EcodeCamp
Internship Program
Task #4 :- Marketing Campaign Analysis   **By :- Tariq Hussain Wali Mohammed**
Dashboard Link :
https://app.powerbi.com/view?r=eyJrIjoiZWRkZTRmOTgtMDUxOC00NTljLWJkOTktZTUxYmJkOThiYjQ3Iiw
idCI6IjY3ZDJkYjA2LTQ0YmQtNGMzMi1iN2Q5LTFhMjAyZjk4ZmM1YyIsImMiOjl9

Task 4

Marketing Campaign Analysis

- Objective: Analyze marketing campaign data to evaluate the effectiveness and ROI of different campaigns.

Task Roadmap:

- **Data Collection:**
    - Use marketing campaign data from email campaigns, social media, or advertisements.
    - Review features such as campaign type, impressions, clicks, conversions, and cost.

- **Data Cleaning:**
    - Handle missing values and ensure data consistency.
    - Standardize data formats for analysis.
- **Data Analysis:**
    - Analyze the performance of different campaigns based on key metrics.
    - Calculate ROI and cost per acquisition for each campaign.
    - Identify factors contributing to successful campaigns.
- **Visualization:**
    - Create visualizations such as bar charts, line charts, and conversion funnels to represent campaign performance.
- **Reporting:**
    - Generate a detailed report summarizing the findings and provide recommendations for optimizing future campaigns.
- **Resources:**
    - https://www.youtube.com/watch?v=a6vMiCPDtIc
    - https://waypointmc.com/blog/analyzing-marketing-results

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Introduction

- **Purpose of the Analysis**

   The purpose of this analysis is to evaluate customer satisfaction levels based on call center data and identify potential areas for improvement. The dataset includes details about calls such as the **agent handling the call, the call topic, resolution status, speed of answer, talk duration, and customer satisfaction ratings**. By examining this data, we aim to uncover patterns affecting satisfaction and suggest improvements to enhance customer experience.

- **Data Overview**

   The dataset includes detailed customer information, campaign engagement, and spending habits. Some key columns related to marketing campaigns and ROI analysis include:

- **Analysis Included from the designed dashboard**
   - **AcceptedCmp1-5**: Indicators of whether a customer accepted campaigns 1 through 5 (binary, 0 or 1).
   - **Income**: Customers' annual income, relevant for ROI analysis.
   - **MntWines, MntFruits, MntMeatProducts**, etc.: Monetary spending across different product categories, indicating post-campaign purchasing behavior.
   - **NumWebVisitsMonth**: Number of web visits per customer, which may relate to engagement.
   - **Complain**: Customer complaints, which could indicate dissatisfaction after campaigns.
   - **Response:** Overall campaign response indicator.

Calculate the ROI for each campaign and analyze effectiveness by comparing campaign acceptance, spending, and response data.

- Analysis of Campaign Effectiveness
   - Campaign Acceptance Rates:
      - Campaign 1: 6.43%
      - Campaign 2: 1.34%
      - Campaign 3: 7.28%
      - Campaign 4: 7.46%
      - Campaign 5: 7.28%

Campaigns 3, 4, and 5 have the highest acceptance rates, while Campaign 2 has the lowest, with only 1.34% acceptance. This suggests that Campaign 2 may need re-evaluation or adjustment to improve its effectiveness.

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- o   Average Customer Income by Campaign:
    - ▪ Campaign 1: $77,840
    - ▪ Campaign 2: $71,055
    - ▪ Campaign 3: $50,803
    - ▪ Campaign 4: $66,732
    - ▪ Campaign 5: $81,434

Campaign 5 attracted customers with the highest average income, followed closely by Campaign 1. Campaign 3 attracted customers with the lowest average income, indicating that while it was relatively successful in acceptance, it did not target the highest-income individuals.

- o   Overall Response Rate:
    - ▪ 14.91% of customers responded to any campaign.

This response rate indicates a relatively modest level of engagement across campaigns. Improvements in targeting or messaging may be necessary to boost this figure.

- o   Effectiveness and ROI Insights:
    - ▪ Campaign 5 is potentially the most lucrative, combining a high acceptance rate with a customer base that has the highest average income.
    - ▪ Campaign 3 and 4 had strong acceptance rates but attracted lower-income customers compared to Campaigns 1 and 5.
    - ▪ Campaign 2 underperformed, with the lowest acceptance and an average income lower than most campaigns, suggesting that this campaign needs revision.

Return on Investment (ROI):
- The total ROI for all campaigns stands at 902.54.
- Campaign 1 (C#1) has the highest ROI at 222.24, while Campaign 5 (C#5) has a similar but slightly lower value of 145.55.
- Campaign 4 (C#4) appears to be the least successful in terms of ROI, achieving **150.85**.

3. Cost Per Acquisition (CPA):
- The overall CPA across all campaigns is 1.81, meaning the company spends $1.81 to acquire a customer on average.
- Campaign 2 (C#2) has the lowest CPA at 0.07, while Campaign 5 (C#5) has the highest CPA at 0.54.
- Campaign 1 (C#1) and Campaign 3 (C#3) have moderately low CPAs of 0.26 and 0.42, respectively.