

Get Started

TrendMart, an online shopping website, seeks a detailed analysis of their advertisements aimed at boosting sales. They have provided the target and actual leads generated over four weeks of the month to evaluate the performance of these ads.

Objective

Ad Performance: Assess whether each ad met its weekly and cumulative lead generation targets.

Overall Marketing Performance: Evaluate the total lead generation over the four weeks and identify any trends.

Data

Target Leads Data: This dataset outlines the weekly lead generation targets for each ad over the four weeks of the month.

Actual Leads Data: This dataset details the actual leads generated by each ad over the four weeks of the month.

Target Leads				
Ads	Week 1	Week 2	Week 3	Week 4
UnityUtsav	1000	1600	1900	2000
SaalkaSabseBadaSale	1500	2000	1300	1800
DeshKiBachat	1700	1400	1900	2100
BigBharatSale	1800	1700	1900	2600
MahaOfferMela	1500	1500	1400	1600
SwadeshiShopping	1700	1600	1800	1900

Actual Leads				
Ads	Week 1	Week 2	Week 3	Week 4
UnityUtsav	500	900	1700	2000
SaalKaSabseBadaSale	1200	1500	2100	1900
DeshKiBachat	1500	1300	2300	2000
BigBharatSale	1700	2200	2500	2800
MahaOfferMela	1000	1600	2000	1800
SwadeshiShopping	1300	1600	2200	2000

Lead Performance Overview	
Total Actual Leads	41600
Number of Weeks	4
Number of Ads	6
Average Leads per Week	10400
Average Leads per Ads	6933

Week-wise Lead Analysis	
Week	Lead
Week1	7200
Week2	9100
Week3	12800
Week4	12500

Minimum Lead	7200
Maximum Lead	12800

Ad-wise Lead Analysis	
Ads	Total Leads
UnityUtsav	5100
SaalKaSabseBadaSale	6700
DeshKiBachat	7100
BigBharatSale	9200
MahaOfferMela	6400
SwadeshiShopping	7100

Minimum Lead	5100
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Maximum Lead	9200
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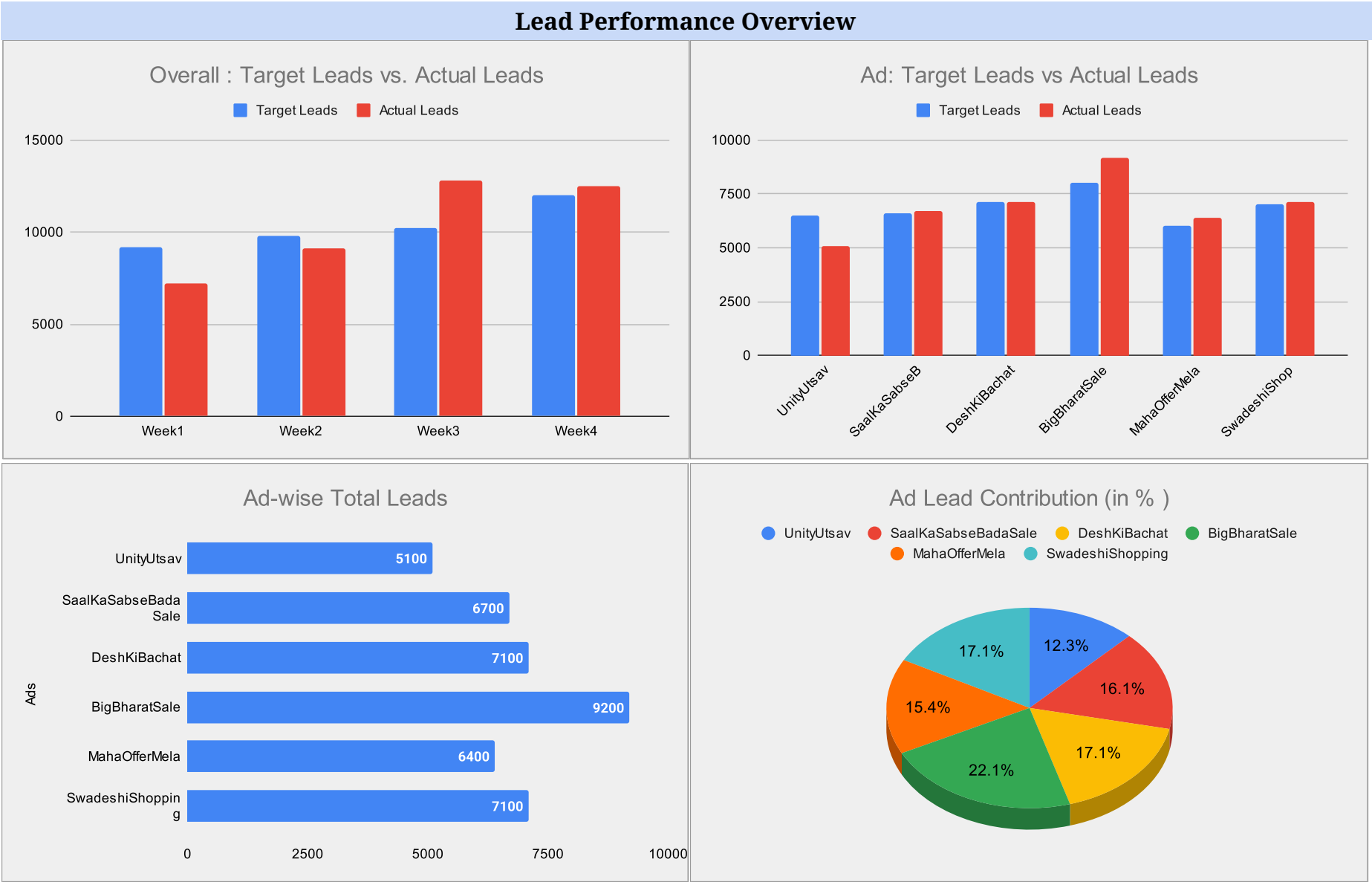
Ad Performance Analysis												
	Target Leads				Actual Leads				Target vs Actual			
Ads	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4	Week1	Week2	Week3	Week4
UnityUtsav	1000	1600	1900	2000	500	900	1700	2000	Target Missed	Target Missed	Target Missed	Target Achieved
SaalkaSabseBadaSale	1500	2000	1300	1800	1200	1500	2100	1900	Target Missed	Target Missed	Target Achieved	Target Achieved
DeshKiBachat	1700	1400	1900	2100	1500	1300	2300	2000	Target Missed	Target Missed	Target Achieved	Target Missed
BigBharatSale	1800	1700	1900	2600	1700	2200	2500	2800	Target Missed	Target Achieved	Target Achieved	Target Achieved
MahaOfferMela	1500	1500	1400	1600	1000	1600	2000	1800	Target Missed	Target Achieved	Target Achieved	Target Achieved
SwadeshiShopping	1700	1600	1800	1900	1300	1600	2200	2000	Target Missed	Target Achieved	Target Achieved	Target Achieved

Ad Overall Performance Analysis			
Ads	Target Leads	Actual Leads	Target vs Actual
UnityUtsav	6500	5100	Target Missed
SaalKaSabseBadaSale	6600	6700	Target Achieved
DeshKiBachat	7100	7100	Target Achieved
BigBharatSale	8000	9200	Target Achieved
MahaOfferMela	6000	6400	Target Achieved
SwadeshiShopping	7000	7100	Target Achieved

Overall Performance Analysis			
Week	Target Leads	Actual Leads	Target vs Actual
Week1	9200	7200	Target Missed
Week2	9800	9100	Target Missed
Week3	10200	12800	Target Achieved
Week4	12000	12500	Target Achieved

Growth Trends-Ad							
	Weekly Actual Leads				Week-wise Leads Growth %		
Ad	Week1	Week2	Week3	Week4	Week2	Week3	Week4
UnityUtsav	500	900	1,700	2,000	80%	89%	18%
SaalKaSabseBadaSale	1,200	1,500	2,100	1,900	25%	40%	-10%
DeshKiBachat	1,500	1,300	2,300	2,000	-13%	77%	-13%
BigBharatSale	1,700	2,200	2,500	2,800	29%	14%	12%
MahaOfferMela	1,000	1,600	2,000	1,800	60%	25%	-10%
SwadeshiShopping	1,300	1,600	2,200	2,000	23%	38%	-9%

Overall Growth Trend		
Week	Actual Lead	Growth Rate
Week1	7200	
Week2	9100	26.39%
Week3	12800	40.66%
Week4	12500	-2.34%



Insights from Analysis**Overall Performance**

Details	Week	Lead Generation
Week with the Highest Leads	Week3	12800
Week with the Lowest Leads	Week1	7200

Sales Performance

Details	Ad	Lead Generation
Effective Ad	BigBharatSale	9200
Ineffective Ad	UnityUtsav	5100

Report for Management

- 1 Week3 has been the most successful week in generating leads, with a total of 12,800 leads, the highest of any week.
- 2 Week1 showed the lowest lead generation performanc, with only 7,200 leads.
- 3 The BigBharatSale ad proved to be the most effective, generating 9,200 leads.
- 4 The UnityUtsav as underperformed, producing only 5,100 leads, indicating it was less effective.