Project- Email Campaign Analysis

LINE OF BUSINESS: "Email Campaign Analysis"

Client is the India's largest online store for toys, games, action figures, die cast scale models and collectibles. They want to increase the marketing through emails where customer will get emails about the offers, coupons, end of season sales, etc. For this I got requirement to do analysis on emails marketing campaign over last 3-4 years.

Analysis reports includes campaigning analysis, model campaign analysis, total rate analysis.

TOOLS AND techniques:

SQL – metadata creation AND DATALOADING

POWER BI – analysis

In SQL, all the metadata creation is done

Coming to powerbi this is the majorly used for analysis

1.   The data required for analysis is extracted from SQL DB

2.   made some cleaning and transformations such as

• checking and deletion of anomalies

• QUERY PARAMETER AND CUSTOM FUNCTIONS

• modification of columns using pivot and unpivot columns for creating dynamic scenario

3.   DATA MODELLING: With the modeling feature, you can build custom calculations on the existing tables and these columns can be directly presented into Power BI visualizations.

Measure creations

• Using sum Dax function

I explicitly created new columns using IF function in Dax query, for rate analysis created new measure using SUM function, to get email sent status added new column which takes month and year from date using concatenate function and extracting month in the form of "mmm" and year.

4.   Visualization part:

- Created a welcome page in which we can redirect to the whatever analysis reports we required usingthe button scenario.

- This report includes several visuals such as Used slicers to get results in campaign code-wise, year-wise,month-wise and day-wise.

- Used pie chart to get email sent status view.

- Used clustered column chart to get month wise email sent

   visuals.Used table to get total analysis on each and everything.

1. Total Rate Analysis:

Added new measures and calculated email CTR- clicked through rate, BR- bounced rate, OP- open rate, DR- delivery rate using sum () and some mathematical formulas.

2. Model Campaign Analysis:

Added new column using IF () and got the count of member who opened emails and member who clicked emails.

3. Campaign Analysis:

Added new column to get appropriate analysis-

Total campaign, count of unique click, unique open count, total email clicked count, total email open count, total bounced email, delivered email, total email send.