**Marketing Spending Analysis Report**

1. **Introduction**

In this analysis of marketing data, I conducted a comprehensive evaluation of campaign performance with a focus on calculating the Return on Marketing Investment (ROMI) and other key metrics. The data underwent a meticulous cleaning process to ensure accuracy and reliability of results. The objective of this analysis was to understand the impact of various campaigns, identify strengths and weaknesses, and provide guidance for future improvements.

1. **Key insight**
   1. **Overall ROMI**

* **Description**: Calculated the overall Return on Marketing Investment (ROMI) to assess the profitability of the
* **Result**: ROMI of 40%.
* **Insight**: The 40% ROMI indicates a positive return, meaning that each dollar invested in the campaigns yielded an additional 40% in revenue. This result reflects a favorable performance of the marketing spend but suggests there is room for potential improvement in certain areas.
  1. **ROMI by Campaign Type**
* **Description**: Analyzed ROMI for different types of campaigns (Influencers, Media, Social and Search).
* **Results**: The results show that influencers achieved a ROMI of 154%, demonstrating exceptional performance with a significant margin over other types, while media followed with a ROMI of 22%, and social campaigns had a ROMI of -13.9%, indicating negative performance and difficulties in achieving profits.
  1. **Campaign Performance by Date**
* **Description**: Analyzed expenditure, revenue, conversion rates, and average order values by date.
* **Results**:
  + - 1. Highest Expenditure: February 19, 2021 (Friday).
      2. Highest Revenue: February 19, 2021 (Friday).
      3. Highest Conversion Rate: February 25, 2021, with a conversion rate of 1.5%.
      4. Average Order Values: Ranged between $4,400 and $5,300.
  1. **Buyer Activity**
* **Description:** Analyzed buyer activity by weekdays and compared revenue between weekdays and weekends.
* **Results:**

1. **Highest Number of Orders**: Occurred on Fridays and Saturdays, totaling 3,303 orders.
2. **Average revenue:** Weekdays $112,689 and weekends$205,654.
3. **Average Number of Orders:** 21.5 orders on weekdaysversus 37.5 orders on weekends, a difference of more than 1.5 times.
4. **General Conclusions**

* **Key findings:** Influencer campaigns emerged as the mostprofitable marketing investment, with a remarkably high ROMI. In contrast, social media campaigns generated many orders but did not provide a positive return relative to their costs.
* **Recommendations:** Increase investment in influencer campaigns and explore ways to reduce advertising costs for social media campaigns to enhance overall profitability.