

# Marketing Campaign Performance Excel Dashboard

## Objective:

The objective of this interactive Excel dashboard is to evaluate the effectiveness of marketing campaigns and track key performance indicators (KPIs) to make data-driven marketing decisions.

## Key Insights:

Visualize key metrics such as click-through rates, conversion rates, and return on investment (ROI).

Compare the performance of different marketing channels and campaigns.

Analyze customer demographics and behavior to refine target audience and messaging.

## Data Description:

The dataset comprises marketing campaign data with columns including:

- **Campaign ID:** Unique identifier for each marketing campaign.
- **Campaign Name:** The name or description of the marketing campaign.
- **Start Date:** The date the campaign started.
- **End Date:** The date the campaign ended.
- **Marketing Channel:** The channel used for the campaign (e.g., email, social media, print).
- **Click-through Rate (CTR):** The percentage of recipients who clicked on the campaign link.
- **Conversion Rate:** The percentage of recipients who completed a desired action (e.g., purchase, sign-up).
- **Return on Investment (ROI):** The revenue generated compared to the cost of the campaign.
- **Customer Demographics:** Information about the target audience, such as age, gender, location, etc.
- **Location:** Contains alphabetic labels representing different locations

## Key Metrics and Visualizations:

### **1. Overall Campaign Performance:**

Use a suitable chart showing the performance metrics of CTR over time for each marketing channel.

### **2. Comparison of Marketing Channels:**

Compare the ROI of different marketing channels for all years by using a suitable chart.

### **3. Top Performing Campaigns:**

Display the campaigns based on Conversion Rate for all years by using a suitable chart.

### **4. Customer Demographics Analysis:**

Illustrate the distribution of Marketing channels by demographics w.r.t years by using a suitable chart.

### **Subjective Questions for Analysis:**

1. Which marketing channels are driving the highest CTR and Conversion Rate?
2. What are the top-performing campaigns in terms of ROI, and how do they compare to others?
3. Are there any notable trends in campaign performance over time?
4. How do customer demographics influence campaign effectiveness?
5. Where are the drop-offs happening in the conversion funnel, and how can they be improved?

(Note: The actual dashboard would be more interactive and user-friendly, allowing marketers to explore campaign data in detail and make informed decisions.)

***Submit the Excel Dashboard which includes the Key Insights and subjective questions***

