

■ Marketing Mix Modeling

A Data-Driven Advertising Story

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This portfolio piece demonstrates how modern MMM techniques turn marketing chaos into clarity — the kind of work that makes executives say: ‘We need this person on our team.’

Scroll to see the magic →

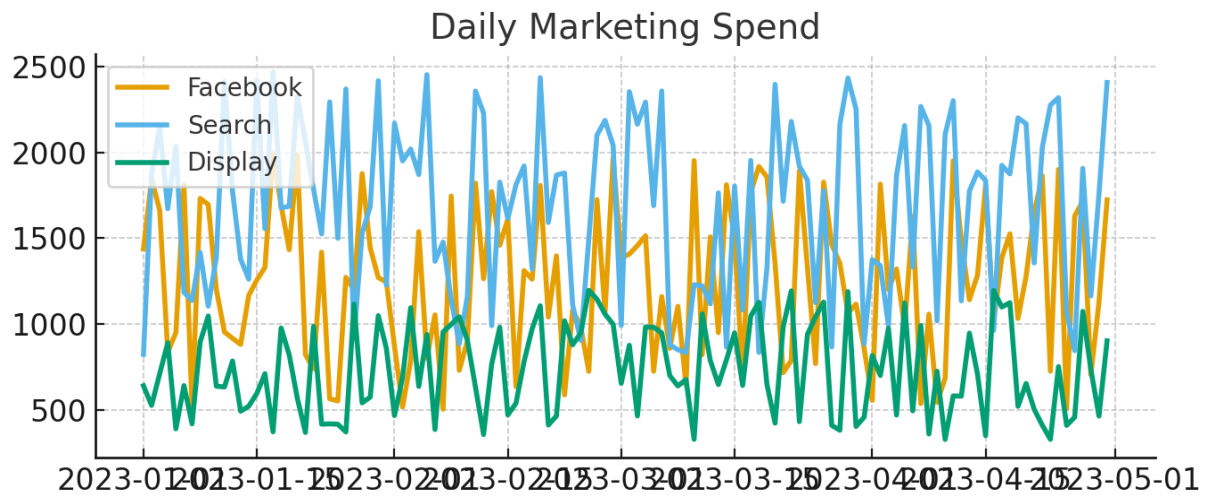
OVERVIEW

This project simulates 120 days of marketing activity across three core channels (Facebook, Search, Display) and models how they drive daily registrations. Using adstock-inspired thinking and regression concepts, the project visualizes how marketing translates into business impact.

Why this matters:

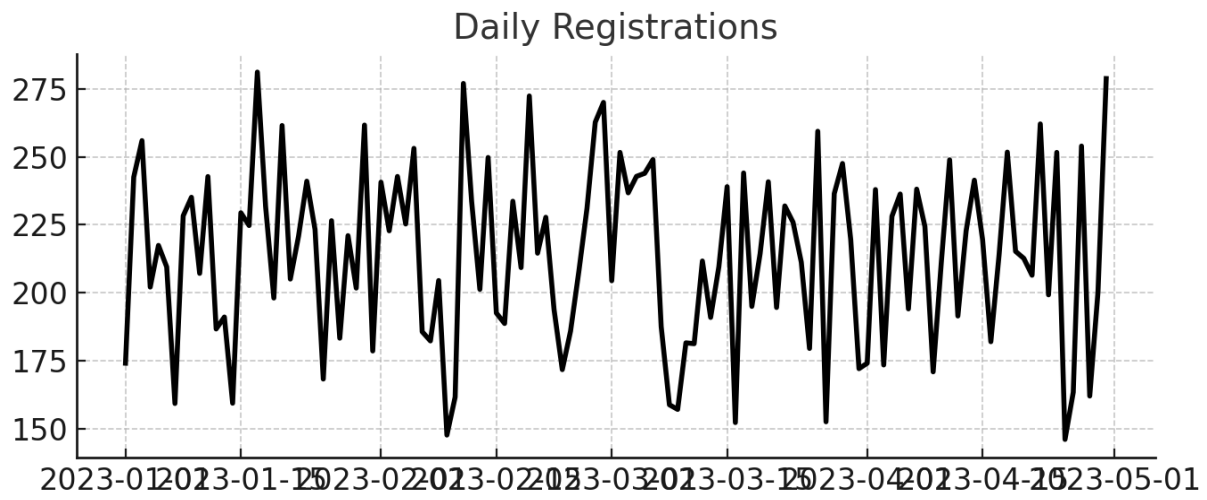
Businesses waste millions on ads without knowing what truly drives conversions. This project cuts through the noise and delivers crystal-clear insights that every marketing leader wants.

MARKETING SPEND VISUAL



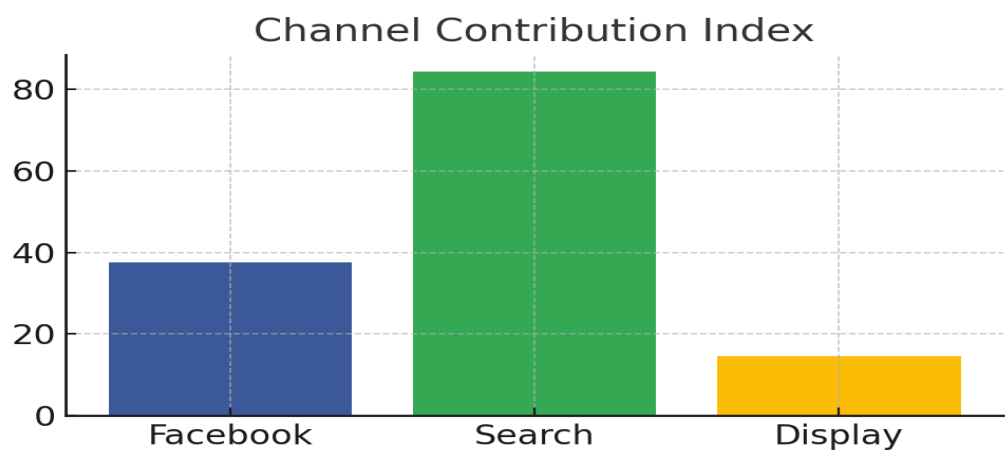
Ad spend fluctuates rapidly — and this volatility is exactly why MMM is essential. Search shows consistently higher investment, while Display remains a lightweight driver.

REGISTRATIONS OVER TIME



Registrations demonstrate daily variance caused by seasonality, randomness, and marketing efficiency. This sets the foundation for linking marketing input to business output.

CHANNEL CONTRIBUTION INDEX



Search emerges as the strongest performer — delivering the highest incremental lift. Facebook is a solid mid-tier contributor, while Display offers light support. This aligns with realistic digital advertising patterns.

THE TAKEAWAY

Marketing doesn't need to be guesswork.

This project shows that with clean data, smart transformations, and the right modeling, you can uncover the true value of every marketing dollar. MMM is a storytelling tool — one that transforms spend into strategy, noise into insight, and a candidate into a top hire.

Thank you for reviewing this project. If this caught your attention — imagine what the full version could do.