Data Analysis for Marketing

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October 13, 2023

Data Exploration and Understanding

- In this stage, we delve into the dataset to grasp the meaning of each column.

- Descriptive statistics of each column, such as mean, min, max, and percentiles, are calculated. To see how are data is distributed.

- Visualizations are employed to uncover data distributions and to understand better each variable.

Data Cleaning

- We delete all the duplicated, we look for NAN, and find Outliers that could potentially affect our data.

Key Performance Indicators (KPIs)

- Identify relevant KPIs aligned with campaign objectives.
- Quantitatively measure the impact of the campaign.
- Make Graphs using this KPIS and find the apropiate way of showing the graph.

KPI Creation

- I create a KPIS,Click-Through Rate (CTR), a widely used marketing metric.

- This Kpi measures Engagement, it indicates whether your audience is interested enough to take action(or to do click in the add).

$$\text{CTR} = \left(\frac{\text{Number of Clicks}}{\text{Number of Impressions}} \right) \times 100$$

Data Visualization

- Select appropriate graphs to represent the data effectively.
- Emphasize visualization techniques that highlight critical insights for this dataset and campaign.

Data Analisis

- Lets see how the CTR is moving between months