



DATA BOOTCAMP FINAL
PROJECT PRESENTATION

MARKETING CAMPAIGN ANALYSIS

DAISY BROWN



ABOUT ME



I am a recent MA digital marketing student versed in the industry's creative and design side. Still, over the time within my course, I've realised I needed more understanding analytics, as I truly believe that to create effective campaigns understanding behaviours and forecasting is essential.

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

NIYO EXPERIENCE

As a child of immigrant parents coming from a lower economic background, financial literacy and growth has always been an important factor for independence.

With the scope of being able to find a role that can integrate my creativity and passion for learning people and behaviours getting into analytics seemed like the perfect next step

And after attending a tech event hosted by Tech Rootz, I was able to get linked to NIYO and eventually attend the Data Bootcamp, which has been providing me with the basic to intermediate skills that relate to analytics.

Furthermore thanks to the Empowerment evenings I also believe I've been able to grow within my mindset in respect to imposter syndrome.



MY PROJECT - OBJECTIVES

Data Source

- Kaggle dataset
- Niyo Guidelines

Software used

- Excel
- SQL

Skills Enforced

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

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

This helps a business to better understand its customers and makes it easier for them to modify products according to the specific needs, behaviors and concerns of different types of customers.

MY PROJECT - EXCEL 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	

Vlookup of table A21:E21								
Costumer	Year_Birth	Education	Marital_Status	Income	Kidhome	Teenhome	Date_Cust	Recency
5524	1957	Graduation	Single	58138	0	0	41156	58
2174	1954	Graduation	Single	46344	1	1	41706	38
4141	1965	Graduation	Together	71613	0	0	41507	26
6182	1984	Graduation	Together	26646	1	0	41680	26
5324	1981	PhD	Married	58293	1	0	41658	94
7446	1967	Master	Together	62513	0	1	41526	16
965	1971	Graduation	Divorced	55635	0	1	41226	34
6177	1985	PhD	Married	33454	1	0	41402	32
4855	1974	PhD	Together	30351	1	0	41431	19
5899	1950	PhD	Together	5648	1	1	41711	68
1994	1983	Graduation	Married		1	0	41593	11
2125	1959	Graduation	Divorced	63033	0	0	41593	82
8180	1952	Master	Divorced	59354	1	1	41593	53
2569	1987	Graduation	Married	17323	0	0	41192	38
2114	1946	PhD	Single	82800	0	0	41237	23
9736	1980	Graduation	Married	41850	1	1	41267	51
4939	1946	Graduation	Together	37760	0	0	41152	20
6565	1949	Master	Married	76995	0	1	41361	91



MY PROJECT - SQL ANALYSIS

```
2      -- Summarize dataset
3 •  SELECT
4      Customer_ID,
5      Recency,
6      sum(MntWines+
7          MntFruits+
8          MntMeatProducts+
9          MntFishProducts+
10         MntSweetProducts+MntGoldProds) as Amount
11     FROM customers
12     group by Customer_ID, Recency;
13
```

Result Grid | Filter Rows: Export: Wrap Cell Content

Customer_ID	Recency	Amount
5524	58	1617
2174	38	27
4141	26	776
6182	26	53
5324	94	422
7446	16	716
965	34	590
6177	32	169
4855	19	46

```
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 Content

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
22	99	1	309	3	3	2
24	96	1	47	3	3	1
25	9	1	1115	1	1	3
35	35	1	210	2	2	2
48	97	1	184	3	3	2
49	39	1	25	2	2	1
55	83	1	597	3	3	2

RFM Analysis

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

Within a RFM analysis, customers are assigned a recency score based on date of most recent purchase or time interval since most recent purchase, with the most recent purchase dates receive a recency ranking of 3, and those with purchase dates furthest in the past receive a recency ranking of 1. Similar scores are given depending on the frequency of purchases and monetary values of these.

```
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

MY PROJECT - DASHBOARD

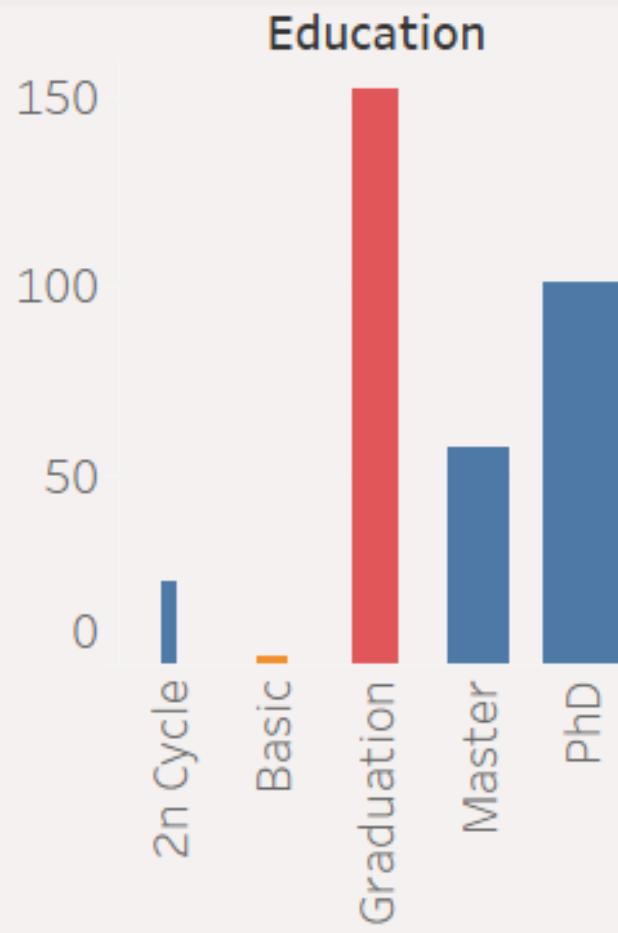


+ a b l e a u



COSTUMER PERSONALITY ANALYSIS

Graduates VS Non-graduates



RFM Segmentation

RFM Scores	Costumer ID
111	49
	67
	87
	92
	113
	153
	255
	263
	453
	498
	577
	624
	626
	738
	749
	793
	837
	898
	905
	933
	938
	948
	968
	979
	1048
	1064
	1087
	1100
	1109
	1158

Average Store and Website purchases

Costumer ..	Avg. N..	Avg. N..
1	7.00	7.00
35	3.00	2.00
158	5.00	8.00
195	4.00	5.00
234	2.00	1.00
247	4.00	7.00
263	3.00	3.00
339	5.00	9.00
340	8.00	7.00
380	9.00	11.00
477	10.00	4.00
500	9.00	7.00
531	9.00	8.00
564	9.00	8.00
569	7.00	5.00
590	4.00	5.00
624	2.00	0.00
749	3.00	3.00
830	4.00	4.00
873	10.00	3.00
942	3.00	7.00
955	4.00	4.00
967	9.00	5.00

CHALLENGES

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.



CONCLUSION AND KEY LEARNINGS



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

Immediately since the beginning of the course, I have tried to **introduce my newfound knowledge within my current role**, specifically by proposing analysis of my company's social media insights and website interactions.

I have been able so far to create SEO tactics to follow periodically and understand who is my desired audience and what type of content they enjoy, through google analytics analysis.

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 link <https://github.com/da-daisy/Data-Analytics-Project>

