Marketing Campaign Analysis | Overview

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Overview

Customer Demographics

Campaign Effectiveness

Products Performance

Marketing Channels

Report by Linda Wachira

Active Customers	Total Revenue	Top Performing Product	Top campaign	Campaign Conversion Rate
2.021K	**1M**	Wine revenue **619K**	Recent Campaign **311**	**28%**

Revenue by Product
Wine is the key revenue drivier with over 600k USD worth of sales

- Wine(USD): 0.62M
- Meat_prods(USD): 0.34M
- Gold_prods(USD): 0.09M
- Fish_prods(USD): 0.08M
- Sweet_prods(USD): 0.06M
- Fruits(USD): 0.05M
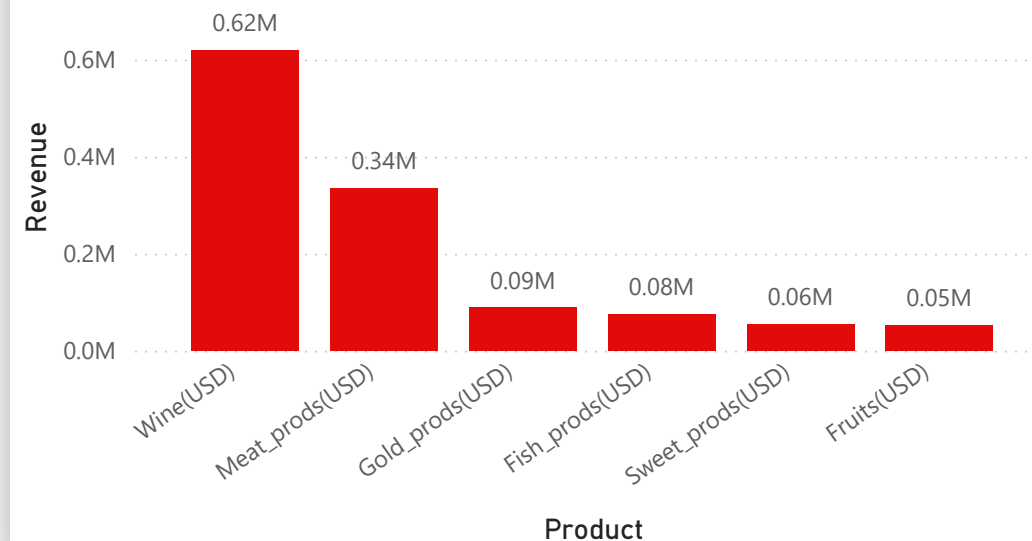
Total conversions by campaign
Recent campaign gained the most traction with 311 customers

- RecentCampaign: 311
- Campaign4: 155
- Campaign3: 151
- Campaign5: 146
- Campaign1: 133
- Campaign2: 26
- Complain: 19
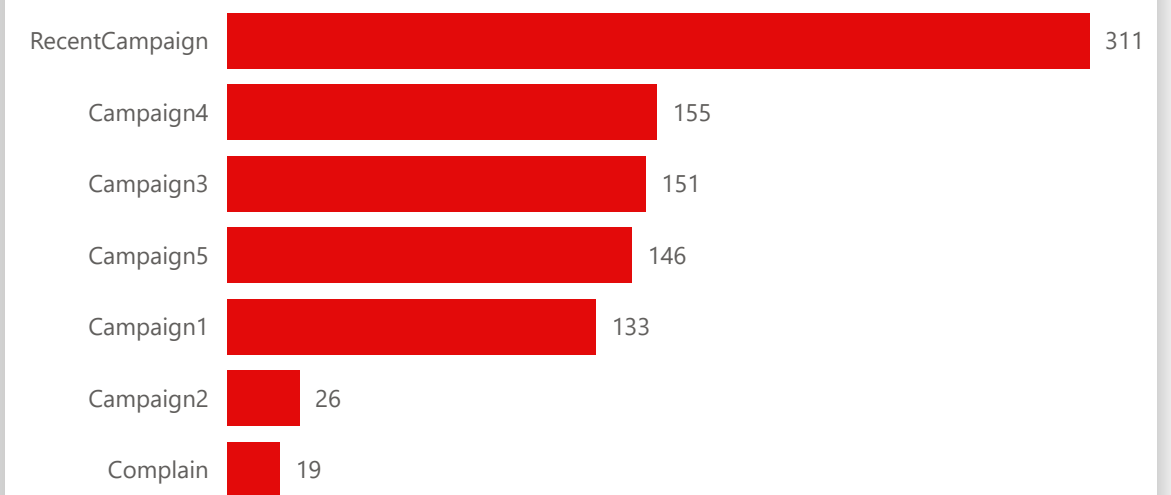
Total purchases per channel
Store purchases are the most frequent

- Catalogue_purchase: 5.3K
- Discount_purchase: 4.7K
- NumWebVisitsMo...: 10.8K
- Store_purchase: 11.7K
- Web_purchase: 8.3K
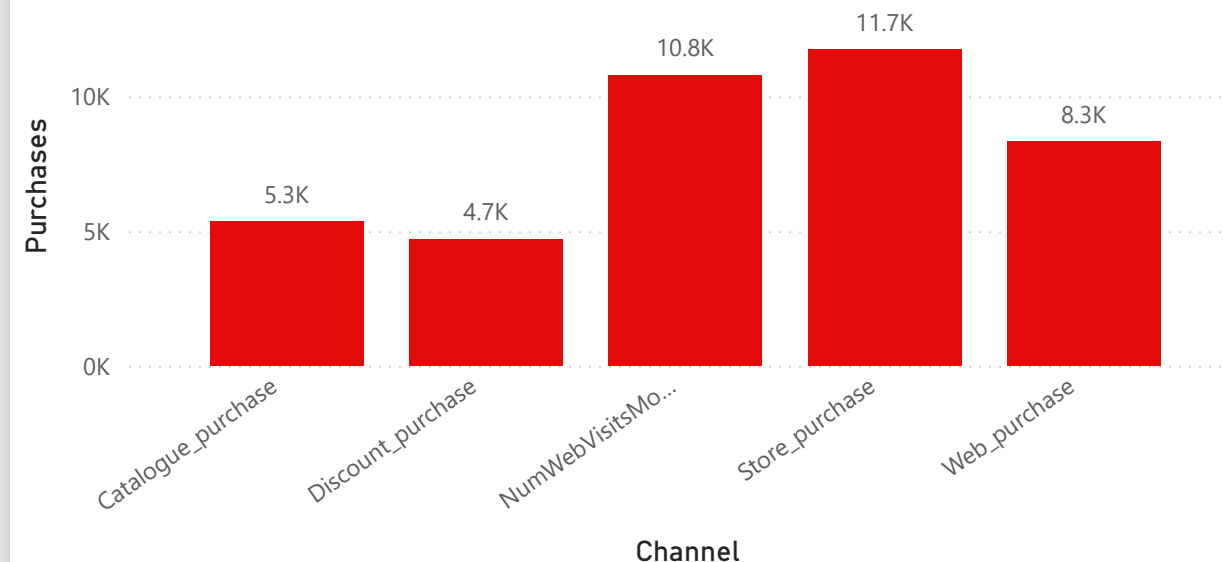
Digital Engagement
54% of customers purchase products online through the company's catalogue and website

- 12K (46.21%) — In-store
- 14K (53.79%) — Online

Legend:
- ● Online
- ● In-store
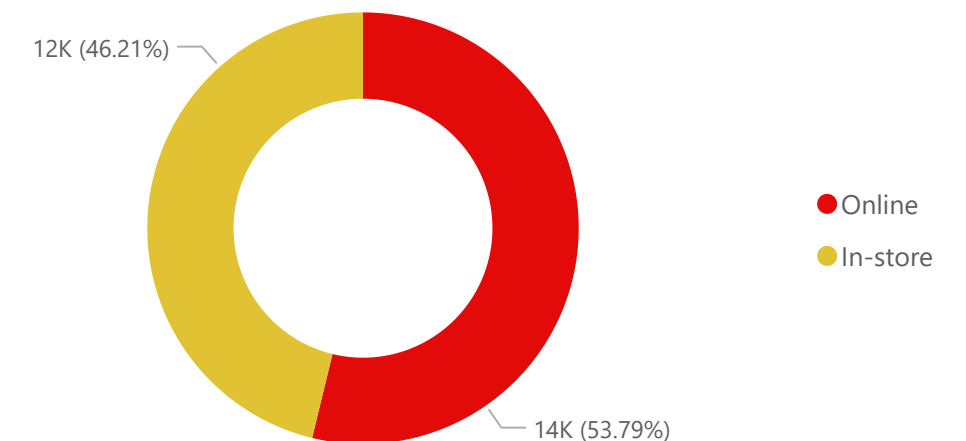
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Active Customers	Average Age	Average Customer Tenure	Average Income($)	Average Spend($)
2.021K	51	83	51.69K	607.71

Our customers by income bracket
Majority of customers have middle to upper middle income(30k+)

- Middle Income — 925
- Upper Middle — 716
- Low Income — 308
- High Income — 43
- Very Low Income — 29
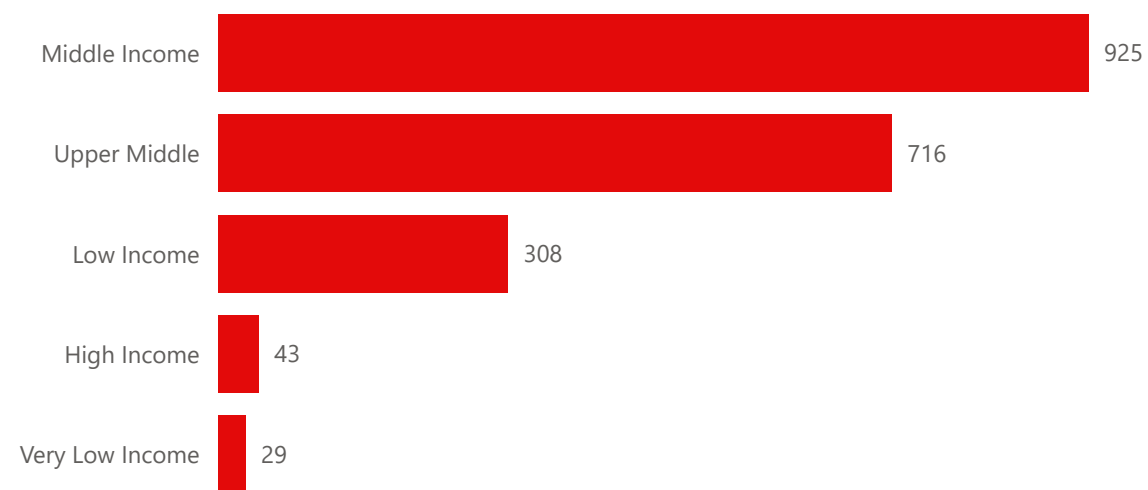
Our customers by age group
Majority of customers' ages range between 35-55

- Below 25: 2
- 65+: 285
- 55-65: 423
- 45-54: 609
- 35-44: 508
- 25-34: 194

Age_group

Correlation between income and expenditure
There is a strong positive relationship in that, the more a customer spends, the more likelihood of a higher income

annual_income(USD) vs true_total_spend
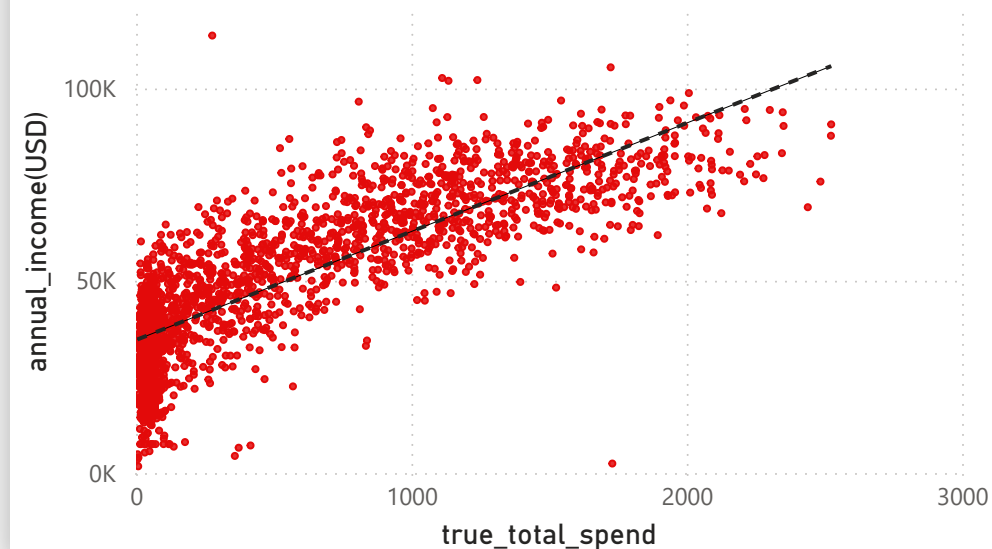
Trends in expenditure by customer tenure
The longer a customer has been in the company, the higher the average spend

Average of true_total_spend vs customer_months

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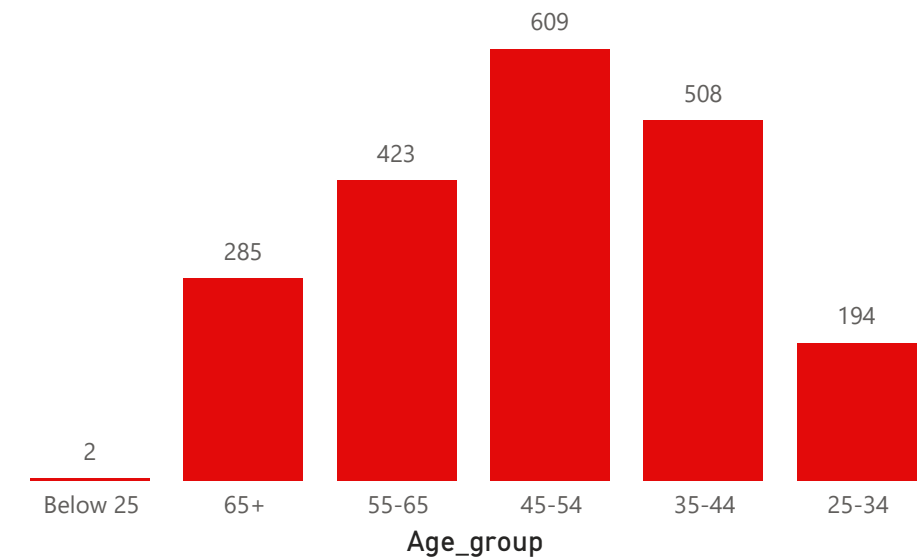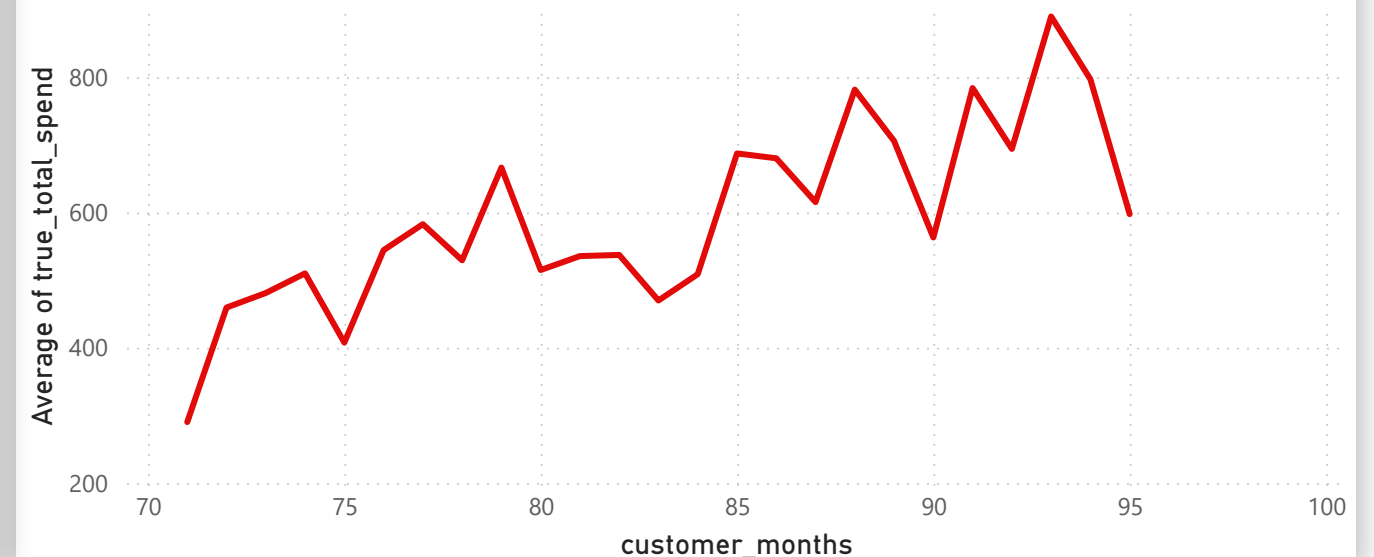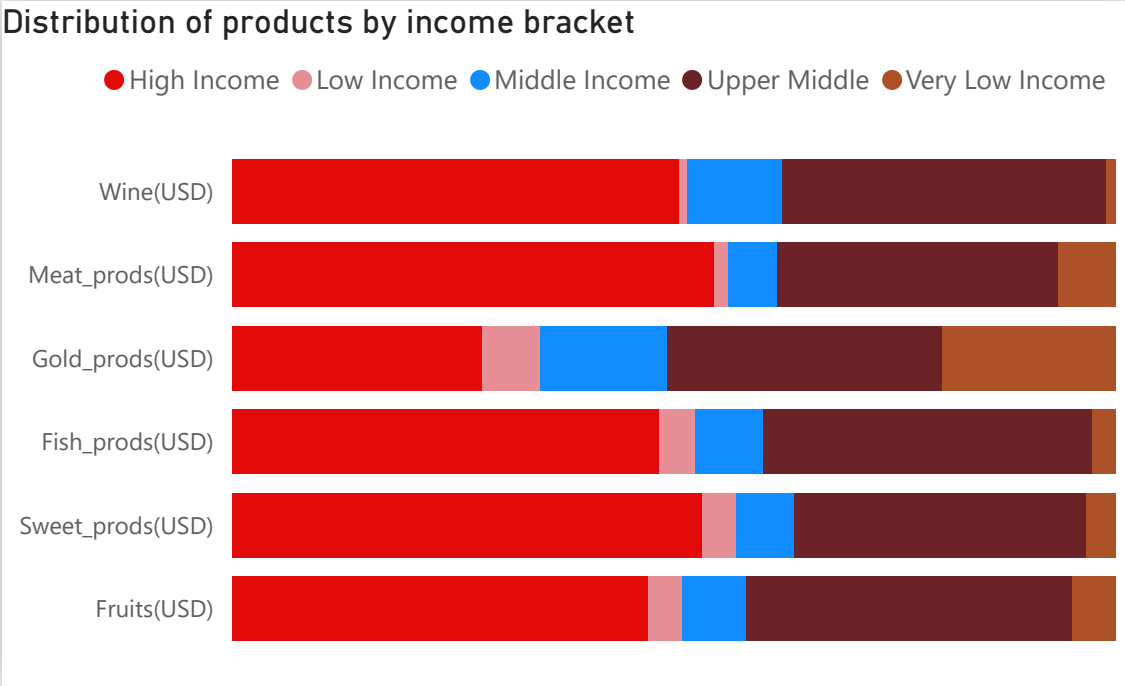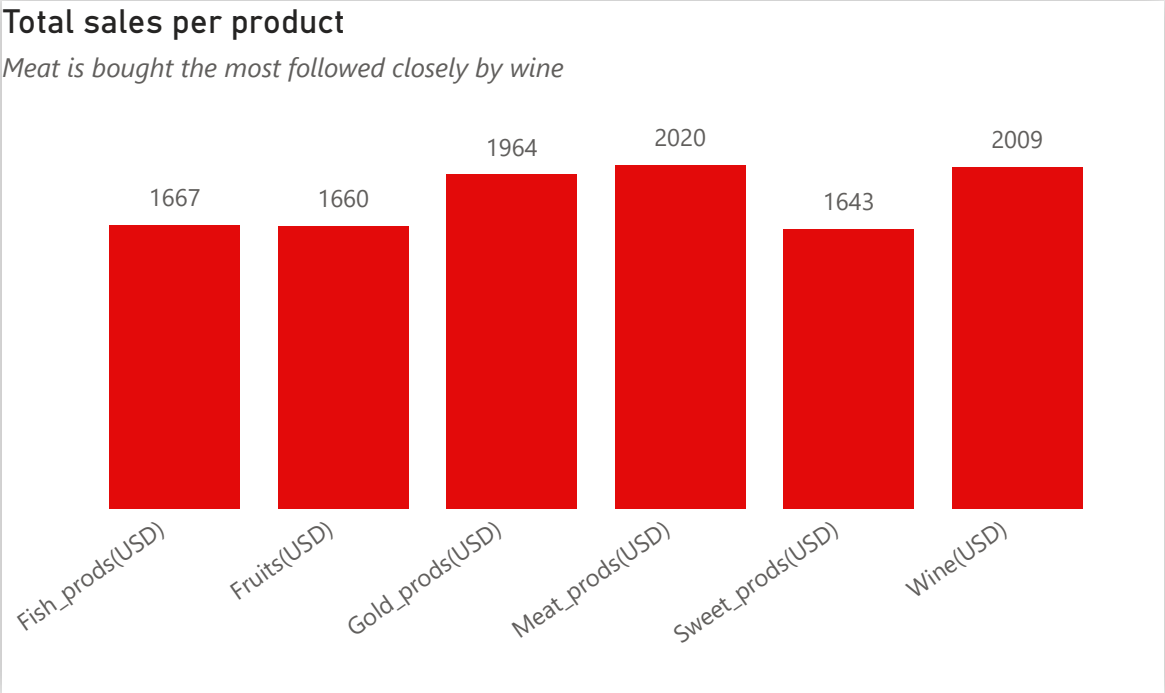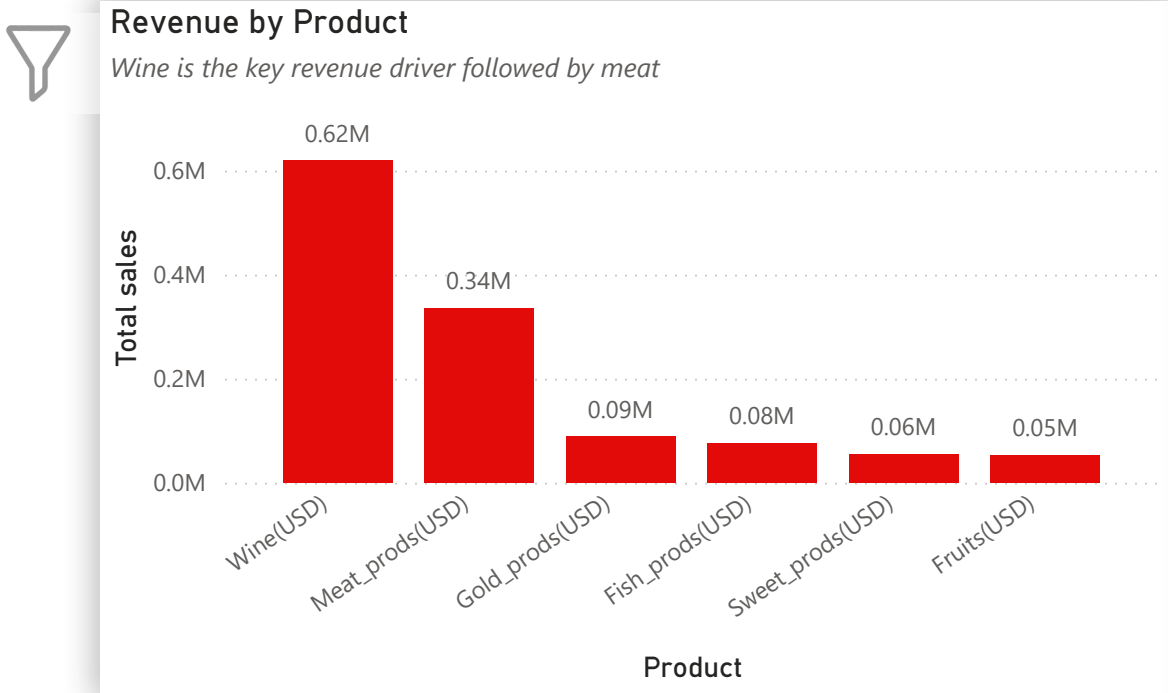| Total Revenue	Top Revenue Product	Total Purchases	Most Purchased Product	Average Order value
1M	Wine revenue 619K	30.108K	Meat 2.02K	244.76

Revenue by Product
Wine is the key revenue driver followed by meat

Total sales per product
Meat is bought the most followed closely by wine

Distribution of products by income bracket

● High Income ● Low Income ● Middle Income ● Upper Middle ● Very Low Income

Products Summary

Product	Revenue	Products Sold	AOV	Median spend
Wine(USD)	619,421.00	2009	308.32	178.00
Sweet_prods(USD)	55,110.00	1643	33.54	8.00
Meat_prods(USD)	335,607.00	2020	166.14	68.00
Gold_prods(USD)	88,766.00	1964	45.20	25.00
Fruits(USD)	53,283.00	1660	32.10	8.00
Fish_prods(USD)	75,997.00	1667	45.59	12.00

Marketing Campaign Analysis | Campaigns Effectiveness

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Target Customers

2.021K

No. of engaged customers

563

Campaign Conversion Rate

At least 1 accepted campaign

28%

Top campaign

Recent Campaign

311

Acceptance rate by campaign

Recent campaign gained the most traction

Campaign	Value
RecentCampaign	311
Campaign4	155
Campaign3	151
Campaign5	146
Campaign1	133
Campaign2	26
Complain	19
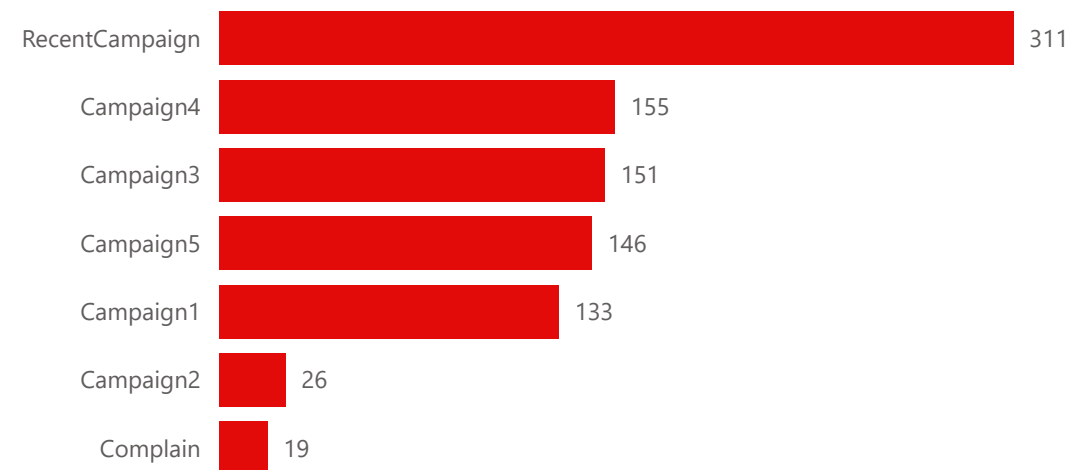
Customer Responsiveness to Campaigns

Most customers accepted no campaigns

Number of campaigns accepted	Number of customers
0	1458
1	344
2	130
3	47
4	33
5	9
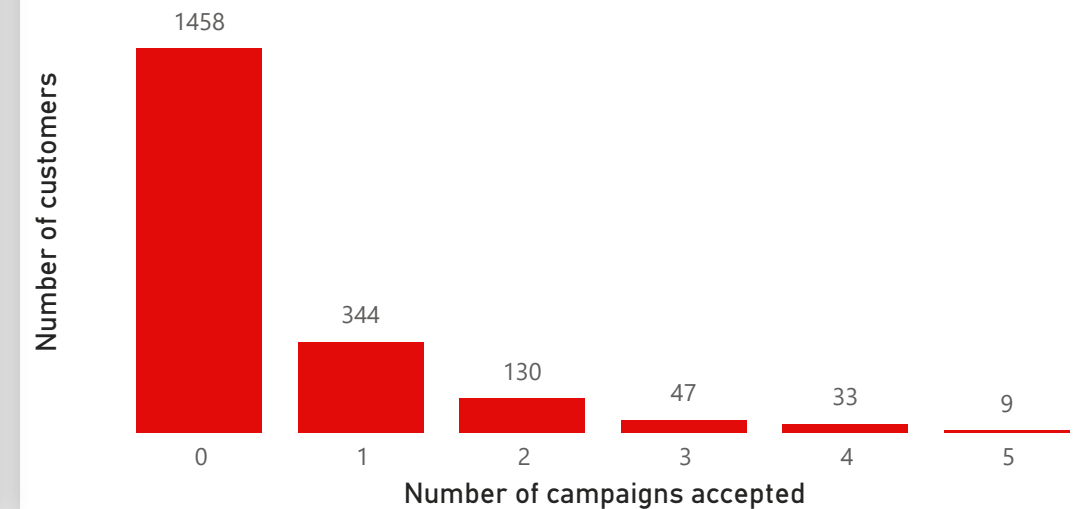
Campaign acceptance by age group

Campaign: ● Campaign1 ● Campaign2 ● Campaign3 ● Campaign4 ● Campaign5 ● RecentCampaign

Age groups: 45-54, 35-44, 55-65, 65+, 25-34, Below 25
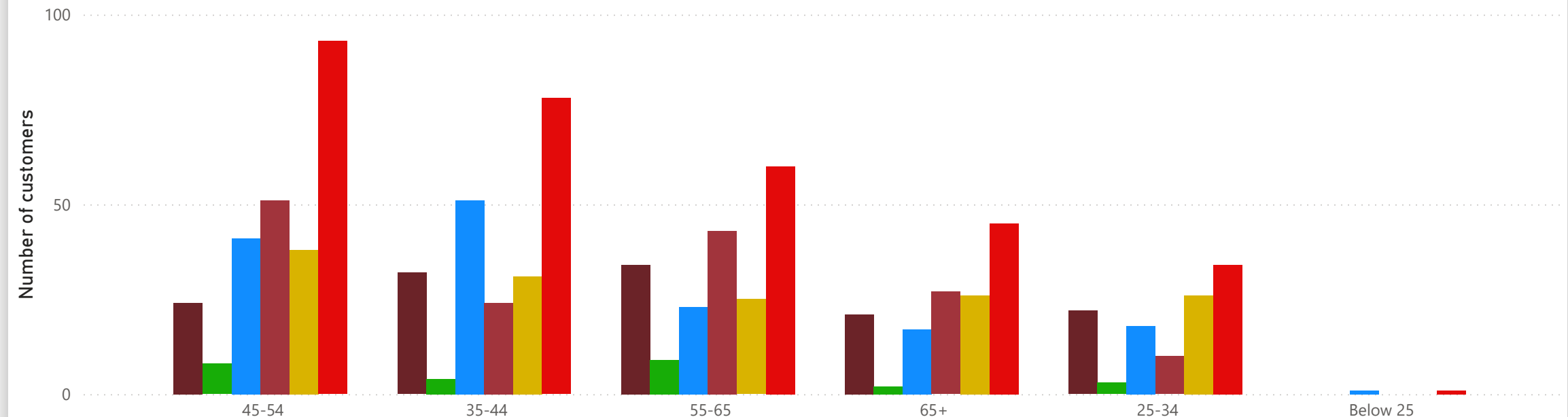
Marketing Campaign Analysis | Channel Performance

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Total Purchases
30.108K

Online Purchases
13.662K

Top Channel: Store
11.737K

Average purchase frequency
14.90

Total vs average purchases per channel

● Total purchases ● Average purchases

- Store_purchase: 11.7K (5.8)
- Web_purchase: 8.3K (4.1)
- Catalogue_purchase: 5.3K (2.6)
- Discount_purchase: 4.7K (2.3)
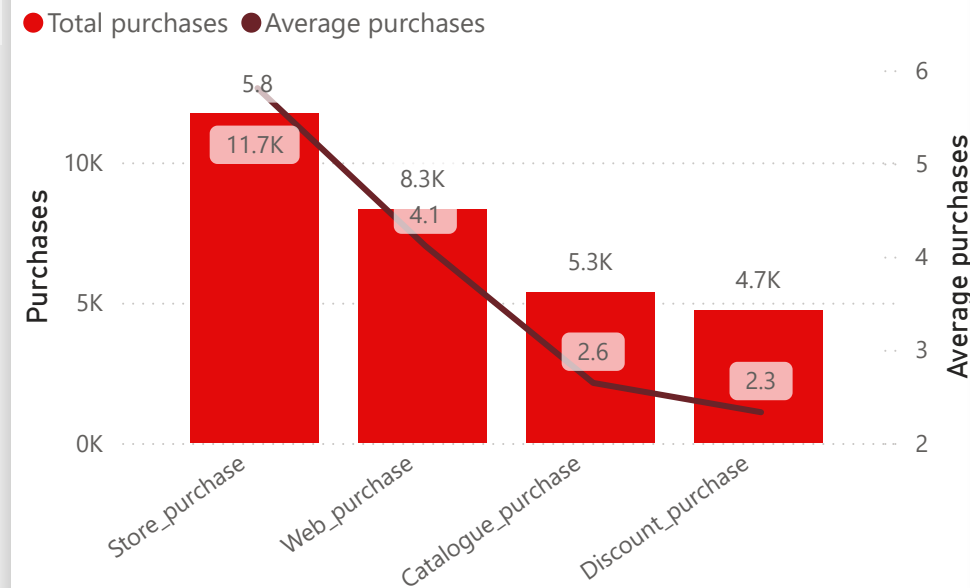
Frequency by age group

Customers 45-54 show the highest shopping activity

Age groups (by Purchases, descending): 45-54, 55-65, 35-44, 65+, 25-34, Below 25
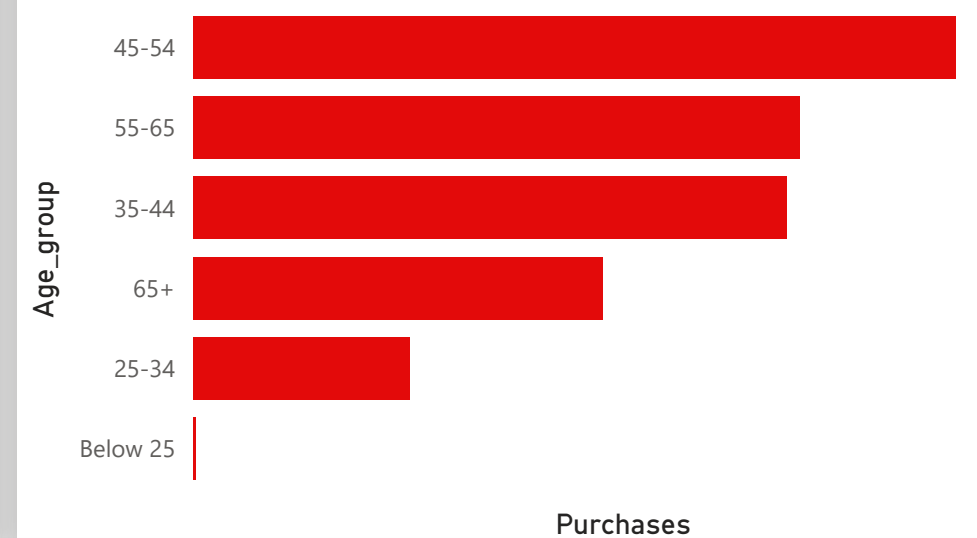
Relationship Between Web Visits and Purchases by Channel

Web purchases peak among customers with 6–8 monthly visits, while catalogue purchases decline from that point
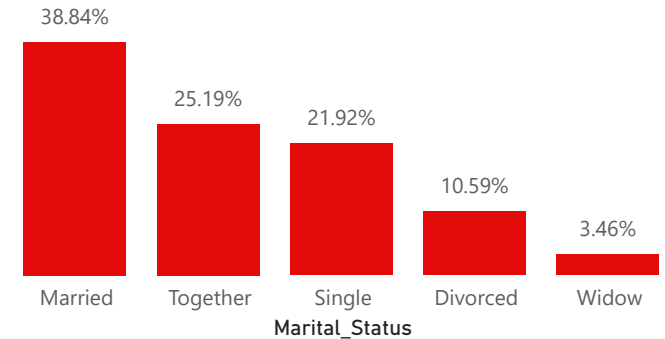
● Total Web purchase ● Total Catalogue purchase

X-axis: Number of Web Visits per Month (0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 13, 14, 17, 19, 20)
Y-axis: Total Web purchase and Total Ca...

Report by Linda Wachira
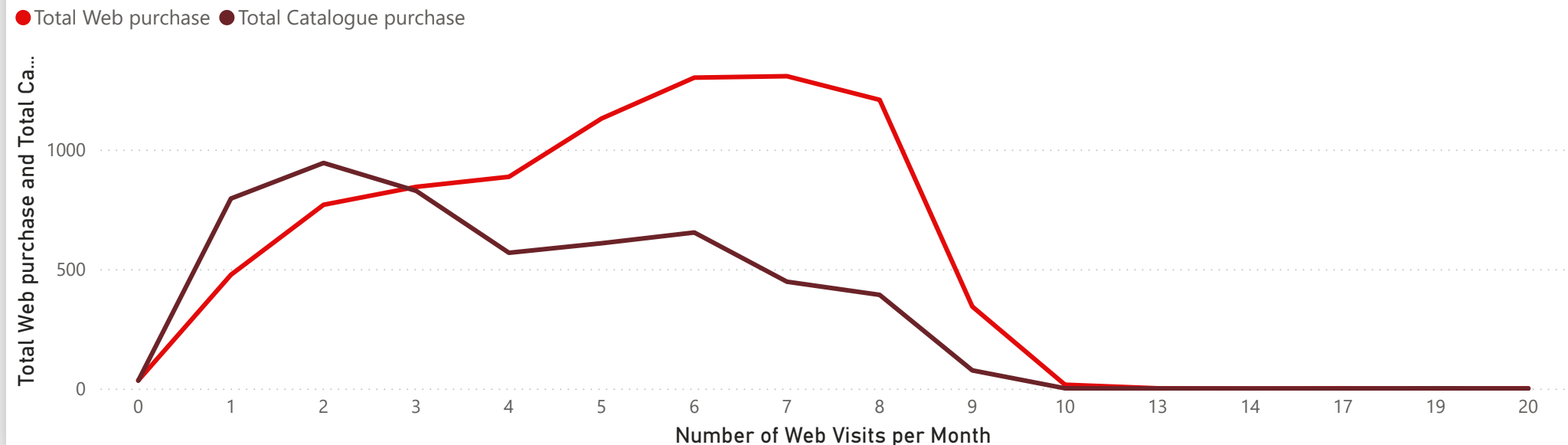
Customers Deep Dive

By Education and Marital Status

Age_group ⌄

- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-65
- ☐ 65+
- ☐ Below 25

Income_bracket ⌄

- ☐ High Income
- ☐ Low Income
- ☐ Middle Income
- ☐ Upper Middle
- ☐ Very Low Income

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Our customers by education

Education	%
Graduation	50.22%
PhD	21.72%
Masters	16.58%
2n_Cycle	9.05%
Basic	2.42%
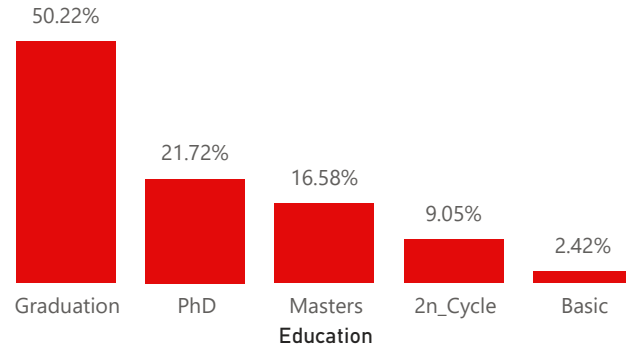
Our customers by marital status

Marital_Status	%
Married	38.84%
Together	25.19%
Single	21.92%
Divorced	10.59%
Widow	3.46%

By Education and Marital Status

Number of customers with children

ChildrenTotal	%
1	50.82%
0	28.06%
2	18.90%
3	2.23%

Number of customers with kids

Kids_per_home	Value
0	1166
1	814
2	41

Number of customers with teens

Teens_per_home	Value
0	1040
1	932
2	49

Online Purchases

Catalogue ● Website

5K
(39.12%)

8K (60.88%)