**MARKETING CAMPAIGN ANALYSIS**

**Project Overview**

**Podha** is committed to driving growth and ensuring financial stability through innovative marketing campaigns. The objective of this analysis is to evaluate past campaigns, identify the most effective strategies, and propose actionable recommendations to enhance customer acquisition and conversion rates.

### ****Goals****

1. Identify the campaign with the highest return on investment (ROI).
2. Evaluate acquisition channels for efficiency and effectiveness.
3. Develop strategic recommendations to optimize customer acquisition and conversion.

The dataset has 55,910 rows and 18 columns, including information such as Order IDs, regions, countries, customer details, product categories, order details, payment methods, and fraud statuses. Several fields need cleaning, including data type corrections, null value handling, and potential removal of trailing spaces or invalid characters.