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MARKET ANALYSIS

Designing more effective marketing strategies



A

Purpose of
Analysis

C

Key insights

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Business
Questions

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Strategic
Determination





PURPOSE OF MARKET ANALYSIS

The purpose of this project is to conduct a comprehensive analysis of past marketing campaign performance to identify key trends, understand the effectiveness of different channels and targeting strategies, and assess financial efficiency. The insights gained will inform future marketing decisions, optimize resource allocation, and enhance overall campaign ROI, specifically for our Gen Z focused initiatives.

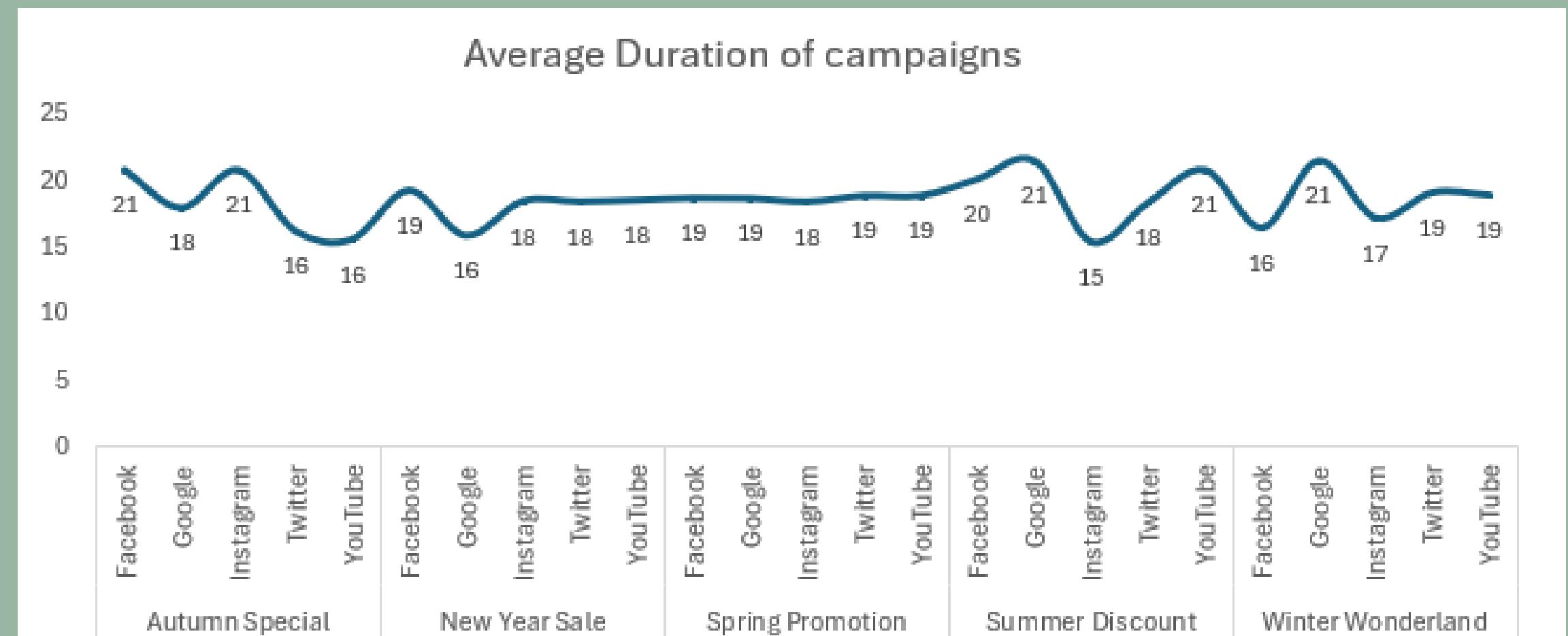
Questions

- Find out the average duration of campaigns.
- Find out the campaign performance (e.g., impressions, clicks) vary over time.
- Find the distribution of campaigns across different channels.
- Find the variations of click through rate across channels.
- Find out the distribution of campaigns targeting different age groups.
- Find out which age groups have the highest engagement rates.
- Find what is the distribution of campaigns by target location.
- Find out the average budget allocated to campaigns.
- Find the actual campaign spend vs the allocated budget.
- Find out which campaigns have the highest return on investment (ROI).
- Find the return on investment (ROI) for campaigns across the formats
- Find what is the average cost per click (CPC) for campaigns and formats a little bit of body text.



Campaigns duration

Campaign_name	Channel	Campaign Days
Autumn Special	Facebook	21
	Google	18
	Instagram	21
	Twitter	16
	YouTube	16
New Year Sale	Facebook	19
	Google	16
	Instagram	18
	Twitter	18
	YouTube	18
Spring Promotion	Facebook	19
	Google	19
	Instagram	18
	Twitter	19
	YouTube	19
Summer Discount	Facebook	20
	Google	21
	Instagram	15
	Twitter	18
	YouTube	21
Winter Wonderland	Facebook	16
	Google	21
	Instagram	17
	Twitter	19
	YouTube	19
Grand Total		18



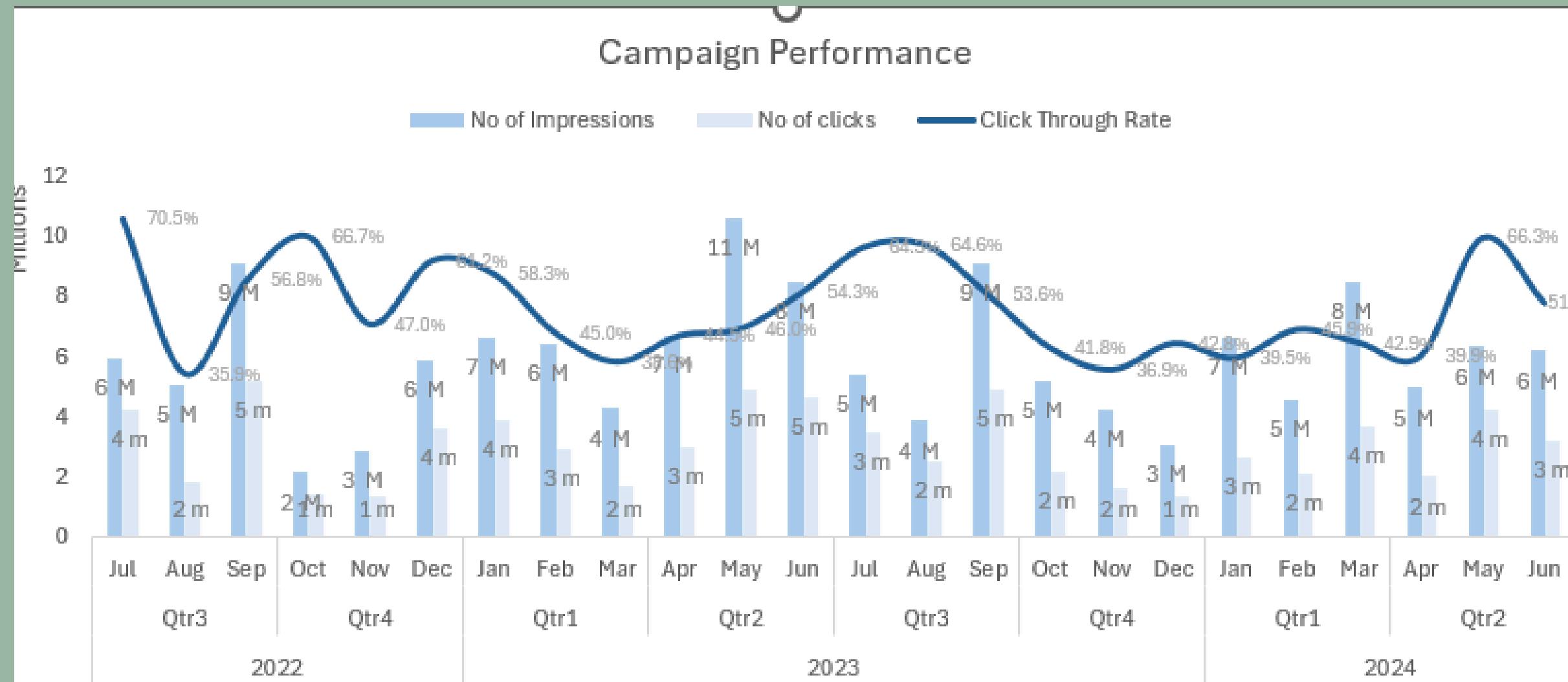
Insight

The average campaign duration is 18 days.

Find out the campaign performance (e.g., impressions, clicks) vary over time

Years	Quarter	Months	No of Impressions	No of clicks	Click Through Rate
2022	Qtr3	Jul	5923401	4176672	70.5%
		Aug	5016217	1802569	35.9%
		Sep	9093960	5164099	56.8%
	Qtr4	Oct	2101073	1400622	66.7%
		Nov	2800674	1316413	47.0%
		Dec	5860138	3587952	61.2%
2023	Qtr1	Jan	6627500	3861264	58.3%
		Feb	6394842	2879252	45.0%
		Mar	4232553	1634704	38.6%
	Qtr2	Apr	6700587	2978518	44.5%
		May	10586473	4874073	46.0%
		Jun	8459775	4589444	54.3%
	Qtr3	Jul	5386590	3464831	64.3%
		Aug	3827519	2473695	64.6%
		Sep	9075473	4863634	53.6%
	Qtr4	Oct	5179075	2162601	41.8%
		Nov	4222729	1556309	36.9%
		Dec	3023533	1292787	42.8%
2024	Qtr1	Jan	6632774	2617102	39.5%
		Feb	4524477	2075010	45.9%
		Mar	8473761	3634041	42.9%
	Qtr2	Apr	4927426	1968024	39.9%
		May	6308631	4185517	66.3%

Campaign Performance

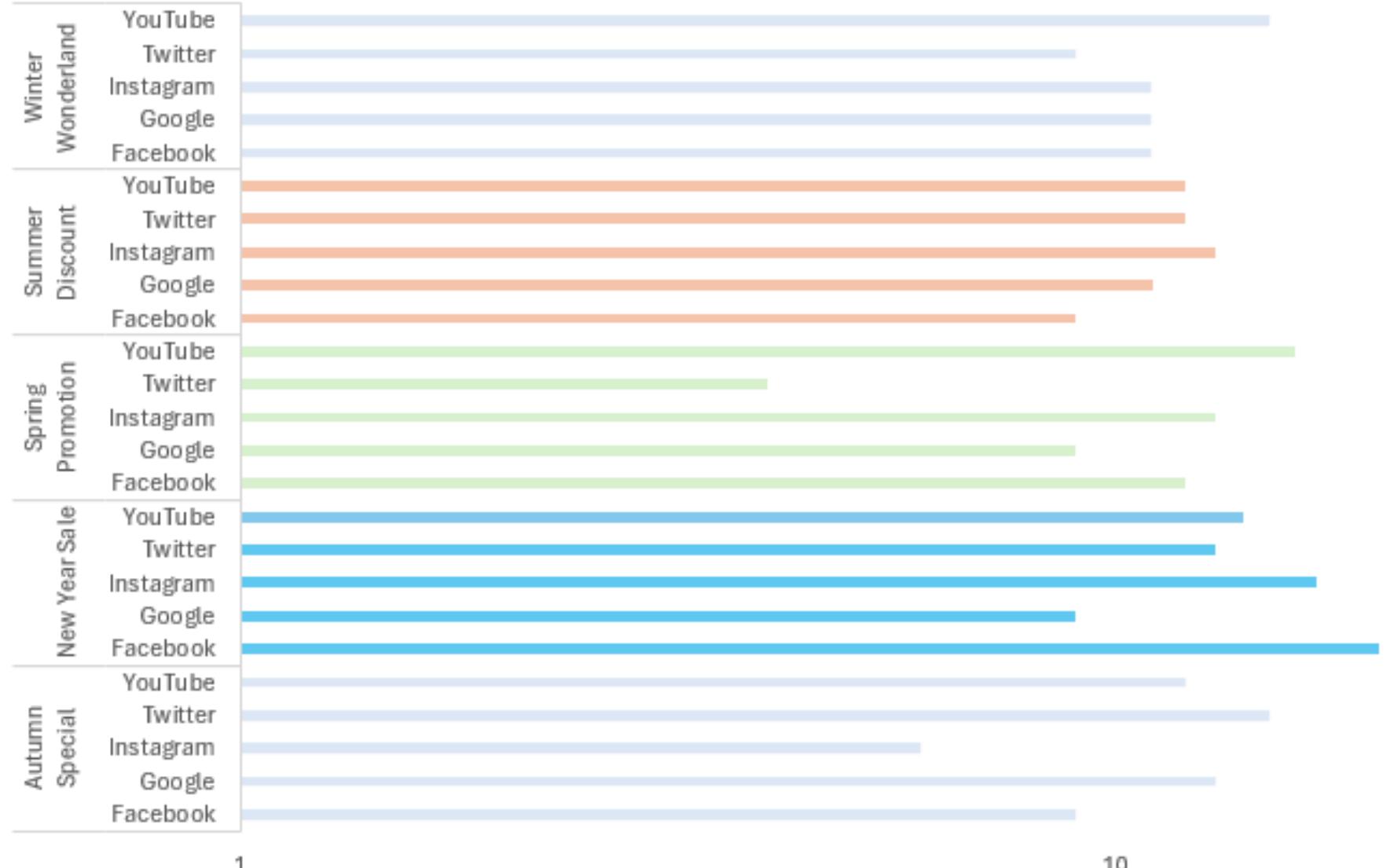


Insight

It shows CTR shows significant volatility over time, with notable peaks (e.g., 70.5% in July 2022, 66.3% in May 2024) that suggest highly effective content or targeting during those periods, regardless of overall impression/click volume.

Distribution of Campaigns Across Different Channels

Distribution of campaigns across different channels



Campaign_name	Channel	Campaign Count
Autumn Special	Facebook	9
	Google	13
	Instagram	6
	Twitter	15
	YouTube	12
New Year Sale	Facebook	20
	Google	9
	Instagram	17
	Twitter	13
	YouTube	14
Spring Promotion	Facebook	12
	Google	9
	Instagram	13
	Twitter	4
	YouTube	16
Summer Discount	Facebook	9
	Google	11
	Instagram	13
	Twitter	12
	YouTube	12
Winter Wonderland	Facebook	11
	Google	11
	Instagram	11
	Twitter	11
	YouTube	11

Insight

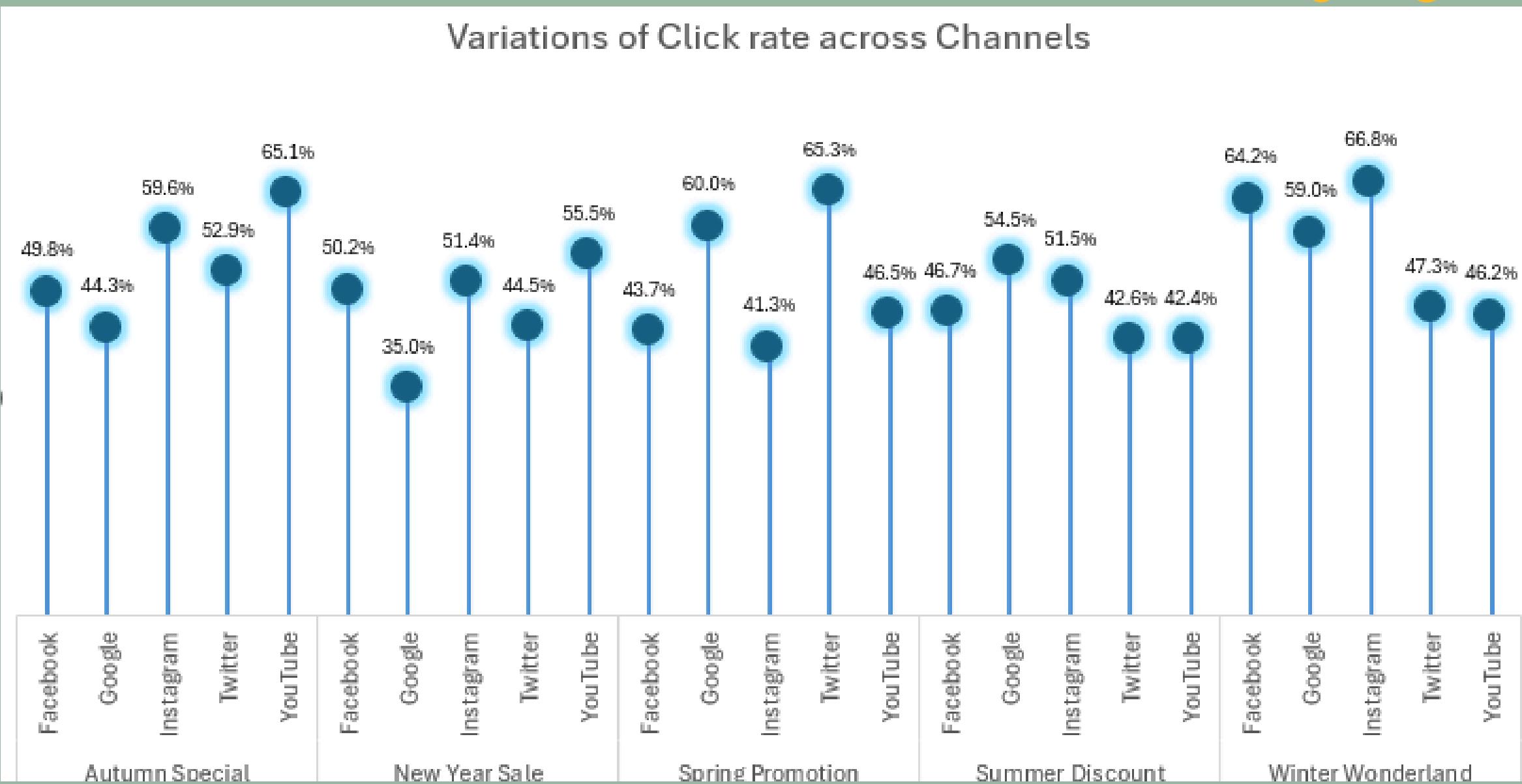
The distribution of campaigns across channels varies significantly by season, but a clear preference for Facebook and Instagram is evident, as they are consistently dominant channels across all promotions. YouTube and Twitter see less consistent utilization, sometimes being completely absent from certain promotional periods. This highlights a strong strategic emphasis on Meta platforms.

Find the variations of click through rate across channels

Campaign_name	Channel	TotalCTR
Autumn Special	Facebook	49.8%
	Google	44.3%
	Instagram	59.6%
	Twitter	52.9%
	YouTube	65.1%
New Year Sale	Facebook	50.2%
	Google	35.0%
	Instagram	51.4%
	Twitter	44.5%
	YouTube	55.5%
Spring Promotion	Facebook	43.7%
	Google	60.0%
	Instagram	41.3%
	Twitter	65.3%
	YouTube	46.5%
Summer Discount	Facebook	46.7%
	Google	54.5%
	Instagram	51.5%
	Twitter	42.6%
	YouTube	42.4%
Winter Wonderland	Facebook	64.2%
	Google	59.0%
	Instagram	66.8%
	Twitter	47.3%
	YouTube	46.2%
Grand Total		50.7%

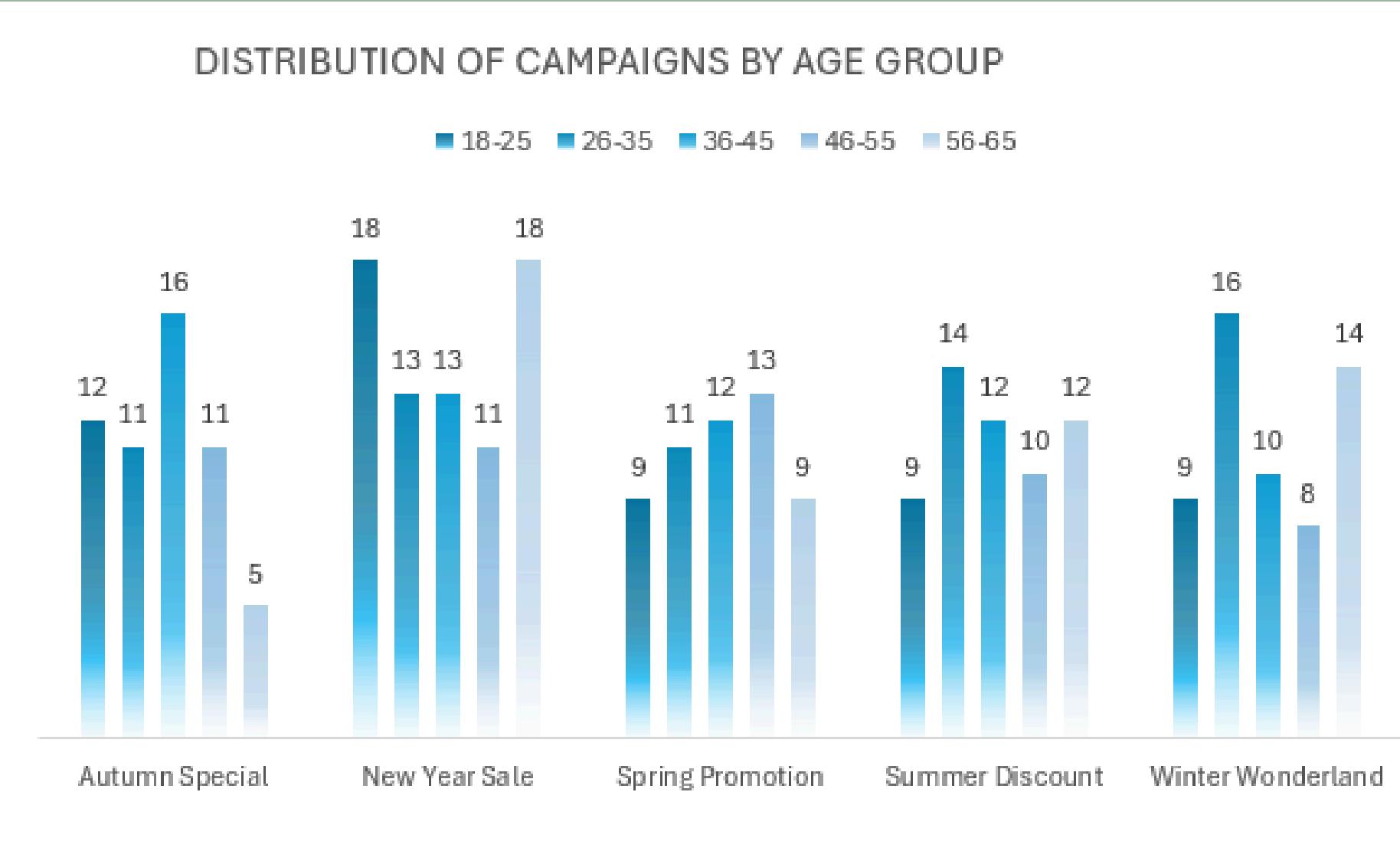
Insight

Variations of Click Rate Across Channels



Instagram and Google consistently achieve higher Click-Through Rates (CTRs) compared to Facebook, Twitter, and YouTube across most seasonal campaigns. Instagram, in particular, frequently demonstrates very strong CTRs, often exceeding 60%, underscoring its effectiveness in capturing audience attention and driving engagement.

Distribution of campaigns by age



Insight

The 26-35 age group is the most frequently targeted demographic across all seasonal campaigns, closely followed by the 18-25 age group. This targeting strategy aligns well with the focus of a Gen Z project, indicating a deliberate emphasis on younger adult demographics for campaign reach.

Find out the distribution of campaigns targeting different age groups

Campaigns	Names	18-25	26-35	36-45	46-55	56-65
Age_Group		18-25	26-35	36-45	46-55	56-65
Autumn Special		12	11	16	11	5
New Year Sale		18	13	13	11	18
Spring Promotion		9	11	12	13	9
Summer Discount		9	14	12	10	12
Winter Wonderland		9	16	10	8	14

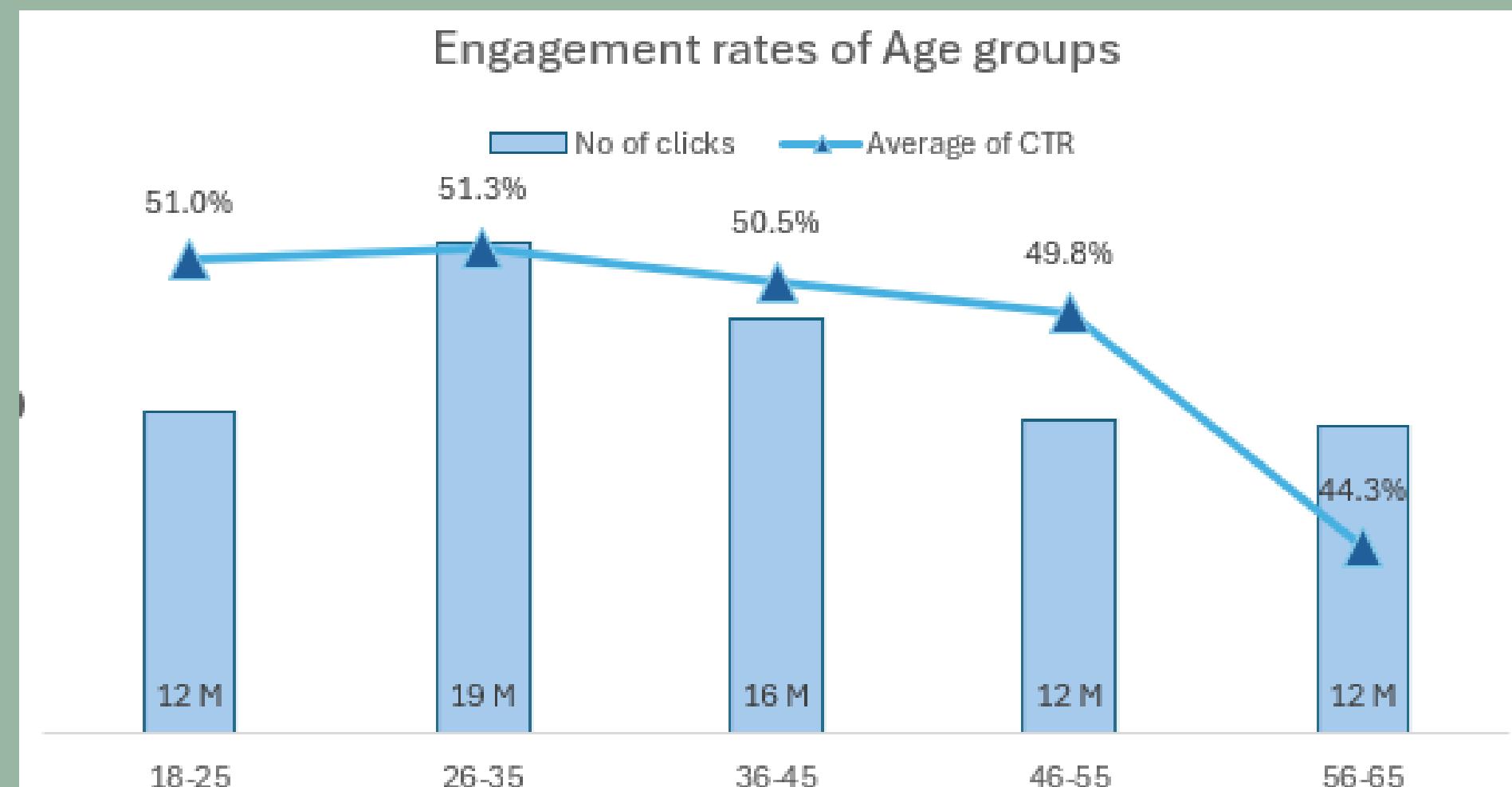
Engagement Rates of Age Groups

Find out which age groups have the highest engagement rates

Age_Group	No of clicks	Average of CTR
18-25	12472725	51.0%
26-35	19009948	51.3%
36-45	16138769	50.5%
46-55	12184898	49.8%
56-65	11943573	44.3%

Insight

The 26-35 age group demonstrates the highest average CTR (51.3%) and the highest number of clicks (19 million), positioning them as the most engaged segment. The 18-25 age group also shows high engagement (51.0% CTR, 12 million clicks), reinforcing the importance of targeting these younger demographics. Engagement generally declines with increasing age.



Campaign Distribution by Locations

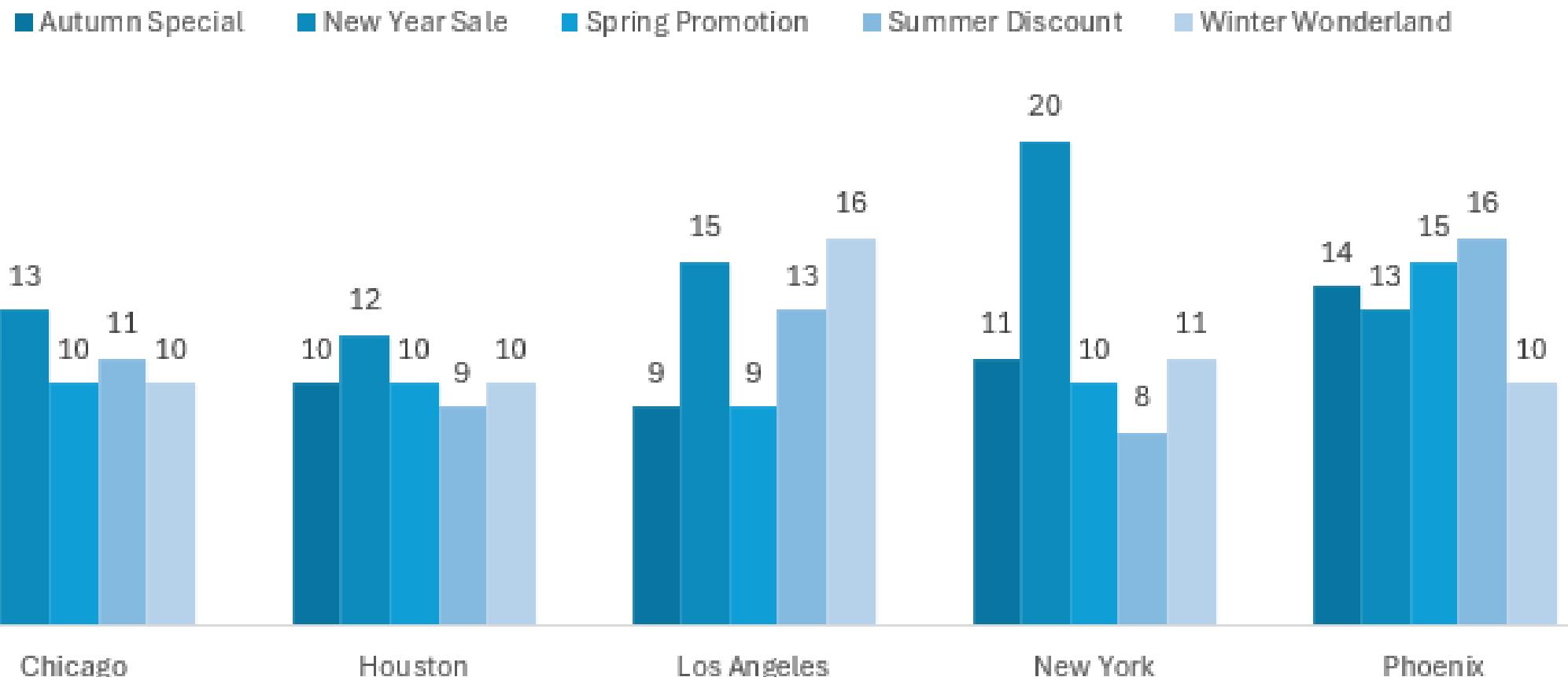
Find what is the distribution of campaigns by target location

No of Campaign	Campaign_name	Autumn Special	New Year Sale	Spring Promotion	Summer Discount	Winter Wonderland
Campaign_location						
Chicago		11	13	10	11	10
Houston		10	12	10	9	10
Los Angeles		9	15	9	13	16
New York		11	20	10	8	11
Phoenix		14	13	15	16	10

Insight

New York is the most heavily targeted location for campaigns, especially prominent during the "Summer Discount" and "Winter Wonderland" periods. Los Angeles and Phoenix also show significant campaign distribution, indicating these are key geographical markets for campaign focus.

Campaign Distribution by locations



Average budget allocated to campaigns

Campaign_name	Channel	budget
Autumn Special	Facebook	\$22,943
	Google	\$26,727
	Instagram	\$24,727
	Twitter	\$35,608
	YouTube	\$20,876
Autumn Special Total		\$27,035

New Year Sale	Facebook	\$26,108
	Google	\$29,644
	Instagram	\$33,286
	Twitter	\$27,536
	YouTube	\$31,425
New Year Sale Total		\$29,489

Spring Promotion	Facebook	\$29,167
	Google	\$23,414
	Instagram	\$22,481
	Twitter	\$19,048
	YouTube	\$26,413
Spring Promotion Total		\$25,033

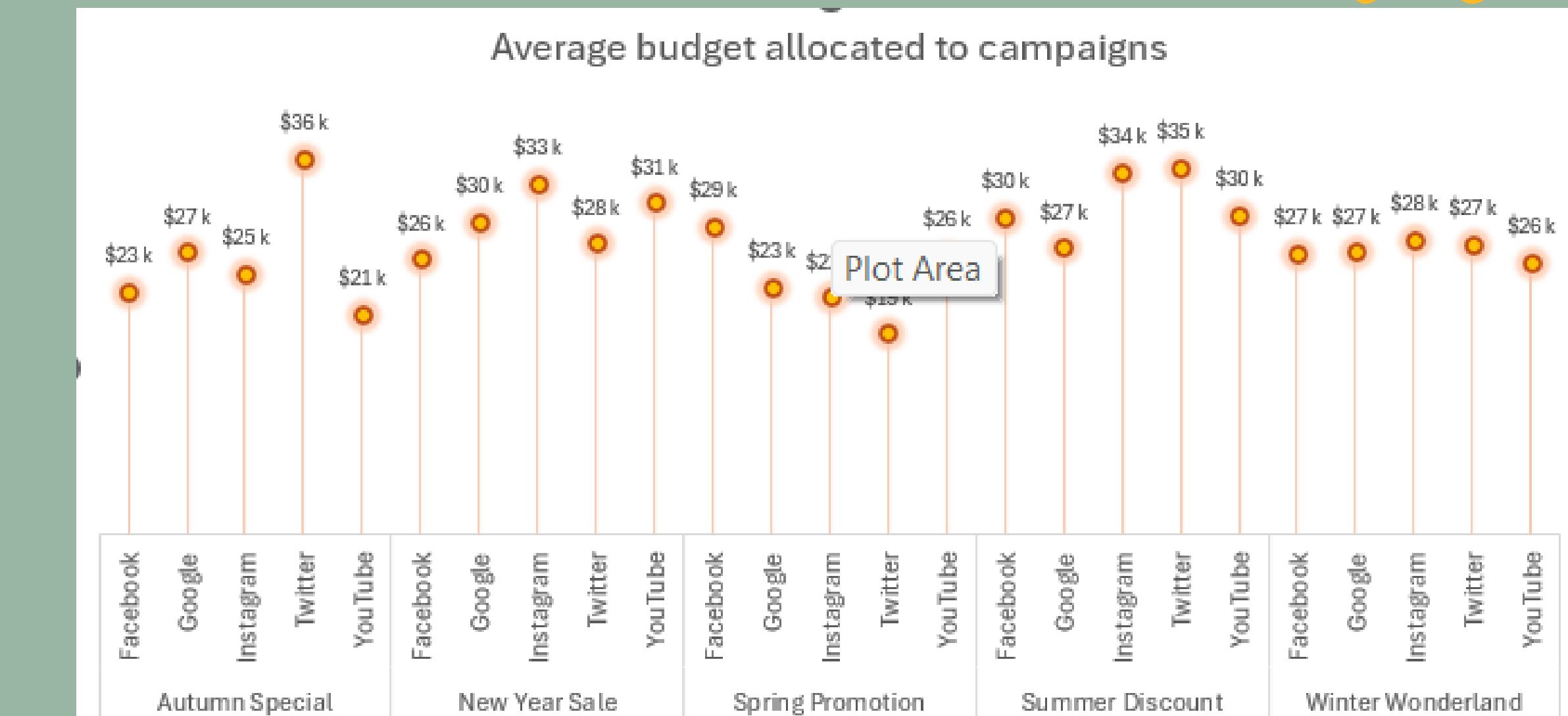
Summer Discount	Facebook	\$30,038
	Google	\$27,181
	Instagram	\$34,353
	Twitter	\$34,761
	YouTube	\$30,236
Summer Discount Total		\$31,507

Winter Wonderland	Facebook	\$26,660
	Google	\$26,702
	Instagram	\$27,859
	Twitter	\$27,463
	YouTube	\$25,720

Insight

Average budget allocation per campaign varies by channel and season, ranging approximately from \$21k to \$36k. Twitter and Instagram occasionally receive higher average allocated budgets during specific promotions (e.g., Twitter in Autumn Special at \$36k, Instagram in Summer Discount at \$35k), suggesting strategic investment in these platforms for certain campaigns.

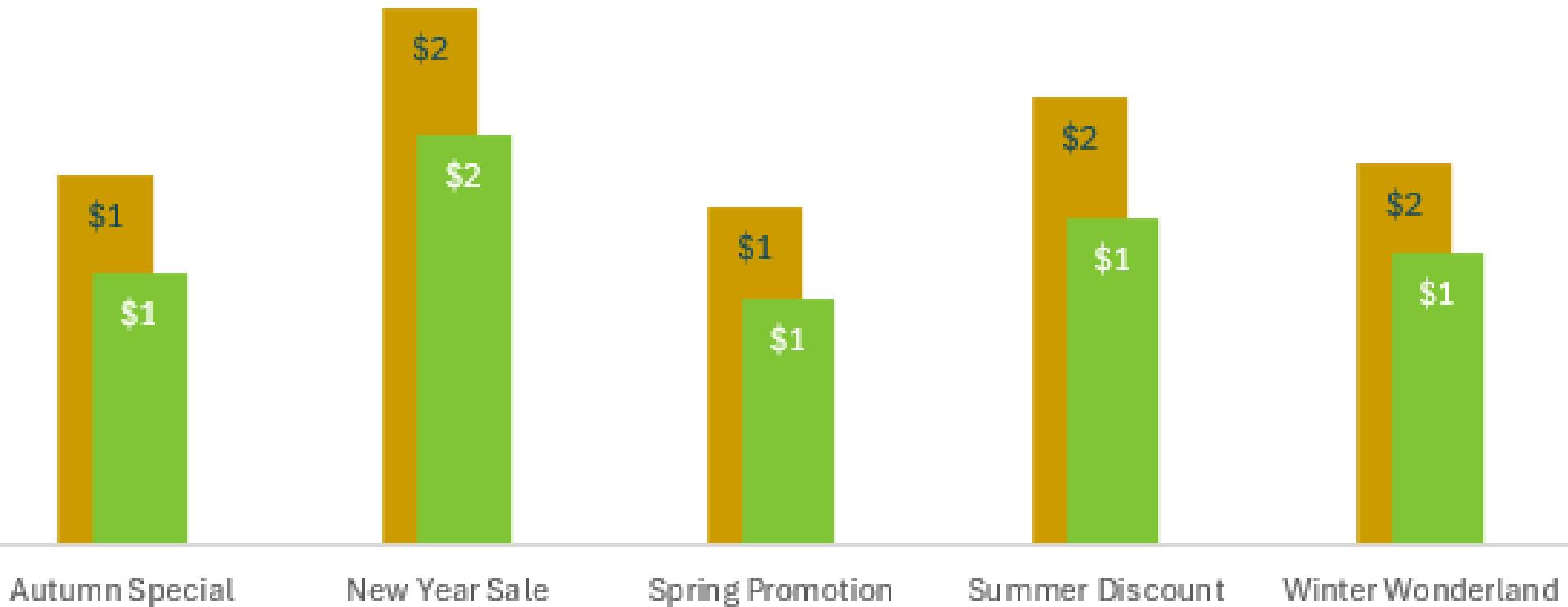
Average Budget Allocated to Campaigns



Spend vs. Budget

Spend vs Budget

■ Budget ■ campaign Spend



Spend vs Budget

Campaign_name	Budget	campaign Spend
Autumn Special	\$14,86,925	\$10,89,753
New Year Sale	\$21,52,730	\$16,45,961
Spring Promotion	\$13,51,791	\$9,83,262
Summer Discount	\$17,95,889	\$13,06,386
Winter Wonderland	\$15,26,400	\$11,73,518

Insight

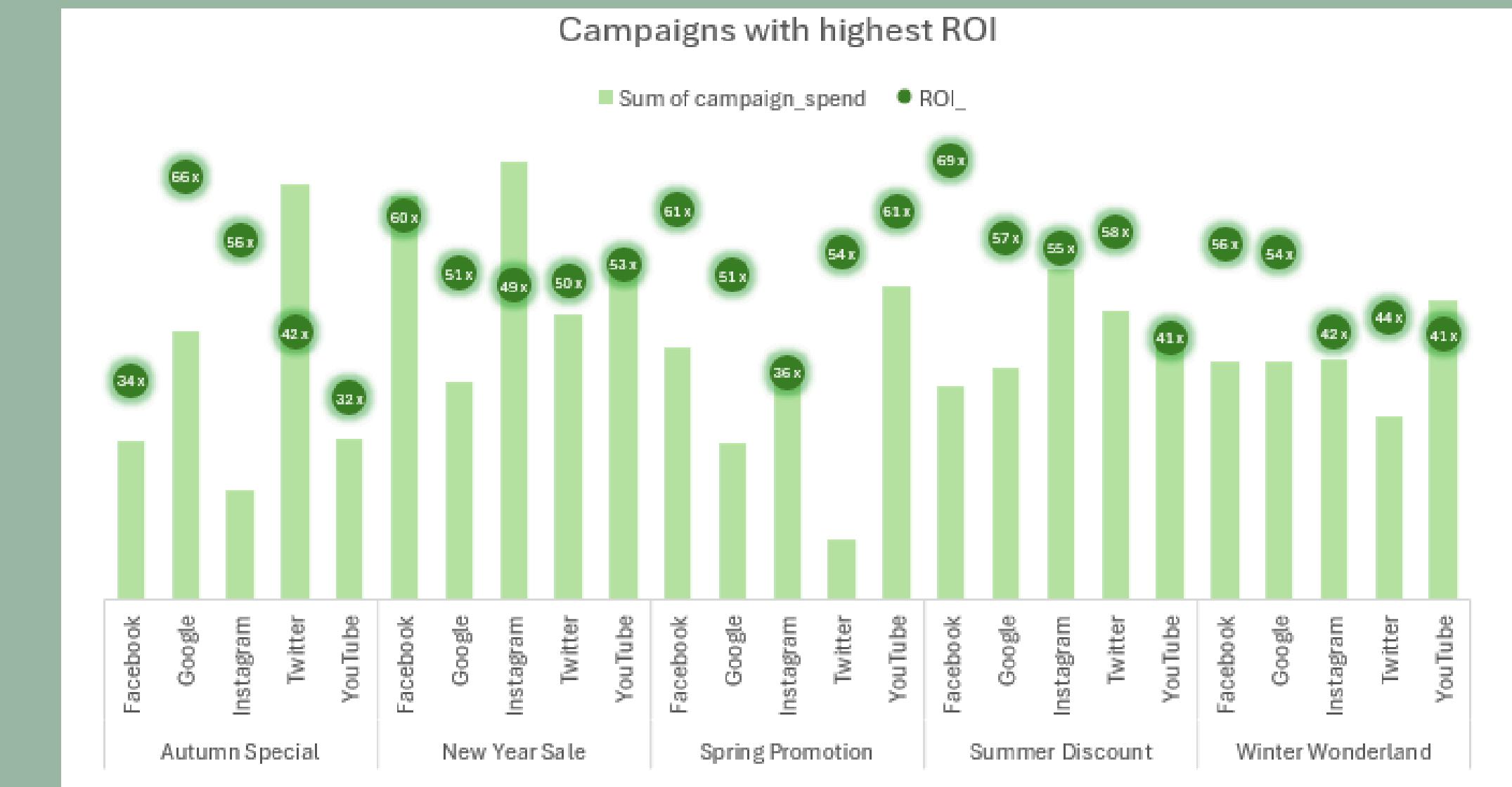
Actual campaign spend consistently remains at or below the allocated budget across all seasonal campaigns. This indicates effective budget management and strong cost control, with campaigns typically not exceeding their financial limits.

Find out which campaigns have the highest return on investment (ROI)

Campaigns with highest ROI

Age_Group	Sum of campaign_spend	ROI_
Autumn Special	\$10,89,753	47
Facebook	\$1,55,384	34
Google	\$2,63,112	66
Instagram	\$1,06,660	56
Twitter	\$4,06,908	42
YouTube	\$1,57,690	32
New Year Sale	\$16,45,961	53
Facebook	\$3,95,659	60
Google	\$2,13,024	51
Instagram	\$4,30,071	49
Twitter	\$2,78,415	50
YouTube	\$3,28,792	53
Spring Promotion	\$9,83,262	53
Facebook	\$2,47,260	61
Google	\$1,52,459	51
Instagram	\$2,18,621	36
Twitter	\$57,862	54
YouTube	\$3,07,059	61
Summer Discount	\$13,06,386	55
Facebook	\$2,09,499	69
Google	\$2,26,913	57
Instagram	\$3,22,619	55
Twitter	\$2,82,769	58
YouTube	\$2,64,586	41
Winter Wonderland	\$11,73,518	47
Facebook	\$2,33,229	56
Google	\$2,32,200	54
Instagram	\$2,34,797	42
Twitter	\$1,79,252	44
YouTube	\$2,94,041	41

Campaigns with Highest ROI



Insight

Google and Instagram consistently deliver the highest Return on Investment (ROI) across various seasonal campaigns, frequently exceeding 50x-60x. Conversely, Facebook and YouTube generally show lower ROI figures, with some instances falling below 40x, suggesting they are less efficient in generating returns compared to Google and Instagram.

CPC for Campaign & formats

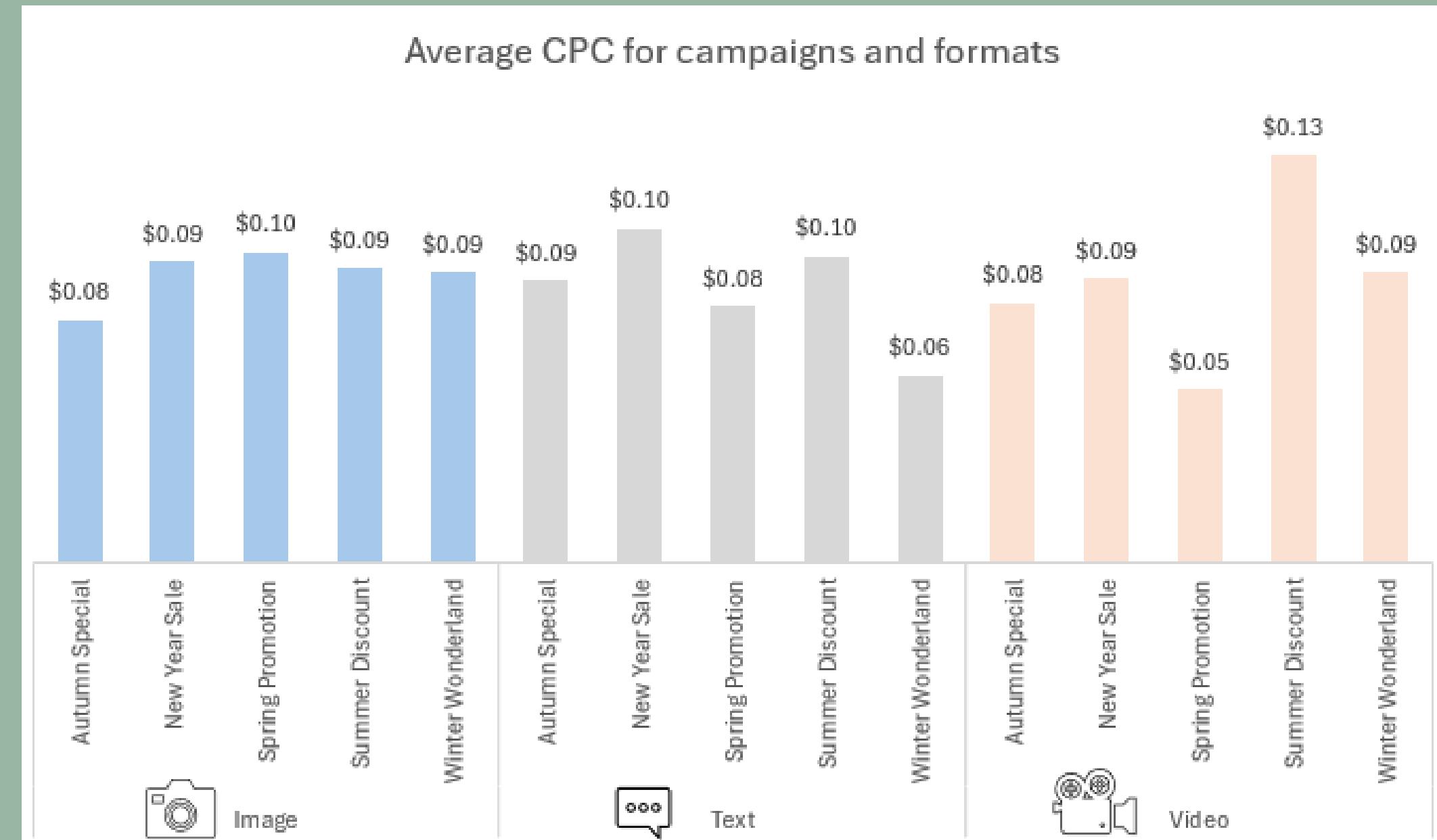
Insights

Find what is the average cost per click (CPC) for campaigns and formats

Average CPC for campaigns and formats

Campaign and Formats	Cost Per Click
Image	\$0.09
Autumn Special	\$0.08
New Year Sale	\$0.09
Spring Promotion	\$0.10
Summer Discount	\$0.09
Winter Wonderland	\$0.09
Text	\$0.08
Autumn Special	\$0.09
New Year Sale	\$0.10
Spring Promotion	\$0.08
Summer Discount	\$0.10
Winter Wonderland	\$0.06
Video	\$0.09
Autumn Special	\$0.08
New Year Sale	\$0.09
Spring Promotion	\$0.05
Summer Discount	\$0.13
Winter Wonderland	\$0.09

CPC varies across channels and formats. Identifying the most cost-effective channels for specific campaign goals is crucial for optimizing ad spend.



KEY INSIGHTS

- **Channel Performance:** Instagram and Google consistently outperform other channels in CTR and ROI.
- **Youth Engagement:** The 18-35 age group shows the highest engagement, aligning with Gen Z project focus.
- **Budget Efficiency:** Campaigns are well-managed, consistently staying within or under budget.
- **Geographic Focus:** Key markets include New York, Los Angeles, and Phoenix.
- **Performance Variability:** CTR peaks indicate successful content strategies that can be replicated.
- **Operational Consistency:** Campaign durations are largely standardized across seasons and channels.



STRATEGY DETERMINATION

- **Strategic Channel Investment:**

1. **Prioritize Instagram & Google:** Increase budget and resources to these high-performing channels.
2. **Optimize Underperforming Channels:** A/B test creatives, targeting, and objectives for Facebook and YouTube to improve engagement and ROI.

- **Audience-Centric Content Development:**

3. **Deep Dive 18-35 Demographics:** Analyze content driving high engagement in these age groups.
4. **Tailor Gen Z Strategies:** Focus on platforms and interactive formats appealing to the 18-25 age group.

- **Geographic Market Expansion/Refinement:**

5. **Replicate New York Success:** Apply learnings from successful New York campaigns to other key cities.
6. **Explore New Markets:** Identify and test new regions based on audience insights.

- **Continuous Performance Iteration:**

7. **Post-Campaign Analysis:** Conduct detailed reviews of high-CTR campaigns to understand success drivers.
8. **Budget Reallocation:** Shift budget from underperforming/underspent campaigns to high-ROI initiatives.

- **Creative and Messaging Enhancement:**

9. **Focus on Engaging Creatives:** Develop visually engaging and concise messaging based on high CTRs on Instagram and Google.



THANK YOU



The Q&A session begins