

Digital Marketing Leads Performance

Data Analyst Task Report

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1. Project Objective

The goal of this task was to demonstrate end-to-end data analytics proficiency by cleaning raw digital marketing leads data, uncovering insights through analysis, and presenting findings via an interactive Tableau dashboard. This project simulates real-world analytics use cases in lead performance monitoring and decision support.

2. Data Cleaning Process

Thorough data cleaning was performed to ensure accuracy and consistency:

- Removed duplicates and irrelevant columns.
- Standardized date, phone number, and categorical formats.
- Corrected inconsistent values in 'Source' and 'Course' fields.
- Addressed missing data and validated contact information.

The cleaned dataset was saved as "TN Digital Marketing Leads - Cleaned.xlsx".

3. Key Insights & Findings

- Monthly Trends:** Highest lead volume in **September (242)**; lowest in **July** and **December**.
- Top Lead Sources:** **WhatsApp (1130)** and **Instagram (490)** are the primary channels.
- Popular Courses:** **UI/UX (857)** and **Graphic Design (303)** dominate.
- Underperforming Courses:** DevOps, Cloud Computing, and Cyber Security received the fewest leads.

These insights suggest opportunities for focused improvements in marketing.

4. Tableau Dashboard Highlights

A professionally designed Tableau dashboard (attached in .twbx format) includes:

- Monthly lead trends line chart.
- Pie Chart for lead sources and courses.
- Filters by course, source, and month for interactivity.
- Clean layout and business-friendly visualization.

This dashboard equips decision-makers with actionable data.

5. Strategic Recommendations

- Introduce **chatbots** on WhatsApp to automate initial screening.
 - Run **retargeting campaigns** on Instagram using special offers.
 - Mitigate seasonal drop-offs with **mid-year and year-end promos**.
 - Strengthen promotion for **Data Science and DevOps** courses.
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6. Conclusion

This project illustrates my ability to transform raw data into insights using analytics tools and create business-ready dashboards. I am confident in my readiness to contribute effectively as a Data Analyst.

Thank you for the opportunity.

Sincerely,

Deepanraj A