

Business Intelligence - Digital Marketing Analysis

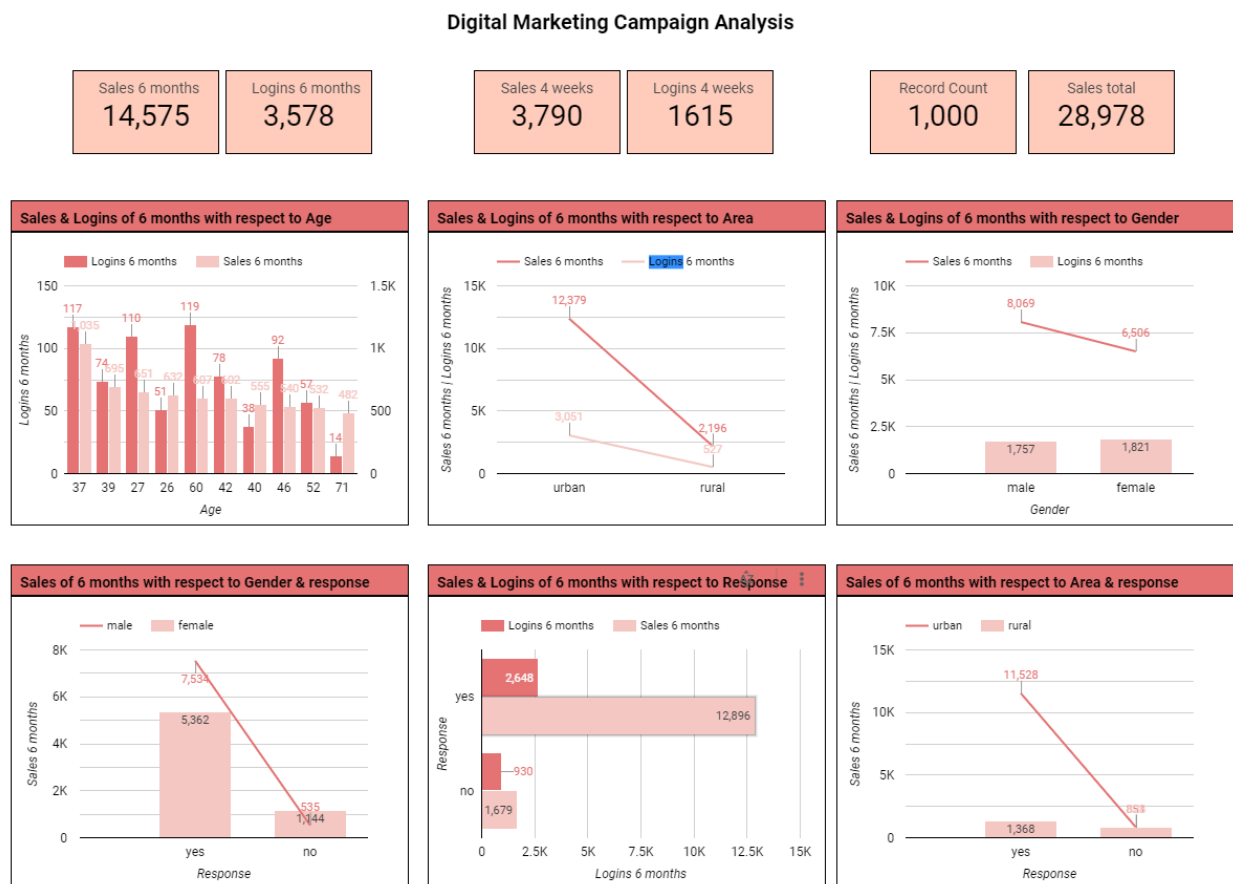
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Problem:

Company is not making enough profit to cope-up with the budget spent on digital marketing campaigns. Hence, they want to maximize their sales by finding out the most loyal customers & focusing on their weak areas.

Dashboard Link:

<https://datastudio.google.com/s/qYMnJEgMsX8>



Explanation:

- Sales & Logins of 6 months with respect to Age** – The graph shows that the maximum number of logins & sales were made by people aging from 27-60. Hence, company must focus on marketing the products that are of interest to the people of this(27-60) age group.
- Sales & Logins of 6 months with respect to Area** – The graph shows that the large number of sales & a greater number of logins were made in the Urban area. Thus,

company must focus on running its digital marketing campaign in Urban area or should strategize a different campaign for rural areas.

- 3) **Sales & Logins of 6 months with respect to Gender** – Although, female login rate is little bit more than male login rate but there is a huge difference in the sales i.e. sales made by males are much more higher than females. This concludes that the company might not be marketing female related products and hence, they should focus on gaining females' loyalty by working towards the marketing of females' products.
- 4) **Sales of 6 months with respect to Gender & Response** – Both males and females showed positive response towards the marketing campaign but the sales rate for males is much higher than females because company might not be marketing enough females' products or there might not be enough discounts to attract females.
- 5) **Sales & Logins of 6 months with respect to Response** – Positive response on marketing campaigns led to greater logins and tremendous sales. Hence, company should continue with their digital marketing with little ammendments in its targeted audience.
- 6) **Sales of 6 months with respect to Area & Response** – Urban area contributed positively towards the response and made a large number of sales through marketing campaigns. Thus, company should work seperately on marketing its products in rural areas.