



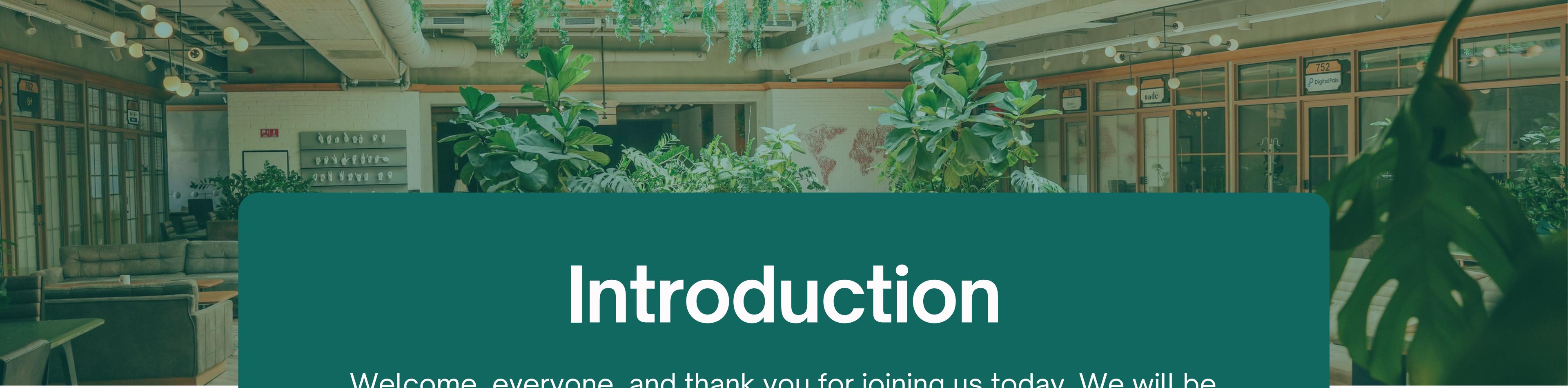
Marketing Data Analysis Report



Content

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- THANK You!





Introduction

Welcome, everyone, and thank you for joining us today. We will be presenting insights from our comprehensive customer data analysis, aimed at understanding behavior, optimizing marketing strategies, and enhancing retention. Our findings provide actionable recommendations to drive growth and improve customer satisfaction



About Project

In this project, we conducted an in-depth analysis of customer data to uncover key insights into behavior, spending patterns, and campaign effectiveness. Our goal was to optimize marketing strategies and enhance customer retention to drive business growth and satisfaction using Microsoft Power BI.

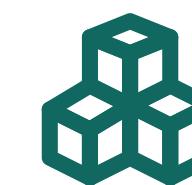


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Leveraging data-driven insights to optimize marketing strategies and drive impactful business decisions.

BDP - TEAM 1

METHODOLOGIES



DATA CLEANING



DATA MODELLING



VISUALIZATION



DATA CLEANING

Screenshot of the Power BI desktop interface showing a data query named "Table.SelectRows(#"Added Conditional Column1", each true)". The interface includes a ribbon with File, Home, Transform, Add Column, View, Tools, and Help tabs. The Home tab is selected. Below the ribbon are sections for Data Sources, Parameters, and Query. The main area displays a table with columns: ID, Dt_Customer, Age, Education, and Marital. Each column has a summary bar chart above it showing counts for Valid, Error, and Empty categories. The table contains 17 rows of customer data.

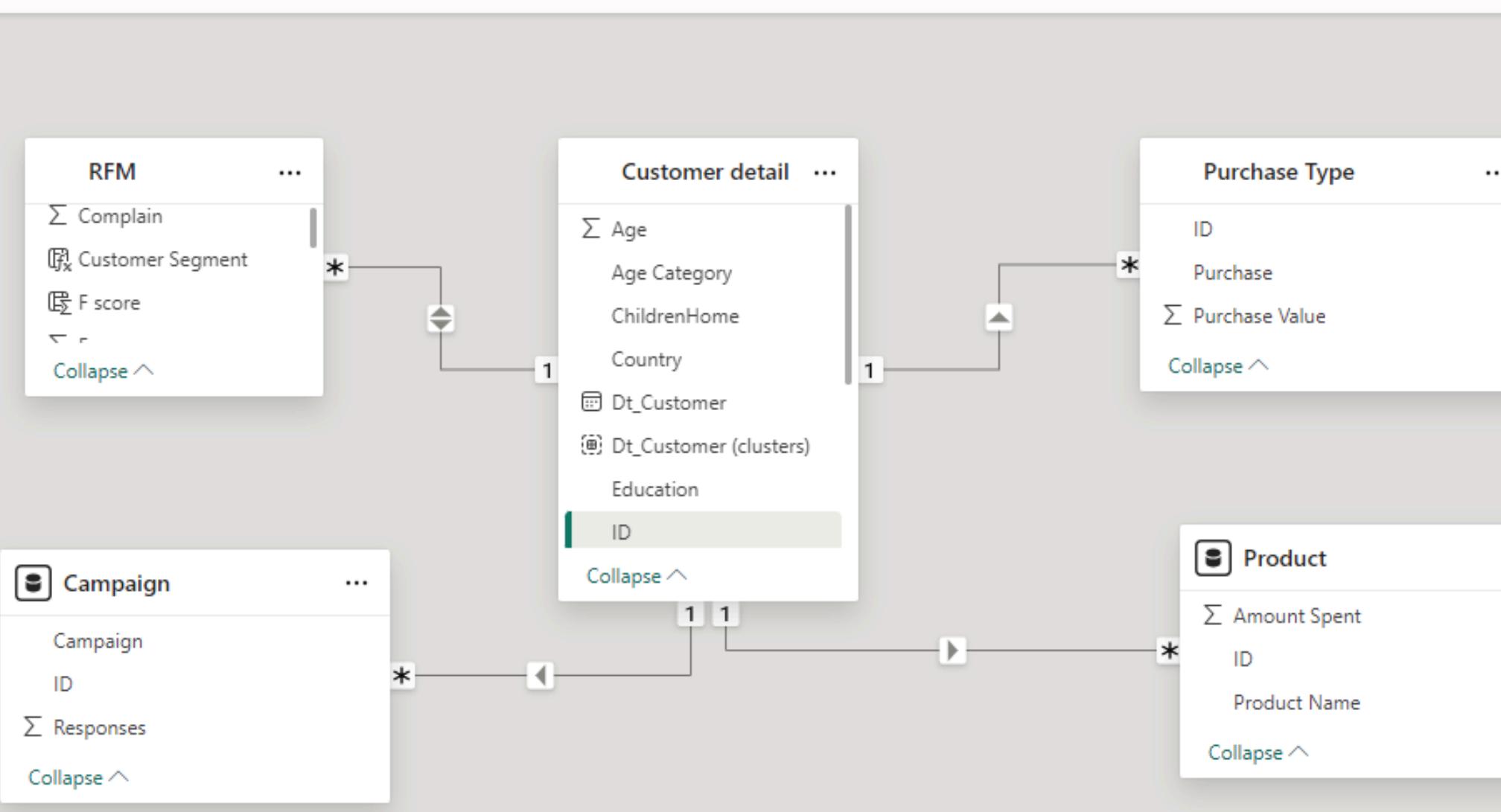
ID	Dt_Customer	Age	Education	Marital
1826	6/16/2014	54	Graduation	Divorced
1	6/15/2014	63	Graduation	Single
10476	5/13/2014	66	Graduation	Married
1386	5/11/2014	57	Graduation	Together
5371	4/8/2014	35	Graduation	Single
7348	3/17/2014	66	PhD	Single
4073	1/29/2014	70	2n Cycle	Married
1991	1/18/2014	57	Graduation	Together
4047	1/11/2014	70	PhD	Married
9477	1/11/2014	70	PhD	Married
2079	12/27/2013	77	2n Cycle	Married
5642	12/9/2013	45	Master	Together
10530	12/7/2013	65	PhD	Widow
2964	10/16/2013	43	Graduation	Married
10311	10/5/2013	55	Graduation	Married
837	9/11/2013	47	Graduation	Married

Removed Duplicates: Duplicates were removed using unique ID columns to ensure data integrity.

Trimmed White Spaces: White spaces were removed using the Trim function in Power Query to maintain consistency.

Formatted Columns: Columns were formatted to ensure data consistency across the dataset.

DATA MODELLING



Creation of Additional Data Tables:

- Product
- Campaign,
- Spending,
- and RFM tables

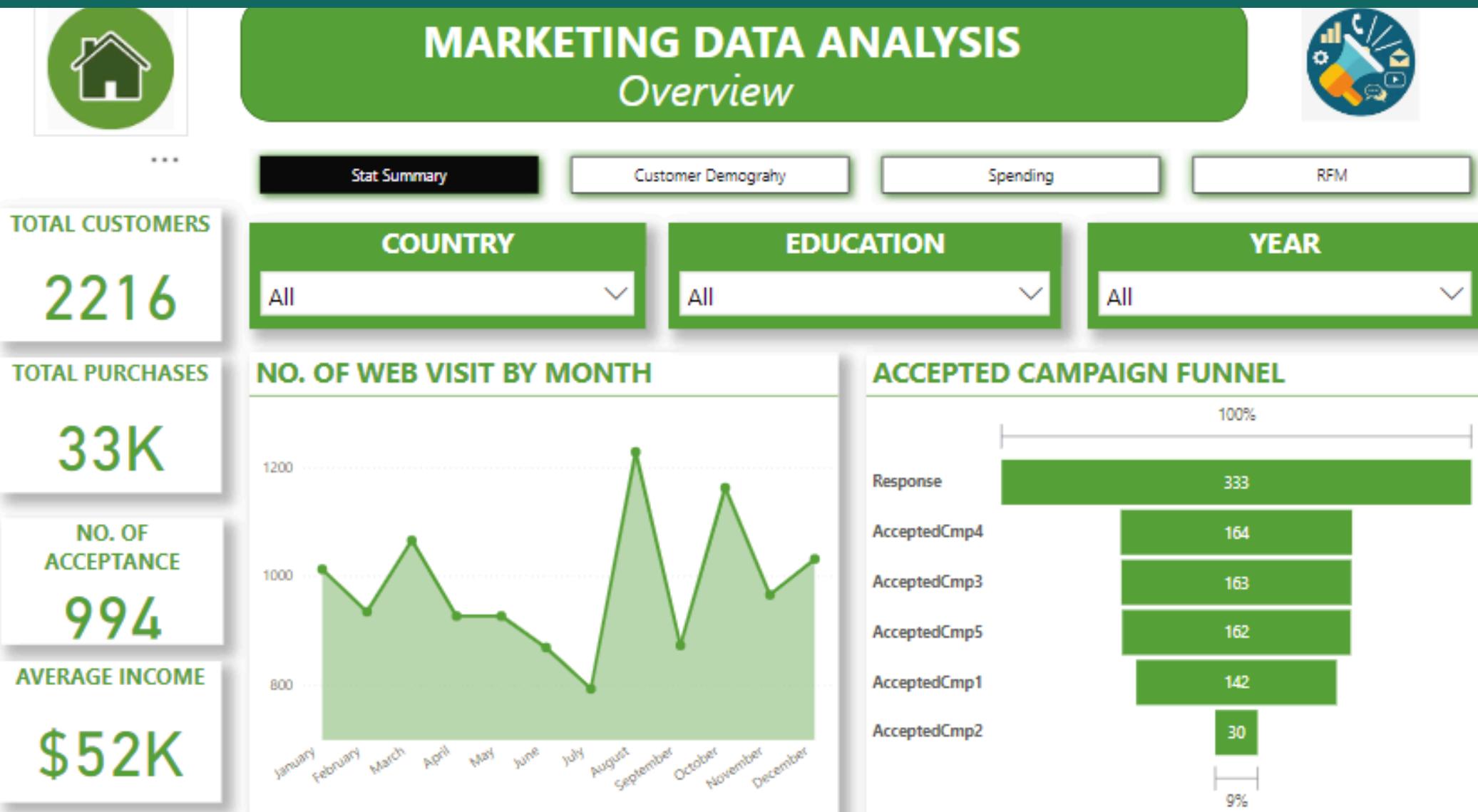
were created from the dataset to optimize model performance.

Star Schema Data Modeling: Many-to-one relationships were established between the tables using customer details as the fact table.



VISUALIZATIONS

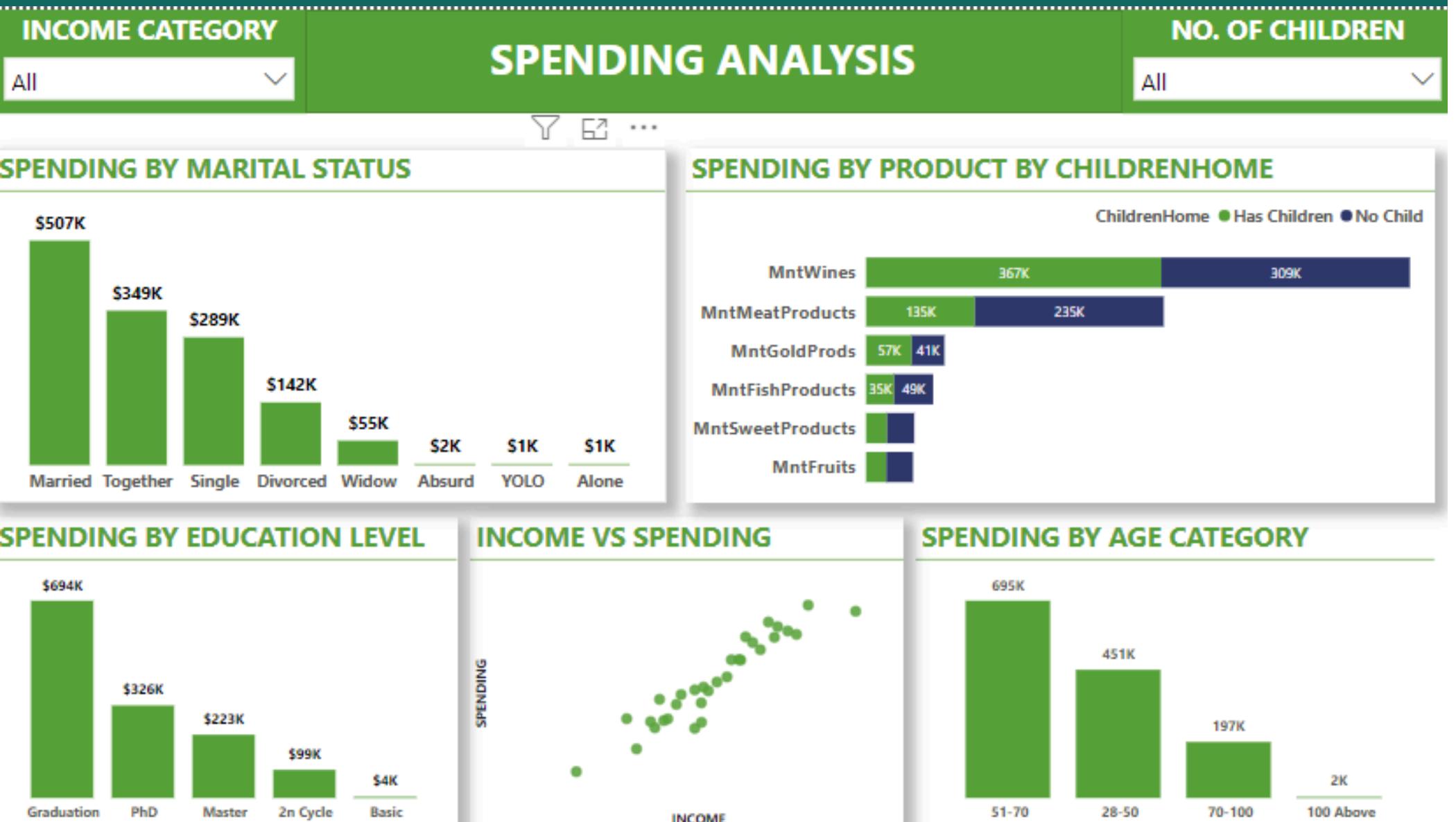
DATA VISUALIZATION



KEY INSIGHTS

- Total Customers: 2,216
- Total Purchases: 33k
- Average Income: \$52k
- The last campaign performed the best.
- Campaign 4 was the second-best.
- Campaign 2 performed the worst.
- Campaign 1 was the second-worst.
- Website Traffic: Highest in August (702 visitors) and lowest in February with (99 visitors.)

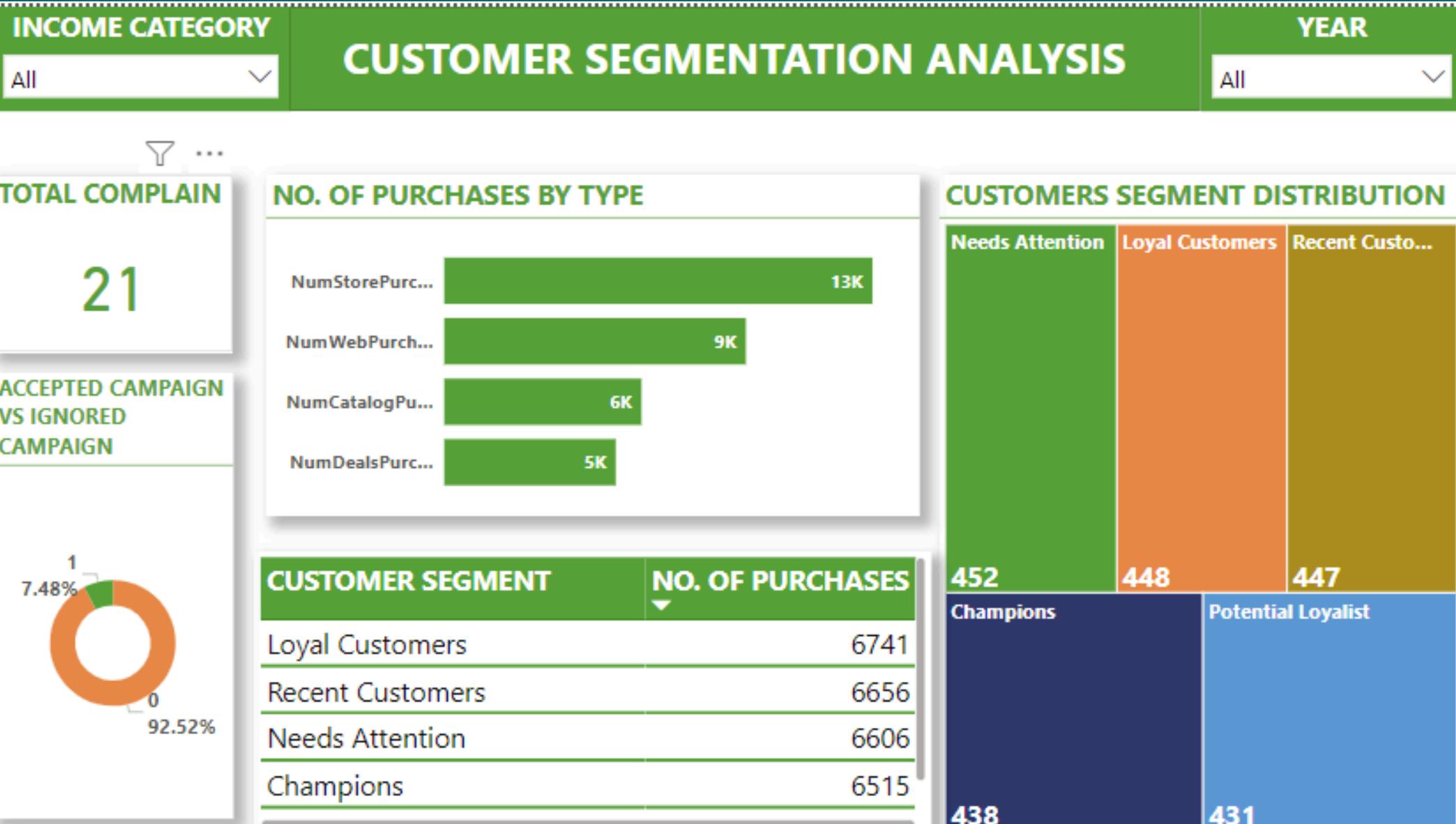
DATA VISUALIZATION



KEY INSIGHTS

- Income and Spending Correlation: Higher income correlates with higher spending.
- Customers with children spend more on wines and gold products.
- Customers without children spend more on meat, fish, sweet, and fruit product
- Spending by Marital Status: Single people earn more and spend more than other marital statuses.
- Overall spending is higher on meat and wine products.
- Spending is lower on sweet and fruit products.

DATA VISUALIZATION



KEY INSIGHTS

- Complaints:** The company logged a total of 21 complaints throughout the year.
- Purchase Preference:** Most customers prefer to buy from stores, followed by the web.
- Campaign Engagement:** 92.5% of campaigns were ignored, indicating a need for re-strategizing.
- Customer Loyalty:** Loyal customers have the highest purchases. The potential loyal segment has the least purchases.
- Segmentation:** Most customers fall within the "needs attention" segment.

RECOMMENDATIONS

- Campaign Strategy Overhaul: With 72.5% of campaigns ignored, reevaluate and redesign strategies to boost customer engagement.
- Focus on High-Performing Campaigns: Invest in the strategies used in the last and fourth campaigns, which showed the best performance.
- Target High-Income Singles: Tailor marketing efforts towards single high-income earners to drive higher sales.
- Enhance Product Offerings: Expand product lines in meat and wine to align with customer preferences.
- Improve Customer Retention: Address concerns of the "needs attention" segment to reduce churn and foster loyalty.
- Optimize Purchase Channels: Enhance in-store and web purchasing experiences to increase customer satisfaction and sales.



CONCLUSION

The analysis provides valuable insights into customer demographics, spending behaviour, and campaign performance. These findings highlight areas for strategic improvement, such as campaign re-strategizing and targeted marketing efforts to different customer segments. The use of Power BI enabled the visualization of these insights, making it easier to derive actionable recommendations for enhancing marketing strategies and overall business performance.





THANK YOU!

Contact

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