

# MAVEN MARKETING

Total Customers  
2,211

Total Revenue  
\$1,282K

Total Sales  
32,888

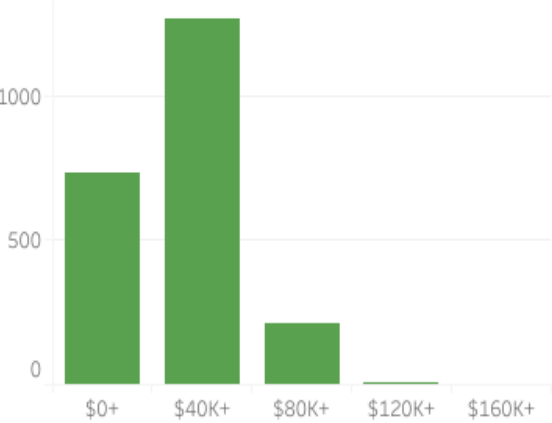
Avg. Last Purchase Days  
49.1

Metric  
Revenue  
Country  
All

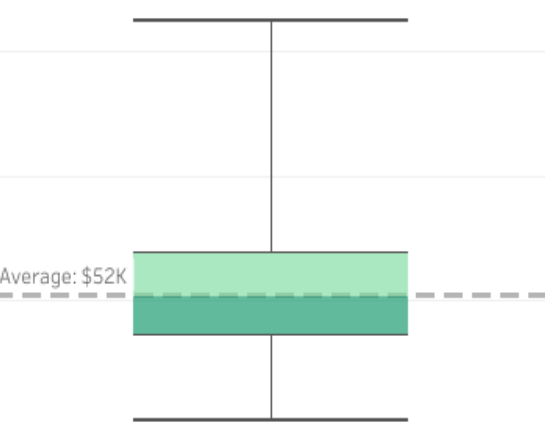
Total Revenue per Country



Customer Income Distribution

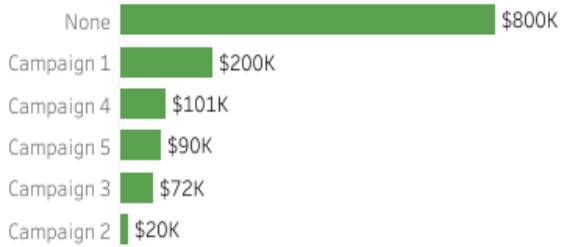


Customer Income Spread

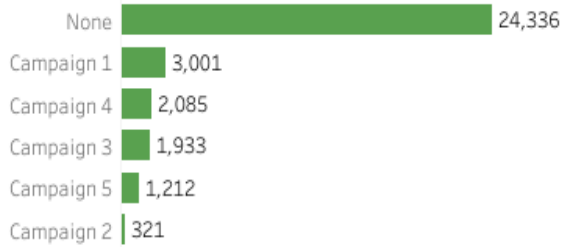


Income Class  
All  
Generation  
All  
Marital Status  
All  
Year Joined  
All  
Education  
All

Total Revenue per Campaign



Total Sales per Campaign

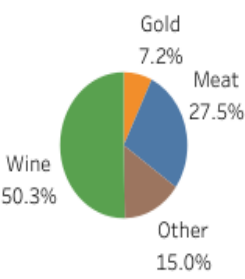


Avg. Last Purchase Days per Campaign

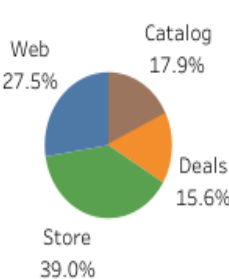


Has Kids  
All  
Response  
All  
Complain  
All  
Accepted Campaign  
All

Share of Total Revenue



Share of Total Sales



# Abstract

- ▶ I performed an exploratory analysis of marketing campaigns from Maven Marketing.
- ▶ The campaign data consisted of the following information:
  - ▶ Customer profiles
  - ▶ Product preferences
  - ▶ Campaign success and failures
  - ▶ Channel performance
- ▶ I cleaned the raw data using Power Query.
- ▶ I created an interactive dashboard that summarized the following information:
  - ▶ Total Revenue per Country and Campaign
  - ▶ Total Sales per Country and Campaign
  - ▶ Share of Total Revenue
  - ▶ Share of Total Sales
  - ▶ Customer Income Distribution and Spread
  - ▶ Average Last Purchase Days per Campaign
- ▶ I have uploaded all the files for this project onto my [GitHub](#).

# Key Questions

- ▶ What factors influence customer purchase behavior?
- ▶ What does the average customer look like?
- ▶ Which marketing campaigns were most successful?
- ▶ What were the best-performing products?

# Assumptions

- ▶ To minimize skew in my analysis, I did the following:
  - ▶ Filtered out a customer in Saudi Arabia with a household income of \$666,666.
- ▶ To minimize any uncertainties in my analysis, I did the following:
  - ▶ Filtered out customers with null household income values.
  - ▶ Filtered out customers with “YOLO” and “Absurd” marital statuses.
- ▶ I made the following changes to the data because I assumed they were equivalent:
  - ▶ Renamed “Graduation” values to “Bachelor’s.”
  - ▶ Renamed “Master” values to “Master’s.”
  - ▶ Changed “2n Cycle” values to “Master’s.”
  - ▶ Changed “Alone” values to “Single.”
  - ▶ Changed “Together” values to “Married.”

# Data-Cleaning Strategy

- ▶ I am working with structured data for this project.
  - ▶ Therefore, my data-cleaning strategy was not heavily involved.
- ▶ I created the following additional tables for my analysis:
  - ▶ An unpivoted table showing how much each customer spent per product
  - ▶ An unpivoted table showing how many purchases each customer made
- ▶ I added the following calculated columns to the data:
  - ▶ A column showing the age generation of each customer.
  - ▶ A column showing whether each customer has kids or not.
  - ▶ A column showing the income class of each customer.
  - ▶ A column showing which campaigns each customer accepted.
- ▶ I made the following changes to the data to make them more readable:
  - ▶ Changed “1” values to “Yes” and “0” values to “No.”

# Customer Insights

- ▶ There were a total of 2,211 customers in my analysis.
- ▶ The customer income distribution was right-skewed.
  - ▶ Most of the customer income was between \$40,000 to \$80,000.
  - ▶ The average customer income was \$52,000.
  - ▶ The median customer income was \$48,000.
- ▶ Most customers had these characteristics:
  - ▶ Were from Spain (515)
  - ▶ Were in the lower class (553)
  - ▶ Were Gen-X (1,058)
  - ▶ Were married (702)
  - ▶ Had a Bachelor's Degree (546)
  - ▶ Had kids (838)
  - ▶ Didn't accept the last campaign offer (914)
  - ▶ Didn't make a complaint in the last two years (1053)

# Campaign Insights

- ▶ Most customers did not respond to any of the marketing campaigns.
- ▶ Customers who accepted the last campaign offer responded well to the marketing campaigns.
  - ▶ Campaign 1 generated the most revenue (\$117,000) and sales (1,636) from these customers.
  - ▶ Campaign 3 drew in customers with the least average days since their last purchase (34.0).

# Geographic Insights

- ▶ Spain dominated in total revenue (\$629,000) and total sales (16,004) for lower and middle-class customers.
- ▶ These were the top 3 countries for upper-class customers:
  - ▶ USA (total revenue: \$1,700, total sales: 44)
  - ▶ Saudi Arabia (total revenue: \$1,700, total sales: 28)
  - ▶ India (total revenue: \$1,600, total sales: 37)



# Product Sales Insights

- ▶ All campaigns generated the most revenue from wine products (50.3%) and the most sales from in-store purchases (39.0%).
- ▶ Lower-class customers made more purchases from deals (25.5%) than middle-class customers (15.6%).
  - ▶ Customers with kids also made more purchases from deals (20.4%) than customers without kids (7.1%).
- ▶ Upper-class customers are very different from lower and middle-class customers in the following ways:
  - ▶ These customers spent an overwhelming majority of money on meat products (94.7%)
  - ▶ These customers made most of their purchases through the catalog (69.6%).

# Recommendations

- ▶ Concentrate marketing campaigns on lower to middle-class customers.
  - ▶ These customers represented most customers who responded to the campaigns.
  - ▶ This strategy is more likely to maximize profit because upper-class customers didn't respond well to the campaigns. (Even though upper-class customers make more money and have the possibility of spending more)
- ▶ Concentrate marketing campaigns in Spain.
  - ▶ Most of the revenue, sales, and customers came from this country.
  - ▶ Therefore, the campaigns are most effective in this country.
- ▶ Concentrate on using Campaign 1 and Campaign 3.
  - ▶ These campaigns were the most successful in the following ways:
    - ▶ Revenue
    - ▶ Sales
    - ▶ Average days since the last customer purchases.
- ▶ Upsell on wine products.
  - ▶ Most of the revenue and sales came from these products.
  - ▶ Therefore, the campaigns are most effective at driving revenue from these products.