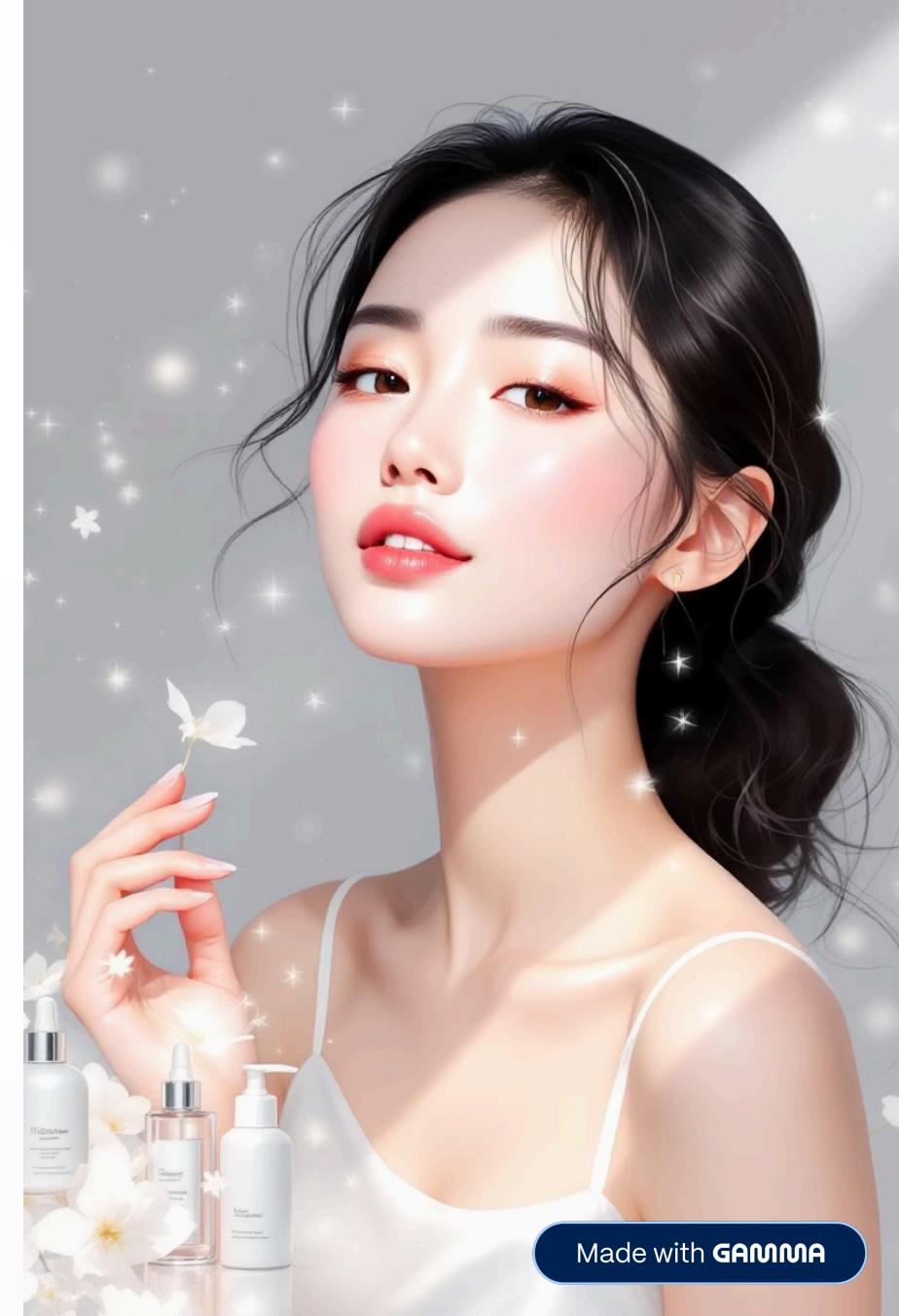


Glow UP Campaign Analysis

Analyzing marketing campaign effectiveness for Glow UP, a beauty and skincare startup, to optimize future budget allocation and maximize ROI.





Business Scenario

Glow UP's Challenge

Glow UP invested heavily in online and offline marketing. Management needs to identify top-performing campaigns and optimize future marketing spend.

Key Objectives

- Identify most effective campaigns (conversions, revenue).
- Calculate ROI for each campaign.
- Recommend future budget allocation for maximum impact.

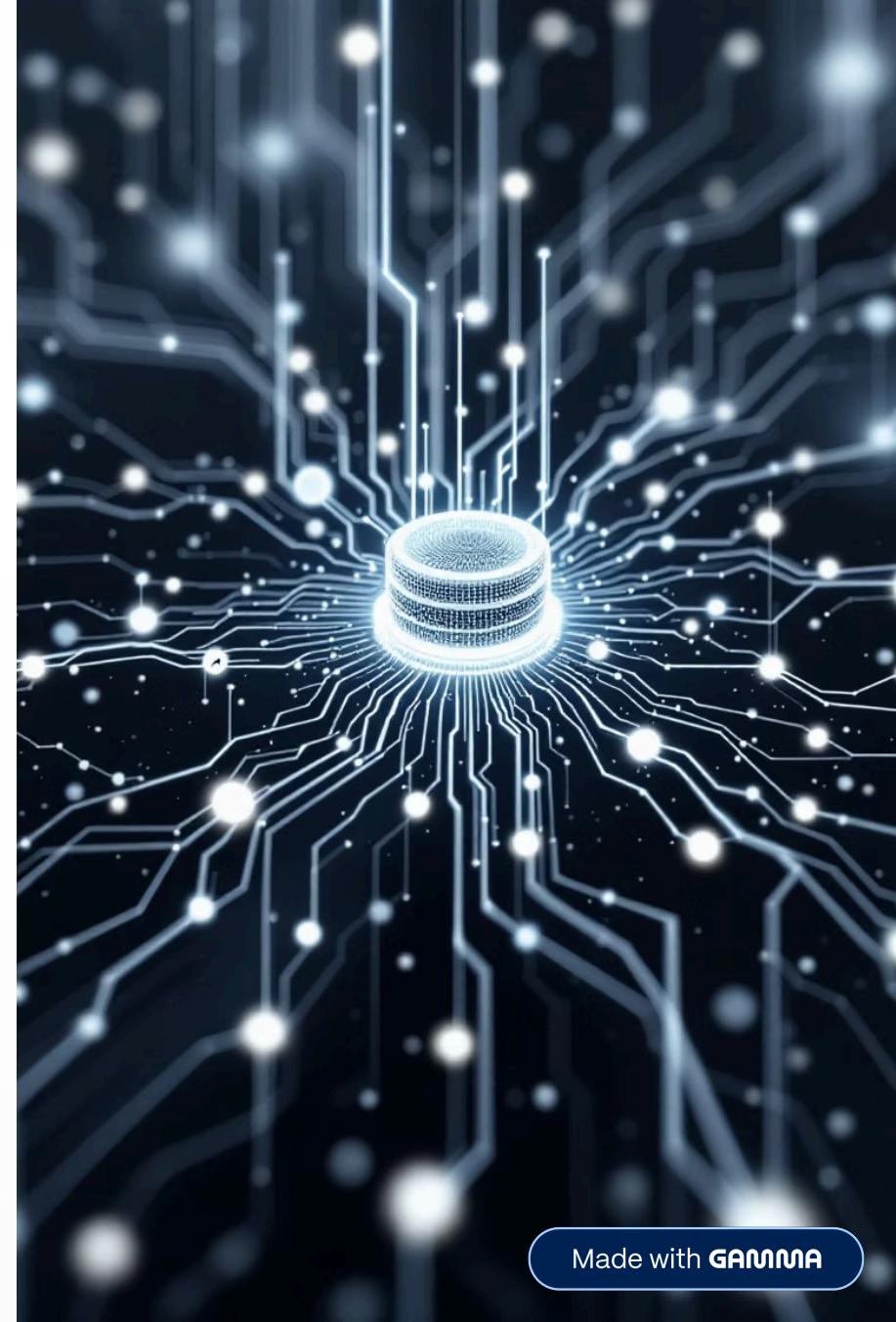
Project Overview & Data

Project Objectives

- Pinpoint effective campaigns by conversions and revenue.
- Calculate individual campaign ROI.
- Propose optimized budget allocation for future campaigns.

Dataset Description

- Source: Kaggle.com
- Time Period: 2024 – 2025
- Rows: 1000
- Columns: Campaign ID, Name, Dates, Channel, Spend, Leads, Conversions, Revenue, Clicks, Impressions.





Tools Utilized for Analysis



Microsoft Excel

Initial data exploration, structure checks, and basic cleaning. Identified missing values and inconsistencies.



Python (Pandas, Matplotlib, Seaborn)

Data cleaning, transformation, validation, and exploratory data analysis with visualizations.



Postgres SQL

Queried and aggregated structured data, created key analytical metrics like conversions and CPA.



Power BI

Developed interactive dashboards to visualize KPIs and performance trends using DAX measures.

Data Cleaning & Preparation

01

Python-Based Cleaning

End-to-end data cleaning and preprocessing performed exclusively using Python to ensure consistency.

02

Missing Value Handling

Null values in 'Clicks' and 'Impressions' were identified and replaced with column means.

03

Validation & Quality Checks

Verified corrected values, confirmed data types, and ensured logical consistency across all fields.

04

Analysis Readiness

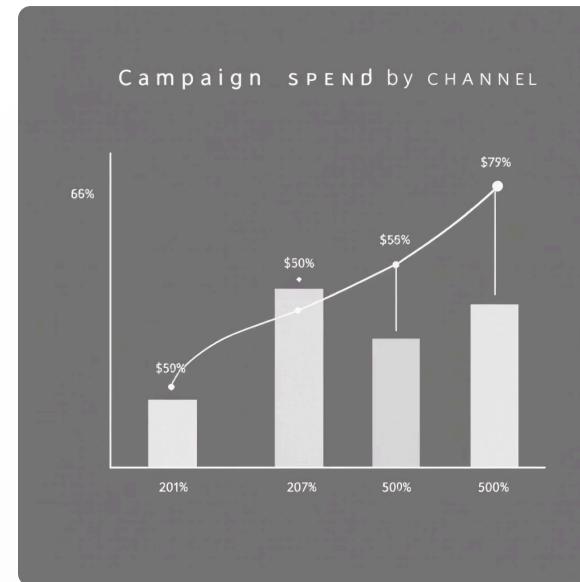
Prepared a clean, validated dataset for SQL querying and Power BI reporting, ensuring reliable input for KPIs.



Key Insights: Performance Metrics

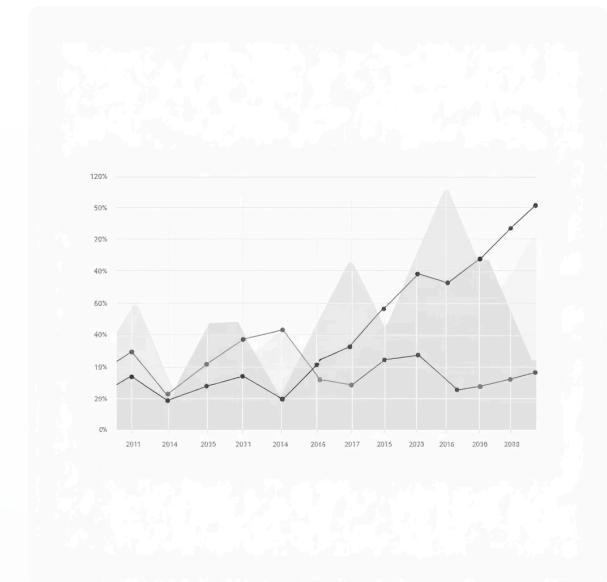


Campaign Spend & Leads



Total money spent per campaign and the number of potential customers acquired.

Conversions & Revenue



Number of customers who made a purchase and total sales attributable to each campaign.



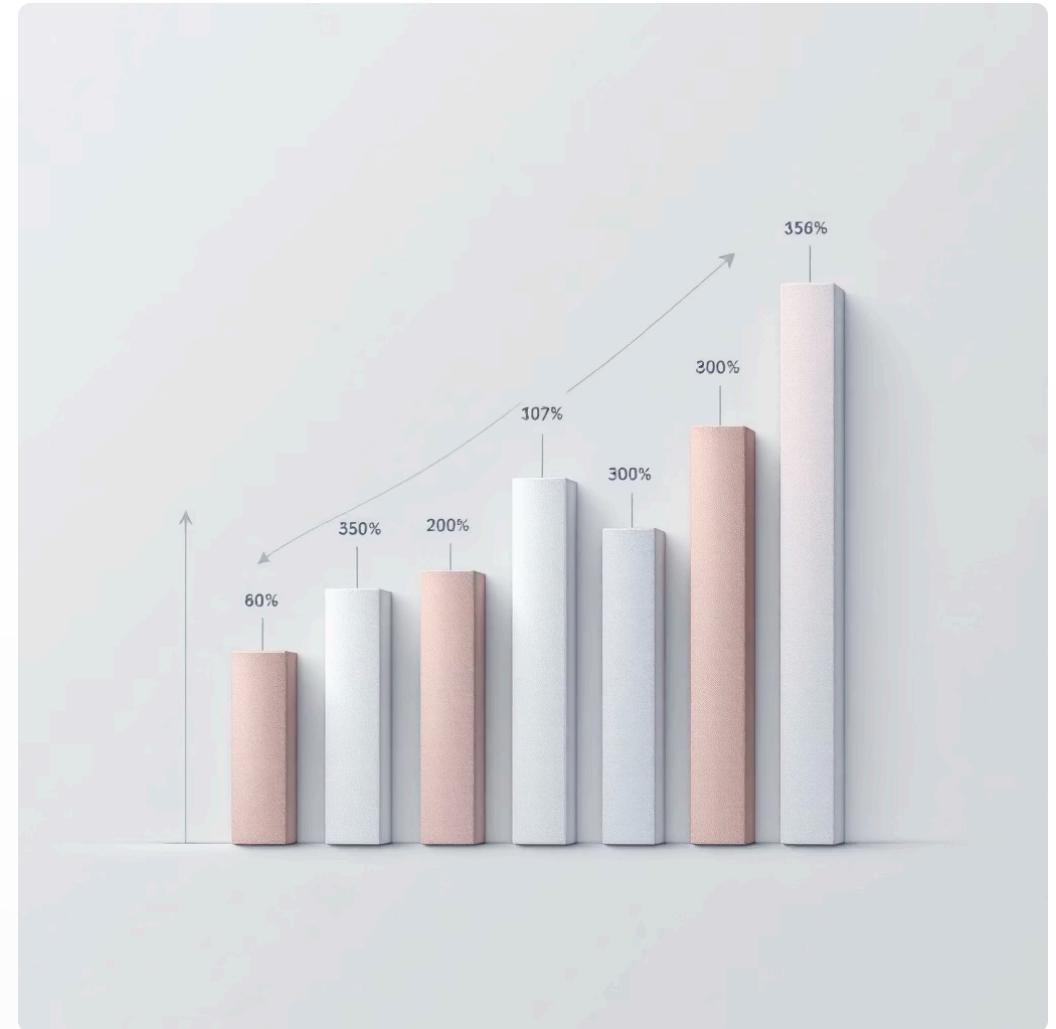
Key Insights: Efficiency Metrics

ROI (%)



Return on Investment for each marketing campaign, highlighting profitable channels.

Cost Per Acquisition (CPA)



Cost incurred to acquire one customer through each campaign, indicating efficiency.

Recommendations: Strategic Optimization

1

Focus on High-ROI Channels

Prioritize social media (86.59% ROI, ₹891.01 CPA) with increased budget and scaled creatives.

2

Optimize Moderate ROI Channels

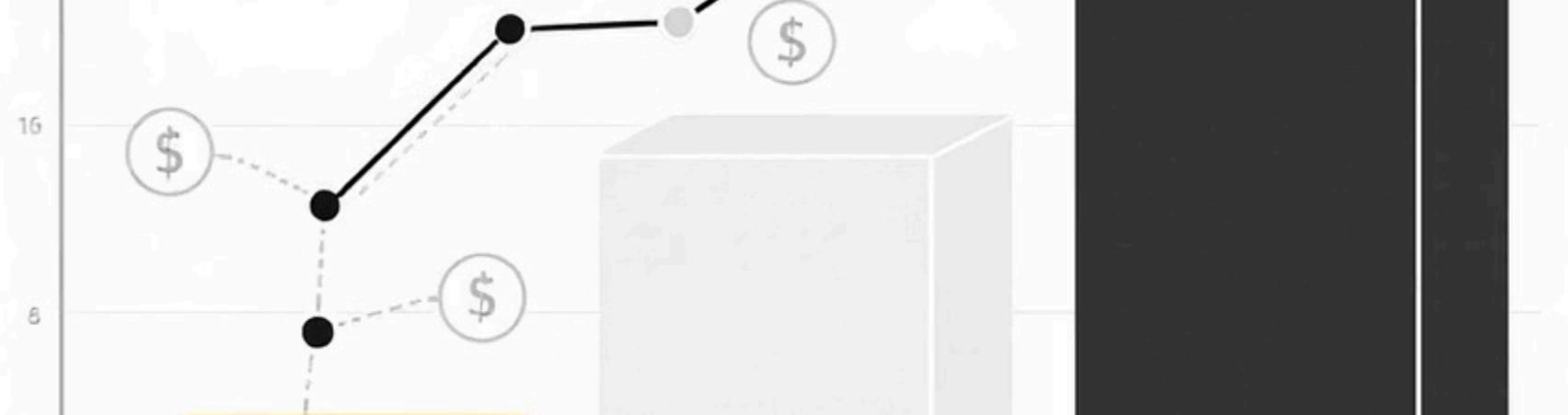
Improve email marketing (58.42% ROI, ₹1,092.11 CPA) with segmented targeting and drip campaigns.

3

Improve Conversion Efficiency

Address lead quality/follow-up gaps in email campaigns (23% conversion rate vs. Search Ads' 30%).





Recommendations: Campaign & Budget Focus

1

Strengthen High-Conversion Campaigns

Replicate successful campaigns like Product Launch (394 conversions), Referral Drive (316), and Retargeting (297).

2

Reduce High CPA Impact

Reallocate budget from high-CPA email campaigns to social media (₹891.01) and Search Ads (₹914.79).

3

Reallocate Budget by ROI

Favor social media (86.59% ROI) and Search Ads (75.51% ROI) over Events and Email, which need optimization.

4

Improve ROI via Retargeting

Increase retargeting frequency using leads from email (2,345) and social media (1,873) for higher conversions.



Conclusion: Maximizing Future Growth

Glow UP's marketing analysis reveals significant performance variations. Social media is the strongest performer with the highest ROI (86.59%) and lowest CPA (₹891.01).

Search Ads drive the most conversions (629) with a solid ROI (75.51%). Product Launch, Referral Drive, and Retargeting are top-performing campaigns.

Email marketing, despite high lead generation, shows the lowest ROI (58.42%) and highest CPA (₹1,092.11), indicating inefficiency.

Future success hinges on reallocating budgets to high-ROI channels, optimizing underperforming ones, and strengthening retargeting efforts for sustainable growth.