Marketing Campaign

Data Analysis project

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Dataset

This dataset contains detailed records of **2,000 marketing campaigns** across multiple advertising channels, including **Email Marketing, Paid Advertising, Influencer Marketing, and Social Media Campaigns**.

It includes a **comprehensive comparison** between campaigns based on key performance indicators such as:

- **Number of Visits**
- **Number of Clicks**
- **Conversations(Goal Completion)**
- **Total Spend (Campaign Cost)**
- **Revenue Generated**
- **Geographic Location**
- **Age group**

The dataset has been fully cleaned, and no duplicate entries are present.

Additionally, five new columns have been calculated based on existing data to enhance the analysis:

Conversion Rate = (Conversions ÷ Clicks) ✕ 100

Cost per Click (CPC) = Total Cost ÷ Clicks

Cost per Acquisition (CPA) = Total Cost ÷ Conversions

Return on Advertising Spend (ROAS) = Revenue ÷ Total Cost

Click-Through Rate (CTR) = (Clicks ÷ Impressions) ✕ 100

2

Data cleaning & transformation

3
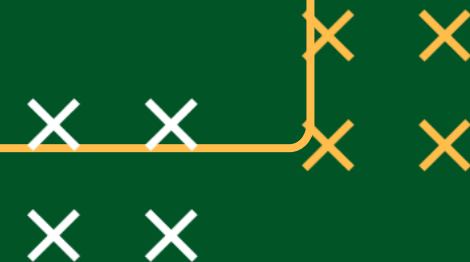
Data Visualization

&

Insights

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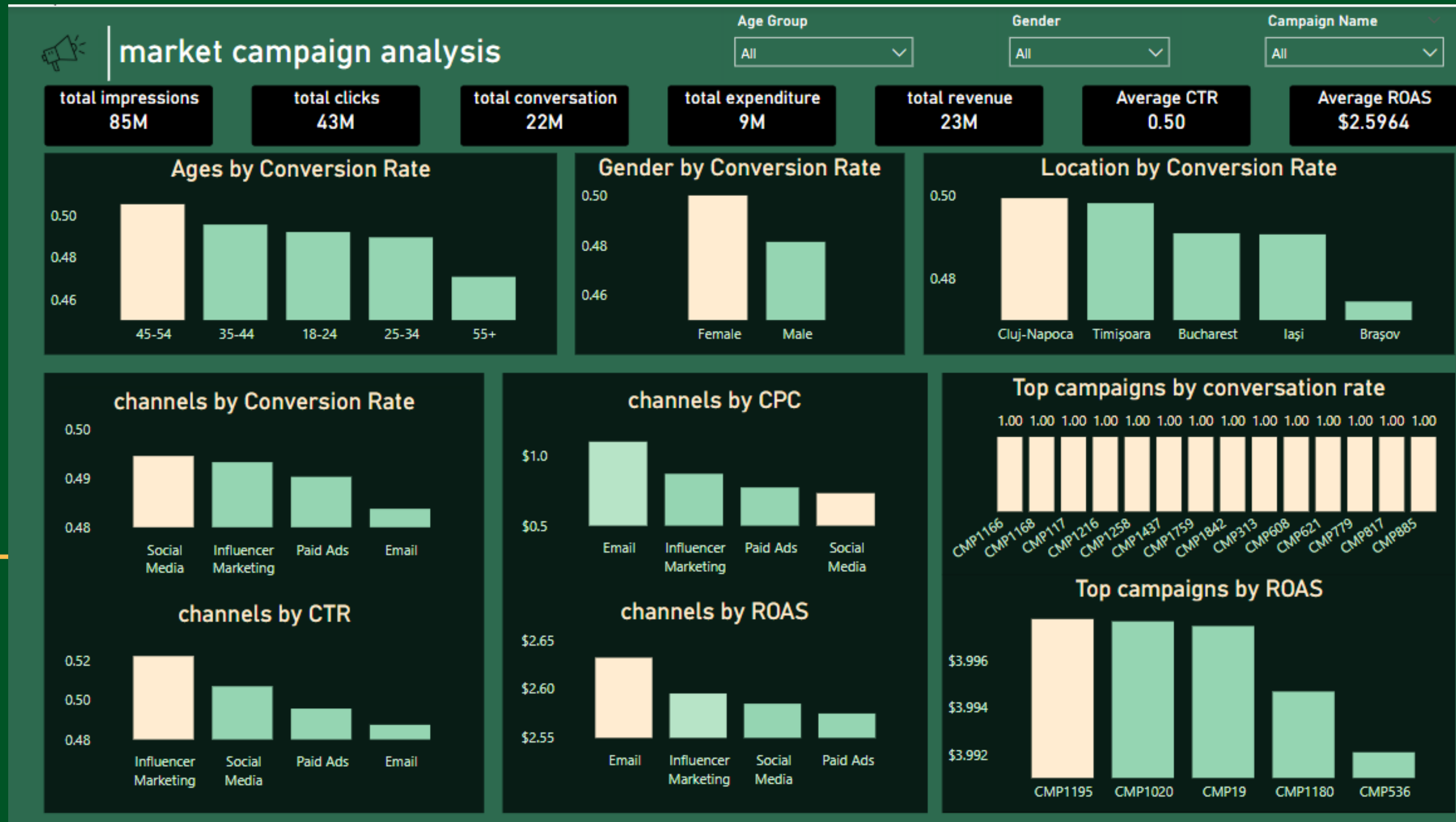
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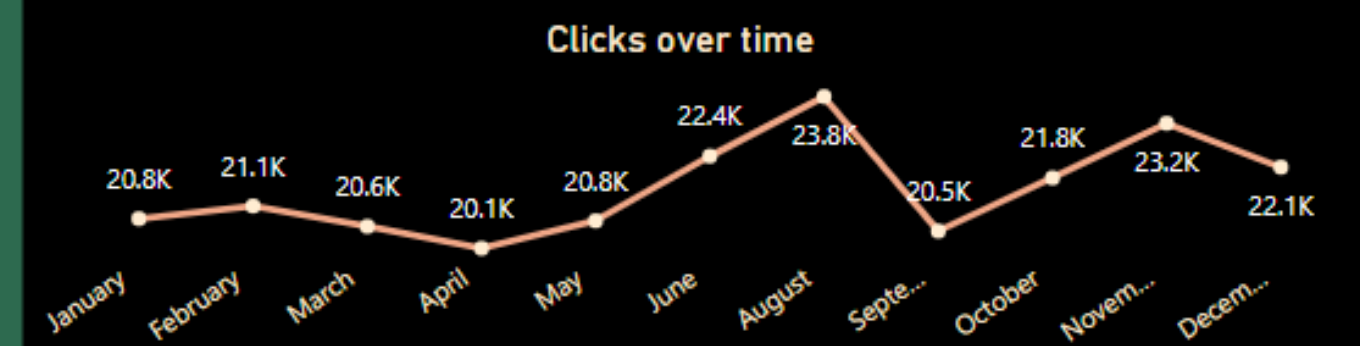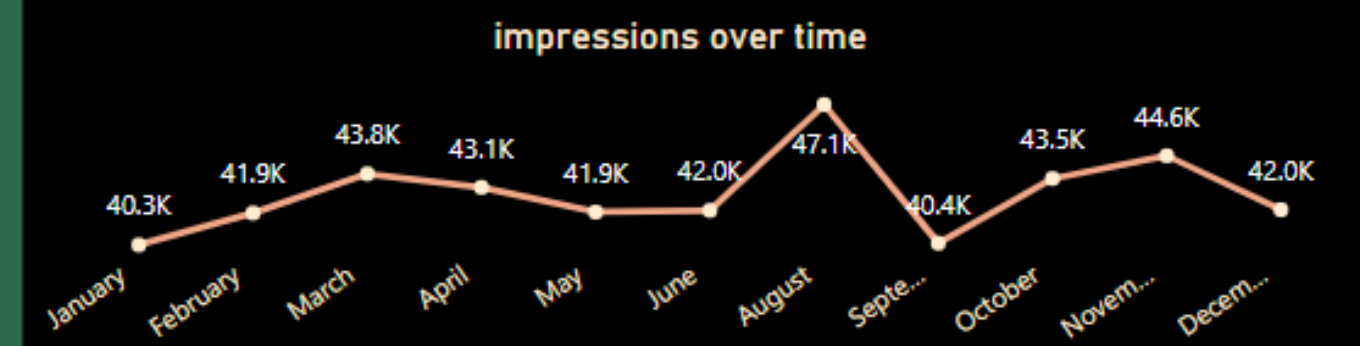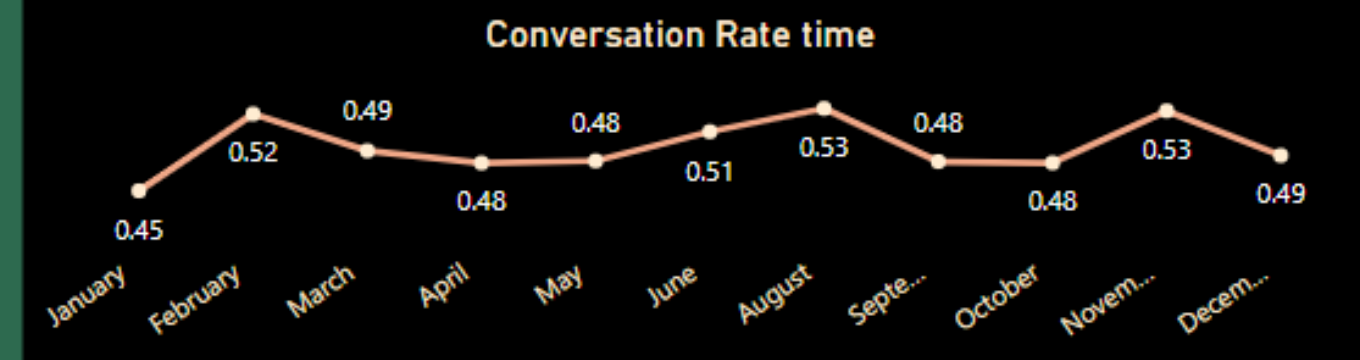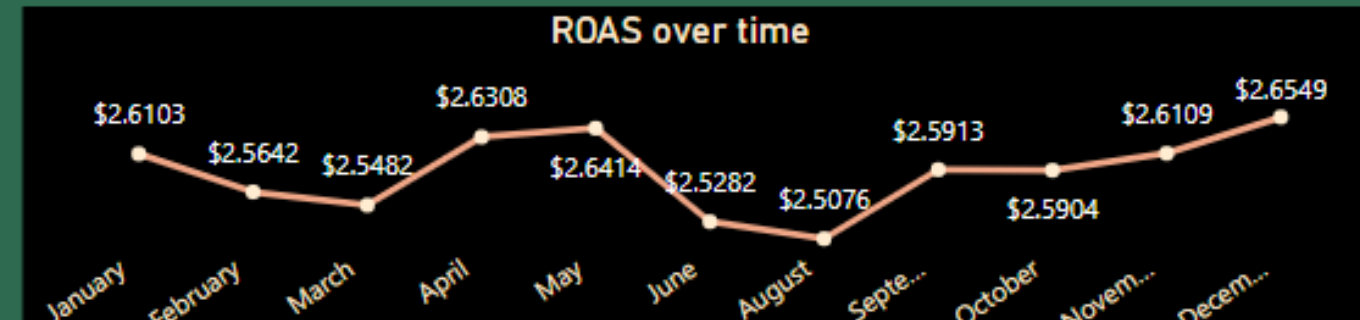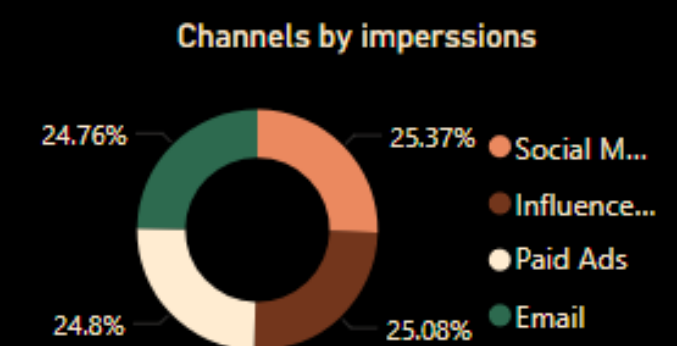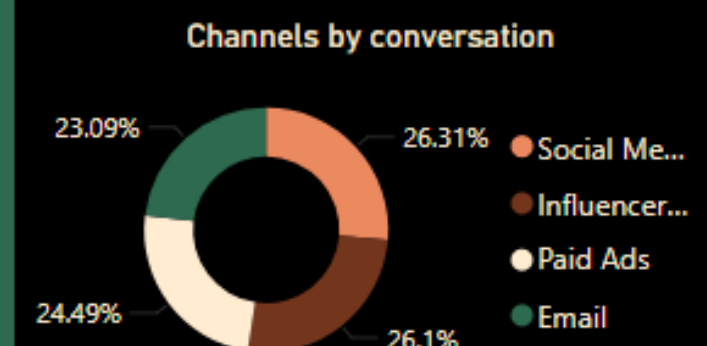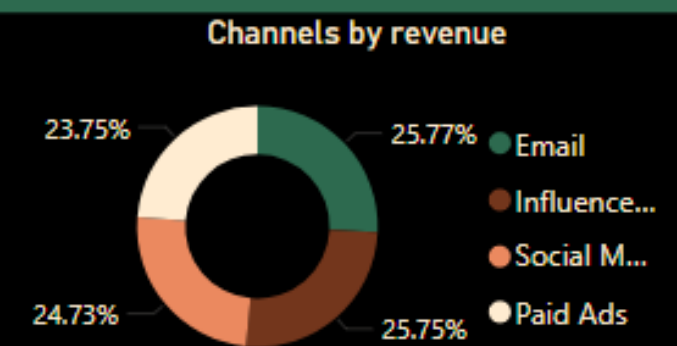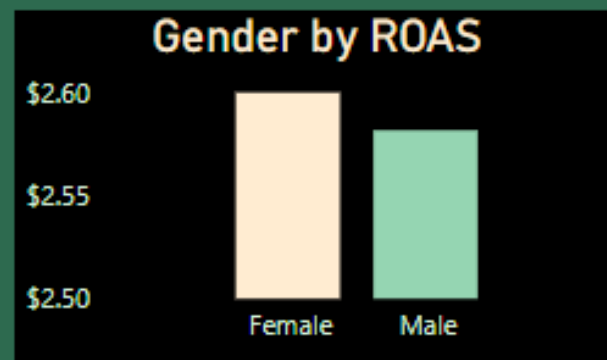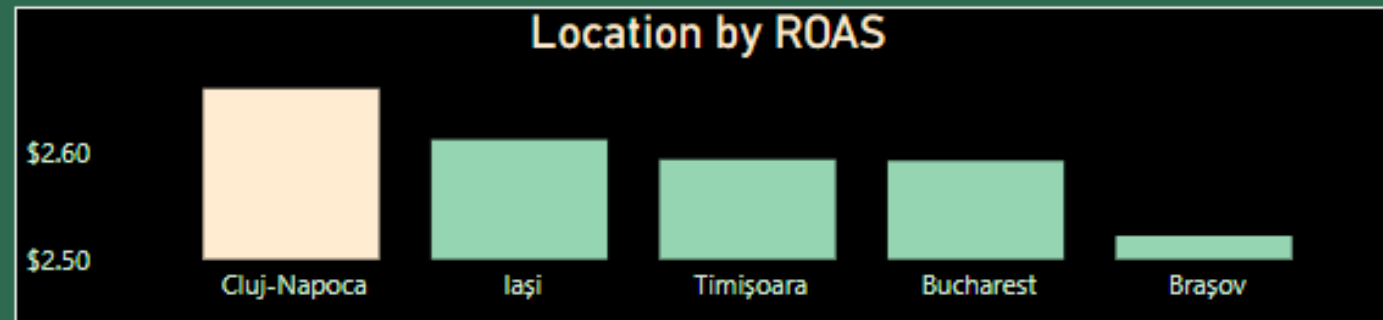
Insights

The channel with the highest conversion rate

The channel with the lowest cost per click

channels by Conversion Rate
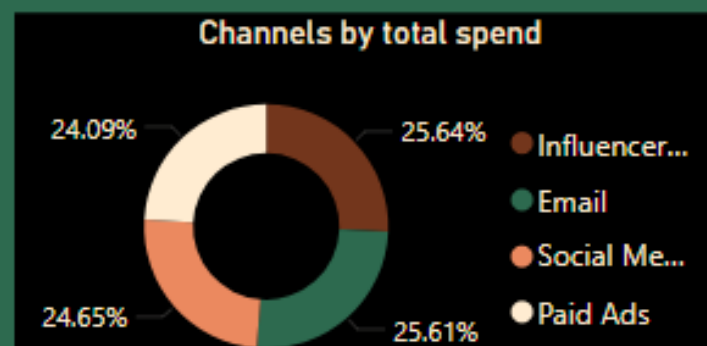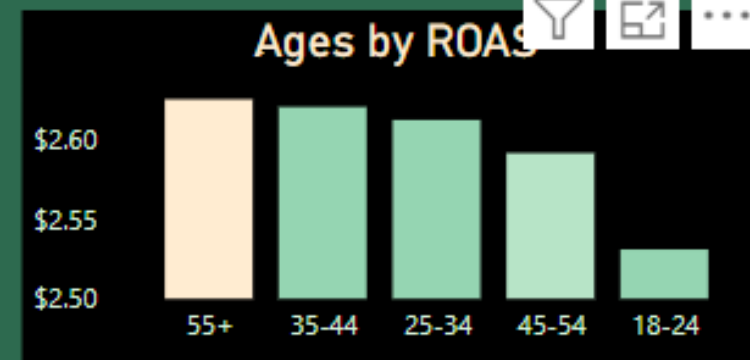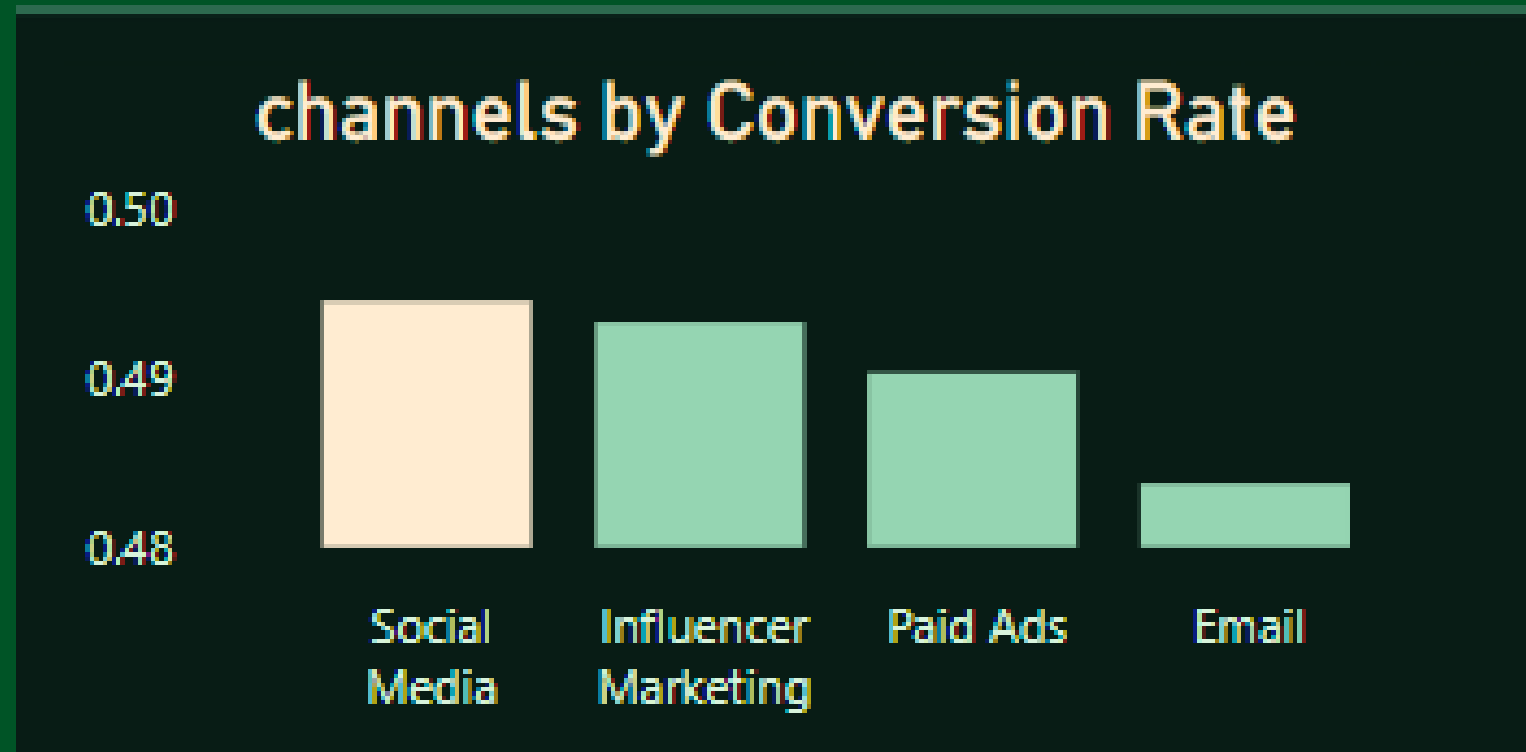
0.50
0.49
0.48

Social Media | Influencer Marketing | Paid Ads | Email

channels by CPC

$1.0
$0.5

Email | Influencer Marketing | Paid Ads | Social Media
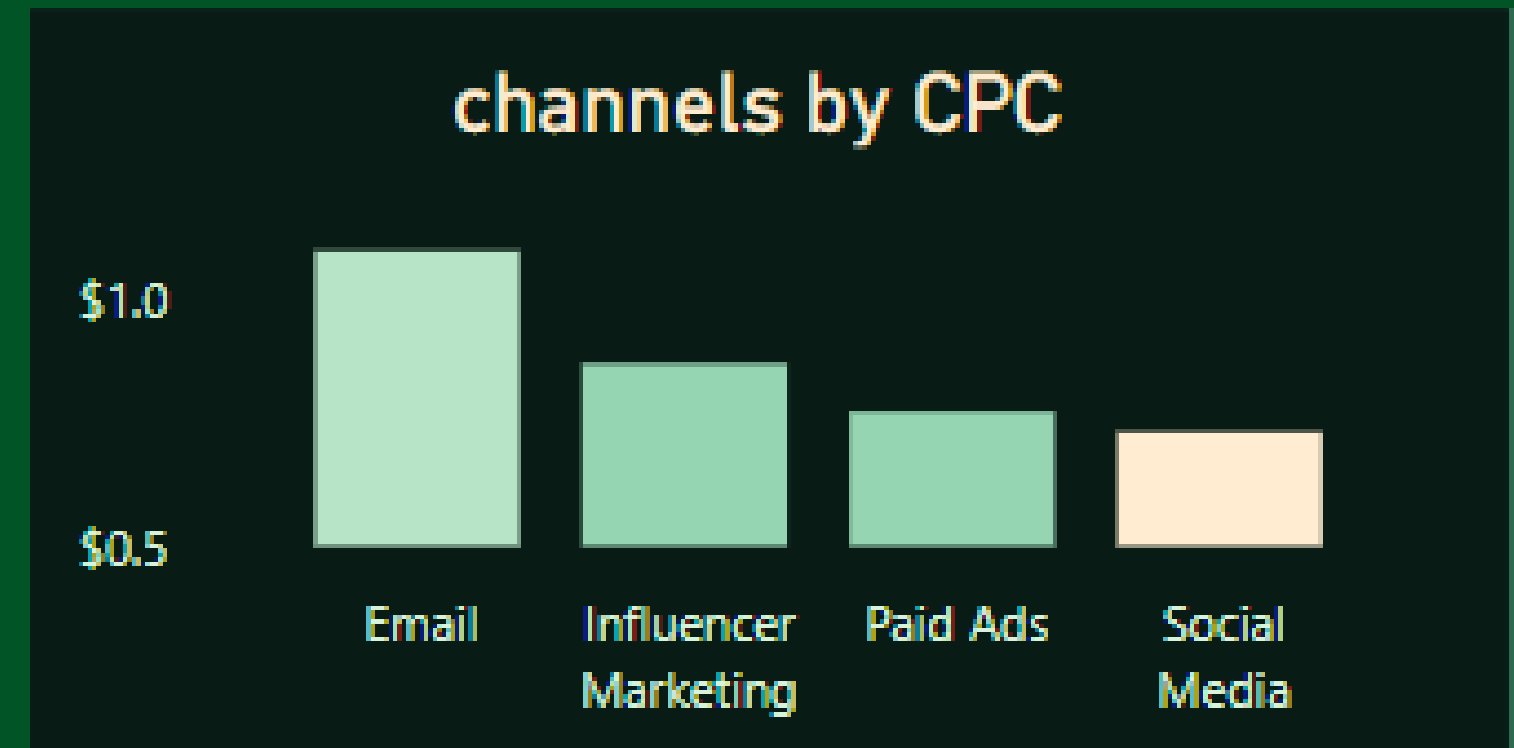
The channel with the click through rate
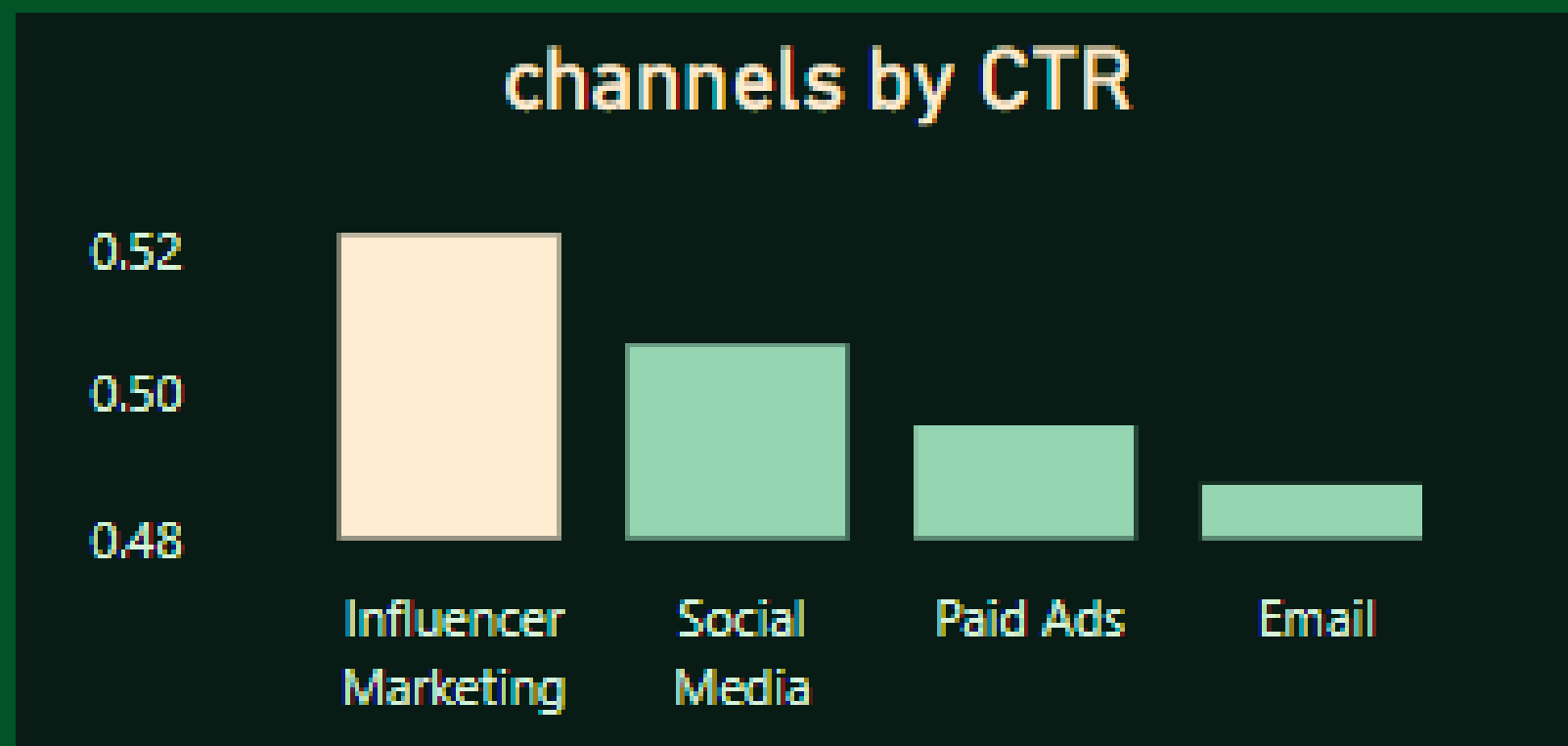
The channel with the highest return on AD spend

channels by CTR

0.52
0.50
0.48

Influencer Marketing | Social Media | Paid Ads | Email

channels by ROAS

$2.65
$2.60
$2.55

Email | Influencer Marketing | Social Media | Paid Ads
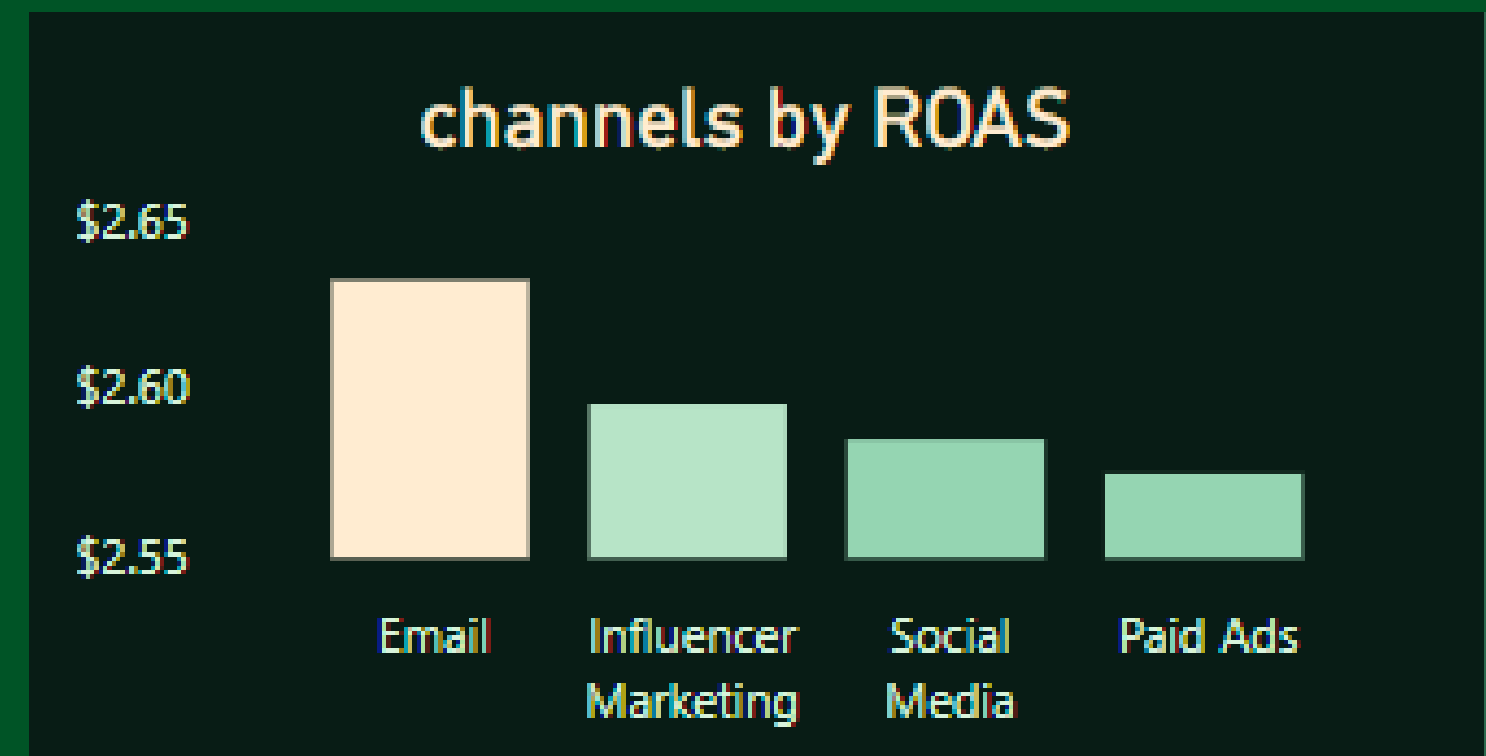
The best campaign performance in terms of conversions, impressions, and clicks was recorded during August and November.

Conversation Rate time

January 0.45, February 0.52, March 0.49, April 0.48, May 0.48, June 0.51, August 0.53, Septe... 0.48, October 0.48, Novem... 0.53, Decem... 0.49

impressions over time

January 40.3K, February 41.9K, March 43.8K, April 43.1K, May 41.9K, June 42.0K, August 47.1K, Septe... 40.4K, October 43.5K, Novem... 44.6K, Decem... 42.0K

Clicks over time

January 20.8K, February 21.1K, March 20.6K, April 20.1K, May 20.8K, June 22.4K, August 23.8K, Septe... 20.5K, October 21.8K, Novem... 23.2K, Decem... 22.1K
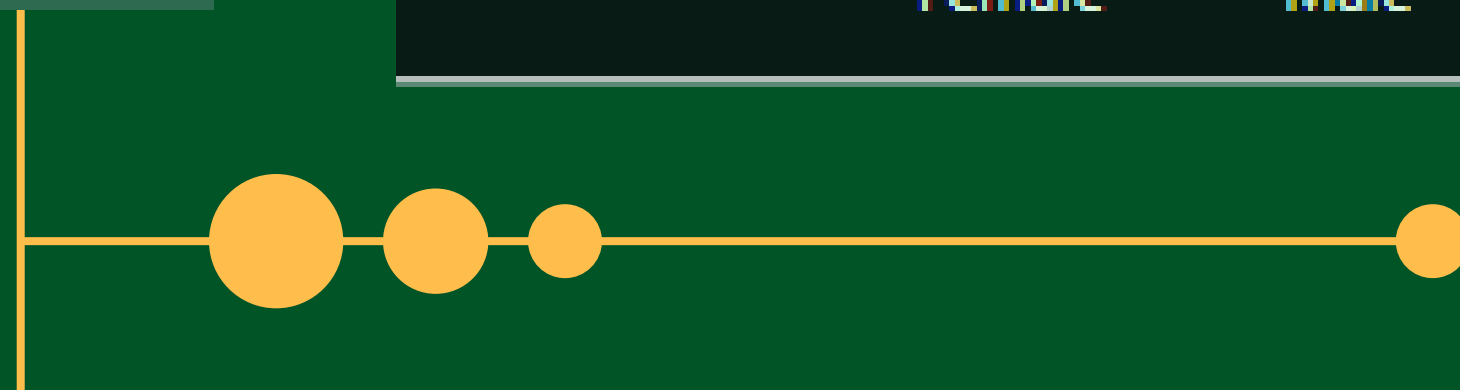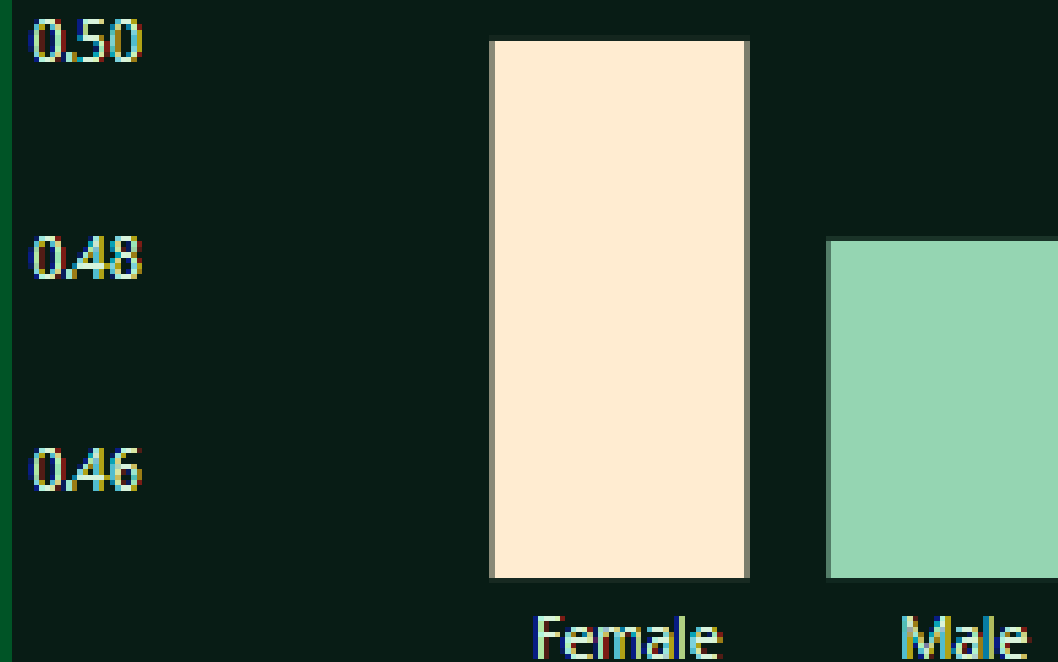
The highest conversion rate was achieved within the 45–54 age group

Female audiences recorded the highest conversion rate

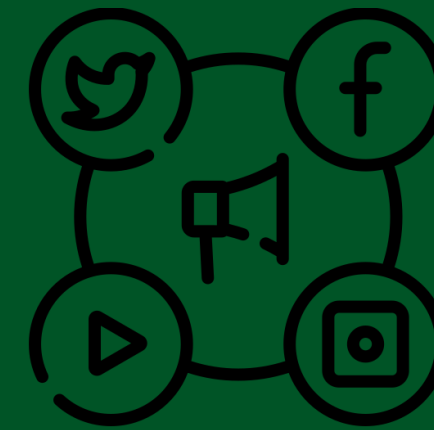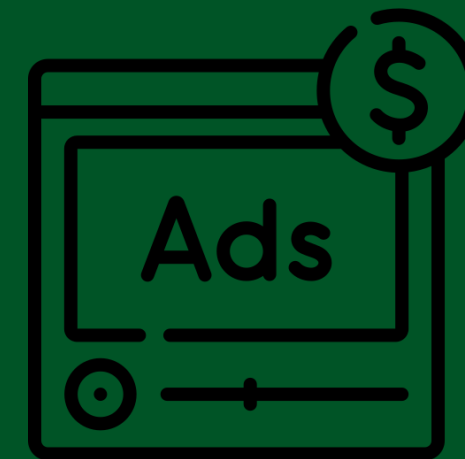Ages by Conversion Rate
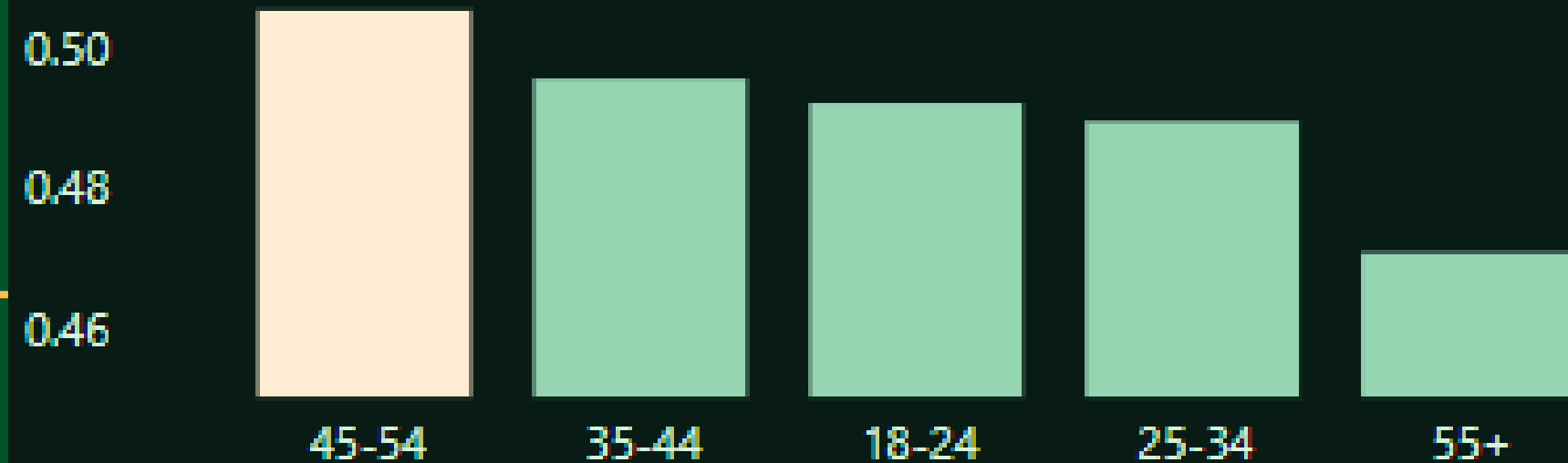
Gender by Conversion Rate

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Recommendations

1-Focus on promoting products targeted at younger age groups, as they are more active on social media platforms compared to other segments.

2-Reconsider the use of paid advertising campaigns, as they are less effective compared to other marketing channels.

3-Monitor and analyze campaign activities in August and November to replicate their success and maximize profitability throughout the rest of the year.