

# *Marketing Campaign Project Plan & Management Report*

## 1. Project Proposal

### Overview:

The project aims to analyze and optimize the performance of digital marketing campaigns across various platforms (Instagram, TikTok, LinkedIn, Facebook) using historical marketing campaign data.

### Objectives

- Evaluate campaign effectiveness using key performance indicators (CTR, Conversion Rate, ROI).
- Identify the most cost-efficient investment platforms.
- Analyze performance across geographic regions to guide future marketing strategies.
- Build a predictive model to forecast the performance of upcoming campaigns.

### Scope

- Includes a **comprehensive analysis of 10,300 past campaigns**.
- Covers performance by **platform, region, and campaign type**.
- Generates actionable insights and recommendations to enhance future campaigns.
- Excludes the execution of new campaigns – focuses purely on **data analysis and strategic recommendations**.

## 2. Project Plan

### Timeline

Phase	Duration	Key Activities	Deliverables
<b>Phase 1: Data Collection &amp; Cleaning</b>	Week 1	Import and clean campaign data	Clean and structured dataset
<b>Phase 2: KPI Computation &amp; Visualization</b>	Week 2	Calculate CTR, CPA, ROI, and create charts	Platform and region performance reports
<b>Phase 3: Comparative &amp; Trend Analysis</b>	Week 3	Time-based and geographic performance comparisons	Comprehensive insight report
<b>Phase 4: Recommendations &amp; Reporting</b>	Week 4	Prepare strategic recommendations and a summary	Final project report + presentation

## Resource Allocation

Role / Responsibility Area	Key Tasks (Main Responsibilities)	Resources / Personnel
1. Data Preparation Lead	<b>Data Cleaning:</b> Manage data quality, identify and handle <b>missing values</b> and outliers using <b>Power BI Query Editor</b> .	Toka
2. Analysis & KPI Architect	<b>Calculation:</b> Design the analytical approach and implement all core KPI formulas (ROI, CPA, CR, etc.) using <b>Power BI DAX</b> .	Haneen
3. Visualization & Dashboard Design	<b>Output:</b> Build the final interactive reports and dashboards, ensuring clear visual communication of the results in <b>Power BI</b> .	Rodayna
4. Reporting & Recommendations	<b>Documentation:</b> Write the complete academic report (Methodology, Findings, Conclusion). <b>Strategy:</b> Develop <b>actionable recommendations</b> based on the final analysis.	Nada

### 3. Task Assignment & Roles

Phase	Specific Task / Deliverable	Responsible Role	Accountable Person
Phase 1: Planning & Gathering	<b>Data Gathering &amp; Scope:</b> Confirm the data source (provided file) and confirm the project scope and final deliverables.	Project Planning Lead	Toka
	<b>Project Timeline:</b> Define the complete project timeline with internal deadlines (milestones) for each phase.	Project Planning Lead	Nada
Phase 2: System Analysis & Design	<b>Methodology Design:</b> Define the entire analytical strategy, including handling data quality issues and the use of <b>Power BI</b> .	System Analysis Lead	Haneen
	<b>Data Cleaning:</b> Implement the data preparation steps (missing values, outliers, etc.) in <b>Power BI Query Editor</b> .	System Analysis Lead	Haneen

<b>Phase 3: Visualization &amp; Output</b>	<b>KPI Calculation:</b> Implement all core KPIs (ROI, CPA, CR, etc.) using <b>Power BI DAX</b> .	<b>Visualization Specialist</b>	Rodayna
	<b>Dashboard Design:</b> Build the final interactive reports and data visualizations within <b>Power BI</b> .	<b>Visualization Specialist</b>	Rodayna
<b>Phase 4: Reporting &amp; Review</b>	<b>Report Drafting:</b> Write the Introduction, Methodology, Conclusion, and <b>Recommendations</b> .	<b>Report &amp; Quality Lead</b>	Nada
	<b>Final Review &amp; Compliance:</b> Conduct the final accuracy check, proofreading, and ensure all academic requirements are met.	<b>Report &amp; Quality Lead</b>	Toka

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## 4. Risk Assessment & Mitigation Plan

Risk Category	Key Risk	Impact	Mitigation Strategy (What We Will Do)
Data Quality	<b>Missing Data:</b> Incomplete/Null values in core metrics will reduce analytical accuracy.	High	<b>Impute &amp; Document:</b> Fill missing values (e.g., with Median/Mean) and clearly document the method used.
Scope & Requirements	<b>KPI Misalignment:</b> Analyzing the wrong KPIs (e.g., Revenue instead of Conversions) due to a lack of clear client/instructor requirements.	High	<b>Early Confirmation:</b> Get a final list of required KPIs and confirm alignment with the instructor/client <i>mid-project</i> .
Schedule	<b>Analysis Delay:</b> Complexity in data cleaning (due to the "unclean" file) causes delays and misses the deadline.	High	<b>Time Buffer:</b> Allocate extra time specifically for data cleaning, and use internal weekly deadlines to track progress.
Technical	<b>Loss of Work:</b> Hardware failure or file corruption leads to the loss of analysis code or report drafts.	Medium	<b>Cloud Backup:</b> Maintain daily backups of all project files on Google Drive or GitHub.

## 5. KPIs (Key Performance Indicators)

KPI Category	Key Performance Indicator (KPI)	Calculation / Metric	Project Relevance
Financial Return	<b>Return on Investment (ROI)</b>	ROI measures profit efficiency: (Revenue minus Budget) divided by Budget	<b>Primary Success Metric:</b> Measures the profitability of the campaign by comparing financial gains against the spend.
	<b>Total Revenue</b>	Sum of all campaign revenues.	Represents the total financial value generated by the analyzed campaigns.
Efficiency & Cost	<b>Cost Per Acquisition (CPA)</b>	CPA: how much each conversion costs (Budget ÷ Conversions)	Assesses the cost-efficiency of the campaign in acquiring a single customer/conversion.

	<b>Cost Per Click (CPC)</b>	Average cost per click = Budget / Clicks	Measures the average cost incurred for each user click on an advertisement.
<b>Engagement &amp; Action</b>	<b>Conversion Rate (CR)</b>	Conversion Rate = Conversions ÷ (Impressions or Clicks)	Measures the effectiveness of the campaign in turning views/clicks into desired actions (e.g., sales, sign-ups).
	<b>Click-Through Rate (CTR)</b>	$CTR = Clicks \div Impressions$	Gauges the overall attractiveness and relevance of the ads to the target audience.