**Marketing Analytics**

**Business Case**

**Description**

This project demonstrates a complete marketing data analysis pipeline using SQL, Python, and Power BI. It covers data extraction, cleaning, analysis, and dashboard reporting for key marketing insights.

**🚀 Project Overview**

The goal of this project is to analyze marketing campaign data to uncover insights on customer behavior, campaign performance, and marketing ROI.

**Tools & Technologies**

* SQL Server\*\* – For data querying and manipulation
* Python (Pandas, Matplotlib, Seaborn) – For data cleaning, EDA (Exploratory Data Analysis), and visualizations
* Power BI – For creating interactive dashboards

**🔍 Key Insights**

**The analysis focuses on:**

* Customer demographics and segmentation
* Campaign effectiveness (response rates, ROI)
* Channel performance comparison
* Correlation between customer profile and response

**📊 Power BI Dashboard**

**The Power BI report includes:**

* Customer distribution (Age, Income, Education)
* Campaign response by product category
* KPI indicators (Revenue, Conversions, Campaign ROI)
* Time-series and categorical visualizations

**🧠 Skills Demonstrated**

* SQL data extraction and cleaning
* Python EDA and plotting
* Business Intelligence with Power BI
* Data storytelling and presentation

**⚙️ How to Use**

* Git clone <https://github.com/bestkavindu/Marketing-Analyze-SQL-Python-Power-BI>
* Backup MYSQL database ([MarketingAnalytics.bak](https://github.com/bestkavindu/Marketing-Analyze-SQL-Python-Power-BI/blob/main/datasets/MarketingAnalytics.bak" \o "MarketingAnalytics.bak))
* Run the SQL scripts using your preferred SQL Server environment.