



Analyzing Email Marketing Performance

Email marketing
analysis

Sales analysis

Correlation
Engagement vs Sales

Product Analysis

Top 10 customers

Top 10 products

Customer
Engagement vs
Revenue



Click-Through
rate
51%



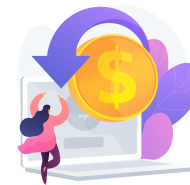
Conversion
rate
6.33%



Delivery Rate
50%

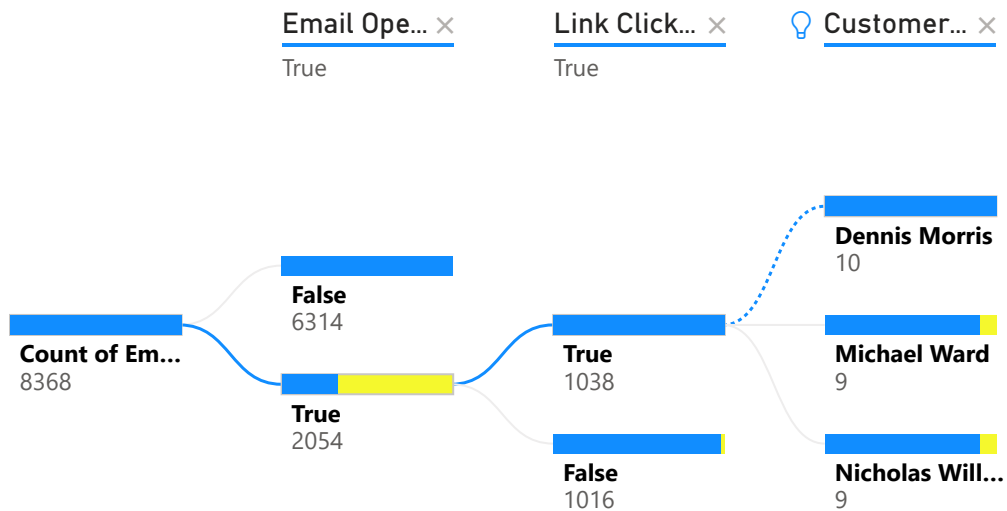


Email Open
rate
49%

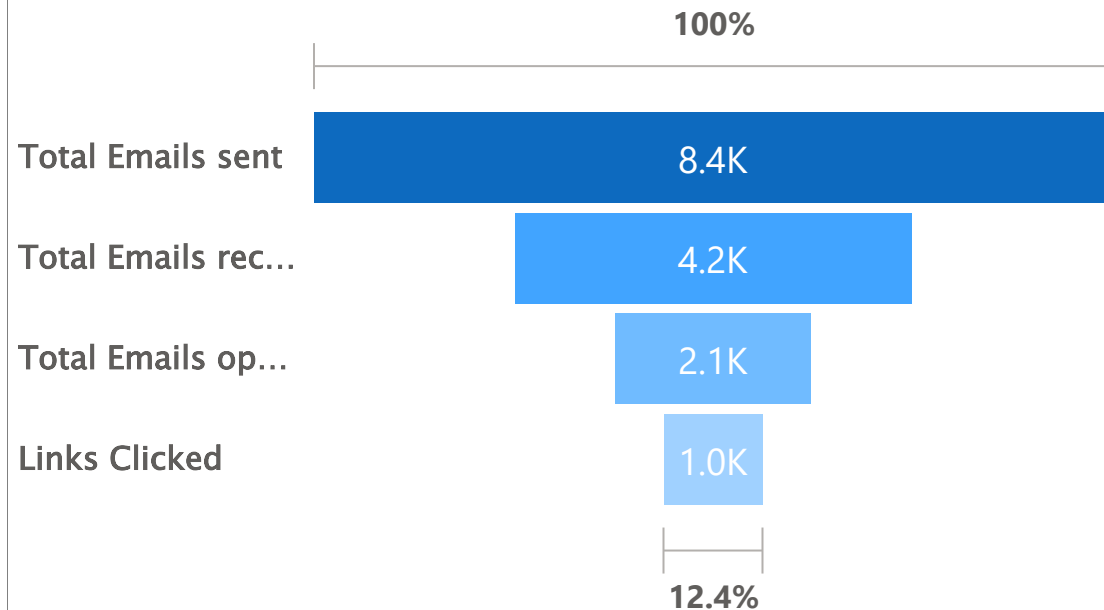


Revenue Per Email
\$1.23K

Email Traffic analysis



Email Funnel ratios





Total Sales
5.1M



Total Customers
263



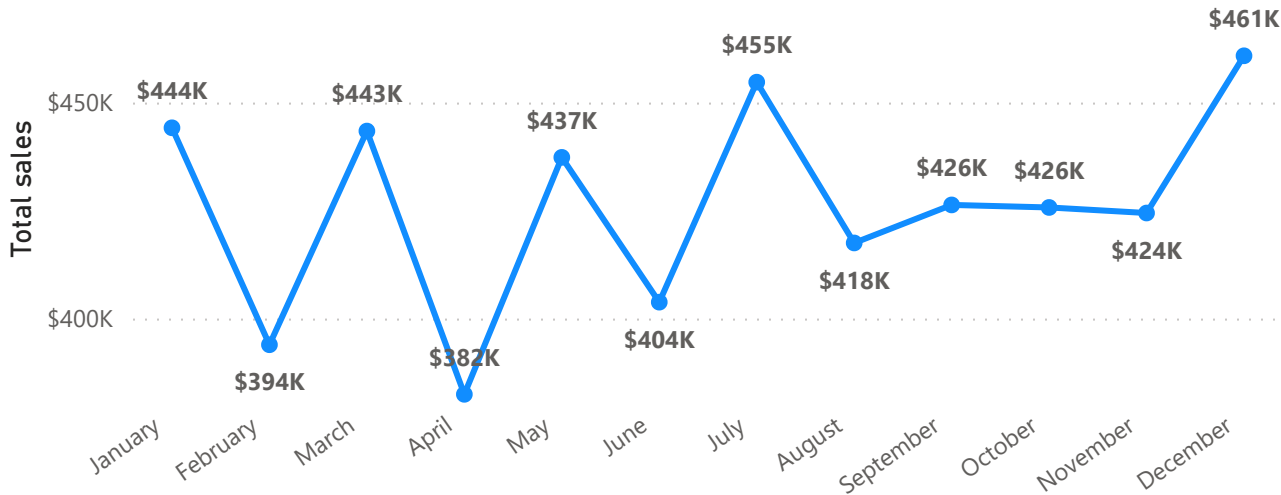
Unique products
10



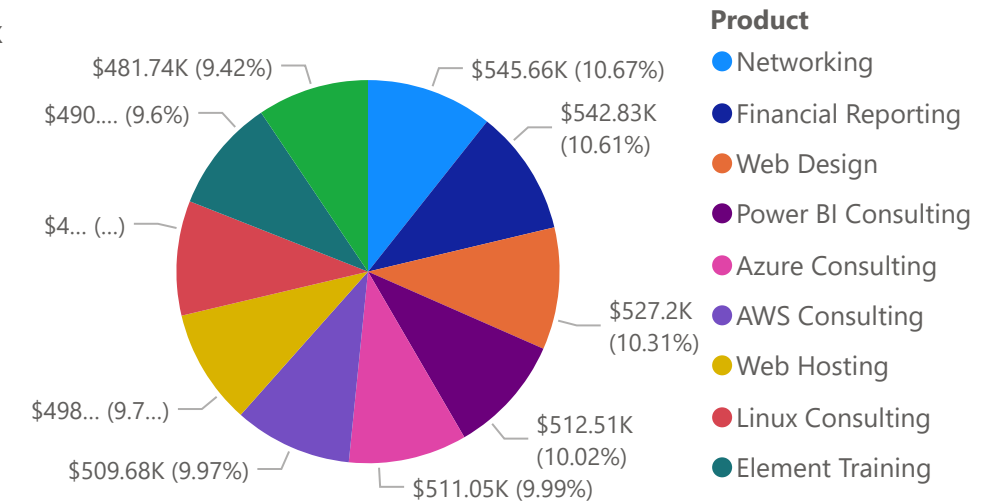
Dabur Sales trend Month-on-month 2019

Product

All



Total sales by Product



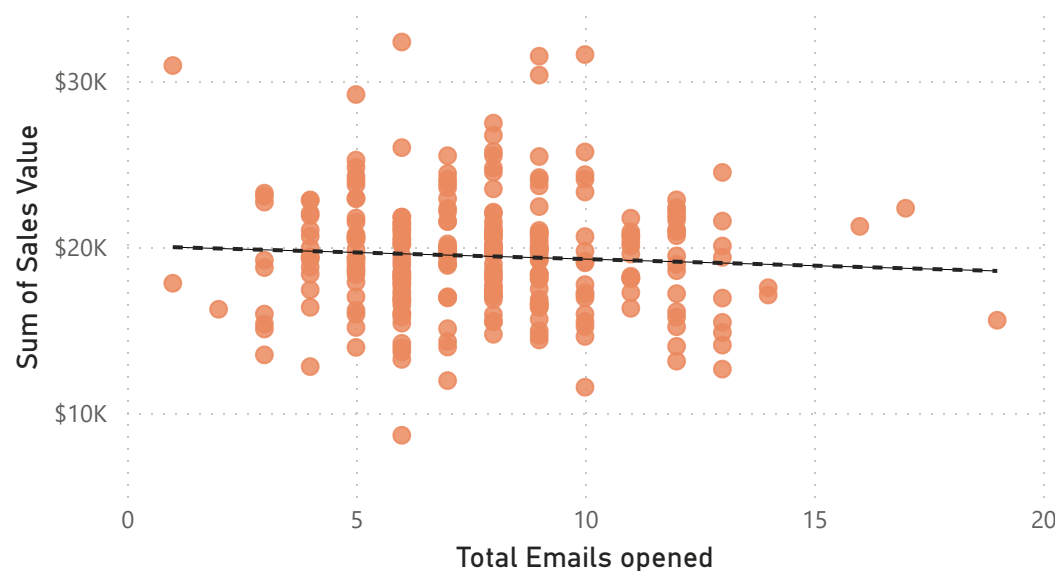
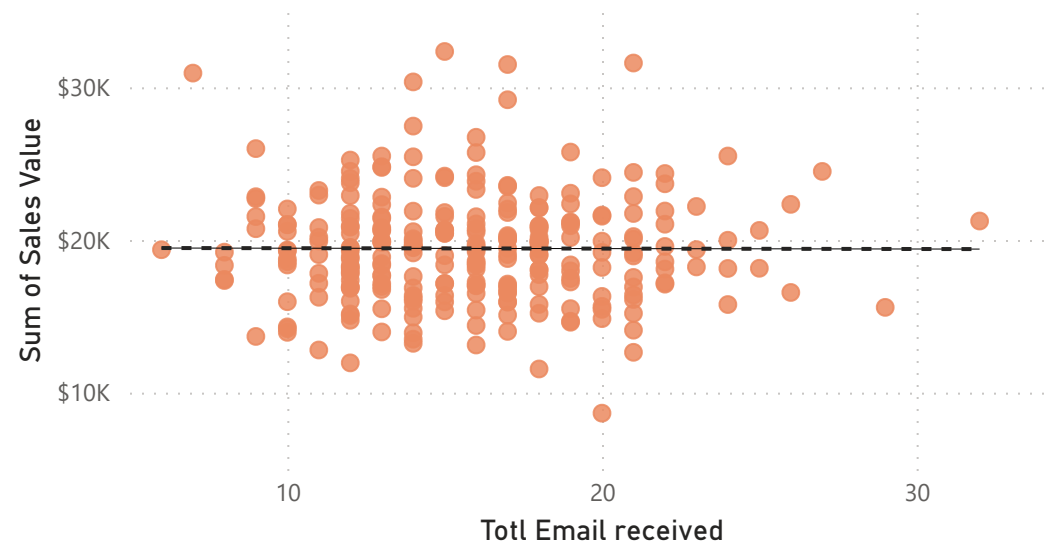
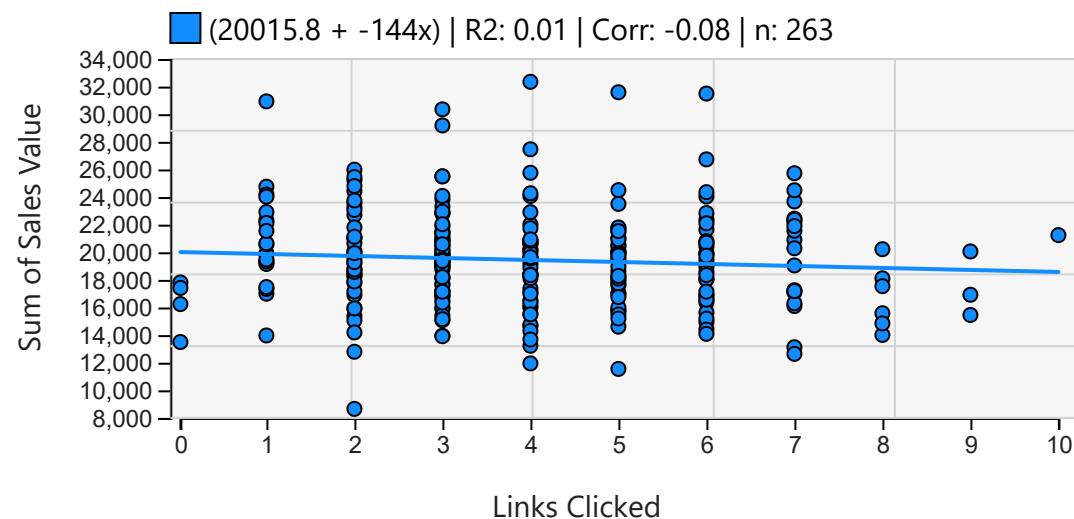
Product wise sales

Product	January	February	March	April	May	June	July	August	September	October	November	December	Total
Consulting	\$31,451	\$35,774	\$42,288	\$37,846	\$51,781	\$36,952	\$30,846	\$38,299	\$39,853	\$43,877	\$35,098	\$57,677	\$481,742
Element Training	\$52,925	\$39,878	\$45,158	\$32,292	\$40,513	\$39,960	\$46,234	\$33,345	\$32,944	\$41,839	\$45,814	\$39,928	\$490,830
Linux Consulting	\$45,290	\$40,804	\$35,078	\$38,125	\$39,533	\$23,834	\$45,685	\$49,674	\$42,850	\$44,647	\$41,525	\$47,796	\$494,841
Web Hosting	\$43,663	\$38,847	\$40,145	\$44,005	\$32,380	\$55,426	\$48,145	\$35,492	\$41,160	\$29,043	\$50,244	\$39,794	\$498,344
AWS Consulting	\$52,920	\$37,920	\$46,712	\$41,511	\$43,338	\$36,075	\$46,628	\$40,755	\$37,011	\$46,326	\$37,027	\$43,457	\$509,680
Azure Consulting	\$38,714	\$33,391	\$48,889	\$33,430	\$44,561	\$32,209	\$58,149	\$41,036	\$51,301	\$42,334	\$43,311	\$43,728	\$511,053
Power BI Consulting	\$35,266	\$39,991	\$47,959	\$36,450	\$48,984	\$40,530	\$40,519	\$37,540	\$45,863	\$46,695	\$49,054	\$43,656	\$512,507
Web Design	\$45,202	\$41,818	\$41,476	\$39,774	\$37,288	\$46,438	\$42,779	\$46,603	\$45,475	\$41,072	\$47,228	\$52,046	\$527,199
Financial Reporting	\$44,316	\$46,185	\$49,123	\$46,032	\$48,972	\$44,617	\$51,505	\$44,206	\$39,615	\$43,616	\$36,036	\$48,608	\$542,831
Total	\$444,166	\$393,950	\$443,411	\$382,472	\$437,320	\$403,806	\$454,729	\$417,511	\$426,313	\$425,727	\$424,442	\$460,836	\$5,114,683



Customer Engagement vs Sales (Correlation)

Sum of Sales Value and Links Clicked by Customer ID



Based on our analysis, our team finds that there is **no correlation** between various measures of customer engagement and sales. We think that in order to promote revenue in the coming years, **company should focus on other measures for engaging the customers instead of email marketing.**

Email marketing analysis

Sales analysis

Correlation Engagement vs Sales

Product Analysis

Top 10 customers

Top 10 products

Customer Engagement vs Revenue



Total Sales
5.1M



Total Customers
263



Unique products
10

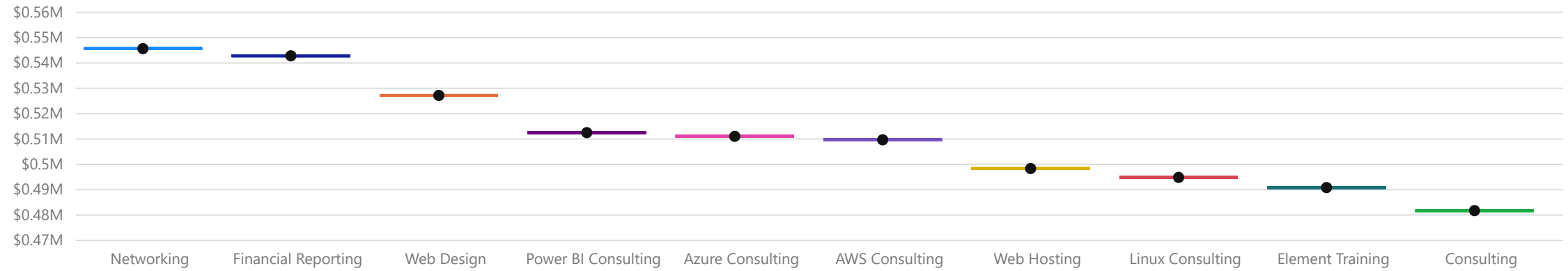


Dabur Product sales analysis

Product

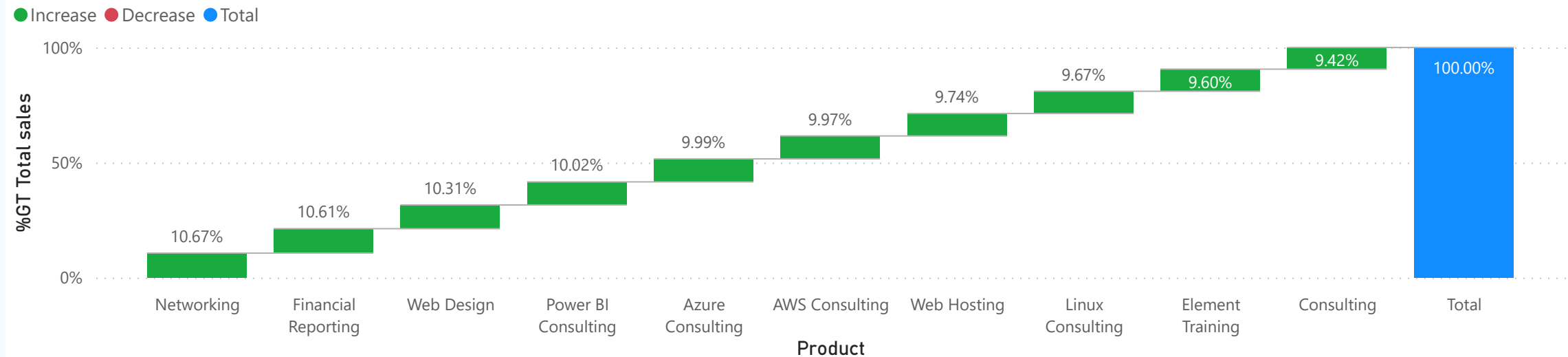
All

Sum of Sales Value by Product



-Highest selling products are **Networking (\$545k sales)**, **financial reporting (\$542)** & **web-design (\$527)**.

% Total sales by Product





Dabur Top 10 customers by sales value

Justin Butler	Peter Castillo	Jack Phillips	Eric Armstrong
\$32.35K	\$30.93K		
Gregory Simmons	Todd Watson	\$27.46K	\$26.73K
\$31.59K	\$30.36K	Roy Carpenter	
Nicholas Morrison	Patrick Rivera	\$25.99K	
\$31.5K	\$29.19K	Jose Riley	
		\$25.76K	



Dabur Top 10 products by sales value

Sum of Sales Value by Product

Networking	Power BI Consulting	Web Hosting	Linux Consulting
\$545.66K	\$512.51K		
Financial Reporting	Azure Consulting	\$498.34K	\$494.84K
\$542.83K	\$511.05K	Element Training	
Web Design	AWS Consulting	\$490.83K	
\$527.2K	\$509.68K	Consulting	
		\$481.74K	



Customer Engagement and Sales revenue table

Customer ID	Customer Name	Total Emails recieved2	Total Emails opened2	Links Clicked	Total revenue average per Day	Sum of Sales Value
C233	Justin Butler	15	6	4	\$703	\$32,348
C005	Gregory Simmons	21	10	5	\$645	\$31,592
C188	Nicholas Morrison	17	9	6	\$643	\$31,495
C197	Peter Castillo	7	1	1	\$562	\$30,932
C177	Todd Watson	14	9	3	\$632	\$30,355
C089	Patrick Rivera	17	5	3	\$572	\$29,187
C200	Jack Phillips	14	8	4	\$624	\$27,461
C076	Eric Armstrong	16	8	6	\$486	\$26,729
C132	Roy Carpenter	9	6	2	\$591	\$25,986
C133	Jose Riley	19	8	4	\$526	\$25,759
C212	Wayne Gardner	16	10	7	\$525	\$25,727
C182	Harold Matthews	24	8	3	\$593	\$25,501
C055	Jose Williams	13	7	3	\$593	\$25,499
C136	Jeremy Allen	14	9	2	\$606	\$25,450
C085	Ralph Kelley	12	5	2	\$549	\$25,236
C180	Juan Scott	13	5	2	\$577	\$24,800
C003	Mark Montgomery	13	8	1	\$619	\$24,752
C153	Mark Lee	12	8	5	\$557	\$24,501
C079	Michael Lewis	27	13	7	\$570	\$24,492
C157	Aaron Johnson	21	7	2	\$568	\$24,428
C037	Paul Holmes	22	10	6	\$594	\$24,356
C174	Peter Wells	16	5	4	\$578	\$24,275
C103	Samuel Stewart	15	9	1	\$576	\$24,184
C215	Joseph Lopez	20	10	3	\$573	\$24,081
Total		4156	2054	1038	\$14,013	\$5,114,683