Marketing Campaign Analysis Proposal

1) Scope

We will analyze the provided campaign dataset to extract actionable insights through:

KPI calculations: CTR, Conversion Rate, CPC, CPA, ROAS

Channel performance comparison

Demographic analysis (age, gender, location)

Time-based trend analysis (weekly/monthly performance)

2) Deliverables

Jupyter Notebooks for data cleaning, KPI calculation, and exploratory analysis.

Streamlit Dashboard with:

KPI Summary (impressions, clicks, conversions, spend, revenue, CTR, ROAS)

Channel Performance (bar/pie charts)

Demographic Insights (age, gender, location breakdowns)

Time-Series Trends (line/area charts of key metrics)

Recommendations Report summarizing key insights and budget reallocation strategy.

3) Metrics (from available data)

CTR = Clicks ÷ Impressions

Conversion Rate = Conversions ÷ Clicks

CPC = Total_Spend ÷ Clicks

CPA = Total_Spend ÷ Conversions

ROAS = Revenue_Generated ÷ Total_Spend

4) Timeline

 (5–7 Days)

5) Expected Outcomes

Interactive Dashboard for real-time campaign monitoring

Clear insights on:

Top campaigns and channels (high ROAS & conversion rate)

Best-performing demographic groups

Seasonal or time-based performance peaks

Budget reallocation strategy → invest more in high-performing areas and cut underperforming ones

6) Contact

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