

Isabella Yesin

Data Analyst (Marketing)

Link to GitHub repository

Job Description:

Salesforce is seeking a **Marketing Data Analyst** to uncover insights that drive more targeted marketing decisions. With my experience in campaign performance tracking, marketing KPIs, and data storytelling, this role directly aligns with my academic background in **Marketing, Information Systems, and Business Analytics**. It presents the ideal opportunity to deepen my skills in SQL and visualization while contributing to impactful decision-making. I'm passionate about **turning data into decisions**, especially within marketing contexts.

Problem

Problem: How can marketing teams at Salesforce better measure and improve campaign performance across digital channels using KPIs and cross-source data? This problem mirrors the job's requirement to analyze campaign effectiveness, define performance metrics, and deliver insights that optimize marketing efforts.

Feasibility

- a. **SQL** will be used to join and transform campaign and customer datasets.
- b. A **data pipeline** will automate the ingestion and update of marketing data.
- c. **Tableau dashboards** will provide actionable visuals for campaign managers and stakeholders.

Database

1. API Source

Google Ads API

Description: Offers performance data on campaigns, keywords, conversions, cost-per-click, etc.

Collection Method: REST API

Link: <https://developers.google.com/google-ads/api/docs/start>

Relevance: Mirrors a real-life marketing channel Salesforce teams would analyze for digital campaign insights.

2. Web-Scraped Source - G2 Marketing Software Reviews

Description: G2.com provides user-generated reviews and performance ratings of marketing tools (e.g., HubSpot, Marketo, Salesforce Marketing Cloud). Scraping these reviews can provide insights into user satisfaction, key pain points, feature mentions, and use cases across platforms.

Collection Method: Web scraping using Python (e.g., [requests](#), [BeautifulSoup](#))

URL: <https://www.g2.com/categories/marketing-automation>

Relevance:

- Offers a qualitative dataset that reflects how marketers evaluate software tools.
- Enables sentiment analysis and feature frequency analysis tied to marketing KPIs.
- Complements quantitative campaign data (from Google Ads API), giving a fuller view of tool effectiveness and adoption sentiment—helpful for Salesforce’s Marketing Cloud strategy.

1. Solution (1 point)

Solution:

Strategy

- Create a **data pipeline** that extracts Google Ads data (API) and Salesforce event data (scraped).
- Load and clean data into a SQL-compatible database (e.g., PostgreSQL or BigQuery).
- Write complex **SQL queries** to:
 - Track campaign performance across impressions, conversions, and cost metrics.
 - Analyze event-based marketing ROI using attendance and promotion frequency.
 - Identify underperforming campaigns and suggest optimization tactics.

Visualizations (Tableau):

- KPI dashboard with metrics like ROAS, CTR, and CPA by campaign.
- Event calendar with engagement metrics tied to timing and promotion channels.

- Heatmap showing campaign performance by audience segment or location.