

# **MARKETING DATA ANALYSIS**

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# AGENDA

- Introduction
- KPI- Objectives
- Insights
- Conclusion



# INTRODUCTION

Marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance. In this report, we analysed the factors that significantly impact web purchases, the most successful marketing campaign, the average customer profile, the best performing product, and the underperforming channel. Based on our analysis, we recommend certain actions to improve the performance of web purchases and increase revenue.

# KPI-OBJECTIVES

- ☐ Are there any null values or outliers? How will you handle them?
- ☐ What factors are significantly related to the number of web purchases?
- ☐ Which marketing campaign was the most successful?
- ☐ Which products are performing best?
- ☐ What does the average customer look like?
- ☐ Which channels are underperforming?

# INSIGHTS

**Are there any null values or outliers? How will you handle them?**

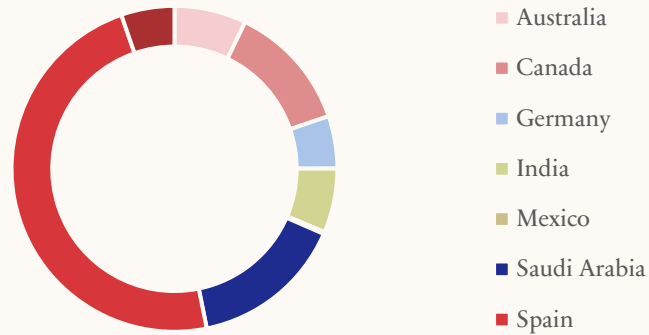
There are "24" **Null** values found in "**Income**" column by using **COUNTBLANK** formula to handle them. We can use different methods to handle them:

1. We can drop values if the percentage of missing values is relatively small and if it does not affect the representativeness of our sample.
2. Imputation involves filling in missing values with estimated values based on the available data. There are different methods to impute missing values, such as **Mean Imputation, Median Imputation, Mode Imputation, Regression Imputation.**

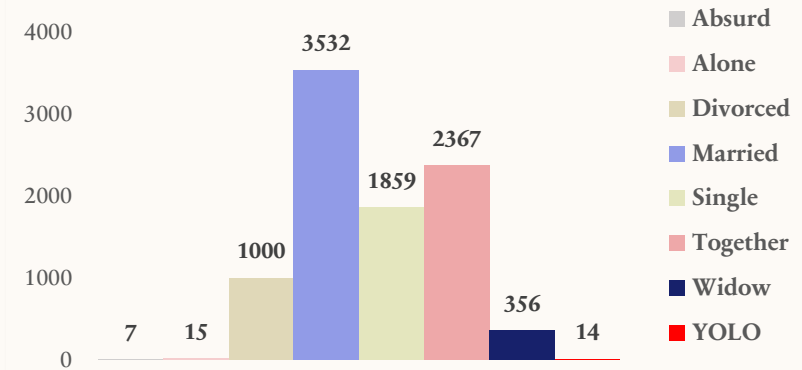
In this data we have used "**Mean Imputation**" to replace blank values.

# What factors are significantly related to the number of web purchases?

## Web Purchases By Country



## Web Purchase by Marital Status



**EDUCATION**

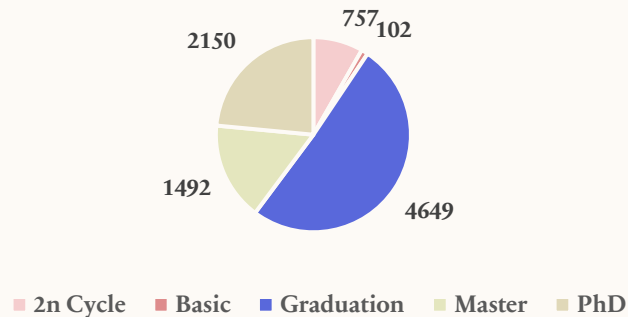
**COUNTRY  
ORIGIN**

**INCOME**

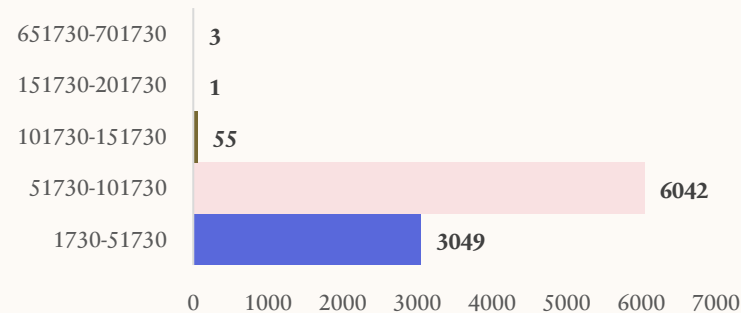
**MARITAL  
STATUS**

**BIRTH YEAR**

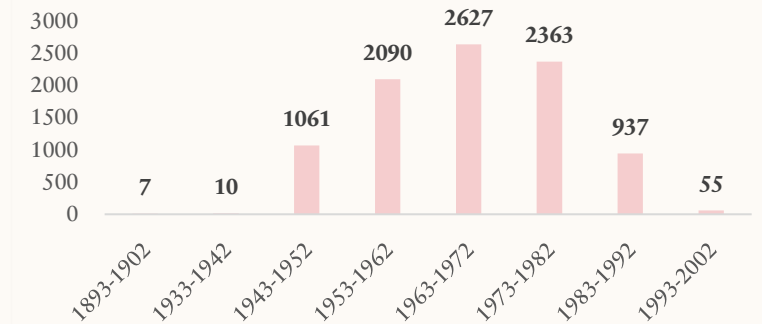
## Web Purchase by Education



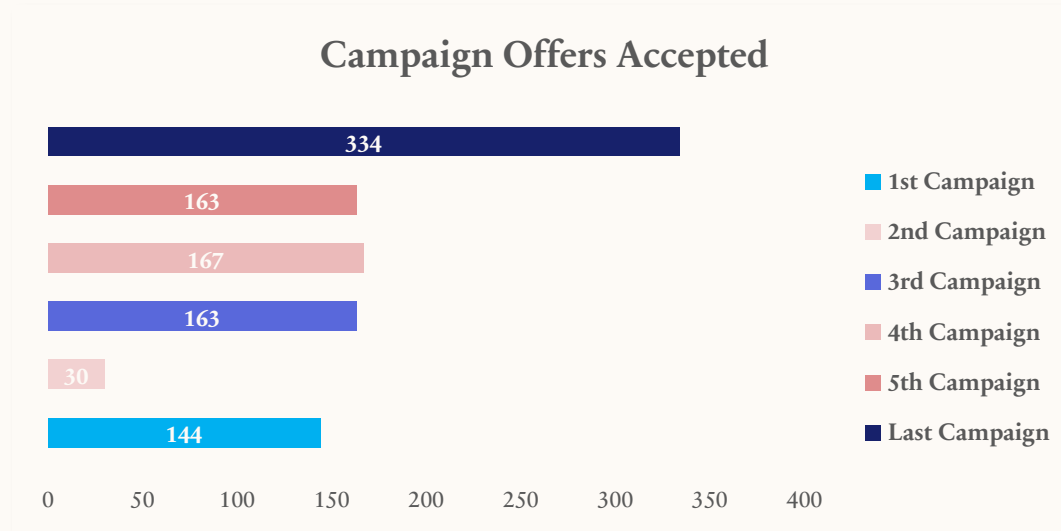
## Web Purchase by Income



## Web Purchase by Birth Year



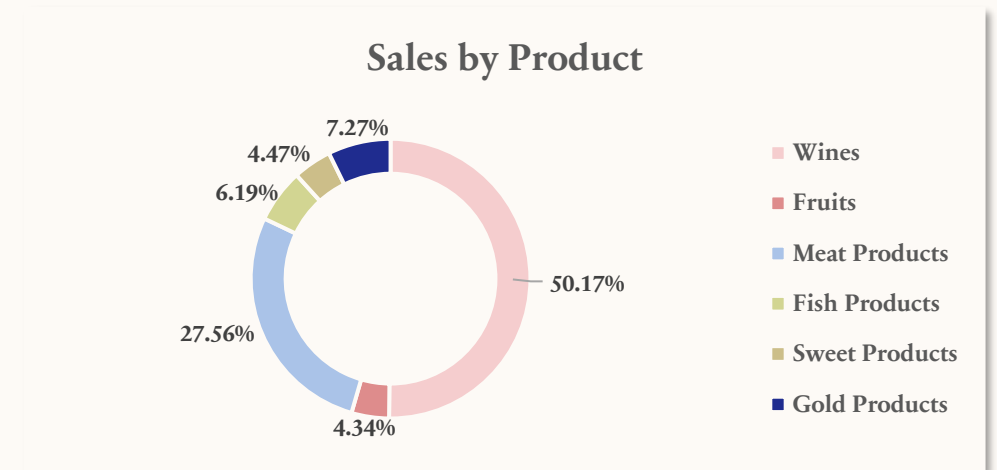
## Which marketing campaign was the most successful?



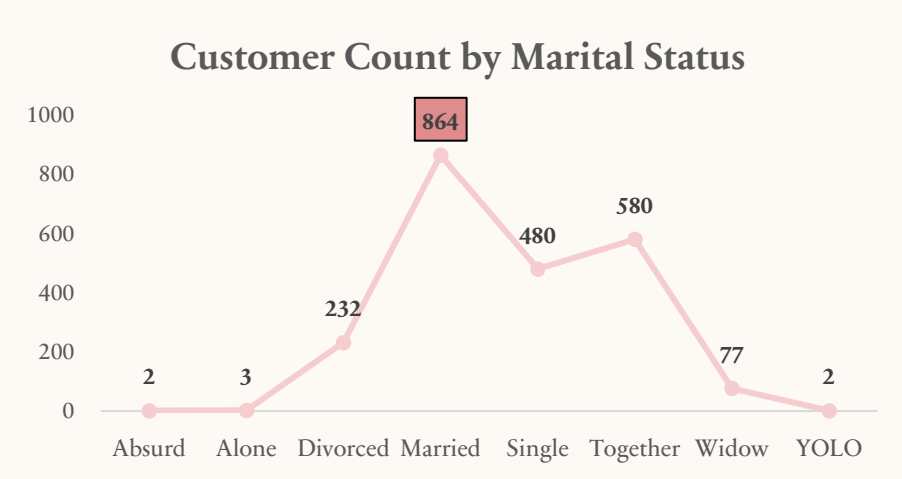
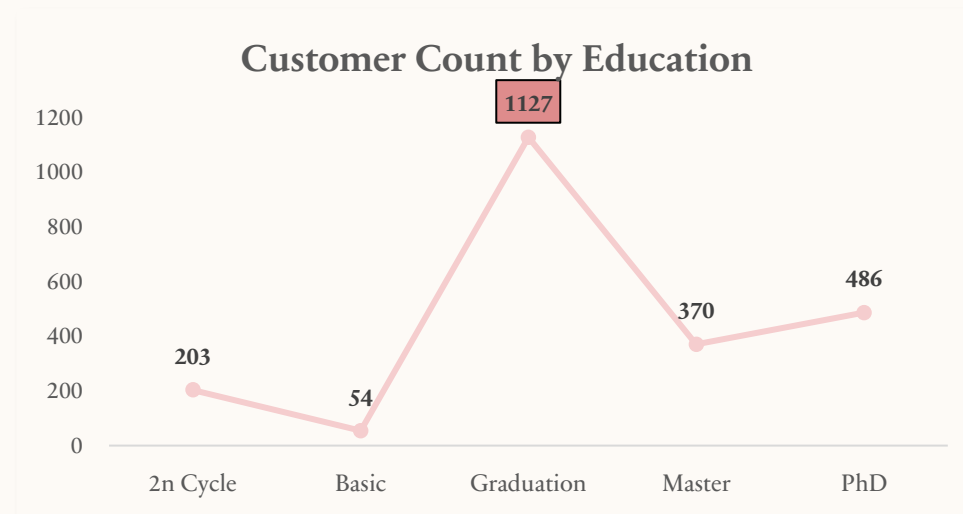
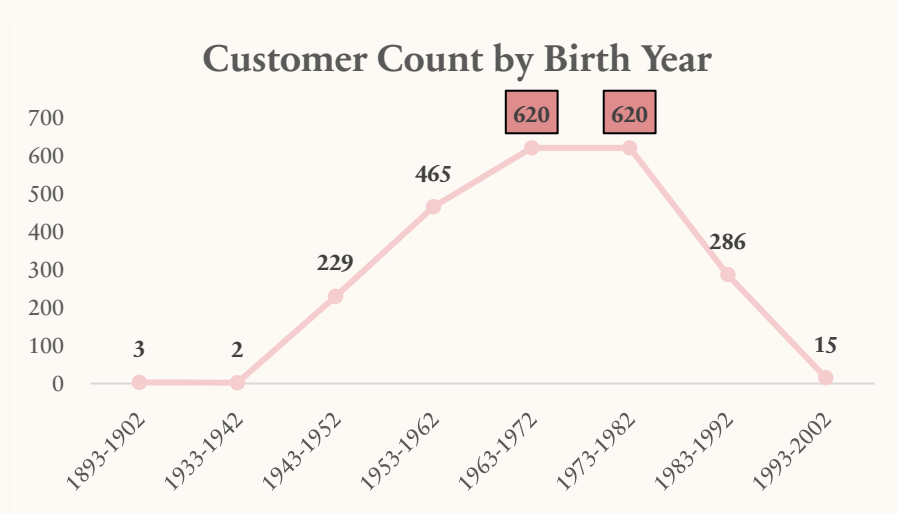
The most successful Marketing Campaign was “**Last Campaign**”.

## Which products are performing best?

The best performing product are “**Wines**”.



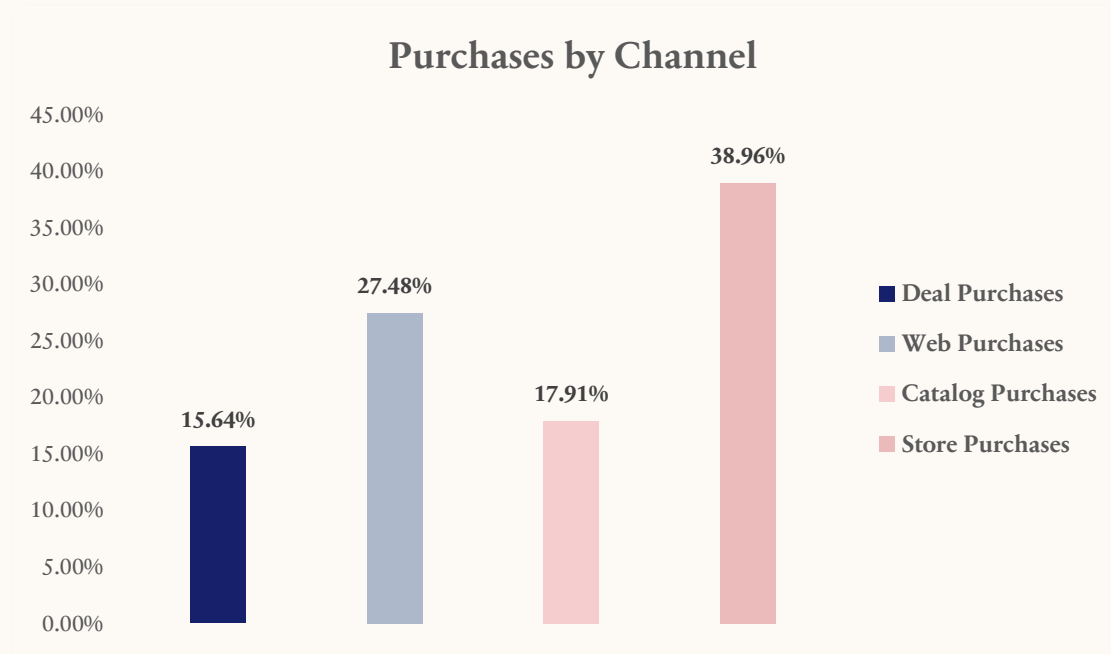
# What does the average customer look like?



An average customer looks like **Married**, **Graduated** and **Birth year between 1963-1982**.



## Which channel is under performing?



Based on above chart the under performing channel is “**Deal Purchases**”.



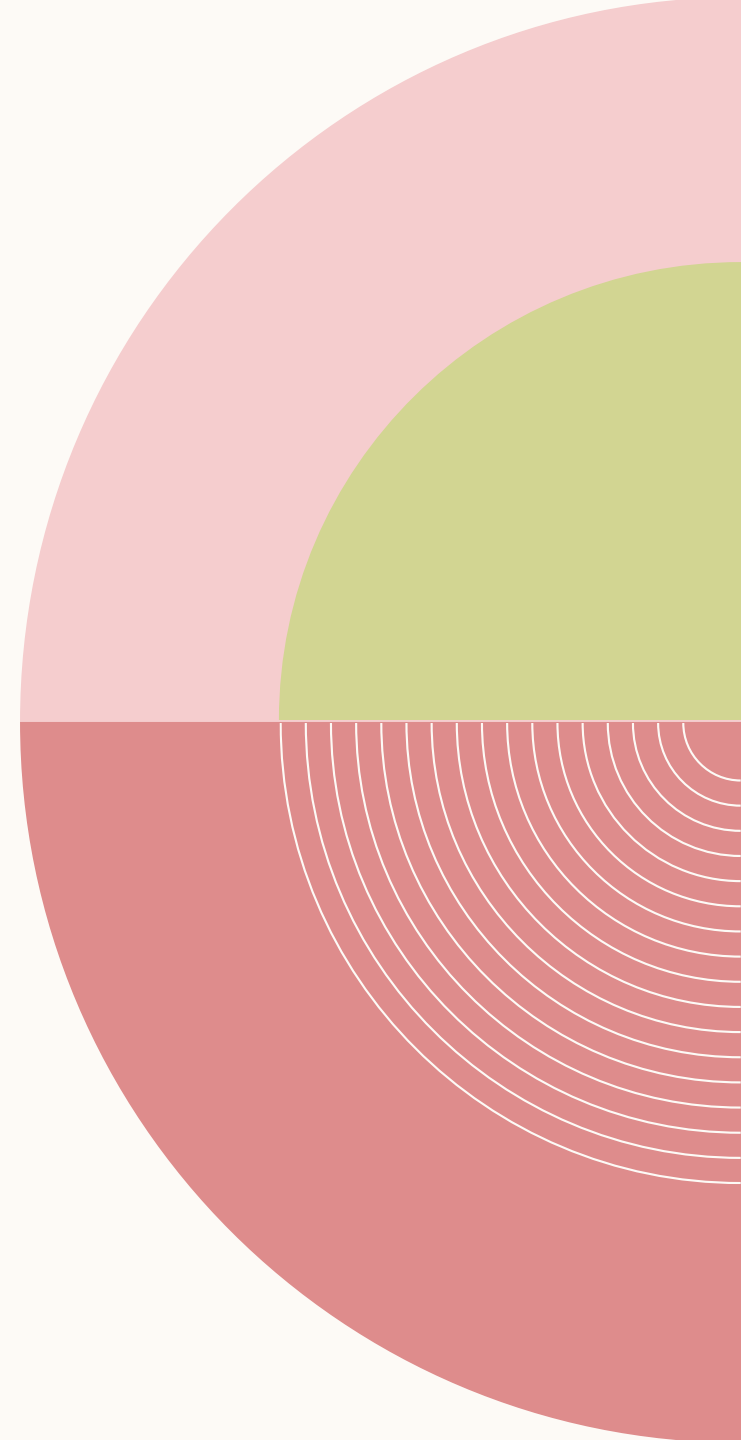
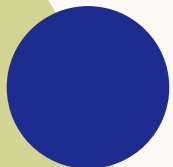
# RECOMMENDATIONS

To improve the performance of deal purchases, we recommend the following actions:

- ✓ Enhance the customer experience by providing special offers and better deals.
- ✓ We can attract customers by giving offers like:- Buy One Get One Free, Gift Vouchers, Freebies, Birthday discounts, etc.
- ✓ Offer personalized recommendations and promotions based on the customer's purchase history.
- ✓ Use social media platforms to promote deal purchases and engage with customers.
- ✓ Provide secure and convenient payment options to build trust and confidence in the customers.

# CONCLUSION

In conclusion, by understanding the factors that influence deal purchases, focusing on the best-performing products, and improving the customer experience, companies can increase revenue and improve the performance of deal purchases. With the right strategies and tactics, deal purchases can become a significant source of revenue and growth for the company.



# THANK YOU

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