

# **MARKETING DATA INSIGHT ANALYSIS**

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## **Executive Summary:**

The PowerBi project is aimed at understanding the customer demographics, to measure the success of marketing campaigns, Product preference and channel performance. This report presents an analysis on aforementioned using PowerBi.

## **Introduction:**

This project is on a Marketing campaign data of 2,240 customers of Maven Marketing containing customer profiles, product preferences, campaign successes/failures and channel performance.

## **Project Overview:**

The project is aimed at providing answers to the following questions. What factors are significantly related to the number of web purchases? Which marketing campaign was the most successful? What does the average customer look like? Which products are performing best? Which channels are underperforming?

## **Data Overview:**

The dataset is a data of 2,240 customers of Maven Marketing containing columns that provide details on Customer demographics, Accepted marketing campaigns, Products and Sales channels.

## **Data Modelling and Analysis:**

Data was imported into Power Bi and transformed using Power Query. The data was then modelled using DAX to create Age, Age groups, Amount Spent.

## **Visualization and Dashboard Design:**

Visualizations and dashboards were designed to present the analysis in an easy-to-understand format. Key visualizations include:

- Web visit Vs Web purchase by number of deals.
- Amount spent by Age groups.
- Number of Customers by Country.
- Accepted Campaign comparison.
- Product performance.

➤ Channel Performance.

**Key Findings:**

The key findings of the analysis are as follows:

- Spain has the highest number of customers
- The Married spends more than others in the marital status categories
- Campaign 4 was the most accepted campaign
- Wine products performed better than other product categories
- Store outperformed other channels.
- There's a positive correlation between Income and Amount spent

**Recommendations:**

Based on findings, the following recommendations are suggested.

Recommendation to improve performance on other channels.

*For web channel*

- Optimize the website for mobile devices to cater to the growing number of mobile users. Improve SEO to increase visibility and attract more organic traffic to website.
- Implement targeted marketing campaign based on customer preference and purchase history

*For Catalogue channel*

- Include high quality images and detailed product descriptions to provide customers with all the information they need
- Send out regular catalogue mailings to keep customers informed of new products and promotions
- Include coupons, special discount offers for customers who make purchase through catalogue channel.

***Recommendation to Improve sales of other product categories***

- Improve the presentation of meat products in-store using attractive displays and signage, highlight unique cuts and varieties of meat product that may not be readily available at other stores.
- Host Gold buying events to educate customers, offer personalized engravings or customization to make it unique and special for each customer.
- Offer ready to cook fish products that are pre-marinated or pre-seasoned for convenience, offer cooking demonstration recipe cards for delicious fish dishes & offer a rotating selection on seasonal fish products.
- Expand variety of sweet products offered, create promotional bundles that include variety of sweet products & implement a customer loyalty program that rewards frequent purchases of sweet products.