



# MARKETING DATA ANALYSIS

# TABLE OF CONTENTS

01

Introduction

KPI-Objectives

03

Insights

02

04

Conclusion

# Introduction

Marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance. In this study, we examined the variables that have a major impact on online purchases, the best performing product, the channel, and the most effective marketing strategy. We suggest specific solutions to improve the efficiency of web purchases and boost income based on our findings.



# KPI-Objectives

- Are there any null values or outliers? How will you handle them?
- What factors are significantly related to the number of web purchases?
- Which marketing campaign was the most successful?
- Which products are performing best?
- What does the average customer look like?
- Which channels are underperforming?



# Insights

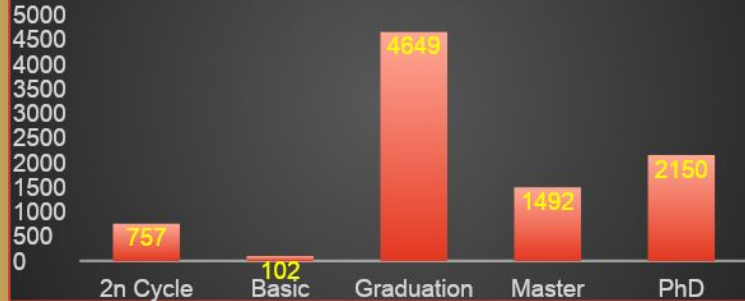
Are there any null values or outliers? How will you handle them?



- This data contains **24 Null/Blanks** which is found in "**Income**" Column we can handle this null value by some different methods.
- ◆ **First Method:** - First, we can drop values. If the proportion of missing values is minimal and has no bearing on the sample's representativeness.
- ◆ **Second Method:** - It involves inserting approximated values based on the available data for missing values. There are numerous ways to fill in the gaps left by missing numbers, including mean (average), median, mode, and regression. We have used "**Mean/Average**" for the blank values in this dataset.

# What factors are significantly related to the number of web purchases?

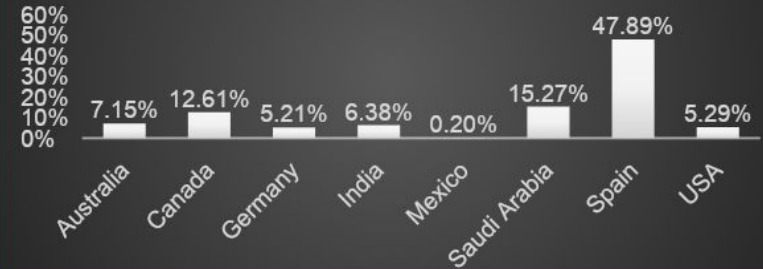
Vistors Purchases through Company website as per Education



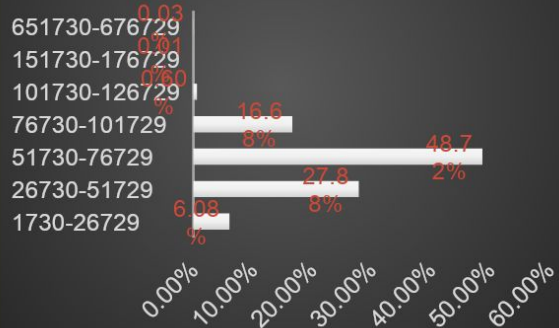
Factors that are significantly related to the number of web purchases are: -

- 1.Education
- 2.Country Origin
- 3.Income
- 4.Marital Status
- 5.Birth Year

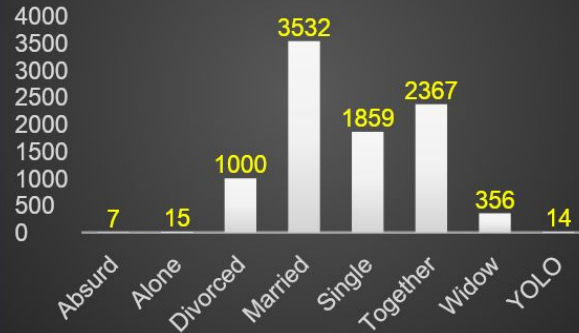
Vistors Purchases through Company website as per Countries



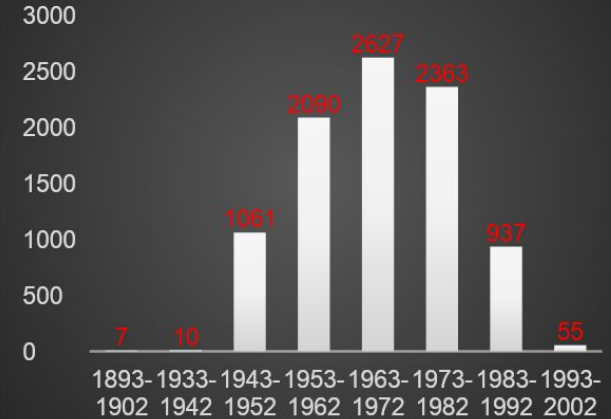
Vistors Purchases through Company website as per Income(INR)



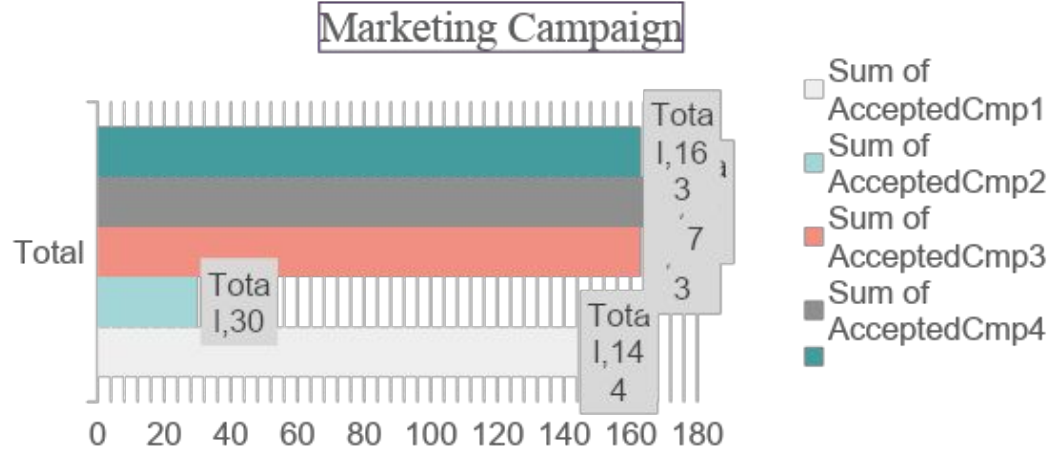
Vistors Purchases through Company website as per Marital Status



Vistors Purchases through Company website as per Birth Year



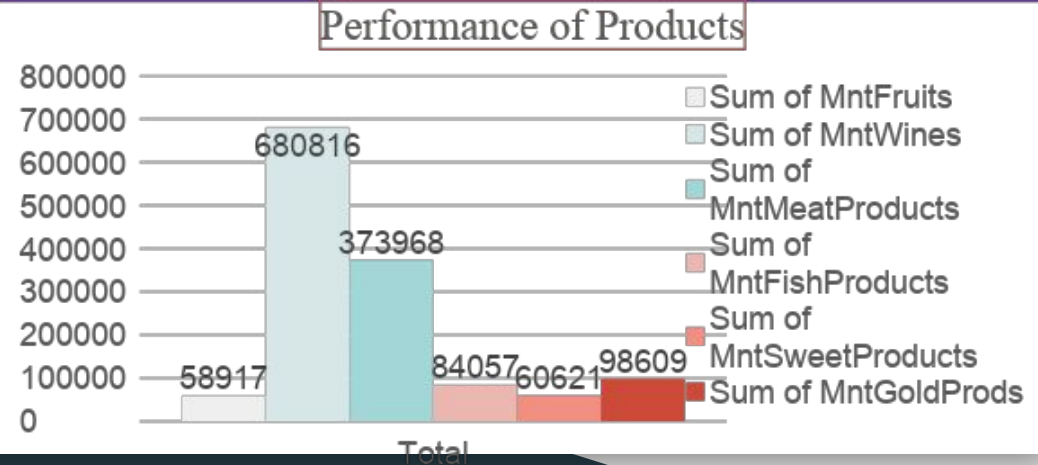
# Which marketing campaign was the most successful?



From the Data it is clear that Campaign-4 was the most successful campaign

# Which products are performing best?

The best-performing **product** right now are **Wines**



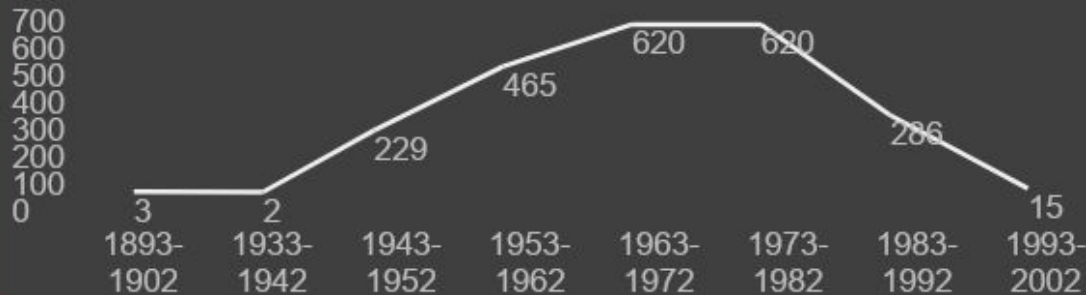
# What does the average customer look like?

The average customer is a **married Spanish** citizen born between **1963 and 1982** with a **graduation** degree and an income between **26,730 to 76,729**

Count of Customer as per Income



Count of Customer as per Birth Year



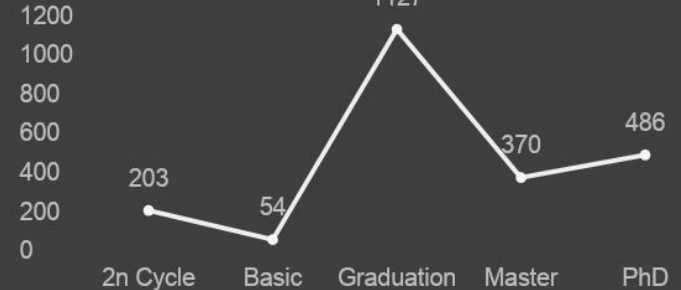
Count of Customer as per Marital Status



Count of Customer as per Country Origin

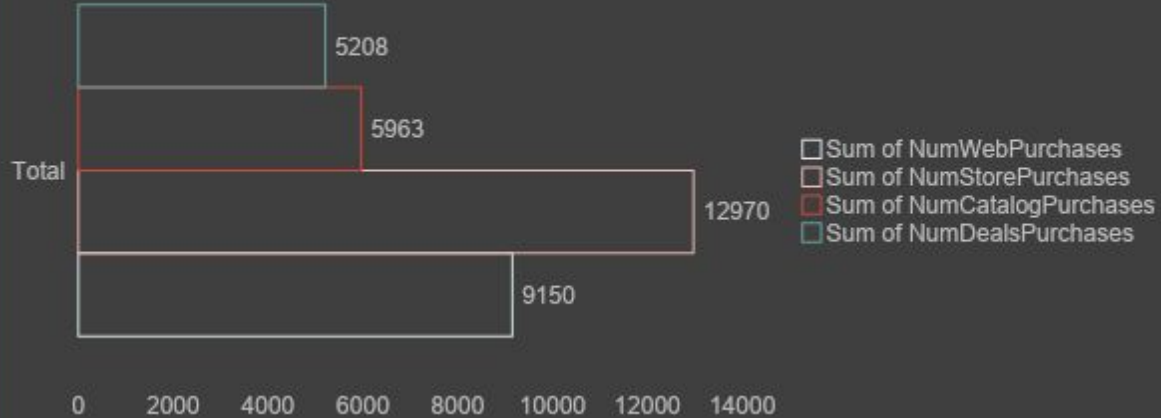


Count of Customer as per Education





## Channels Performance



Among all Channels **Store Purchase** Channel is performing best

ing?





# Conclusion

The dataset provides a thorough overview of the customer purchases and which may be utilised to develop insights and make sensible decisions.

The project aims to create a clear and accurate dataset by using Pivot tables are utilized to extract insights for informed Store business approaches. The goal is to provide valuable information for decision-making in the industry.

In order to obtain insight and make wise business decisions, it is crucial to address null values and outliers, comprehend the influence of age, education, and income on web purchases, identify the most effective campaign, analyse client demography, and assess product performance. Companies can improve their marketing strategy and increase their general market success by addressing ineffective channels and capitalising on successful campaigns and product performance.

