DATA BOOTCAMP FINAL
PROJECT PRESENTATION

MARKETING CAMPAIGN ANALYSIS

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NIYO Bootcamps

Department for Education

SKILLS FOR LIFE

ABOUT ME

I am a creative professional and recent Digital Marketing student, passionate about diversity and inclusivity with a keenness to keep learning and mastering everything about commercial awareness and technology for my personal and career growth.

- Financial freedom
- Curios mindset
- Developing my analytical skills to supplement my creative inclination to marketing tactics

MY PROJECT - OBJECTIVES

Data Source

- Kaggle dataset
- Niyo Guidelines

Software used

- Excel
- SQL
- Tableau

Skills Enforced

- Data cleaning
- Data visualisation
- Data analysis
- Industry Knowledge
- Marketing startegy

The dataset contained infromation from a marketing campaign and required to conduct a Customer Personality Analysis to identify the company’s ideal customers.

My main idea for my objectices was is to find the ideal costumer for our campaigns in order to optimize targeting, as the current dataset showed a big failure in the reach of the current campaigns.

MY PROJECT - EXCEL FINDINGS

HYPOTHESIS

As higher education is linked to higher salaries, will this reflect in my findings?

Column Labels					
2n Cycle	Basic	Graduation	Master	PhD	Grand Total
		79244	65487		144731
		34176	61331	35860	131367
1136088	9548	6488599	1862282	2761024	12257541
3696088	439210	21793311	7353472	11046226	44328307
1932262	328296	12625257	4014792	5118203	24018810
2505239	297361	15891167	5315119	6500805	30509691
256961	22123	1924183	642417	1446914	4292598
				96864	96864
9526638	**1096538**	**58835937**	**19314900**	**27005896**	**115779909**

INITIAL QUESTIONS?			
How many of costumers hold a degree?		VS	How many are not graduates?
Graduates	1125		54

MY PROJECT - SQL ANALYSIS

1. Verified where custumers make more purchusases

```
37      -- 2.  Average number of store purchases vs websites
38 •    SELECT AVG(NumStorePurchases),
39      AVG(NumWebPurchases)
40      FROM customers
41      WHERE Response = 1;
42
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content

	AVG(NumStorePurchases)	AVG(NumWebPurchases)
▶	6.0958	5.0719

2. RFM Analysis

Through SQL an RFM Analysis was conducted to identify the ideal consumer for the company,

```
15      -- RFM
16 •    SELECT
17      Customer_ID,
18      Recency as Recency,
19      COUNT(Date_Customer) as Frequency,
20      SUM(MntWines+
21      MntFruits+
22      MntMeatProducts+
23      MntFishProducts+
24      MntSweetProducts+MntGoldProds) as Monetary,
25      NTILE(3) OVER (ORDER BY Recency) as R,
26      NTILE(3) OVER (ORDER BY COUNT(Date_Customer) ASC) F,
27      NTILE(3) OVER (ORDER BY SUM(MntWines+
28      MntFruits+
29      MntMeatProducts+
30      MntFishProducts+
31      MntSweetProducts+MntGoldProds) ASC) M
32      FROM customers
33       GROUP BY Customer_ID
34      ORDER BY 1, 3 DESC;
```

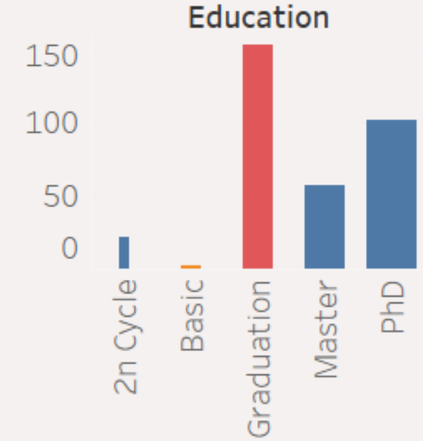
Result Grid | Filter Rows: | Export: | Wrap Cell Conte

	Customer_ID	Recency	Frequency	Monetary	R	F	M
▶	0	66	1	1198	3	3	3
	1	0	1	577	1	1	2
	9	86	1	120	3	3	2
	13	57	1	32	2	2	1
	17	81	1	1028	3	3	3
	20	91	1	183	3	3	2

MY PROJECT - DASHBOARD

COSTUMER PERSONALITY ANALYSIS

Graduates VS Non-graduates



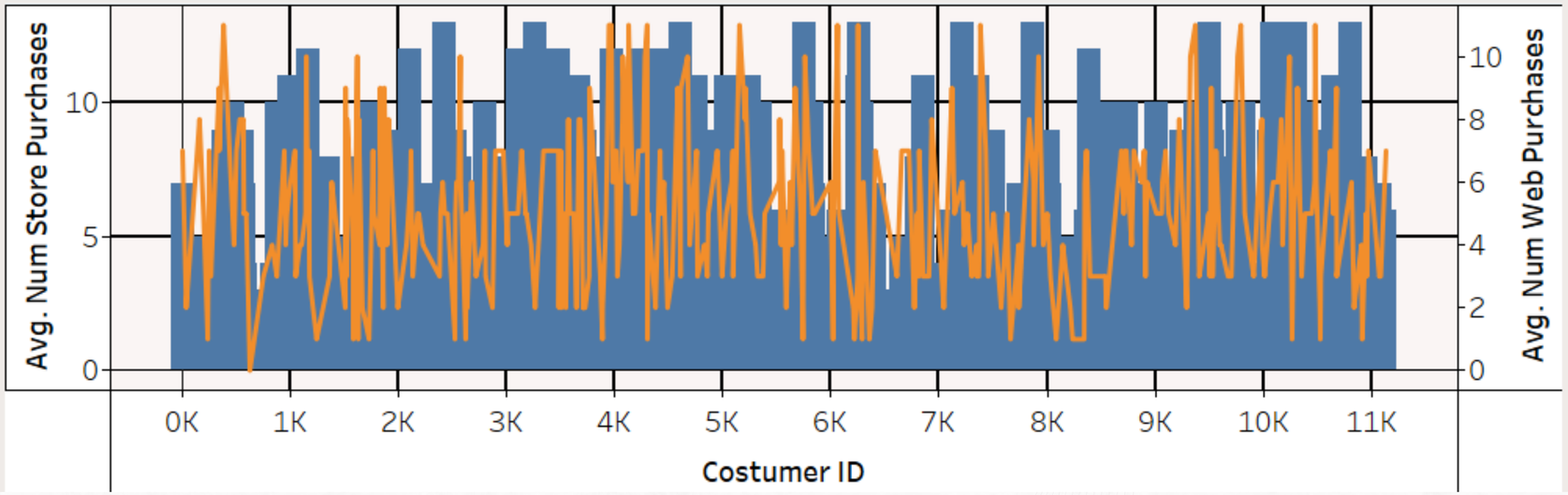
RFM Segmentation

RFM Sc..	
111	56
112	67
113	80
211	21
212	25
213	56
311	2
312	12
313	15

Average Store and Website purchases

Costu..	Avg. Num S..	Avg. Num W..
10814	13.00	6.00
10837	3.00	2.00
10905	6.00	4.00
10913	2.00	1.00
10949	8.00	5.00
10955	4.00	3.00
10971	3.00	7.00
11071	6.00	3.00
11084	7.00	3.00
11133	6.00	7.00
Grand ..	6.10	5.07

Average Store and Website purchases



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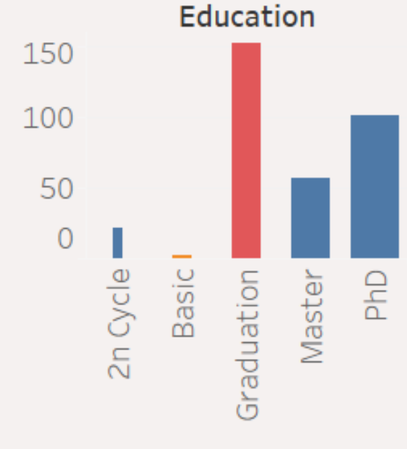

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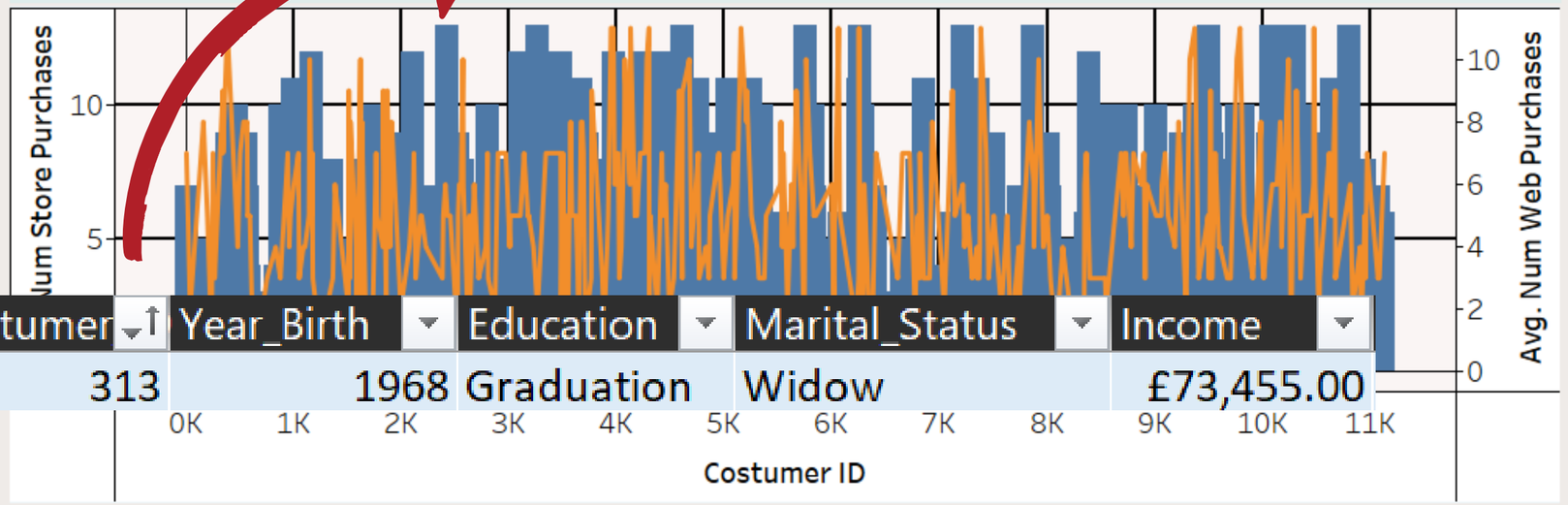

Costumer	Year_Birth	Education	Marital_Status	Income
313	1968	Graduation	Widow	£73,455.00

CHALLENGES

Excel transformation

As my data came uncleaned so an initial transformation was required especially in order to be able to imput it clearly into the SQL database.

Understanding SQL queries

As my first project relying on SQL queries, I finally had the chance to finally put into practice not only my understanding of this programming language but also my analytical skills.

Curiosity is very important for data analysis jobs, and as a beginner in this field I truly relied on this factor to conduct my analysis.

RECCOMENDATIONS

Demographic

Middle aged custumers who have achieved a higher degree appear to be ideal demographic to target for these campaigns.

Where to best target clients?

The results show a very minimal margin of differnece in average sales made in store and online, with the latter winning

black women make up only 0.7% of those working in tech.

CONCLUSION AND KEY LEARNINGS

I truly aim to keep practising these skills to fully grow within the **data and marketing analytics** environment and hopefully **develop a career** exclusively in this environment.

Furthermore, I hope to keep **growing personally** through the advice of my mentors and personal skills gained throughout the duration of the bootcamp

THANK YOU

FOR YOUR ATTENTION

Github linkhttps://github.com/da-daisy/Data-Analytics-Project