

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**.
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2. Project Plan

Timeline

Phase	Duration	Key Activities	Deliverables
Phase 1: Data Collection & Cleaning	Week 1	Import and clean campaign data	Clean and structured dataset
Phase 2: KPI Computation & Visualization	Week 2	Calculate CTR, CPA, ROI, and create charts	Platform and region performance reports
Phase 3: Comparative & Trend Analysis	Week 3	Time-based and geographic performance comparisons	Comprehensive insight report
Phase 4: Recommendations & Reporting	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	Data Cleaning: Manage data quality, identify and handle missing values and outliers using Power BI Query Editor .	Toka
2. Analysis & KPI Architect	Calculation: Design the analytical approach and implement all core KPI formulas (ROI, CPA, CR, etc.) using Power BI DAX .	Haneen
3. Visualization & Dashboard Design	Output: Build the final interactive reports and dashboards, ensuring clear visual communication of the results in Power BI .	Rodayna
4. Reporting & Recommendations	Documentation: Write the complete academic report (Methodology, Findings, Conclusion). Strategy: Develop actionable recommendations based on the final analysis.	Nada

3. Task Assignment & Roles

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

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



4. Risk Assessment & Mitigation Plan

Risk Category	Key Risk	Impact	Mitigation Strategy (What We Will Do)
Data Quality	Missing Data: Incomplete/Null values in core metrics will reduce analytical accuracy.	High	Impute & Document: Fill missing values (e.g., with Median/Mean) and clearly document the method used.
Scope & Requirements	KPI Misalignment: Analyzing the wrong KPIs (e.g., Revenue instead of Conversions) due to a lack of clear client/instructor requirements.	High	Early Confirmation: Get a final list of required KPIs and confirm alignment with the instructor/client <i>mid-project</i> .
Schedule	Analysis Delay: Complexity in data cleaning (due to the "unclean" file) causes delays and misses the deadline.	High	Time Buffer: Allocate extra time specifically for data cleaning, and use internal weekly deadlines to track progress.
Technical	Loss of Work: Hardware failure or file corruption leads to the loss of analysis code or report drafts.	Medium	Cloud Backup: 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	Return on Investment (ROI)	ROI measures profit efficiency: (Revenue minus Budget) divided by Budget	Primary Success Metric: Measures the profitability of the campaign by comparing financial gains against the spend.
	Total Revenue	Sum of all campaign revenues.	Represents the total financial value generated by the analyzed campaigns.
Efficiency & Cost	Cost Per Acquisition (CPA)	CPA: how much each conversion costs (Budget ÷ Conversions)	Assesses the cost-efficiency of the campaign in acquiring a single customer/conversion.

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