

Marketing Campaign Analysis

A Data-Driven Approach to Campaign Performance

Using:-

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By :-

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Introduction

◆ Why this project?

- Campaigns are essential for business growth, but measuring success is critical.
- This analysis evaluates campaign ROI, conversion trends, and audience engagement.

◆ What does this presentation cover?

- Key marketing metrics [ROI, CAC, CTR, etc.].
- Analysis methodologies used in Excel.
- Insights and data-driven recommendations.

Objectives

- Optimize Marketing Performance by identifying high **ROI** campaigns 📈
- Improve Customer Acquisition by analyzing **CAC** & **conversion trends** 🛒
- Enhance Engagement Strategies by measuring **CTR** across channels 🎯
- Revenue Growth Tracking by monitoring trends & maximize returns 💰
- Data-Driven Decision Making by leveraging insights for future campaigns 📊

Excel Methodologies Used

◆ Data Preparation:

- Used Power Query to clean and structure data.
- Removed duplicates, formatted columns, and handled missing values.

◆ Analysis & Calculations:

- Used Pivot Tables & DAX Measures for KPI calculations.
- Created a date table to Access DAX usage
- Created custom formulas for ROI, CAC, CTR, and Conversion Rate.

◆ Visualizations & Dashboards:

- Designed an interactive Excel dashboard with slicers.
- Used different charts to highlight key trends.

Live Excel Dashboard

Dashboard

Insights

1 ROI & CAC Trends:

- ✓ Campaigns with higher ROI used Display & Influencer Marketing
- ✓ DataTech Solutions had the highest ROI in online marketing
- ✓ 30-day campaigns with Display Marketing had the lowest CAC

2 Conversion Rate & Click-Through Rate (CTR):

- ✓ Social Media Campaigns had the highest CTR but lower conversions
- ✓ Influencer Marketing had fewer clicks but a higher conversion rate

3 Regional Performance:

- ✓ Los Angeles had the best engagement
- ✓ Miami had the lowest impressions but highest conversions

4 Customer Insights:

- ✓ Foodies & people aged 25-35 [men & women] had the highest new customers & conversions

Recommendations

Budget Optimization:

- ✓ Allocate more budget to marketing channels with higher ROI.
- ✓ Reduce spending on platforms with high engagement but low conversions.

Improve Targeting:

- ✓ Focus on audience segments with the highest conversion rates.
- ✓ Optimize campaigns for regions showing strong conversion potential despite lower impressions.

Enhance Engagement Strategies:

- ✓ Strengthen engagement in areas with high interaction levels.
- ✓ Use more interactive content [videos, polls, and personalized offers] to boost conversion rates.

Experiment with A/B Testing:

- ✓ Test different ad creatives & CTAs to improve conversion rates.
- ✓ Experiment with campaign duration & channel selection to optimize customer acquisition costs.

Thank You