Task 1 :-

* Review raw data and pre-built pivot tables that show campaign performance by channel and message
* Explore trends in sales data to identify top-performing combinations and potential areas of growth
* Complete a short multiple-choice checkpoint that tests your ability to spot patterns, interpret insights, and connect them to business decisions

The Big Picture

You're joining the project just as our client, NewCo, completed a **one-week, multi-channel marketing campaign** designed to test messaging and customer response across a set of featured retail products.

The campaign included two versions of messaging:

* **Campaign A** used an *informal*, conversational tone.
* **Campaign B** used a more *sales-focused*, promotional tone.

*(see the versions below)*

The client used three marketing channels:

* Email
* Instagram
* Website Banner

**What the Client Wants to Know:**

*“Which campaign + channel combo should we double down on to grow new customer sales—and why?”*

Before diving into data, start to think about:

* Which message tone might connect better with first-time customers?
* Which channels are most likely to reach new audiences?