Marketing Campaign Results

This dataset shows the marketing result campaigns. It shows the demography of a customer, and amount he spent on various products and which marketing campaigns he accepted.

Marketing campaign data of 2,240 customers of Product Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance.

Problems to be solved:

1. Are there any null values or outliers? How will you handle them?
   1. Handle them by removing and replacing and creating datasets for each condition
2. What factors are significantly related to the number of web purchases?
   1. Build a ML model that will predict the number of web purchases
   2. Come up with insights based on the model. Build various regression models
3. What factors are significantly related to the number of store purchases?
   1. Build a ML model that will predict the number of store purchases
   2. Come up with insights based on the model. Build various regression models
4. What factors are significantly related to the number of catalogue purchases?
   1. Build a ML model that will predict the number of catalogue purchases
   2. Come up with insights based on the model. Build various regression models
5. Which marketing campaign was the most successful?
6. Which marketing campaign was the least successful?
7. Did the Marketing campaign drive store visits?
8. Did the Marketing campaign drive web visits?
9. What does the average customer look like?
10. What does the average customer who makes a web purchase profile look like?
11. What does the average customer who makes a store purchase look like?
12. What does the average American customer who makes a store purchase look like?
13. What does the average Spanish customer who makes a web purchase look like?
14. What factors influence a Spanish customer to make a web purchase?
15. Which products are performing best?
16. Which channels are underperforming?
    1. Can you come up with insights on how much money to be spent on each campaign?