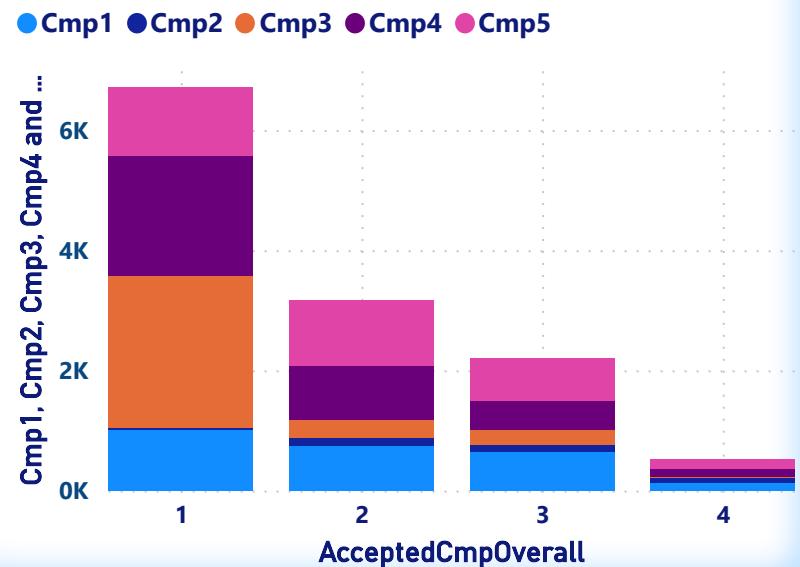




Marketing Analysis

Sum of Campaign's by Accepted CampaignOverAll



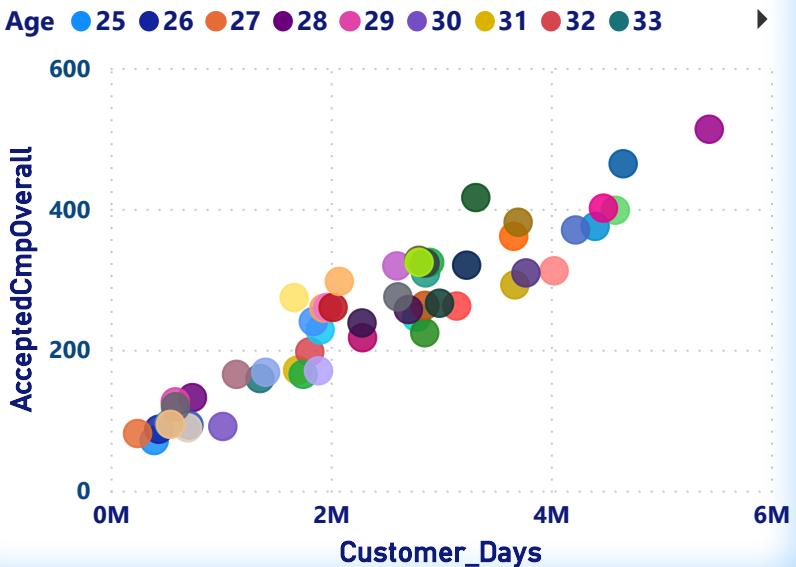
30M
Spendings

434
Complain

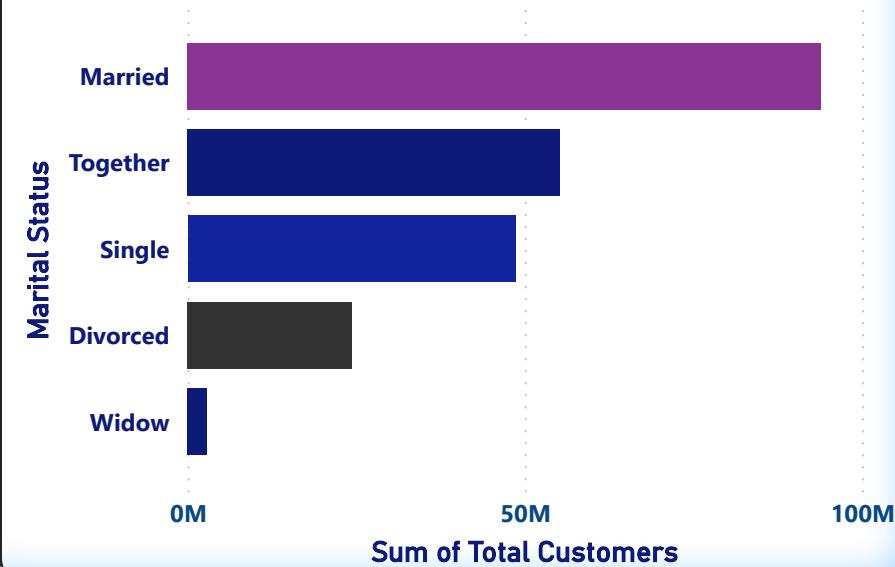
13K
AcceptedCmpOverall

\$51.8K
Average of Annual Inc

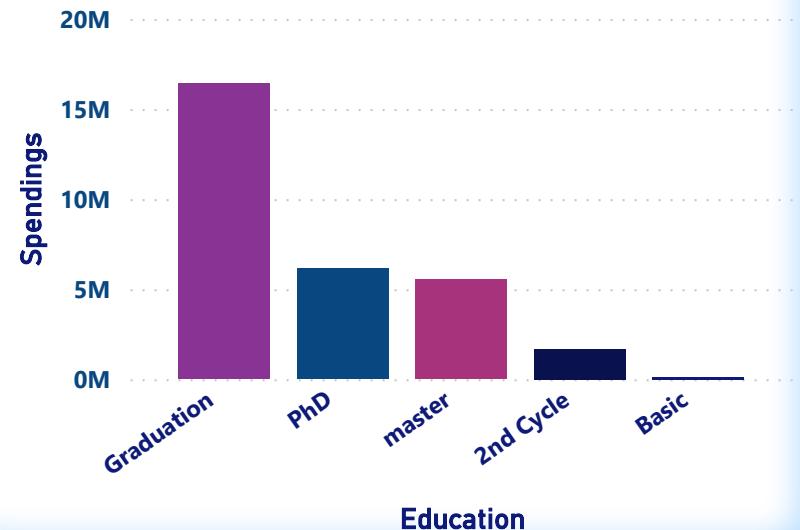
Customer_Days and AcceptedCmpOverall by Age



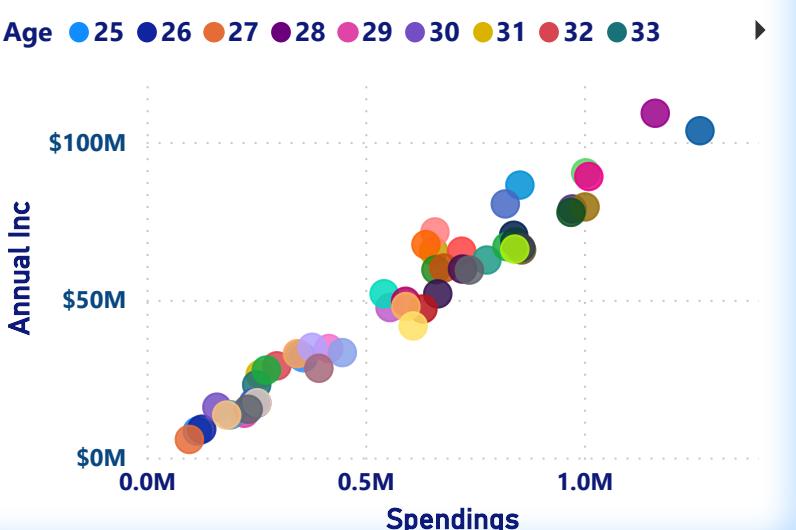
Sum of Total Customers by Marital Status



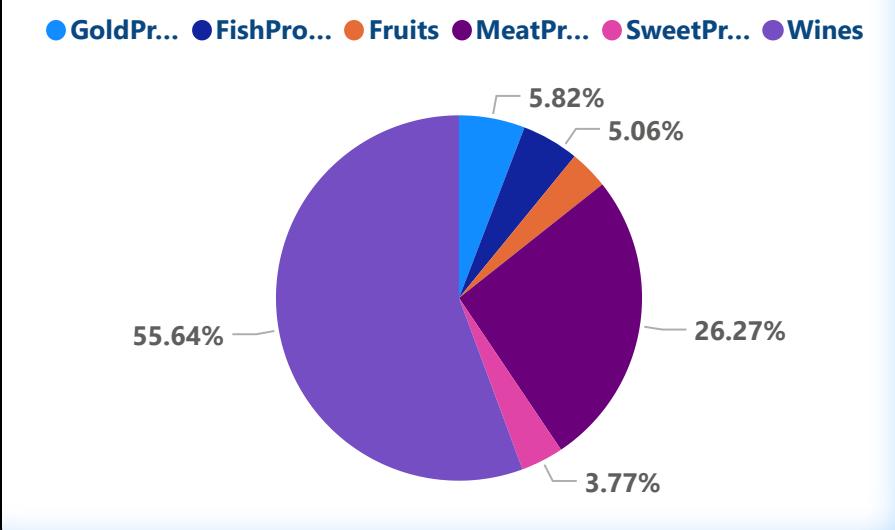
Customers as per Education status



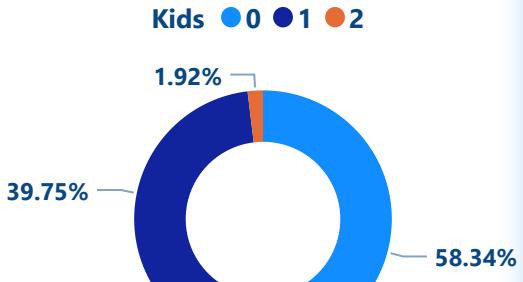
Spendings by Income and Age group



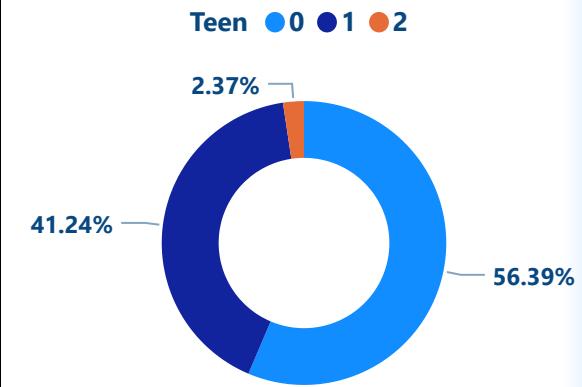
Sum of Spending as per Product Purchase



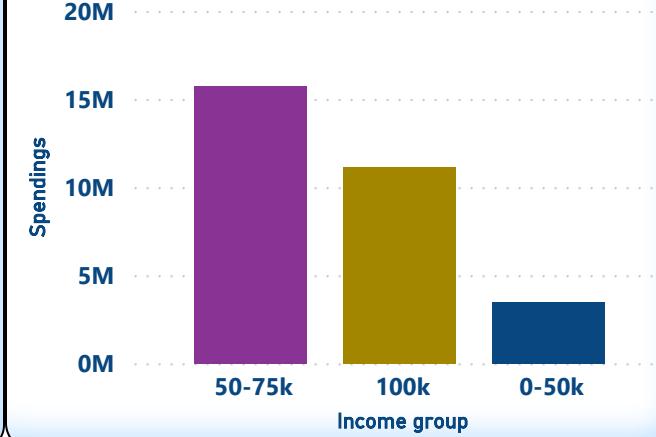
Total Customers and Spendings by Kids



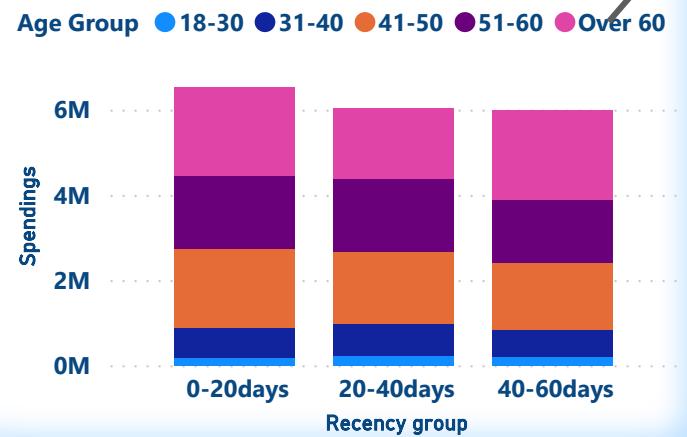
Spendings by Teen



Spendings by Income group



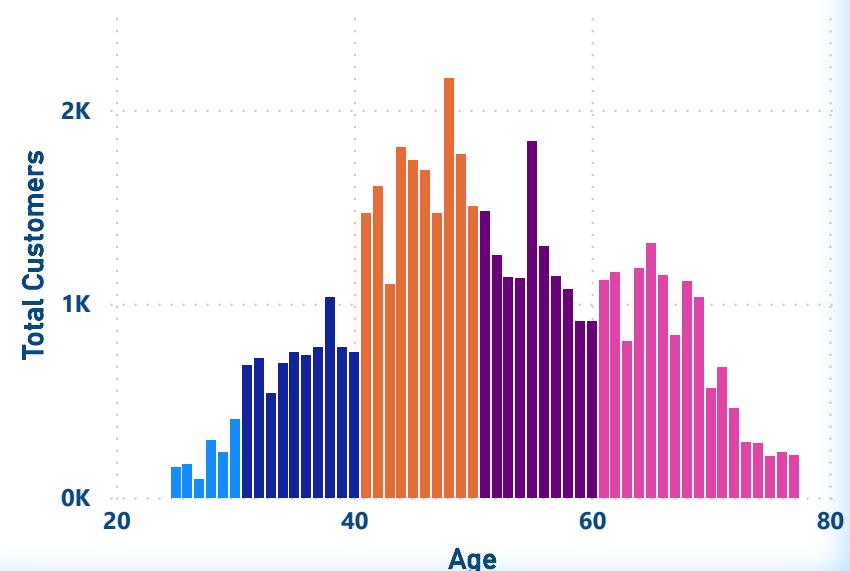
Spendings by Recency group and Age Group



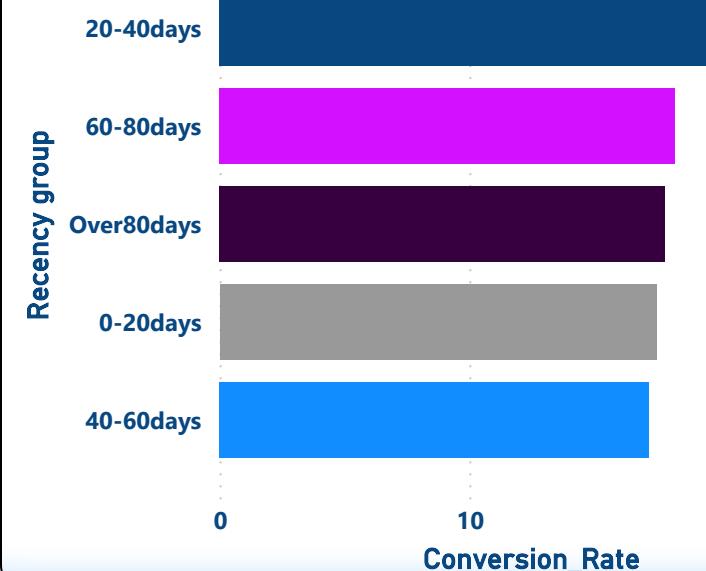
Customer Segmentation Analysis

Total Customers by Age Group

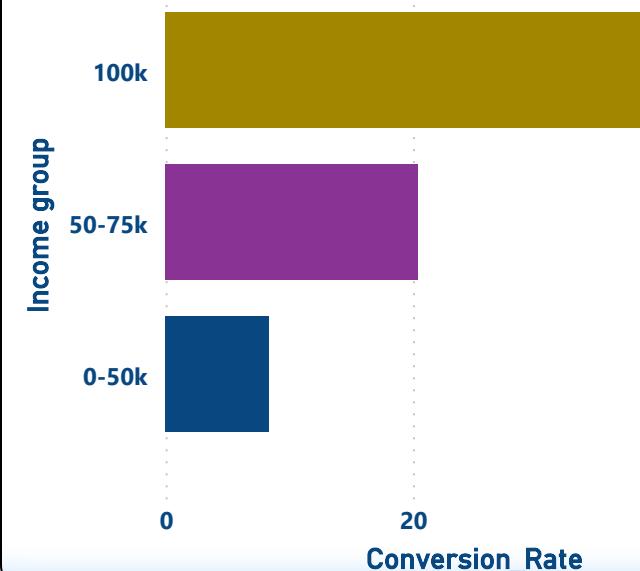
Age Group ● 18-30 ● 31-40 ● 41-50 ● 51-60 ● Over 60



Conversion_Rate by Recency group



Conversion_Rate by Income group



Cohort Analysis for Customer retention over the time

Year	1	2	3	4	5	6	7	8	9	10	11	12
2017												
July	332	332	332	332	332	332	332	332	332	332	332	332
June	446	446	446	446	446	446	446	446	446	446	446	446
May	406	406	406	406	406	406	406	406	406	406	406	406
April	416	416	416	416	416	416	416	416	416	416	416	416
March	373	373	373	373	373	373	373	373	373	373	373	373
February	249	249	249	249	249	249	249	249	249	249	249	249
January	309	309	309	309	309	309	309	309	309	309	309	309
2016												
December	388	388	388	388	388	388	388	388	388	388	388	388
November	434	434	434	434	434	434	434	434	434	434	434	434
October	445	445	445	445	445	445	445	445	445	445	445	445
September	460	460	460	460	460	460	460	460	460	460	460	460
August	434	434	434	434	434	434	434	434	434	434	434	434
July	341	341	341	341	341	341	341	341	341	341	341	341
June	349	349	349	349	349	349	349	349	349	349	349	349
May	468	468	468	468	468	468	468	468	468	468	468	468
April	343	343	343	343	343	343	343	343	343	343	343	343
March	418	418	418	418	418	418	418	418	418	418	418	418

Customer's Participation in Campaigns Over the Time by Year & Month



Year	Month	Sum of Total Customers	Cmp1	Cmp2	Cmp3	Cmp4	Cmp5
2015	December	10675768	109	26	116	207	137
2016	December	9576600	123	11	130	129	126
2015	November	10680724	97	29	132	202	137
2016	November	10303356	103	18	171	160	150
2015	October	10570366	117	23	167	124	154
2016	October	11226613	120	21	180	155	139
2015	September	9905702	71	23	147	107	130
2016	September	11528158	110	12	172	195	155
2016	August	10590246	97	23	142	191	158
2016	July	8661262	92	20	90	139	120
2017	July	8153534	152	22	80	134	118
2016	June	8149500	97	21	86	164	137
2017	June	10995711	130	16	158	171	136
2016	May	11544112	133	19	161	192	172
2017	May	10253794	105	24	138	177	144
2016	April	8523512	127	21	130	115	111
2017	April	10351744	121	25	129	190	146
Total		224841628	2554	429	3076	3570	3132

Marital Status

Select all

Education Status

Select all

Income group

Select all

Recency

Select all

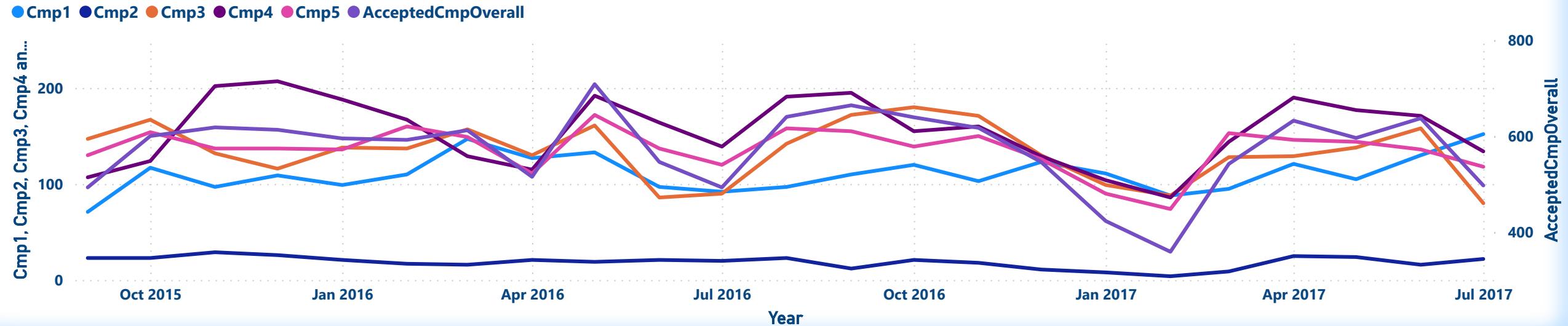
Spendings

Select all

Conversion Status

Select all

Sum of Campaign 1, Campaign 2, Campaign3, Campaign4, Campaign by Accepted Campaign OverAll Over the Time →

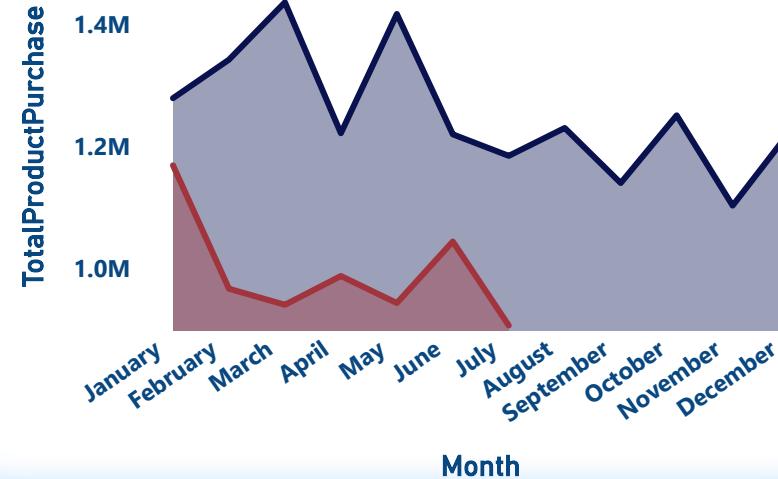


Top 30 Customer days by Conversion Rate



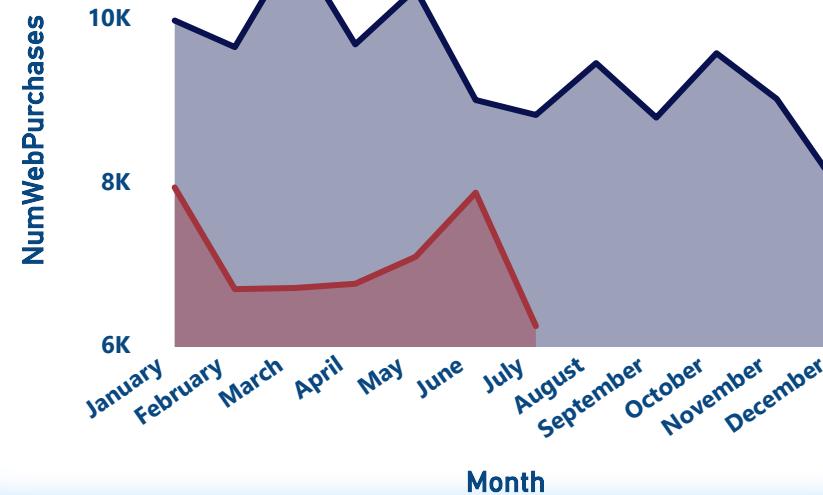
Comparison of 2 years by Sum of Total product purchase

Year ● 2016 ● 2017



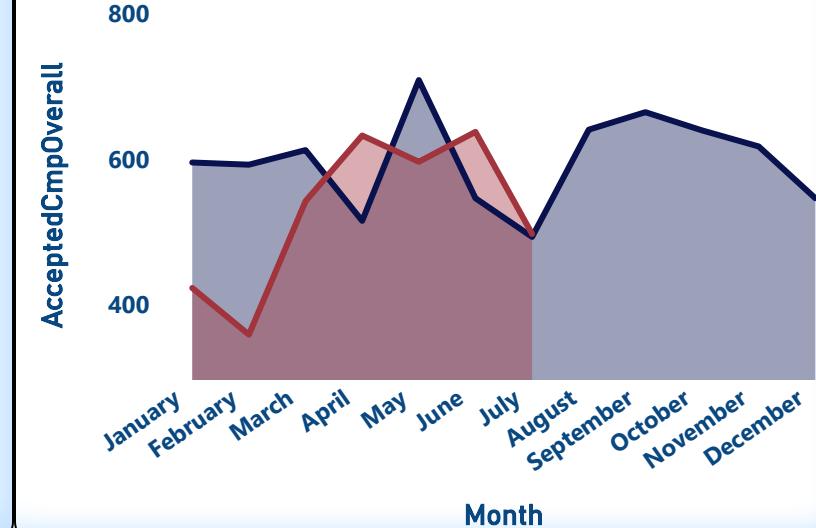
Comparison of 2 years by Sum of Web purchase

Year ● 2016 ● 2017



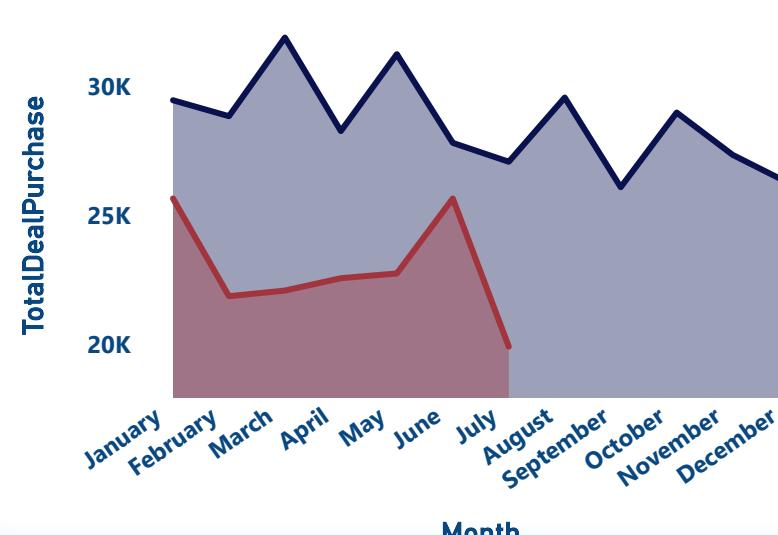
Comparison of 2 years by Sum of Accepted CampaignOverall

Year ● 2016 ● 2017



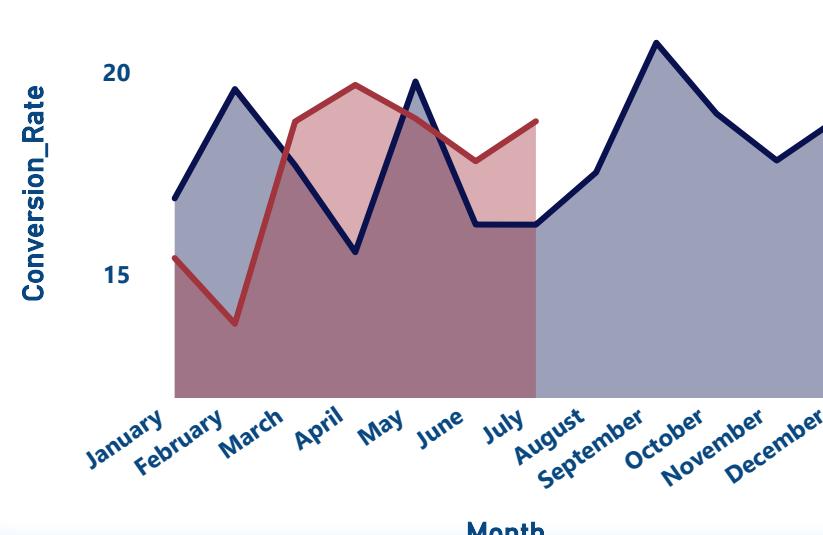
Comparison of 2 years by Total Deal purchases

Year ● 2016 ● 2017



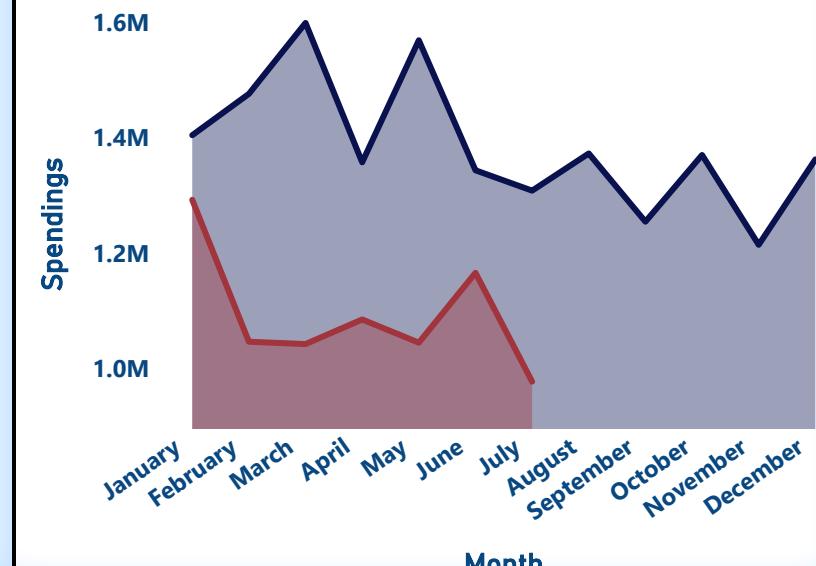
Comparison of 2 years by Conversion Rate

Year ● 2016 ● 2017

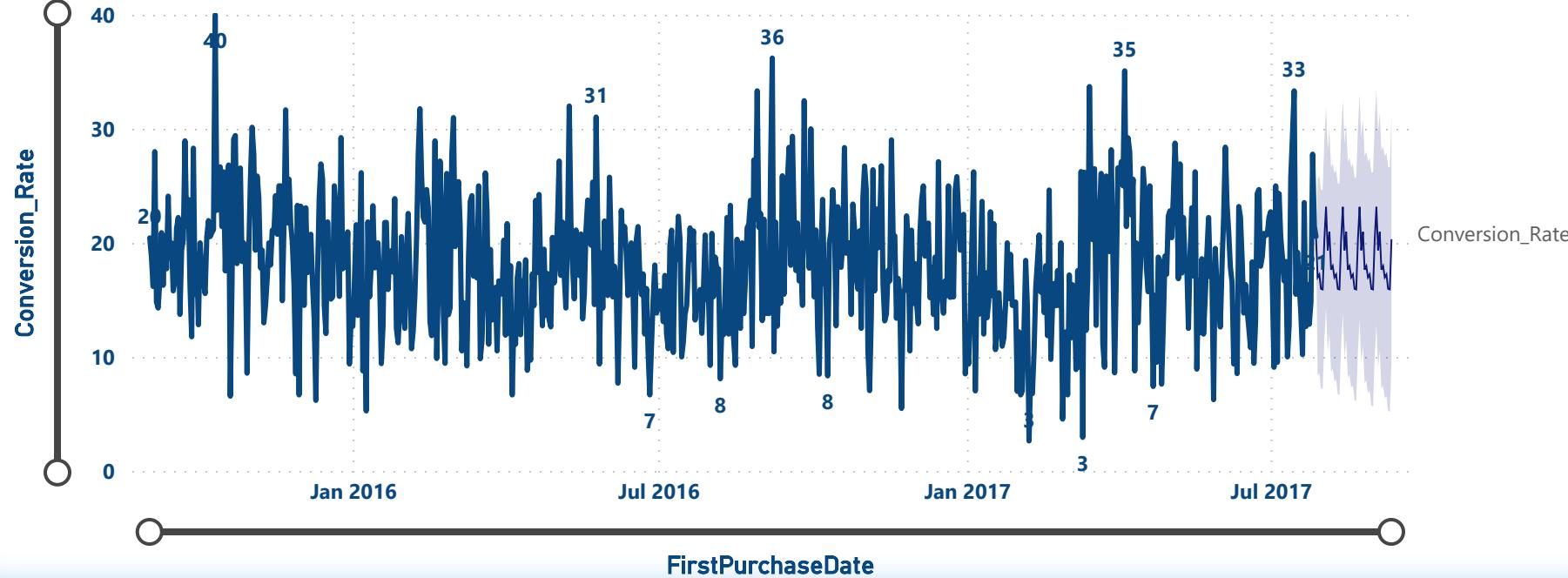


Comparison of 2 years by Sum of Spendings

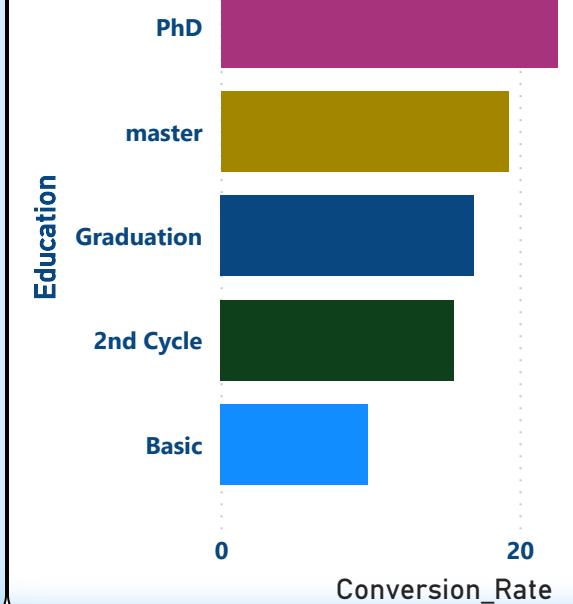
Year ● 2016 ● 2017



Conversion_Rate by FirstPurchaseDate Forecasting for 45 days

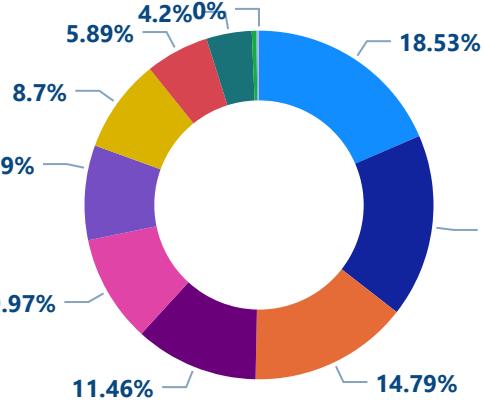


Conversion_Rate by Education



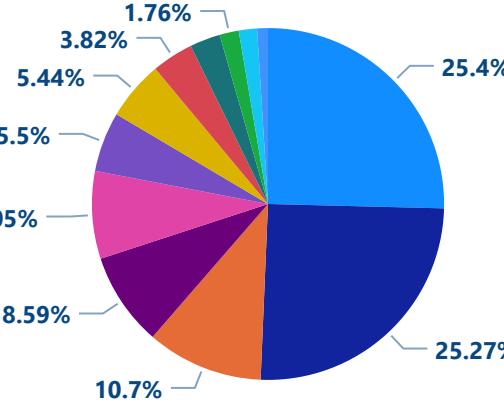
Number of web purchase versus Number of web visit

NumW... ● 8 ● 7 ● 6 ● 5 ● 2 ● 3 ● 4 ● 1



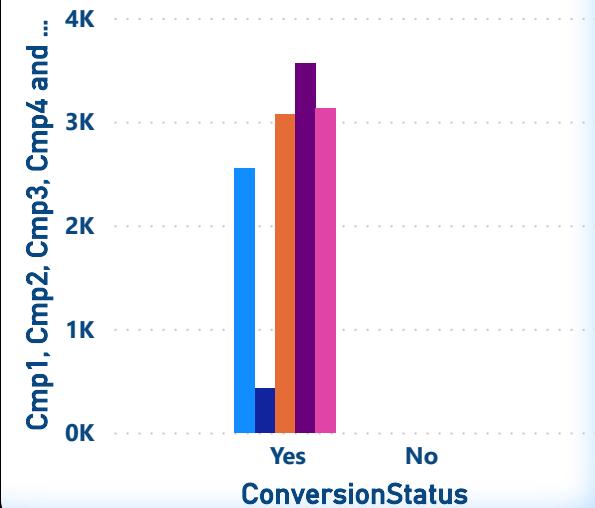
Total Catalog purchase versus catalog purchase with discount

NumCa... ● 0 ● 1 ● 2 ● 4 ● 3 ● 6 ● 5 ● 7



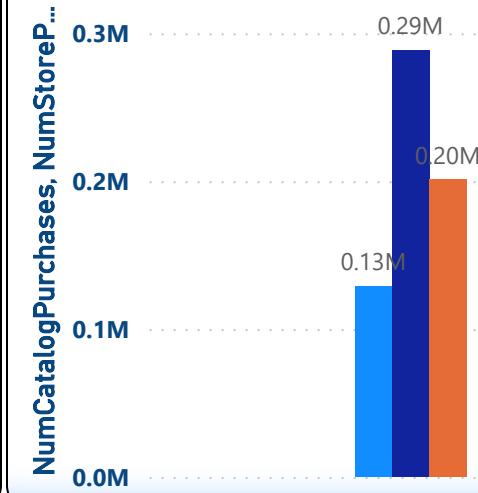
Sum of Campaign 1,2,3,4,5 by Conversion Rate

● Cmp1 ● Cmp2 ● Cmp3 ● Cmp4 ● Cmp5



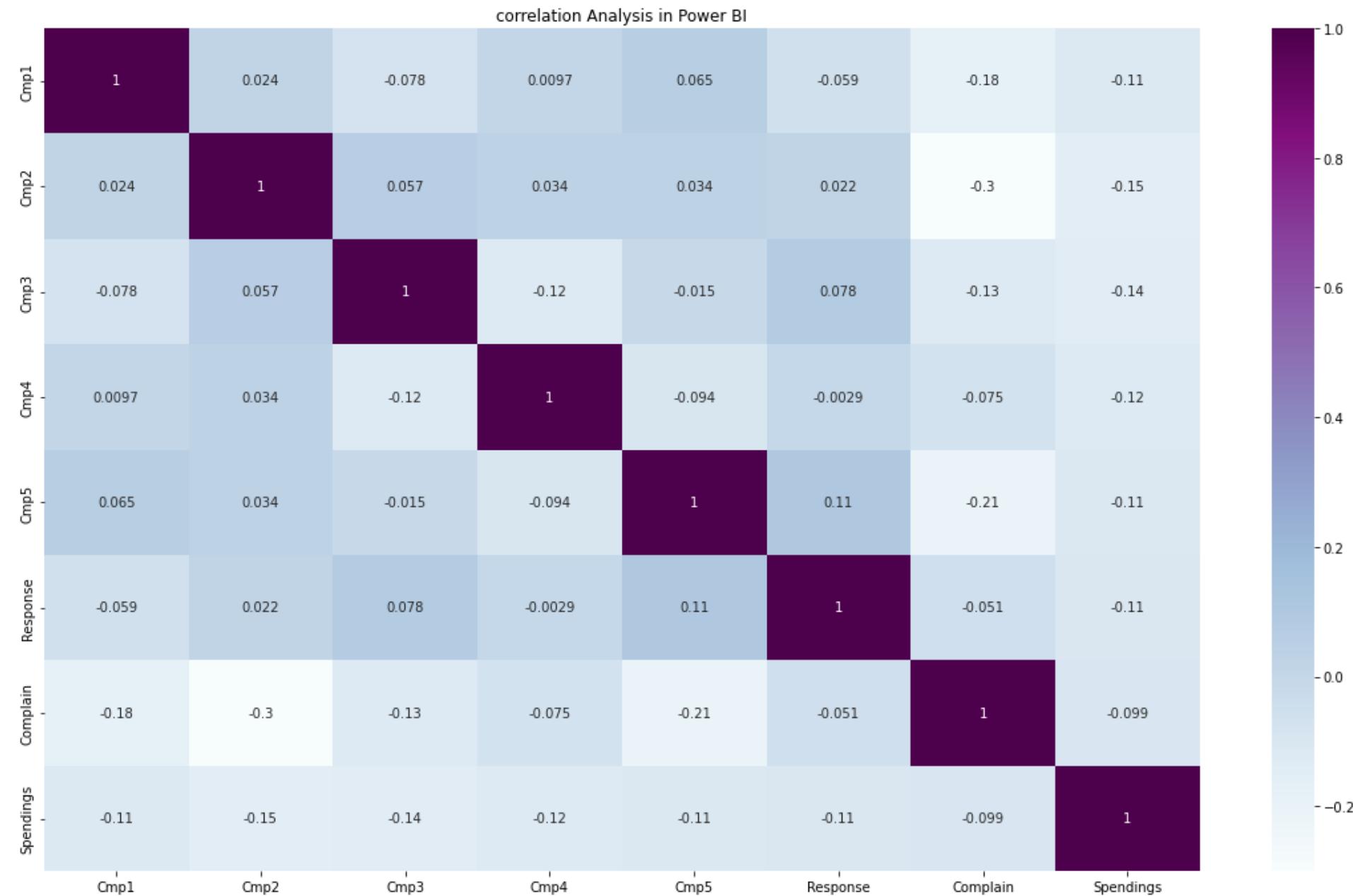
Total purchase by Web , Store and Catalog purchase

● NumCatalogP... ● NumStoreP... ● NumWeb...



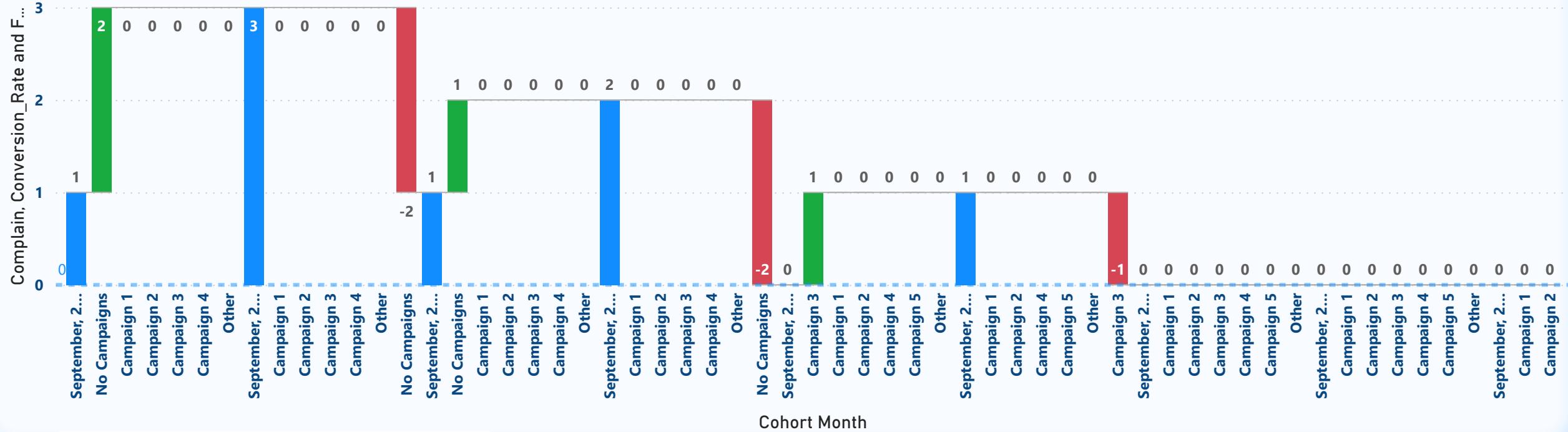


Correlation between Campaign1, Campaign2, Campaign3, Campaign4, Campaign5, Response and Complain and Spendings



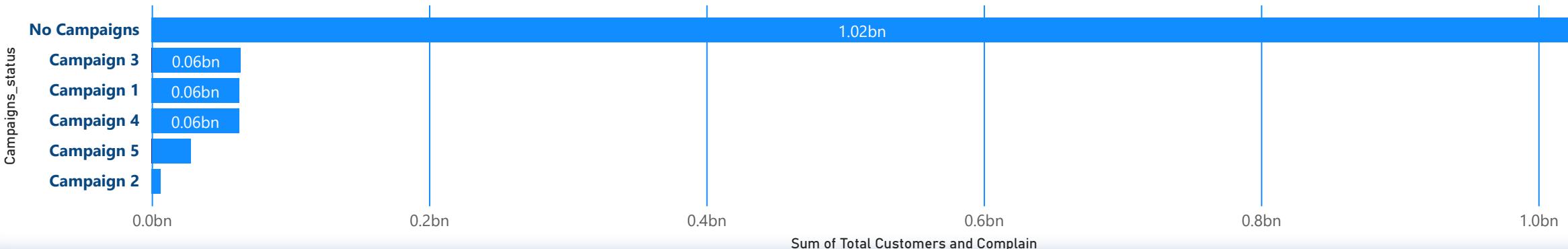
Complain, Conversion_Rate and First Income group by Cohort Month and Campaigns_status

● Increase ● Decrease ● Total ● Other



Sum of Total Customers, Complain and Complain by Campaigns_status

● Sum of Total Customers ● Complain



Calculation on return on investment (ROI)



10M order value with all campaigns	21M Order value without Campaigns	-0.52 Over all ROI
4M Order value with Campaign1	27M Order value without Campaign1	-0.85 ROI for Campaign1
547K Order value with Campaign2	30M Order value without Campaign2	-0.98 ROI for Campaign2
2M Order VAlue with Campaign3	28M Order Value without Campaign3	-0.93 ROI for Camapign3
4M Order Value with Campaign4	26M Order Value without Campaign4	-0.84 ROI for Campaign4
5M Order value with Campaign5	25M Order value without Campaign5	-0.80 ROI for Campaign5
30M total spending		

Explanation

- A negative ROI suggests that the campaign did not generate enough additional revenue to justify the associated costs. It indicates a loss or a decrease in profitability. In such cases, it is important to evaluate the campaign's effectiveness and assess whether adjustments or improvements are necessary.
- Negative ROI does not necessarily mean the campaign was a failure, as there might be other factors to consider such as long-term impact, brand awareness, or customer acquisition.
- What would I suggest to customer on the basis of above information :
- Here are some suggestions to enhance the company's return on investment (ROI):
 - Consider analyzing customer data, conducting market research, or utilizing customer segmentation techniques to ensure the campaign reaches the most relevant and profitable audience.
 - Focus on retaining existing customers and leveraging remarketing techniques to reach out to potential customers who have shown interest but did not convert initially.
 - Evaluate the effectiveness of the campaign's target audience selection.
 - Consider the customer journey and experience during and after the campaign. Evaluate website usability, landing page design, and overall customer satisfaction.



Report as per Analysis

- On the basis of Marital Status there are five types of customers. Married customers had the highest majority and married accounted for 47.73% of total customers .
- On Basis of education Graduate Customers had the highest majority whereas Customers of Basic education had the least number of total Customers . Graduation accounted for 54.93% of Sum of Total Customers. But Campaign conversion point of view Phd customers had highest conversion rate where as Customers with basic education had lowest conversion rate At 9.85 across all education status .
- During the demographic analysis we found that customer who do not have Kid and Teen are most valuable as their spending was highest . Family with 1 Kid and 1 Teen had lower spending but family with 2 kid and 2 Teen they do spend less as their spending the is very less . 58% customers don't have kids and 40 % customers having 1 kid in the family . And 51.22 % customers don't have teen and 46.59% having 1 teen in the family .Customers having 2 kids and 2 teens having the least spending .
- As far as income group 0- 50 k had the highest majority .0-50k accounted for 47.53% of Sum of Total Customers and was 197.90% higher than 100k . Customer who do fall in between 50 – 75 k they had more spending but the conversion rate is higher in between 75-100 k of income group of customers .
- Age group 40 -50 and income group 50 -100 k has highest spending . 55 had the highest Spending (1265080) and 48 had the highest Annual Income (\$10,91,30,710). Customers who joined in recent 40 -60 days had highest spending of 11.33% of total Spending. Customers who did not participate in campaigning had higher spending .As per the recency group in last 0-20 days customer had spent more which is 11.33 % of all spending . but conversion rate is highest in 20 -40 days of recency group .
- As per the analysis customers spend on gold , meat , wine ,sweet ,fish and fruits products . Majorly customer spend on wine at 55.56% and 26.27 % customers spend on meat products. Customers who spend on fruits do fall in very less number which is 3.44% .
- As per the dataset during the exploration we found that customer do purchase from web , Store and catalogue purchase . Majorly customer prefer to purchase from store , second preference is web and lastly customer do purchase from catalogue . In catalogue purchase customer highly go for discount option so he do prefer catalogue purchase from store .In total 0.70 m customers 0.62 m customers go for Catalogue purchases from store for discount option . Across all 17 number of web visit in last month customer did 16.44% of web purchase which is

Suggestions

We should focus more on 50 - 100 k Income group's Customers .

Customers spend more on wine and meat product . For customer retention we should focus and as well we should improve the technology so that customer spend on other products also .

Graduate customers had highest majority on spending but conversion is higher of Customers having education status as Phd . So we should focus on Phd customers more and we should not focus on customer who had basic educations .

We should not focus on customer's who have 2 kid and 2 Teen in family as they are least valuable .

We should improve in marketing technique so that when customer visit the website they do purchase also as the ratio is 17% .

Customer do prefer purchase from store we should convert them for web purchase .

Customer do spent in the month of March most so we should do campaigning more in march month .