

Project Presentation

Project Presentation Outline

Introduction

- Brief overview of CoolTShirts and the objective of the marketing attribution analysis.

Campaigns and Sources Analysis

- **Question:** How many campaigns and sources does CoolTShirts use, and how are they related?
- **Analysis:** Summary of distinct campaigns and sources. Discussion on the relationship between `utm_campaign` and `utm_source`.

Website Page Analysis

- **Question:** What pages are on their website?
- **Analysis:** List of distinct pages found on the CoolTShirts website.

User Journey Analysis

- **First Touches Analysis:**
 - **Question:** How many first touches is each campaign responsible for?
 - **Analysis:** Number of first touches attributed to each campaign.
- **Last Touches Analysis:**
 - **Question:** How many last touches is each campaign responsible for?
 - **Analysis:** Count of last touches per campaign.
- **Purchase Page Last Touches:**
 - **Question:** How many last touches on the purchase page is each campaign responsible for?
 - **Analysis:** Last touches on the purchase page by campaign.

- **Visitor Purchases:**

- **Question:** How many visitors make a purchase?
- **Analysis:** Total number of visitors who made a purchase.

- **Typical User Journey:**

- **Analysis:** Description of a typical user journey based on the data.

Campaign Budget Optimization

- **Question:** CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?
- **Recommendations:** Identification of the top 5 campaigns for reinvestment, supported by data insights.