**Marketing 411 Project 1**

Congrats! You’ve landed your first job as a marketing analyst. You’ll be working for a Brazilian company called iFood, and you’ll have a chance to help them address one of the following pain points:

1. **Ineffective Targeting-** iFood needs to create more effective targeted campaigns for certain demographics. In order to do this, they need to better understand how their last campaign (‘Response’ in the data) performed. Which types of customers were most responsive, and which were not?
2. **Low Conversion Users-** iFood has noticed concerning patterns in the relationship between website visits and website purchases. Notably, some customers are visiting the website frequently, but are making little to no purchases. Who are these users, and what barriers might be preventing them from purchasing?
3. **Offerings Don’t Suit Preferences-** Some of the product promotions that iFood has put out seemed mismatched for certain demographics. For example, luxury or high-cost products might be promoted to lower-income users, who are less likely to respond. To avoid problems like this, iFood wants to know: what relationships can you find between customer demographic groups and spending patterns?

**Data**

Along with the large dataset, you’re also given this dictionary which explains what each of the columns represents. You will have to clean and modify the data to suit the needs of your analysis. For the example dashboard, customers were split into age groups and income brackets. You may wish to make similar adjustments to the data, but remember, you must start from the raw file, and include well-commented code showing how you wrangled the data.

A document with text on it

AI-generated content may be incorrect.

**Deliverables**

1. A rendered word document containing **all code** used for wrangling, analyses, and initial visualizations. Code should contain comments and clearly show the work that was done. This deliverable would be relevant for other technically focused individuals at your company.
2. A well-written **executive summary**. The summary should be between one and two pages and should summarize the work that was completed.

a. The summary should contain none of the following:

i. Code

ii. Discussion of specific analytics steps, including but not limited to, data cleaning (unless relevant to the context of the analysis), data standardization, cross validation, etc.

b. The summary should contain all of the following:

i. Justification for why the project was completed

ii. A summary at the managerial level of how the project was completed

iii. Succinct description of the findings as well as the implications of those findings for the business

1. A professional and polished **Quarto Pub dashboard** linked at the end of the executive summary.