Project: Market Campaign Analysis

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A retail company wants to examine the success of promotional campaigns differs depending on the region where they are implemented. The marketing team shared data on all promotional outcomes across various regions. They want to assess the association between region and promotional type.

The marketing manager is particularly interested in what messaging style and time of day yield the highest conversions so shared additional data to aid with the analysis.

The manager explained that this analysis is crucial for guiding future marketing strategies, ensuring that business messages reach potential customers when they're most likely to engage with their campaign. The emphasis now is centered on the distribution channels. The team has already categorized all these channels into two messaging styles ('Casual' versus 'Formal') hence must be addressed first.

After exploring the dataset, it was noticed that the dataset gave the outcomes of different messaging styles ('Casual' versus 'Formal') and times of day ('Morning' versus 'Evening') on conversion rates, which is a common scenario in marketing data analysis and the manager confirmed that too.

As the data analyst on the team, how would you go about it?