Business requirement - Marketing campaign optimization

- This example is a typical problem for companies that sell marketing ads (facebook, twitter, instagram, ...) to other companies and use CPE (Cost Per Engagement) as a business metric

> **Info:** The business requirement started by the marketing team have the goal to understand possible approach on how to optimize and sell marketing ads

The board of executives and managers would like to have some insights using data driven approach

- Below one Executive Dashboard related to current campaigns that the company have and 2 questions that managers would like to understand

1. How the company can make better decision based on current marketing campaigns ?

2. How can we optimize and sell the advertisements ?

Can we use some methodology to achieve better results with higher confidence ?

In [3]:

```
from IPython.display import Image
Image(filename='./data/Marketing-Campaign-business-requirements.PNG')
```

Out[3]: