptedCmp1 to AcceptedCmp5



Summary

Customer Segmentation:

Families with children, especially with one child at home, show higher engagement and responsiveness.

Sales Channel Preference:

Store and Catalog channels dominate customer purchases.

Web channel has growth potential among higher-income, educated segments.

Campaign Effectiveness:

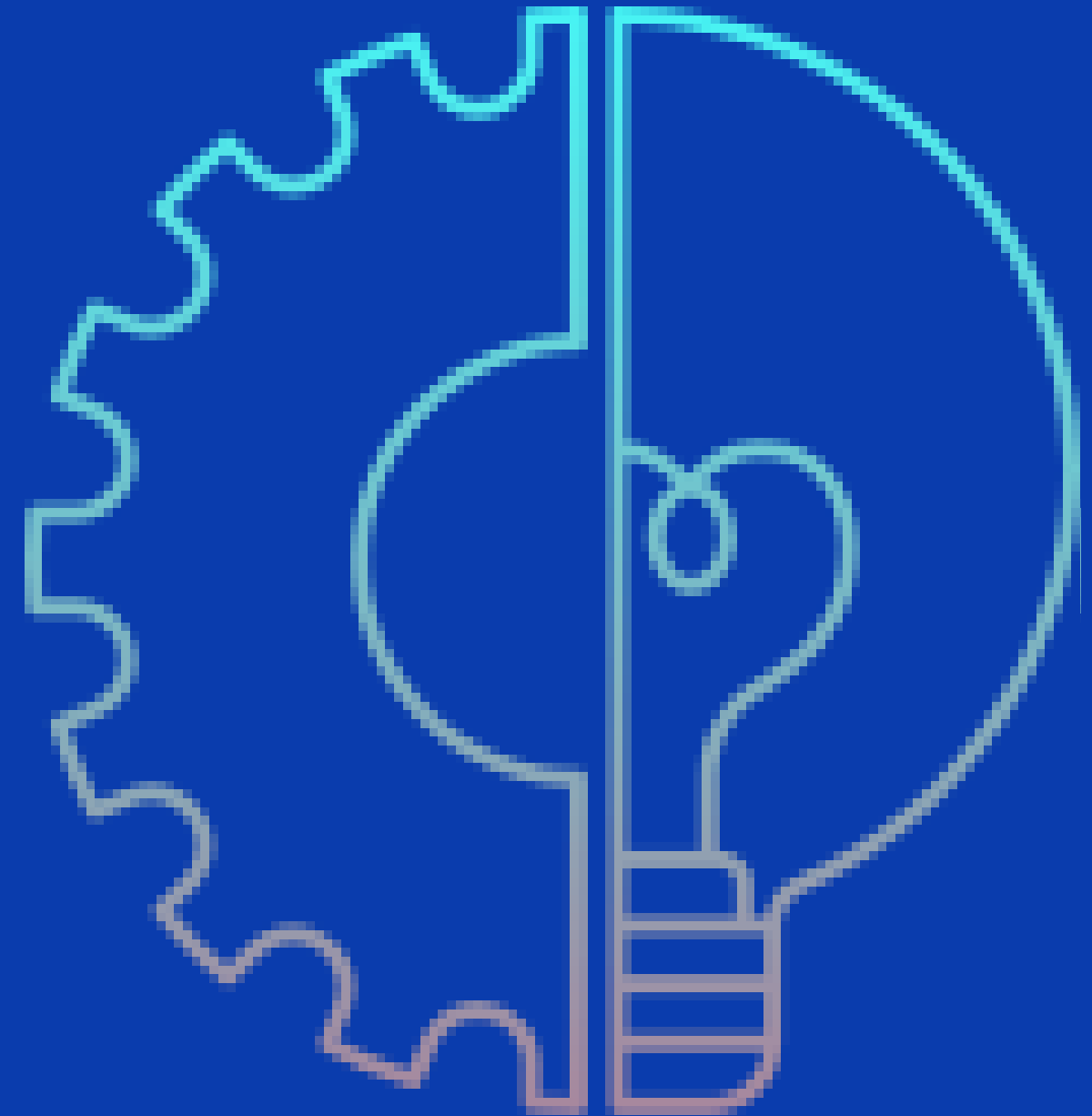
Campaigns like Deals, Featured Products, and Customer Stories have generated the most Likes and customer engagement.

Social Media Trends:

Highest engagement levels occur during Q4 (November & December).

Strategic Recommendations

Personalize marketing strategies based on detailed customer demographics and purchasing behavior.
Focus investments on the most preferred channels and customer segments.
Synchronize campaigns to align with periods of high engagement.
Continuously analyze campaign performance to replicate the success factors of top-performing initiatives.



Conclusion

Our data-driven analysis using Power BI has provided clear visibility into customer preferences, purchasing behavior, and campaign performance.

Key highlights include:

Families with children represent a strong customer segment, particularly for catalog and web promotions.

Store & Catalog channels remain dominant, but there's significant growth potential in the Web channel, especially among higher-income, tech-savvy customers.

Social media engagement consistently peaks in Q4, aligning with festive seasons—an ideal window for high-impact campaigns.

Campaigns such as Deals, Featured Products, and Customer Stories demonstrated the highest engagement, indicating strong content effectiveness.

Thank You!