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URL of Dashboard: https://datastudio.google.com/reporting/08c964f2-5d2b-4fb0-bcc5-2ad4eea1680d

Problem Statement: To understand which type of customers have the tendency to give response to the digital marketing campaign and which don't. So that we can adjust our campaign according to this and reduce my CPA on PPC campaigns.
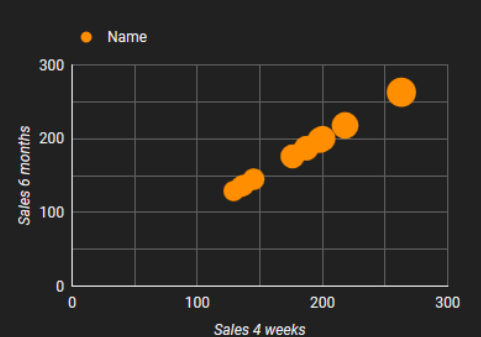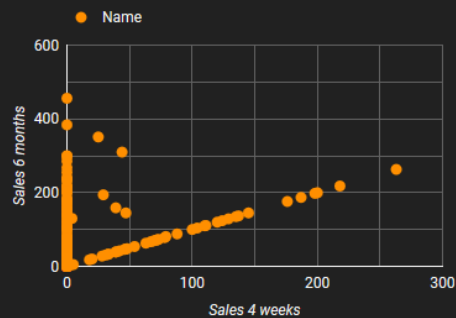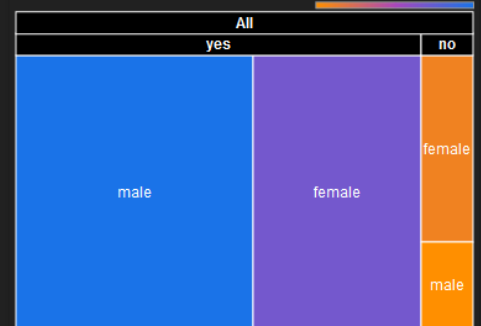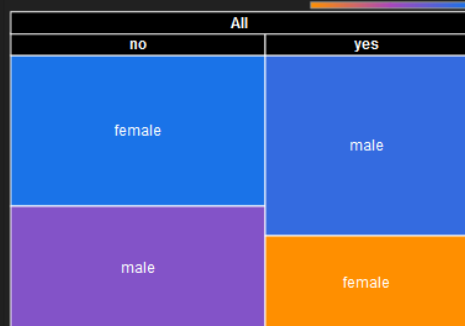
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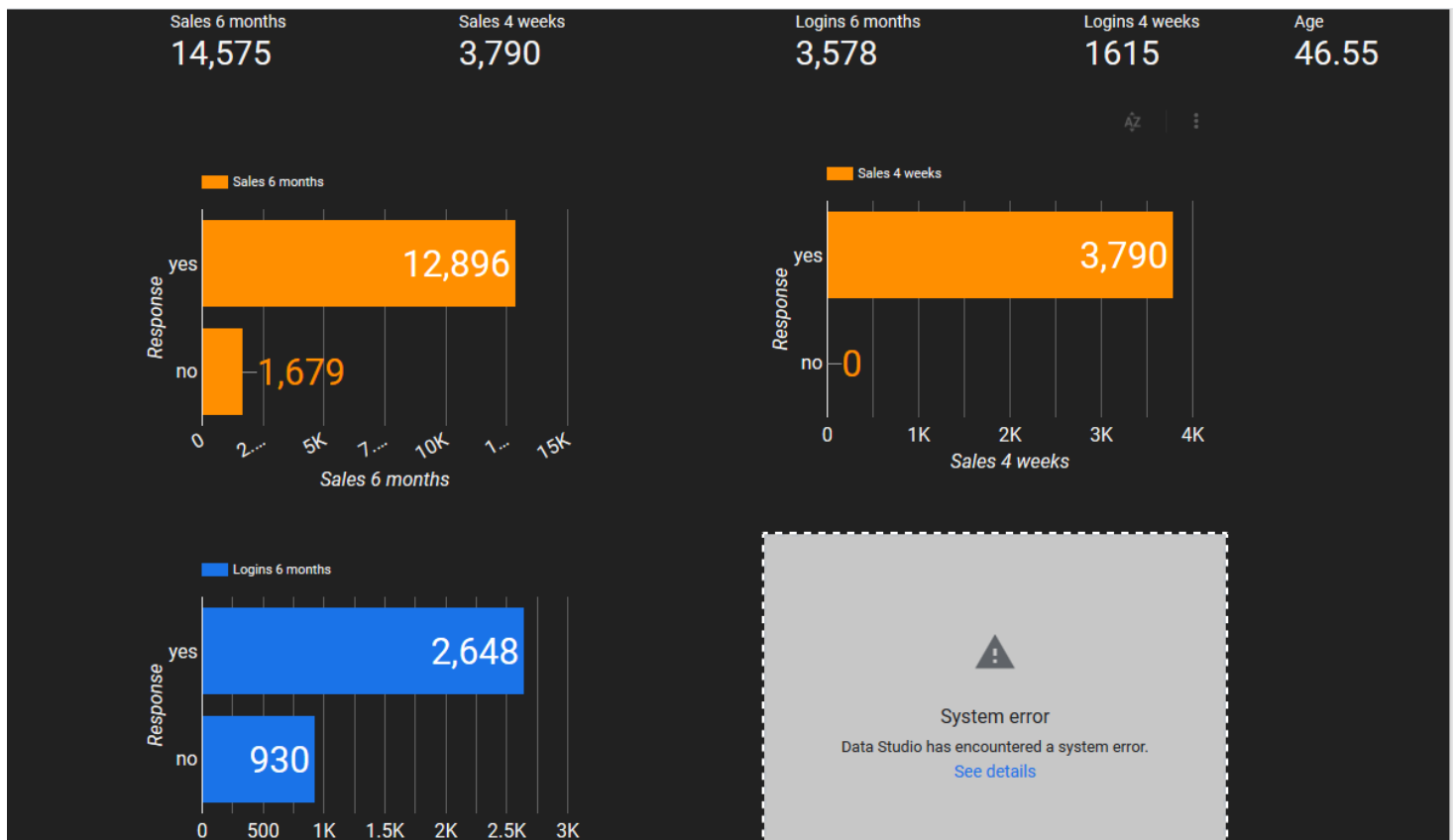
Top Left Chart: This basically shows that if Customers had sales in last 6 month then they had more tendency to response positively to the campaign. So, we have recognized a type of customer having the tendency to respond positively as in accordance with our problem.

Top Right Chart: This shows that if Customers had sales in last 1 month then they had more tendency to response positively to the campaign. So, we have recognized a type of customer having the tendency to respond positively as in accordance with our problem.

Left Bottom Chart: Similarly, this shows if people had logins in last 6 months, they had more tendency to response positively to the campaign and in turn they also may increase sales . So, we have recognized a type of customer having the tendency to respond positively as in accordance with our problem.

Top Left Chart: This basically shows the distribution of gender type with respect to the responses type. So, it helps to understand specific response type's gender distribution. So, the company can understand which gender type are more prominent in Yes responses and which are in No and hence change their campaign strategy according to this.

Top Right Chart: This basically shows the gender distribution with respect to total sales in past 6 months within in the response types. So, it tells that males had more sales in last 6 month than females in all those who responded positively. This helps to understand this distribution for response type hence campaign can be adjusted accordingly.

Left Bottom Chart: Similarly, this chart of scatter plot shows pattern between sales 4 weeks and 6 months of customers. Since sales in 4 weeks and 6 weeks are related to responses and this chart helps us understand the relationship between these two dependent variables for response for further insights.

Right Bottom Chart: Lastly, this is just a derivation of the Left Bottom chart with bubble size indicating total amount of sales in 6 months for the particular customer, hence helping us identify customer who had high 6-month sales volume so we can analyze them.