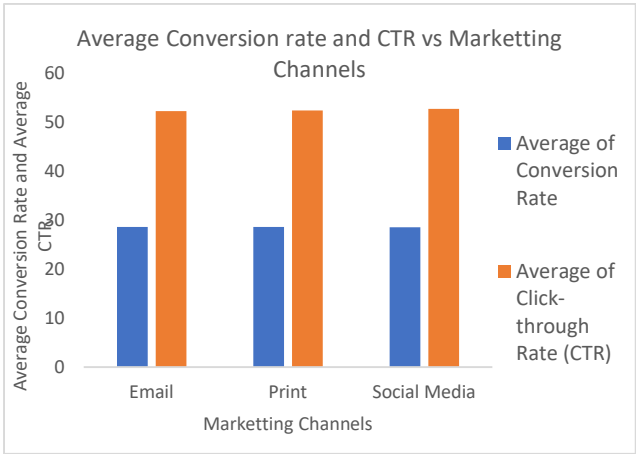


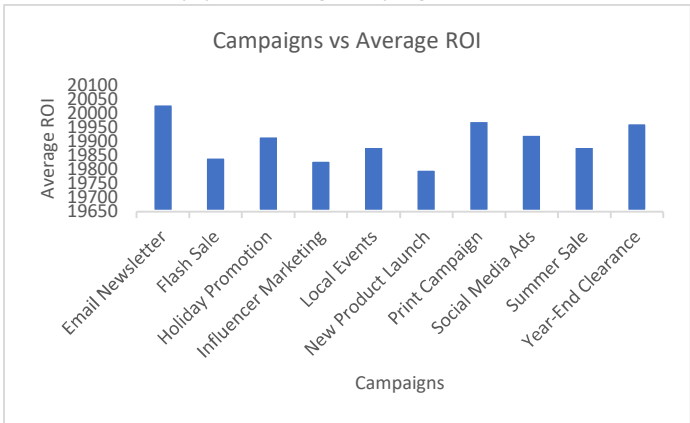
# Subjective Questions

1. Which marketing channels are driving the highest CTR and Conversion Rate?



Email channel has highest conversion rate and social media channel has the highest click-through rate.

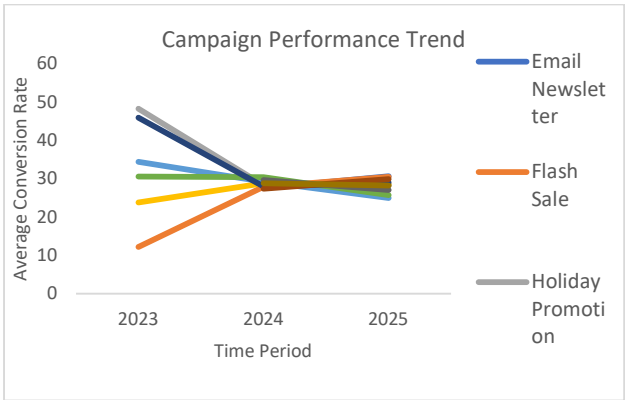
2. What are the top-performing campaigns in terms of ROI, and how do they compare to others?



Email Newsletter, Print Campaign, Year-End Clearance are the top performing campaigns in terms of ROI.

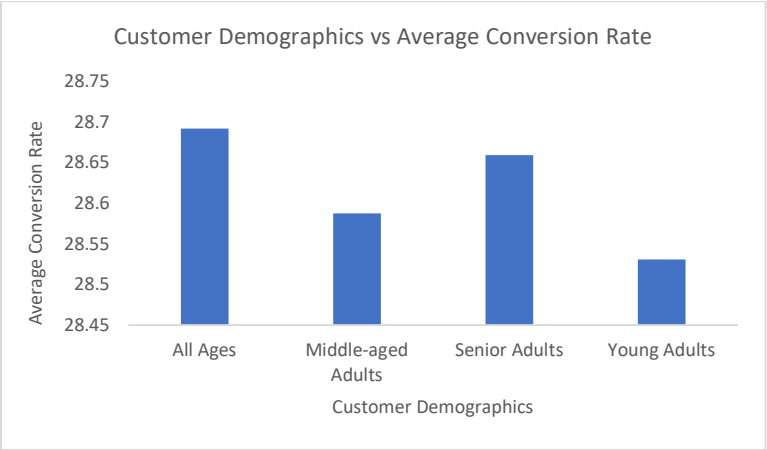
The ROI for these 3 campaigns is slightly greater than the rest of the campaigns.

3. Are there any notable trends in campaign performance over time?



The conversion rate of the Flash Sale, Influencer Marketing, New Product Launch increases in the year 2024 after which it becomes linear. Apart from this, the conversion rate of holiday promotion, print campaign, local events decreases in the year 2024 after which it becomes linear.

4. How do customer demographics influence campaign effectiveness?



The campaigns for all the ages have the highest conversion rate. The campaigns for the young adults have the lowest conversion rate.