

Digital Marketing Analysis Using Data Studio

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Problem:

Organization isn't making sufficient benefit to adapt up to the financial plan spent on digital marketing. Therefore, by using BI tools the organization needs to discover their trusted clients and focus on them.

URL Link:

<https://datastudio.google.com/reporting/c7ee9dc1-76d1-4967-b548-6be9a9b16078/page/NAG3B/edit>

Explanation:

- 1) In the first page the first 3 bar charts, I have analyzed age with Sales 6 months, Sales 4 weeks and login with 6 months respectively. As depicted by the graphs we can see that in the age group of 35-60 have produced the maximum number of sales, and thus, the organization must target this age group audience to increase its sales further.
- 2) On the same page in the given pie charts I have analyzed sales with gender and sales with area. As seen in pie chart 1 male generated more sales than female in 6 months, while in pie chart 2 urban area dominated the sales in 6 months than rural area. Therefore, the company should focus on male and that too of urban area to increase its sales.
- 3) On page 2 I have made three tree maps where I have analyzed response with record count, login 6 months and sales 6 months respectively. And by looking at the maps we can conclude that there were significant responses of 'yes' for login 6 months and sales 6 months and that these yes responses were dominated almost equally by both genders. Thus, the company must work more towards marketing products for both genders and should give them more incentives to increase their sales rate and login rate.
- 4) Lastly on page 2 I made a scatter plot with respect to customers with sales 6 months and sales 4 weeks. And it can be concluded that most customers have a linear behavior with both the metrics, that is sales in the last 6 months and sales in the last month. This demonstrates a consistent behavior. While some customers although they did not visit in the last month they visited in last 6 months and hence the organization must have different strategies for both types of clients.

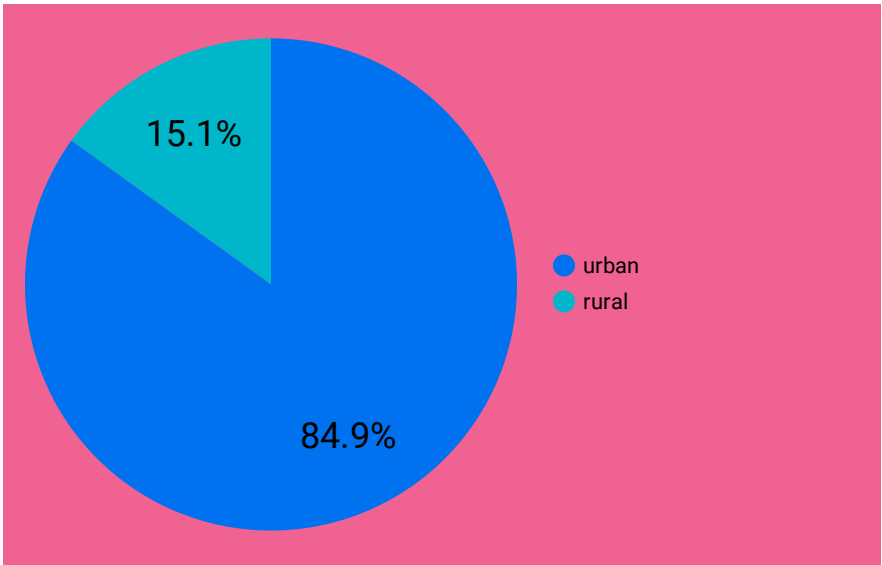
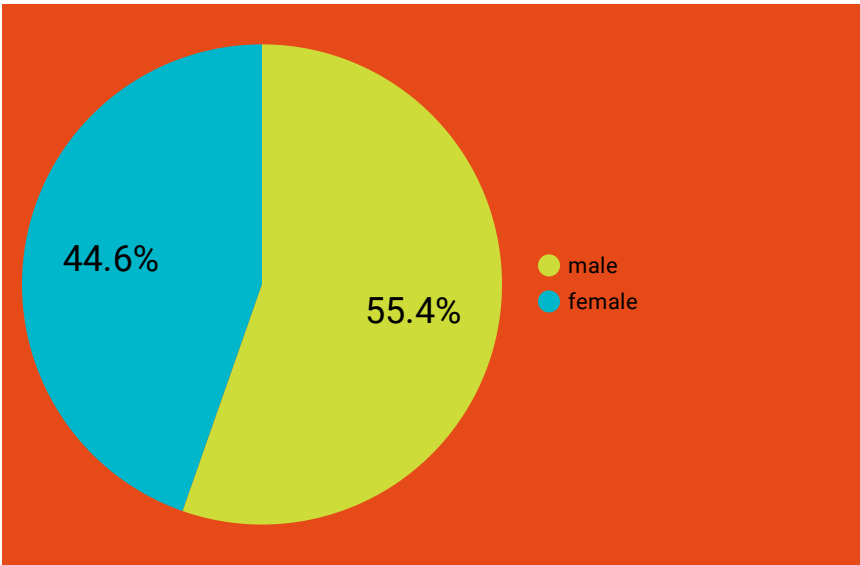
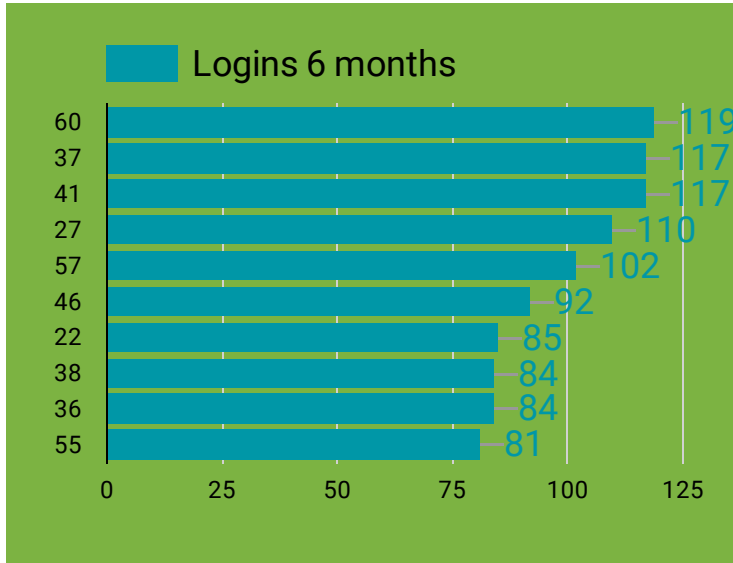
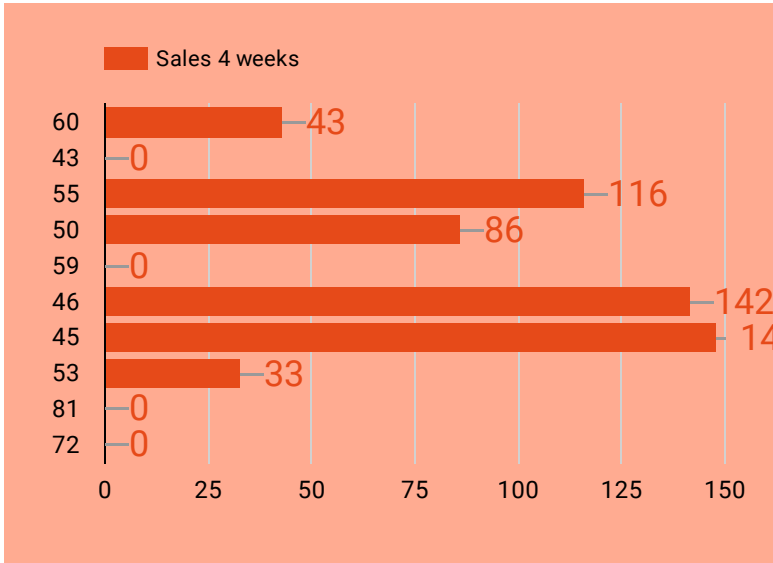
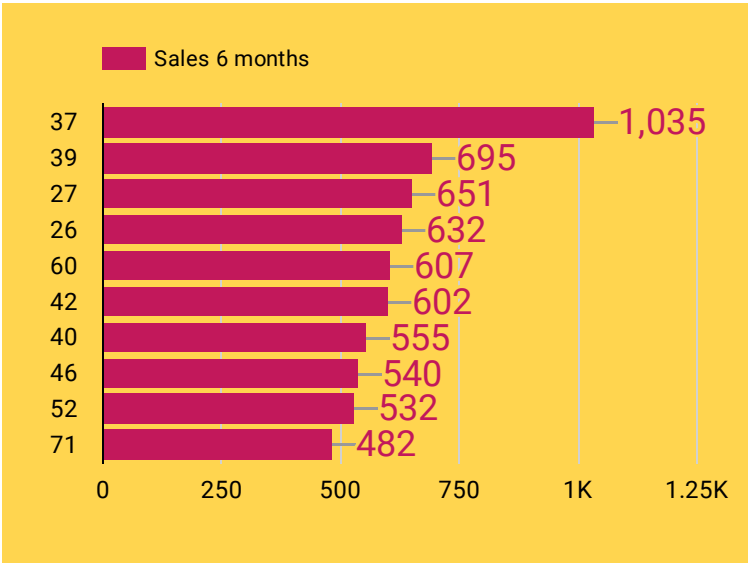
Sales 6 months
14,575

Sales 4 weeks
3,790

Age
46.55

Logins 6 months
3,578

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1615



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