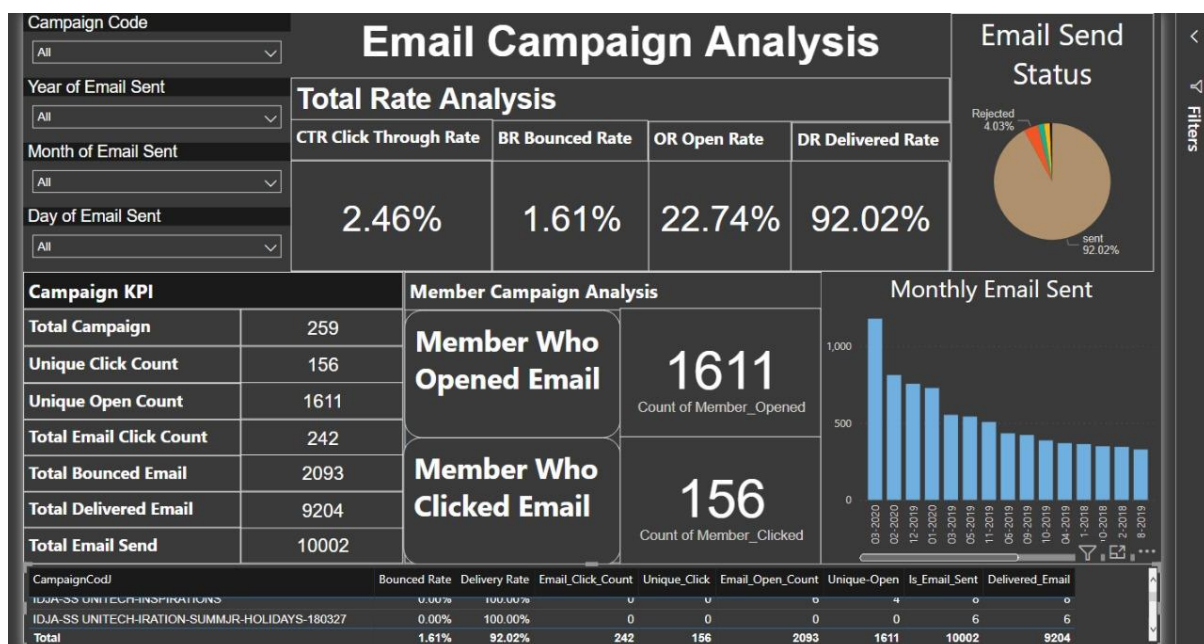


Step by step process to make the Email Campaign Analysis Dashboard on Power BI

AIM: Basically, a product-based company wanted to engage more user on their platform therefore they various campaigns and sent emails to 10K people and this database shows how many people actually engaged in their campaigned and how many mails were bounced back and other multiple factors are also analysed. Let us have a look towards the final dashboard.



This is the final dashboard of our project

1) First get data from excel sheet provided, the data will look like this

Column1	CampaignCode	Medium_Type	Is_Email_Sent	Email_Sent_Status	Email_SentDate	Email_Open_Count	Email_Click_Count	Is_SMS_Sent	SMS_SentDate
9530F853-8189-11e8-8D4D-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
E0F3237E-9D34-11e8-82CA-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL
11000517-194E-11e8-8DCA-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
8F03055F-6D75-11e8-87CC-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
6A427858-968B-11e8-883C-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
8A7D988B-A07D-11e8-8A8C-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
C3D4789F-98CA-11e8-8E24-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
C77B84D2-809D-11e8-98F2-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL
F96C988B-98C8-11e8-833A-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL
1D9783C6-716D-11e8-853E-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL
8E4425C3-84FE-11e8-9372-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL
EF6513CA-5F79-11e8-A40E-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
A49A5E8A-694B-11e8-851D-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL
CECC0625-9D41-11e8-AC12-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
6D9C587C-58FB-11e8-93FC-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
1C6C1205-8444-11e8-AD0A-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL
7B89CE37-9D48-11e8-8CA4-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL
4DFF052F-E119-11e8-A128-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL
C3F8579C-25A8-11e8-A7AC-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL
7C18192-0287-11e8-9A02-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL
AF18898A-4F73-11e8-89C5-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
CA039A8-DC8E-11e7-90FE-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL
CAC09E06-4CD7-11e8-8166-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL
ATE81856-ADCC-11e8-8258-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL
EAD5640D-6818-11e8-84F8-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL
6E305F6A-A303-11e8-AD72-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL
C91703FB-A88A-11e8-8810-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL
A4B28AC-811E-11e8-8A50-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL

Next select a theme of your choice and create a heading naming Email Campaign Analysis.

1. Next put 4 slicer headers with first campaign code
2. second year of E mail sent.
3. Third month of the year sent
4. Fourth day of the email sent
5. Then select all option for all of the slicers and then arrange them in order
6. Create various headings as shown in our final dashboard image.

2) Create a new column with which we can count the email_click_count as shown in the figure.

Column1	CampaignCode	Medium_Type	Is_Email_Sent	Email_Sent_Status	Email_SentDate	Email_Open_Count	Email_Click_Count	Is_SMS_Sent	SMS_SentDate	Unique_Click
125C3-84FE-11e8-9372-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	29-03-2019 08:00:14	0	0	NULL	NULL	0
113CA-87F9-11e8-A40E-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
A518A-694B-11e8-851D-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL	0
C3D4789F-98CA-11e8-8E24-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
C587C-58FB-11e8-93FC-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
12105-8444-11e8-AD0A-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL	0
9CE37-9D48-11e8-8CA4-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL	0
7D316-1119-11e8-A128-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL	0
8776C-736E-11e8-87AC-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	16-01-2019 08:00:14	0	0	NULL	NULL	0
8E192-0287-11e8-9A02-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	29-03-2019 08:00:14	0	0	NULL	NULL	0
8B88A-4F73-11e8-89C5-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
9A84B-DC8E-11e7-90FE-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
99808-AC07-11e8-8166-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL	0
21856-ADCC-11e8-8258-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL	0
56400-6818-11e8-84F8-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL	0
70F6A-A303-11e8-A303-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	29-03-2019 08:00:14	0	0	NULL	NULL	0
70F6A-A303-11e8-A303-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL	0
281AC-811F-11e8-8A50-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	29-03-2019 08:00:14	0	0	NULL	NULL	0
A188A-932A-11e8-8A1A-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	29-03-2019 08:00:14	0	0	NULL	NULL	0
38073-A18C-11e8-A402-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	29-03-2019 08:00:14	0	0	NULL	NULL	0
588CA-E44E-11e7-86A4-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
6235C-988B-11e8-8258-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
1E031-2278-11e8-8086-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL	0
4485D-8106-11e8-8560-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
11C9A-71D5-11e8-803C-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	07-09-2018 09:00:23	0	0	NULL	NULL	0
55A2F-9CE1-11e8-8B32-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	06-11-2018 09:03:07	0	0	NULL	NULL	0
A4D6B-D48C-11e7-8D98-0050568260A3	J-MO-SS UNITECH-HYD-01	Email	1	sent	04-10-2018 14:17:27	0	0	NULL	NULL	0

Similarly create a unique open count column using the same formula.

Then put these values in the respective slicer with respective titles as shown in our final dashboard.

- 3) Next create a new column for the count of total bounced email using the formula given below.

Table: Sheet1 (11,000 rows) Columns: Bounced_Email (2 distinct values)

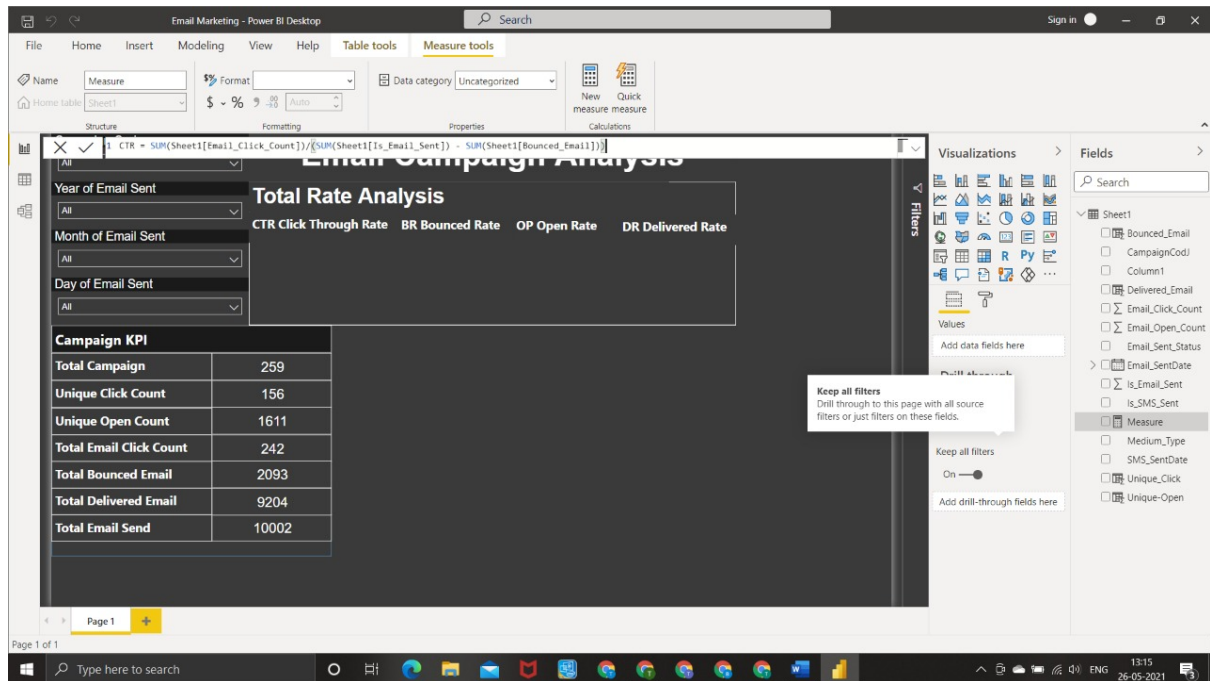
Then put the value in the cards beside the respective heading.

- 4) Similarly create a new column to count the total delivered emails using the formula given below.

Table: Sheet1 (11,000 rows) Columns: Delivered_Email (2 distinct values)

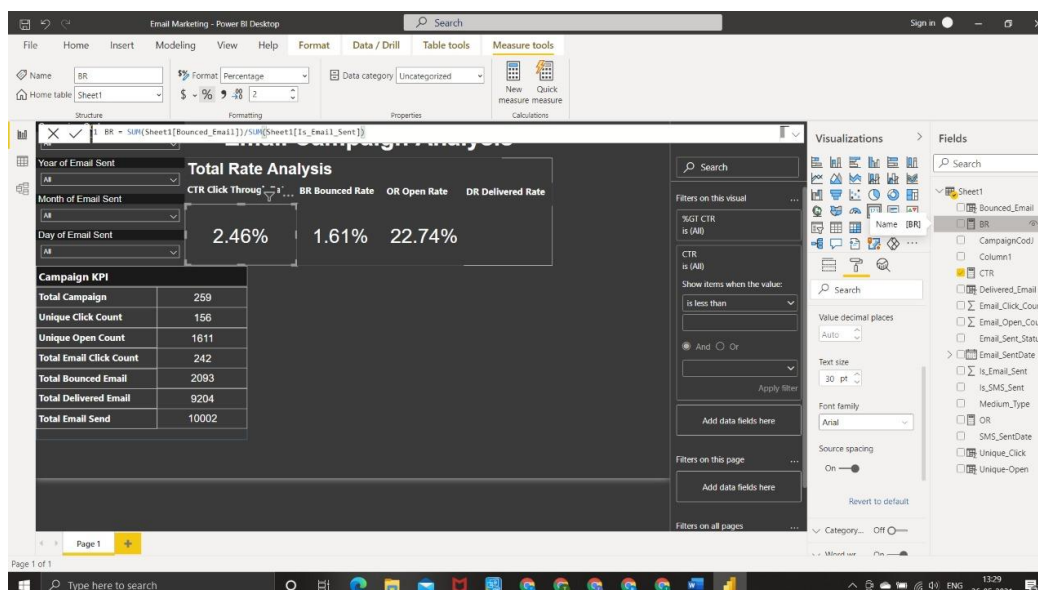
Then put the value in the cards beside the respective heading

- 5) Next create a new measure and use the following formula to find the CTR for the given title as shown in the final dashboard.



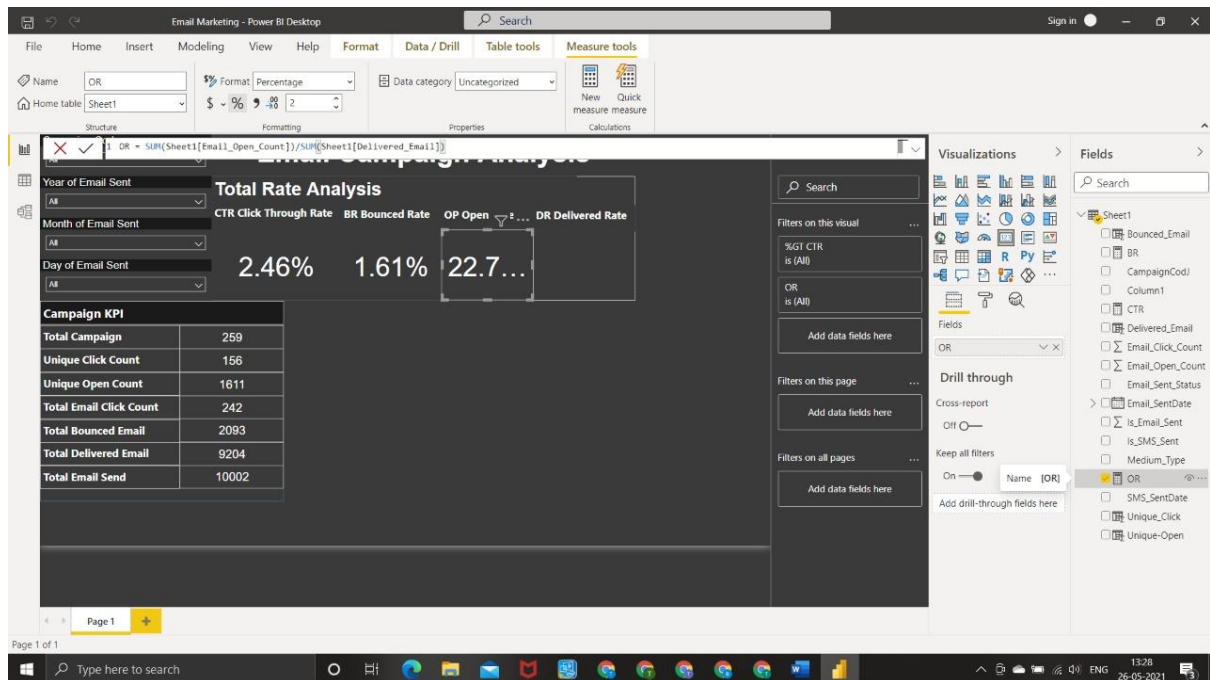
Then put the value in the cards beside the respective heading

- 6) Similarly create a new measure for the BR that is Bounced Rate using the formula given below.



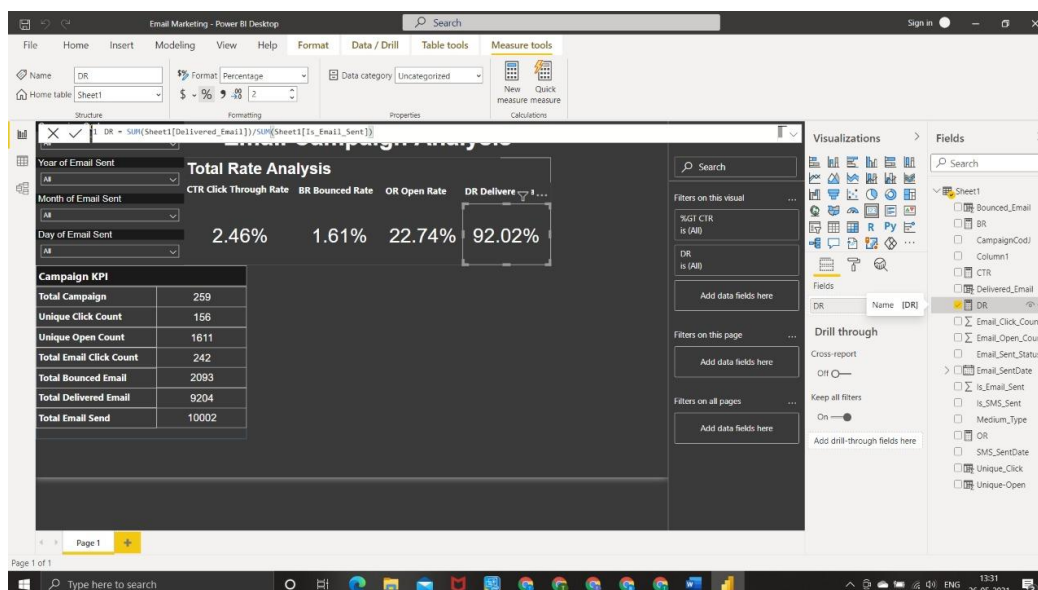
Then put the value in the cards beside the respective heading

- 7) Similarly create a new measure for the OR that is Open Rate using the formula given below



Then put the value in the cards beside the respective heading

- 8) Similarly create the new measure for DR that is Delivery Rate as shown in the figure below.



Then put the value in the cards beside the respective heading

- 9) Now create a new column to check who opened the email using the formula given below.

The screenshot shows the Power BI Desktop interface with the 'Email Marketing' dataset. The formula bar displays the DAX formula for the 'Member_Opened' column: `1 Member_Opened = If([Sheet1[Email_Open_Count]>0,Sheet1[Column1]]`. The data table shows columns for email status, date, open count, click count, SMS status, and unique click/open counts. A dropdown menu is open for the 'Member_Opened' column, showing a list of email addresses.

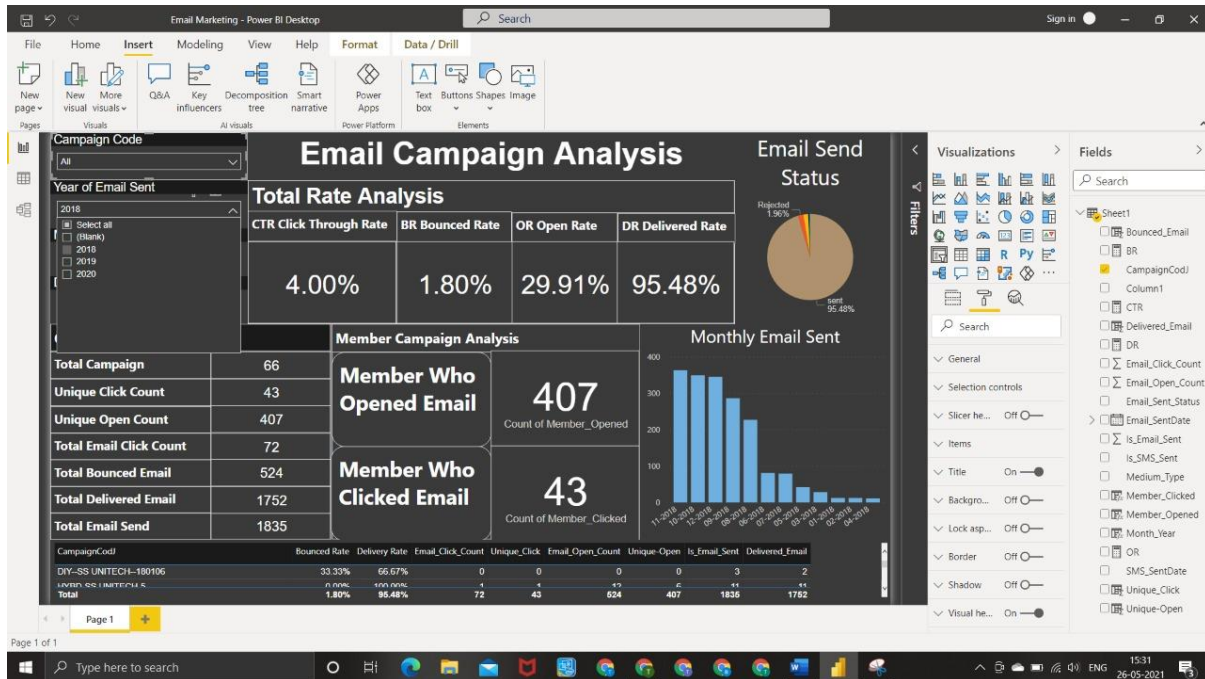
Email_Sent	Email_Sent_Status	Email_SentDate	Email_Open_Count	Email_Click_Count	Is_SMS_Sent	SMS_SentDate	Unique_Click	Unique_Open	Bounced_Email	Delivered_Email	Member_Opened
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	16-01-2019 08:00:14	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	16-01-2019 08:00:14	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	04-10-2018 14:17:27	0	0	0	NULL	0	0	0	0	
1	sent	16-01-2019 08:00:14	0	0	0	NULL	0	0	0	0	
1	sent	16-01-2019 08:00:14	0	0	0	NULL	0	0	0	0	
1	sent	16-01-2019 08:00:14	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	07-09-2018 09:00:23	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	
1	sent	04-10-2018 14:17:27	0	0	0	NULL	0	0	0	0	
1	sent	04-10-2018 14:17:27	0	0	0	NULL	0	0	0	0	
1	sent	16-01-2019 08:00:14	0	0	0	NULL	0	0	0	0	
1	sent	06-11-2018 09:03:07	0	0	0	NULL	0	0	0	0	

- 10) Now create a column to check the clicked count using the formula given below.

The screenshot shows the Power BI Desktop interface with the 'Email Marketing' dataset. The formula bar displays the DAX formula for the 'Member_Clicked' column: `1 Member_Clicked = If([Sheet1[Email_Click_Count]>0,Sheet1[Column1]]`. The data table shows columns for email status, date, open count, click count, SMS status, and unique click/open counts. A dropdown menu is open for the 'Member_Clicked' column, showing a list of email addresses.

Sent_Status	Email_SentDate	Email_Open_Count	Email_Click_Count	Is_SMS_Sent	SMS_SentDate	Unique_Click	Unique_Open	Bounced_Email	Delivered_Email	Member_Opened	Member_Clicked
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
06-11-2018 09:03:07	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
06-11-2018 09:03:07	0	0	0	NULL	NULL	0	0	0	0	1	1
06-11-2018 09:03:07	0	0	0	NULL	NULL	0	0	0	0	1	1
16-01-2019 08:00:14	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
16-01-2019 08:00:14	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
06-11-2018 09:03:07	0	0	0	NULL	NULL	0	0	0	0	1	1
04-10-2018 14:17:27	0	0	0	NULL	NULL	0	0	0	0	1	1
16-01-2019 08:00:14	0	0	0	NULL	NULL	0	0	0	0	1	1
16-01-2019 08:00:14	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
07-09-2018 09:00:23	0	0	0	NULL	NULL	0	0	0	0	1	1
06-11-2018 09:03:07	0	0	0	NULL	NULL	0	0	0	0	1	1
04-10-2018 14:17:27	0	0	0	NULL	NULL	0	0	0	0	1	1
04-10-2018 14:17:27	0	0	0	NULL	NULL	0	0	0	0	1	1
16-01-2019 08:00:14	0	0	0	NULL	NULL	0	0	0	0	1	1
06-11-2018 09:03:07	0	0	0	NULL	NULL	0	0	0	0	1	1

- 11) Now create a pie chart and clustered column chart and put the given values in the provided fields.



- 12) Now we can see our dashboard is completely responsive as we change the year the values changes accordingly.

