

## Digital Marketing Analysis Assignment

### Problem:

The business was investing too much on digital marketing while not making enough returns. The main goal is to increase sales from digital marketing strategies.

2) URL of dashboard: <https://datastudio.google.com/s/uEd98dtT2u4>

### 3) Explanation chart wise:

#### Chart 1: Last 6 months sales and login by Response

Analysis: This chart shows that the number of users who positively responded the marketing campaign and then logged in gave in return 12,896 sales i.e. approximately 90% of the total sales. This indicates that there is a relation between logins and sales and the marketers should target and prompt users to log in via their marketing campaigns to increase sales.

#### Chart 2: Last 4 weeks sales and login by Response

Analysis: This chart shows that the number of users who positively responded the marketing campaign and then logged in gave in return 100% of the total sales. This again indicates that there is a relation between logins and sales and probably the campaign in the last month was a great success as it returned 100% sales.

#### Chart 3: Last 6 months sales by response and gender

Analysis: This chart shows that the male users responded much better to the digital marketing campaigns as compared to the females and therefore had a higher number of sales. Using this information, the marketer should target more male users aggressively and make better marketing campaigns to attract female users.

#### Chart 4: Last 6 months sales by response and Area

Analysis: This chart displays that users living in urban areas responded much better to the campaigns as compared to the users in rural areas and therefore had a higher number of sales. The ratio of user response and sales living in rural area is approx. 60:40. The marketers should make urban area as their main target audience, however, improve campaign to attract the users living in rural areas as well.