

Market Campaign Performance Analysis by Angelica Adjei-Kwarteng

CRISH recently diversified its portfolio and introduced CRISHBet Gaming, a soon-leading online betting platform. It launched multiple digital marketing campaigns last month to boost user activity and drive deposits across different player segments.

With competition intensifying and user acquisition costs rising, the marketing team needed to evaluate the performance of various campaign types so far (e.g., VIP reloads, refer-a-friend, cash-back promos) across channels like sms, email, and social media. As a data analyst, you decided to help the marketing team.

The marketing team handed you the [dataset](#). They are interested in:

- ☐ Which **target segment** is the most profitable?
- ☐ Which **day ranges** (start/end) show higher-performing campaigns?
- ☐ Are **Push Notifications** bringing better ROI for Churned Users?
- ☐ Which campaigns had the **shortest duration but highest impact**?

Here's a description of each table and its columns:

Campaign_ID: generated as result of campaign day in the month.

Campaign_Name: the campaign types of the company run.

Channel: the campaign channels used.

Target_Segment: category of our users.

Impressions: number of times campaign were displayed.

Clicks: number of users who clicked on the ad or message.

Conversions: users who took an action (e.g. registered or claimed the bonus).

Deposits: users who actually deposited money.

Revenue: money earned from those users (e.g. through betting losses).

Start and End Dates: dates for campaign.