**Podha Marketing Campaign Analysis — Week 1 Executive Summary**

1. Data Preparation (Day 1)

* Imported marketing campaign data from multiple sources.
* Cleaned the dataset by removing duplicates and handling missing values.
* Ensured accurate data types and consistency for analysis.

2. Profitability Analysis (Day 2)

* Calculated total revenue, total cost, and profit per customer for each acquisition source.
* Key finding: **Google-ads** campaign had **the highest profit per customer of ₹499.94**.
* Created clear visualizations to support financial effectiveness comparisons.

3. Campaign Comparison (Day 3)

* Compared profitability metrics across all campaigns.
* Visualized differences using bar charts and identified Google-ads as the top-performing campaign.
* Recommended focusing more budget on Google-ads and reviewing less effective sources.

4. Conversion Rate & CAC Analysis (Day 4)

* Calculated conversion rates and Customer Acquisition Cost (CAC) for each campaign.
* Highest conversion rate: **Meta-ads (86.71%)**.
* Lowest CAC: **Yt-Campaign (₹302.45 per customer)**.
* Recommendation: Allocate more budget towards campaigns that balance high conversion and low CAC.

5. Prediction & Budget Visualization (Day 5)

* Forecasted customer acquisition based on a ₹50,000 budget.
* Created both equal allocation and weighted allocation models.
* Weighted budget allocation (favoring high conversion rate and low CAC) predicted higher customer acquisition.
* Presented a clustered bar chart to visualize the difference between equal and optimized budget allocations.

**Final Recommendations:**

* Prioritize budget towards Meta-ads and Yt-Campaign, based on conversion efficiency and cost-effectiveness.
* Use weighted budget allocation models for future campaigns.
* Continue to monitor profitability trends and conversion data regularly to adjust campaigns dynamically.