Marketing Campaign Analysis

A Data-Driven Approach to Campaign Performance

Using:-

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.

Important KPIs

- ROI [Return on Investment]: How much profit you make compared to what you spent.

$$ROI = (Profit / Cost) \times 100$$

- CTR [Click-Through Rate]: The percentage of people who clicked on your ad after seeing it.

$$CTR = (Clicks / Impressions) \times 100$$

- CAC [Customer Acquisition Cost]: How much money you spend to get one new customer.

$$CAC = Total\ Marketing\ Cost / New\ Customers\ Acquired$$

- LCR [Lead Conversion Rate]: The percentage of leads [interested people] who actually become customers

$$LCR = (Converted\ Leads / Total\ Leads) \times 100$$

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

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

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

Regional Performance:

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

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